

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																		
CT	A&P Stores	America's Choice		2.49														
	Adams IGA	Perdue				1.39												
		Maple Leaf											2.99					
	Associated	Perdue				1.49	2.99											
		Shady Brook					1.99											
	Best Market	n/i							1.49									
	Big Y	n/i					0.98											
		Big Y					1.59											
	Bravo	Perdue					1.59	2.69										
	C-Town	Perdue					1.59	2.69										
		Shady Brook			2.99													
	Compare Foods	Perdue					1.49	2.99										
		Shady Brook				1.99												
	Food Bazaar	Shady Brook			2.79													
	Key Food	Perdue					1.49	2.69										
		Tip Top							1.49									
	King's	n/i							1.49									
		Perdue					1.69	2.99										
		King's	ABF		3.49													
	NSA Supermarkets	Shady Brook			2.99													
		Perdue					1.39											
Pioneer	Perdue					1.49	2.99											
	Shady Brook				1.99													
Price Chopper	Price Chopper					1.39												
	Shady Brook				1.99													
Save-a-Lot	Honeysuckle				1.79													
ShopRite	ShopRite				1.99													
	Shady Brook				1.99													
	Maple Leaf										3.49	3.49						
Stop & Shop	Empire	kosher				2.79												
Target	Market Pantry				0.99													
	Walmart	n/i			1.58													
DC	Giant Food	Shady Brook			1.99													
	Harris Teeter	Harris Teeter		2.29														
	Save-a-Lot	Honeysuckle			1.79													
	Target	Market Pantry			0.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
DC <i>(cont)</i>	Walmart	n/i			1.58													
	Whole Foods MdAtl	n/i	ABF	4.99														
		n/i	smoked	8.99														
DE	A&P Stores	America's Choice		2.49														
	Food Lion	Perdue				1.29												
	Fresh Grocer	Perdue				0.98		1.69										
	Giant Food	Shady Brook			1.99													
	Great Valu Markets	Perdue				1.49												
		Pride of the Farm				1.49												
	Harris Teeter	Harris Teeter		2.29														
	Pathmark	America's Choice		2.49														
	Save-a-Lot	Honeysuckle			1.79													
	ShopRite	ShopRite			1.99													
		Shady Brook			1.99													
	Target	Maple Leaf										3.49	3.49					
	Walmart	Market Pantry			0.99													
	Walmart	n/i		1.58														
MA	Adams IGA	Perdue				1.39												
		Maple Leaf											2.99					
	Big Y	n/i			0.98													
		Big Y				1.59												
	C-Town	Perdue				1.59	2.69											
		Shady Brook		2.99														
	Compare Foods	Perdue				1.49	2.99											
		Shady Brook			1.99													
	Donelan's	Empire	kosher	4.99														
		Perdue			1.49													
	Hannaford	Hannaford				1.39												
		Shady Brook			1.79													
	Market Basket	Market Basket				1.09												
		Perdue				1.09												
Met Foods	Perdue				1.59	2.99												
	Shady Brook			1.99														
NSA Supermarkets	Shady Brook		2.99															
	Perdue				1.39													
Price Chopper	Price Chopper				1.39													
	Shady Brook			1.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
MA <i>(cont)</i>	Roche Bros.	Plainville Farms	ABF	4.99														
		n/i		2.99					1.99									
		Perdue				1.49												
	Save-a-Lot	Honeysuckle			1.79													
	Star Market	n/i			1.79													
	Stop & Shop	Empire	kosher			2.79												
	Target	Market Pantry			0.99													
Walmart	n/i			1.58														
MD	A&P Stores	America's Choice		2.49														
	Associated	Perdue				1.49	2.99											
		Shady Brook			1.99													
	Family Owned	n/i			1.59	0.99												
	Food Lion	Perdue				1.29												
	Giant Food	Shady Brook			1.99													
	Great Valu Markets	Perdue				1.49												
		Pride of the Farm			1.49													
	Harris Teeter	Harris Teeter		2.29														
	Mars	Perdue				1.29												
		Shady Brook		2.39	1.99													
	Martin's Food	Shady Brook			1.99													
	Save-a-Lot	Honeysuckle			1.79													
	Shop'n Save	Honeysuckle			1.99													
	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													
	Weis	n/i		2.49	1.69								2.99					
	Perdue				1.49		1.98											
Whole Foods MdAtl	n/i	ABF	4.99															
	n/i	smoked	8.99															
ME	Hannaford	Hannaford				1.39												
		Shady Brook			1.79													
	Market Basket	Market Basket				1.09												
		Perdue				1.09												
	Save-a-Lot	Honeysuckle			1.79													
	Target	Market Pantry			0.99													
Walmart	n/i			1.58														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
NH	Hannaford	Hannaford				1.39												
		Shady Brook			1.79													
	Market Basket	Market Basket				1.09												
		Perdue				1.09												
	Price Chopper	Price Chopper				1.39												
		Shady Brook				1.99												
	Save-a-Lot	Honeysuckle				1.79												
Target	Market Pantry				0.99													
Walmart	n/i				1.58													
NJ	A&P Stores	America's Choice		2.49														
	Associated	Perdue				1.49	2.99											
		Shady Brook			1.99													
	Best Market	n/i						1.49										
	Bravo	Perdue				1.59	2.69											
	C-Town	Perdue				1.59	2.69											
		Shady Brook		2.99														
	Compare Foods	Perdue				1.49	2.99											
		Shady Brook			1.99													
	Extra Supermarket	n/i						1.28										
	Fine Fare	Perdue				1.39	2.69											
		Shady Brook		2.99														
	Food Bazaar	Shady Brook		2.79														
	Foodtown	Perdue				1.49	2.49											
		Maple Leaf											3.99					
	Great Valu Markets	Perdue				1.49												
		Pride of the Farm			1.49													
	Key Food	Perdue				1.49	2.69											
		Tip Top						1.49										
	King's	n/i						1.49										
	Perdue					1.69	2.99											
	King's	ABF	3.49															
Met Foods	Perdue					1.59	2.99											
	Shady Brook			1.99														
Morton Williams	n/i							1.59		1.39								
Murphy's	Perdue					1.49												
Pathmark	America's Choice			2.49														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
NJ <i>(cont)</i>	Pioneer	Perdue	kosher			1.49	2.99											
		Shady Brook			1.99													
	Save-a-Lot	Honeysuckle			1.79													
	ShopRite	ShopRite			1.99													
		Shady Brook			1.99													
		Maple Leaf											3.49	3.49				
	Stop & Shop	Empire					2.79											
	Target	Market Pantry			0.99													
	Thriftway	Perdue					1.49											
	Walmart	n/i					1.58											
	Weis	n/i			2.49	1.69									2.99			
		Perdue					1.49		1.98									
	Western Beef	Perdue				1.69	2.69											
Whole Foods MdAtl	n/i	ABF	4.99															
	n/i	smoked	8.99															
NY	A&P Stores	America's Choice		2.49														
	Associated	Perdue				1.49	2.99											
		Shady Brook			1.99													
	Best Market	n/i						1.49										
	Big M	1893 Premium				1.39												
	Bravo	Perdue				1.59	2.69											
	C-Town	Perdue				1.59	2.69											
		Shady Brook		2.99														
	Compare Foods	Perdue				1.49	2.99											
		Shady Brook			1.99													
	Fine Fare	Perdue				1.39	2.69											
		Shady Brook		2.99														
	Food Bazaar	Shady Brook		2.79														
	Foodtown	Perdue				1.49	2.49											
		Maple Leaf												3.99				
	Giunta's	Shady Brook		2.49														
	Hannaford	Hannaford				1.39												
	Shady Brook			1.79														
Key Food	Perdue				1.49	2.69												
	Tip Top							1.49										
King Kullen	Perdue		3.29		1.39	2.49												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh								
NY <i>(cont)</i>	King's	n/i	ABF							1.49									
	Perdue				1.69	2.99													
	King's			3.49															
	Met Foods	Perdue				1.59	2.99												
		Shady Brook						1.99											
	Metropolitan	Perdue					1.59	2.99											
		Shady Brook						1.99											
	Morton Williams	n/i								1.59		1.39							
	North Shore	Perdue					0.88												
		Shady Brook						1.89											
	NSA Supermarkets	Shady Brook				2.99													
		Perdue						1.39											
	Pathmark	America's Choice				2.49													
	Peck's	n/i													2.99				
	Pioneer	Perdue					1.49	2.99											
		Shady Brook						1.99											
	Price Chopper	Price Chopper					1.39												
		Shady Brook					1.99												
	Save-a-Lot	Honeysuckle					1.79												
	Shop'n Save	Honeysuckle					1.99												
	ShopRite	ShopRite					1.99												
		Shady Brook					1.99												
		Maple Leaf											3.49	3.49					
	Stop & Shop	Empire		kosher			2.79												
	Target	Market Pantry				0.99													
	Trade Fair	Perdue						0.99											
Uncle Giuseppe's	Perdue						1.49												
Walmart	n/i						1.58												
Weis	n/i				2.49	1.69								2.99					
	Perdue						1.49		1.98										
	Perdue						1.69	2.69											
PA	A&P Stores	America's Choice			2.49														
	Associated	Perdue					1.49	2.99											
		Shady Brook					1.99												
	Big M	1893 Premium				1.39													
Bravo	Perdue				1.59	2.69													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
PA <i>(cont)</i>	C-Town	Perdue				1.59	2.69											
		Shady Brook		2.99														
	Compare Foods	Perdue				1.49	2.99											
		Shady Brook			1.99													
	Family Owned	n/i			1.59	0.99												
	Fine Fare	Perdue				1.39	2.69											
		Shady Brook		2.99														
	Food Lion	Perdue				1.29												
	Foodland	Honeysuckle			1.69													
		Tyson				1.49												
	Foodtown	Perdue				1.49	2.49											
		Maple Leaf											3.99					
	Fresh Grocer	Perdue				0.98		1.69										
	Giant Food Stores	Shady Brook			1.99													
	Great Valu Markets	Perdue				1.49												
		Pride of the Farm			1.49													
	Karn's	Farm Fresh			1.59													
	Key Food	Perdue				1.49	2.69											
		Tip Top						1.49										
	Martin's Food	Shady Brook			1.99													
	Pathmark	America's Choice		2.49														
	Price Chopper	Price Chopper				1.39												
		Shady Brook			1.99													
	Save-a-Lot	Honeysuckle			1.79													
	Shop'n Save	Honeysuckle			1.99													
	ShopRite	ShopRite			1.99													
		Shady Brook			1.99													
		Maple Leaf										3.49	3.49					
	ShurSave	n/i			1.99													
		Sanderson Farms				1.49												
	Sparkle	n/i						1.69										
		Mountaire				1.29												
	Target	Market Pantry			0.99													
Thorne's Market	1893 Premium				1.39													
	n/i			1.99														
Thriftway	Perdue				1.49													
Walmart	n/i			1.58														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
PA <i>(cont)</i>	Weis	n/i		2.49	1.69									2.99				
	Whole Foods MdAtl	n/i	ABF	4.99														
		n/i	smoked	8.99														
RI	Associated	Perdue				1.49	2.99											
		Shady Brook			1.99													
	Bravo	Perdue				1.59	2.69											
	Dave's Marketplace	Perdue				1.49												
	Save-a-Lot	Honeysuckle			1.79													
	Stop & Shop	Empire	kosher			2.79												
	Target	Market Pantry			0.99													
	Walmart	n/i		1.58														
VT	Hannaford	Hannaford				1.39												
		Shady Brook			1.79													
	Price Chopper	Price Chopper				1.39												
		Shady Brook			1.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV																		
AL	Food for Le\$\$	Honeysuckle			0.98													
	Food Giant	Pride of the Farm			1.48													
		n/i							1.18									
	Ingle's	Honeysuckle			1.58													
		Perdue				1.38												
	Kroger Atlanta	Pride of the Farm			1.49													
	Kroger Nashville	Private Selection			1.79													
		Perdue				0.99												
		Pride of the Farm			1.49													
	Lucky's	Honeysuckle			1.69													
	Piggly Wiggly Hchn	Honeysuckle			1.69													
		n/i							0.99									
	Piggly Wiggly Inc.	n/i							1.29									
		Honeysuckle			1.69													
	Publix	Publix			1.79													
	Ramey's	n/i							0.99									
Save-a-Lot	Honeysuckle			1.79														
Shop Rite	Pride of the Farm			1.39														
Target	Market Pantry			0.99														
Vowell's	Honeysuckle			1.69														
	n/i							0.99										
Walmart	n/i			1.58														
FL	Bravo Supermarket	n/i				0.99												
	Food Giant	Pride of the Farm			1.48													
		n/i							1.18									
	Harris Teeter	Harris Teeter		2.29														
	Hitchcock's	n/i			1.59													
	Lucky's Market	n/i					2.99											
	Piggly Wiggly Hchn	Honeysuckle			1.69													
		n/i							0.99									
	Presidente	n/i							0.98									
	Publix	Publix			1.79													
	Save-a-Lot	Honeysuckle			1.79													
	Target	Market Pantry			0.99													
Walmart	n/i			1.58														
Western Beef	n/i							1.39										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
GA	Food Giant	Pride of the Farm n/i	ABF		1.48					1.18								
	Food Lion	Perdue					1.29											
	Galaxy Foods	n/i				1.38				1.28								
	Harris Teeter	Harris Teeter			2.29													
	IGA	Springer Mountain n/i					1.29											
	Ingle's	Honeysuckle Perdue								1.38								
	Kroger Atlanta	Pride of the Farm				1.49												
	Piggly Wiggly Hchn	Honeysuckle n/i				1.69					0.99							
	Publix	Publix				1.79												
	Quality Foods	n/i				1.49					1.19							
	Save-a-Lot	Honeysuckle				1.79												
	Shop Rite	Pride of the Farm				1.39												
	Target	Market Pantry				0.99												
	Walmart	n/i				1.58												
	Wayfield's	n/i Prestage Farms Tyson				1.49					0.99							
								2.80										
MS	Food Giant	Pride of the Farm n/i			1.48					1.18								
	Kroger Delta	n/i			1.49													
	Mac's Fresh	n/i								1.19								
	Piggly Wiggly Hchn	Honeysuckle n/i			1.69					0.99								
	Ramey's	n/i								0.99								
	Save-a-Lot	Honeysuckle			1.79													
	Target	Market Pantry			0.99													
	Vowell's	Honeysuckle n/i			1.69					0.99								
	Walmart	n/i			1.58													
	NC	Bo's Foods	n/i			1.29												
Carlie C's IGA		n/i			1.48													
Farm Fresh		Pride of the Farm			1.49													
Food Lion		Perdue				1.29												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
NC <i>(cont)</i>	Food Pride	n/i																
	Galaxy Foods	n/i			1.38					1.19								
	Great Valu Market	Farm Fresh			1.38													
		Perdue					1.19											
	Harris Teeter	Harris Teeter		2.29														
	IGA	Springer Mountain	ABF				1.29											
		n/i				1.49												
	Ingle's	Honeysuckle				1.58												
		Perdue					1.38											
	Just \$ave Foods	n/i				BOGO												
	Kroger MidAtlantic	n/i				1.59												
		Shady Brook		2.49														
	Lowe's Foods	n/i				1.99												
		Perdue					1.69											
	Piggly Wiggly Retail	Festive				1.39												
		Top Bee							0.99									
		Springer Mountain	ABF				1.39											
Piggly Wiggly Stores	n/i				1.48													
Publix	Publix				1.79													
Save-a-Lot	Honeysuckle				1.79													
Target	Market Pantry				0.99													
Walmart	n/i				1.58													
SC	Food Lion	Perdue				1.29												
	Galaxy Foods	n/i			1.38					1.28								
	H.G. Hill	Pride of the Farm			1.49													
	Harris Teeter	Harris Teeter		2.29														
	IGA	Springer Mountain	ABF				1.29											
		n/i				1.49												
	Ingle's	Honeysuckle				1.58												
		Perdue					1.38											
	Kroger Atlanta	Pride of the Farm				1.49												
	Lowe's Foods	n/i				1.99												
		Perdue					1.69											
	Publix	Publix				1.79												
	Quality Foods	n/i				1.49			1.19									
Save-a-Lot	Honeysuckle				1.79													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
SC <i>(cont)</i>	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													
TN	Food City	Honeysuckle			1.69													
	Food Giant	Pride of the Farm			1.48													
		n/i							1.18									
	Food Lion	Perdue				1.29												
	Harris Teeter	Harris Teeter		2.29														
	Houchens IGA	Honeysuckle			1.49													
		n/i							1.29									
	Ingle's	Honeysuckle			1.58													
		Perdue				1.38												
	Kroger Delta	n/i			1.49													
	Kroger MidAtlantic	n/i			1.59													
		Shady Brook		2.49														
	Kroger Nashville	Private Selection			1.79													
		Perdue				0.99												
		Pride of the Farm			1.49													
	Osborne's	Pride of the Farm			1.39													
		n/i								1.19								
	Publix	Publix			1.79													
	Save-a-Lot	Honeysuckle			1.79													
	Shop Rite	Pride of the Farm			1.39													
Super Dollar	n/i			1.69														
Target	Market Pantry			0.99														
Twn&Cntry Grocery	Honeysuckle			1.79														
Walmart	n/i			1.58														
VA	Associated	Perdue				1.49	2.99											
		Shady Brook			1.99													
	Farm Fresh	Pride of the Farm			1.49													
	Fas-Chek	n/i			1.59													
	Food City	Honeysuckle			1.69													
	Food Lion	Perdue				1.29												
	Galaxy Foods	n/i			1.38				1.28									
	Giant Food	Shady Brook			1.99													
	Grant's	n/i			1.19													
	Great Valu Market	Farm Fresh			1.38													
	Perdue				1.19													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
VA <i>(cont)</i>	Harris Teeter	Harris Teeter		2.29														
	Ingle's	Honeysuckle			1.58													
		Perdue				1.38												
	Kroger MidAtlantic	n/i			1.59													
		Shady Brook		2.49														
	Lowe's Foods	n/i			1.99													
		Perdue				1.69												
	Martin's Food	Shady Brook			1.99													
	Piggly Wiggly Stores	n/i			1.48													
	Save-a-Lot	Honeysuckle			1.79													
	Super Dollar	n/i			1.69													
	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													
Whole Foods MdAtl	n/i	ABF		4.99														
	n/i	smoked		8.99														
WV	Fas-Chek	n/i			1.59													
	Food Lion	Perdue				1.29												
	Foodland	n/i			1.49													
	Galaxy Foods	n/i			1.38				1.28									
	Grant's	n/i			1.19													
	Great Valu Market	Farm Fresh			1.38													
		Perdue				1.19												
	Kroger MidAtlantic	n/i			1.59													
		Shady Brook		2.49														
	Martin's Food	Shady Brook			1.99													
	Piggly Wiggly Stores	n/i			1.48													
	Save-a-Lot	Honeysuckle			1.79													
	Shop'n Save	Honeysuckle			1.99													
	Sparkle	n/i							1.69									
		Mountaire				1.29												
	Target	Market Pantry			0.99													
Walmart	n/i			1.58														
Weis	n/i		2.49	1.69								2.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI																		
IA	County Market	n/i		2.79														
	Family Foods	Festive			1.29													
	Fareway	Fareway			1.88													
		n/i								1.49								
	Food Pride	Festive			1.29													
	Hy-Vee	Honeysuckle			1.49													
	Jewel-Osco	Jennie-O			1.47													
		Perdue			1.49													
	No Frills	Festive			1.39													
	Quillin's	n/i			1.59													
	Save-a-Lot	Honeysuckle			1.79													
Target	Market Pantry			0.99														
Walmart	n/i			1.58														
IL	Brookhaven	Perdue				1.39												
		Maple Leaf											2.99					
	Butera's Market	n/i		1.99														
		Honeysuckle			1.69													
		Maple Leaf											2.99					
	Cermak	Perdue				0.99												
	County Market	n/i		2.79														
	Cub Foods	Jennie-O			1.79													
	Dierberg's	Honeysuckle		3.49	1.99													
	Fairplay Foods	Perdue				1.29												
	Fareway	Fareway			1.88													
		n/i								1.49								
	Food Pride	Festive			1.29													
	Fresh Thyme	n/i		2.99														
	Heinen's	Heinen's		3.49														
	Houchens IGA	Honeysuckle			1.49													
		n/i								1.29								
	Hy-Vee	Honeysuckle			1.49													
Jewel-Osco	Jennie-O			1.47														
	Perdue			1.49														
Kroger Louisville	Perdue		2.49	0.99														
	Butterball			1.49														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
IL <i>(cont)</i>	Piggly Wiggly MW	Honeysuckle			1.69													
		Tyson						2.54										
	Save-a-Lot	Honeysuckle			1.79													
	Shop & Save Market	Maple Leaf										3.39						
	Strack & VanTil	Sanderson Farms				1.79												
	Sullivan's	n/i			1.89													
	Target	Market Pantry			0.99													
	Tony's Finer Food	Perdue				1.69												
		Centrella			1.69													
		Tyson						2.54										
	Ultra Foods	Centrella			1.99													
	Valli Produce	n/i															3.49	
	Walmart	n/i			1.58													
	Walt's Food Center	Rosebud Farms			1.79													
Woodman's	Honeysuckle			1.59														
IN	Al's Supermarkets	Miller	ABF			1.69												
	Fresh Thyme	n/i		2.99														
	Houchens IGA	Honeysuckle			1.49													
		n/i																
	IGA Spartan-Nash	n/i			1.49													
		Sanderson Farms				1.59												
	Jay C	Pride of the Farm			1.89													
	Jewel-Osco	Jennie-O			1.47													
		Perdue			1.49													
	Kroger Cincinnati	Honeysuckle			1.49													
	Kroger Louisville	Perdue		2.49		0.99												
		Butterball			1.49													
	Marsh	Perdue				1.29												
	Save-a-Lot	Honeysuckle			1.79													
	Strack & VanTil	Sanderson Farms				1.79												
	Target	Market Pantry			0.99													
	Ultra Foods	Centrella			1.99													
	Walmart	n/i			1.58													
	Walt's Food Center	Rosebud Farms			1.79													
	Wesselman's	Festive			1.49													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

**Easter/Passover 2015
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
KY	Food City	Honeysuckle			1.69													
	Food Giant	Pride of the Farm			1.48													
		n/i							1.18									
	Food Lion	Perdue				1.29												
	Foodland	n/i			1.49													
	Galaxy Foods	n/i			1.38				1.28									
	Houchens IGA	Honeysuckle			1.49													
		n/i							1.29									
	IGA Spartan-Nash	n/i			1.49													
		Sanderson Farms				1.59												
	Kroger Cincinnati	Honeysuckle			1.49													
	Kroger Delta	n/i			1.49													
	Kroger Louisville	Perdue			2.49	0.99												
		Butterball			1.49													
	Kroger Nashville	Private Selection			1.79													
		Perdue				0.99												
		Pride of the Farm			1.49													
	Kroger MidAtlantic	n/i			1.59													
		Shady Brook			2.49													
	Lucky's Market	n/i					2.99											
	Piggly Wiggly Hchn	Honeysuckle			1.69													
		n/i							0.99									
	Remke Markets	Honeysuckle			1.79													
	Save-a-Lot	Honeysuckle			1.79													
	Super Dollar	n/i			1.69													
	Target	Market Pantry			0.99													
Twn&Cntry Grocery	Honeysuckle			1.79														
ValuMarket	Tyson						2.92											
Walmart	n/i			1.58														
Whole Foods MdAtl	n/i		ABF	4.99														
	n/i		smoked	8.99														
MI	Busch's	Honeysuckle			1.89													
	Food Pride	Festive			1.49													
	Hiller's	Empire	kosher		4.29													
	Hollywood	n/i		3.49														
	Lucky's Market	n/i				2.99												
	Ric's Food Center	Festive			1.69													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
MI <i>(cont)</i>	Save-a-Lot	Honeysuckle			1.79													
	Target	Market Pantry			0.99													
	Toms/Oleson's	Tyson						2.90										
	Walmart	n/i			1.58													
MN	Cub Foods	Jennie-O			1.79													
	Econofoods	n/i			1.49													
	Family Fare	n/i			1.49													
	Fareway	Fareway			1.88													
		n/i						1.49										
	Food Pride	Festive			1.49													
	Hugo's	Festive			1.48													
	Hy-Vee	Honeysuckle			1.49													
	Marketplace Foods	Festive			1.48													
	Quillin's	n/i			1.59													
	Rainbow Foods	Farm Fresh			1.79													
	Save-a-Lot	Honeysuckle			1.79													
	Sun Mart	n/i			1.49													
	Target	Market Pantry			0.99													
Walmart	n/i			1.58														
ND	Albertsons Mtn	Honeysuckle			1.99													
	Dan's	Farm Fresh			1.79													
	Econofoods	n/i			1.49													
	Family Fare	n/i			1.49													
	Food Pride	Festive			1.49													
	Hugo's	Festive			1.48													
	Marketplace Foods	Festive			1.48													
	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													
NE	Apple Market	Tyson						2.80										
	Bag'n Save	Festive			1.39													
	Baker's	Pride of the Farm			BOGO													
	Fareway	Fareway			1.88													
		n/i						1.49										
	Food Pride	Festive			1.49													
	Hy-Vee	Honeysuckle			1.49													
	Russ's Market	Honeysuckle			1.79													
Safeway Denver	Honeysuckle			1.49														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
NE <i>(cont)</i>	Sun Mart	n/i			1.49													
	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													
OH	Acme Fresh Market	Gerber's	ABF			1.89												
	Buehler's	Festive			1.37													
	Cub Foods	Jennie-O			1.79													
	Dave's Market	n/i				1.59												
	Foodland	n/i			1.49													
	Fresh Thyme	n/i		2.99														
	Geyer's	Honeysuckle			1.59													
	Heinen's	Heinen's		3.49														
	IGA Spartan-Nash	n/i			1.49													
		Sanderson Farms				1.59												
	Kroger Cincinnati	Honeysuckle			1.49													
	Kroger MidAtlantic	n/i			1.59													
		Shady Brook		2.49														
	Lucky's Market	n/i					2.99											
	Marsh	Perdue				1.29												
	Piggly Wiggly Stores	n/i			1.48													
	Remke Markets	Honeysuckle			1.79													
	Save-a-Lot	Honeysuckle			1.79													
	Shop'n Save	Honeysuckle			1.99													
	Sparkle	n/i							1.69									
		Mountaire				1.29												
	Target	Market Pantry			0.99													
	Thorne's Market	1893 Premium				1.39												
	n/i			1.99														
Walmart	n/i			1.58														
Weis	n/i		2.49	1.69								2.99						
Whole Foods MdAtl	n/i	ABF		4.99														
	n/i	smoked		8.99														
SD	Family Thrift	n/i			1.49													
	Fareway	Fareway			1.88													
		n/i						1.49										
	Hy-Vee	Honeysuckle			1.49													
	Lynn's Dakotamart	n/i			1.29													
	Safeway Denver	Honeysuckle			1.49													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
SD <i>(cont)</i>	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													
WI	Cermak	Perdue				0.99												
	Econofoods	n/i			1.49													
	Hy-Vee	Honeysuckle			1.49													
	Marketplace Foods	Festive			1.48													
	Quillin's	n/i			1.59													
	Pick'n Save/Copps	n/i				1.29												
		Jennie-O			1.99													
	Piggly Wiggly MW	Honeysuckle			1.69													
		Tyson						2.54										
	Save-a-Lot	Honeysuckle			1.79													
	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													
Woodman's	Honeysuckle			1.59														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																		
AR	Albertsons Sthrn	Honeysuckle			1.19													
	Bill's Fresh	n/i							1.29									
		Honeysuckle			1.69													
	Cranford's	Honeysuckle			1.58													
	Edwards	Honeysuckle			1.68													
	Food Giant	Pride of the Farm			1.48													
		n/i								1.18								
	G&W Foods	Honeysuckle			1.68													
		Tyson						2.80										
	Hay's	n/i								1.28								
	Kroger Delta	n/i			1.49													
	Mac's Fresh	n/i								1.19								
	Piggly Wiggly Hchn	Honeysuckle			1.69													
		n/i								0.99								
Save-a-Lot	Honeysuckle			1.79														
Target	Market Pantry			0.99														
Twn&Cntry Grocery	Honeysuckle			1.79														
Walmart	n/i			1.58														
AZ	Albertsons SW	Honeysuckle			1.77													
		Sanderson Farms				1.49												
	Fry's	n/i			1.99													
	Safeway Phoenix	Honeysuckle			0.99													
	Smith's	Pride of the Farm			1.29													
	Target	Market Pantry			0.99													
Walmart	n/i			1.58														
CO	Albertsons Mtn	Honeysuckle			1.99													
	Safeway Denver	Honeysuckle			1.49													
	Save-a-Lot	Honeysuckle			1.79													
	Sun Mart	n/i			1.49													
	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													
KS	Apple Market	Tyson						2.80										
	Country Mart	Honeysuckle			1.69													
	Dillon's	Pride of the Farm			BOGO													
	G&W Foods	Honeysuckle			1.68													
		Tyson						2.80										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
KS <i>(cont)</i>	Hen House	n/i		2.99														
	Hy-Vee	Honeysuckle		1.49														
	Price Chopper	Honeysuckle		1.79														
		n/i										2.99						
	Save-a-Lot	Honeysuckle		1.79														
	Sun Fresh	Honeysuckle		1.69														
	Target	Market Pantry		0.99														
	Walmart	n/i		1.58														
LA	Albertsons Sthrn	Honeysuckle		1.19														
	LeBlanc's	n/i						0.99										
	Mac's Fresh	n/i						1.19										
	Save-a-Lot	Honeysuckle		1.79														
	Target	Market Pantry		0.99														
	Walmart	n/i		1.58														
MO	Apple Market	Tyson						2.80										
	County Market	n/i		2.79														
	Country Mart	Honeysuckle		1.69														
	Dierberg's	Honeysuckle		3.49														
	Food Giant	Pride of the Farm		1.48														
		n/i																
	G&W Foods	Honeysuckle		1.68														
		Tyson						2.80										
	Gerbe's	Pride of the Farm		BOGO														
	Harter House	Honeysuckle		2.99	1.99													
	Hay's	n/i																
	Hen House	n/i		2.99														
	Hy-Vee	Honeysuckle		1.49														
	Kroger Delta	n/i		1.49														
	Lucky's Market	n/i						2.99										
	Moser's	Honeysuckle		1.69														
	Patricia's	Honeysuckle		1.59														
	Prenger Foods	Honeysuckle		1.47														
	Price Chopper	Honeysuckle		1.79														
		n/i											2.99					
	Pyramid Foods	Honeysuckle		1.79														
	Save-a-Lot	Honeysuckle		1.79														
Sun Fresh	Honeysuckle		1.69															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
MO <i>(cont)</i>	Target	Market Pantry			0.99													
	Twn&Cntry Grocery	Honeysuckle			1.79													
	Twn&Cntry Sprmrkt	Honeysuckle			1.79													
	Walmart	n/i			1.58													
NM	Albertsons SW	Honeysuckle			1.77													
		Sanderson Farms				1.49												
	Safeway Denver	Honeysuckle			1.49													
	Smith's	Pride of the Farm			1.29													
	Target	Market Pantry			0.99													
Walmart	n/i			1.58														
OK	Country Mart	Honeysuckle			1.69													
	Nichol's	Honeysuckle			1.69													
		Tyson						2.66										
	Pyramid Foods	Honeysuckle			1.79													
	Reason's	Honeysuckle			1.98													
		Tyson						2.92										
	Save-a-Lot	Honeysuckle			1.79													
	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													
	Warehouse Market	Honeysuckle			1.69													
Williams	Tyson						2.66											
	Honeysuckle			1.69														
TX	Albertsons Sthrn	Honeysuckle			1.19													
	Albertsons SW	Honeysuckle			1.77													
		Sanderson Farms				1.49												
	Arlan's	Holmes	smoked		1.99													
	Fiesta Mart	Southern						1.19										
	Market Place	Tyson						2.80										
	Minyard's	Honeysuckle			1.29													
		Tyson						2.67										
	Randall/Tom Thumb	Honeysuckle			1.99													
	Save-a-Lot	Honeysuckle			1.79													
	Target	Market Pantry			0.99													
Walmart	n/i			1.58														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
UT	Albertsons Mtn	Honeysuckle	local		1.99													
	Albertsons SW	Honeysuckle			1.77													
		Sanderson Farms					1.49											
	Associated Food	Honeysuckle				1.49												
	Harmon's	n/i		2.49														
	Ream's	Honeysuckle				1.69												
	Smith's	Pride of the Farm				1.29												
	Target	Market Pantry				0.99												
	Walmart	n/i			1.58													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
SOUTHWESTERN U.S. - CA,HI,NV																		
CA	Albertsons SoCal	n/i						2.49										
	Jon's Marketplace	Tyson						1.97										
	Mar-Val Food	Norbest		2.59														
	Mollie Stone's	n/i	ABF	3.59														
	Murphy's	Norbest			1.99													
	Save-a-Lot	Honeysuckle			1.79													
	Stater Bros.	Zacky Farms			1.99													
	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													
HI	KTA Super Stores	Tyson						3.19										
	Target	Market Pantry			0.99													
NV	Albertsons Mtn	Honeysuckle			1.99													
	Albertsons SW	Honeysuckle			1.77													
		Sanderson Farms				1.49												
	Associated Food	Honeysuckle			1.49													
	Scolari's	Norbest			1.99													
	Smith's	Pride of the Farm			1.29													
	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																		
AK	Carrs/Safeway NW	Tyson						2.99										
	Fred Meyer	Foster Farms		2.99														
	IGA Hometown	Farm Fresh			1.99													
	Juneau Foodland	Farm Fresh			1.99													
	Walmart	n/i			1.58													
ID	Albertsons Mtn	Honeysuckle			1.99													
	Albertsons NW	Jennie-O			BOGO													
		Tyson						2.49										
	Associated Food	Honeysuckle			1.49													
	Fred Meyer	Foster Farms		2.99														
	Harvest Foods	Foster Farms				1.48												
		Tyson						2.68										
	IGA Markets	Farm Fresh			1.79													
	Safeway NW	Tyson						1.99										
	Smith's	Pride of the Farm			1.29													
	Stokes Market	Honeysuckle			1.49													
	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													
Yoke's Fresh	n/i		2.47															
MT	Albertsons Mtn	Honeysuckle			1.99													
	Associated Food	Honeysuckle			1.49													
	Harvest Foods	Foster Farms				1.48												
		Tyson						2.68										
	IGA Markets	Farm Fresh			1.79													
	Lucky's Market	n/i					2.99											
	Reynold's	Honeysuckle			1.69													
	Safeway NW	Tyson						1.99										
	Smith's	Pride of the Farm			1.29													
	Stokes Market	Honeysuckle			1.49													
	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													
	OR	Albertsons NW	Jennie-O			BOGO												
		Tyson						2.49										
Fred Meyer		Foster Farms		2.99														
Harvest Foods		Foster Farms				1.48												
	Tyson						2.68											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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

Easter/Passover 2015
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
OR <i>(cont)</i>	IGA Markets	Farm Fresh			1.79													
	Quality Food Center	Northwest Ntrl Private Selection		2.79	1.99													
	Safeway NW	Tyson					1.99											
	Target	Market Pantry			0.99													
	Walmart	n/i			1.58													
WA	Albertsons NW	Jennie-O Tyson			BOGO			2.49										
	Fred Meyer	Foster Farms		2.99		1.48												
	Harvest Foods	Foster Farms Tyson						2.68										
	IGA Markets	Farm Fresh			1.79													
	Lucky's Market	n/i					2.99											
	Metropolitan	Northwest Ntrl		2.99														
	Meyers Group IGA	Farm Fresh			1.79													
	Quality Food Center	Northwest Ntrl Private Selection		2.79	1.99													
	Safeway NW	Tyson						1.99										
	Target	Market Pantry			0.99													
	The Markets	Honeysuckle n/i			1.95				2.48									
	Walmart	n/i			1.58													
	Yoke's Fresh	n/i		2.47														
WY	Albertsons Mtn	Honeysuckle			1.99													
	Associated Food	Honeysuckle			1.49													
	IGA Markets	Farm Fresh			1.79													
	Safeway Denver	Honeysuckle			1.49													
	Smith's	Pride of the Farm			1.29													
	Walmart	n/i			1.58													