



United States
Department of
Agriculture

Agricultural
Marketing
Service

Livestock,
Poultry and
Seed Program

Agricultural
Analytics
Division

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

Easter/Passover 2015

Advertised Prices effective through April 05, 2015



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

This report provides a detailed breakdown of supermarket featuring of popular poultry, meat, and shell egg products for the Easter/Passover 2015 holiday marketing period. Advertised sale prices are shown by region, state, and supermarket banner and include brand names, prices, and special purchase conditions.

Whole Turkeys

| | |
|--------------------|----|
| Northeast | 4 |
| Southeast | 11 |
| Midwest | 14 |
| South Central..... | 18 |
| Southwest..... | 20 |
| Northwest | 21 |

Cured Pork (Hams)

| | |
|--------------------|----|
| Northeast | 23 |
| Southeast | 46 |
| Midwest | 61 |
| South Central..... | 82 |
| Southwest..... | 94 |
| Northwest | 97 |

Fresh Pork Roasts

| | |
|--------------------|-----|
| Northeast | 104 |
| Southeast | 111 |
| Midwest | 116 |
| South Central..... | 121 |
| Southwest..... | 125 |
| Northwest | 126 |

Lamb Legs and Racks

| | |
|--------------------|-----|
| Northeast | 128 |
| Southeast | 135 |
| Midwest | 139 |
| South Central..... | 144 |
| Southwest..... | 146 |
| Northwest | 147 |

Miscellaneous Poultry

| | |
|--------------------|-----|
| Northeast | 149 |
| Southeast | 157 |
| Midwest | 162 |
| South Central..... | 168 |
| Southwest..... | 172 |
| Northwest | 173 |

Beef (Rib, Round, and Loin Roasts)

| | |
|--------------------|-----|
| Northeast | 175 |
| Southeast | 184 |
| Midwest | 190 |
| South Central..... | 197 |
| Southwest..... | 201 |
| Northwest | 203 |

Shell Eggs

| | |
|--------------------|-----|
| Northeast | 206 |
| Southeast | 211 |
| Midwest | 215 |
| South Central..... | 223 |
| Southwest..... | 229 |
| Northwest | 231 |

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.

In 2015, Easter was on Sunday, April 05. Passover began on the evening of Friday, April 03 and ended on the evening of Saturday, April 11.

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 |

Code Key -

| | |
|-----------|---|
| N/I | Not identified |
| BOGO..... | Buy one, get one free |
| ABF | Antibiotic-free |
| O..... | USDA Certified Organic |
| T | USDA Certified Tender |
| L | Locally Grown (as indicated by the featuring store) |
| G..... | Grass-Fed |
| K..... | Kosher |

Lamb Origin Codes -

| | |
|----------|---------------|
| US | United States |
| AU | Australia |
| NZ..... | New Zealand |

Shell Egg Size Codes -

| | |
|----------|-------------|
| JB | Jumbo |
| XL..... | Extra Large |
| LG..... | Large |
| MD..... | Medium |

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions | |
|--|------------------|------------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|---------------|----------------------------|-----------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | |
| CT | A&P Stores | n/i | | 0.99 | | | | | | | | | w/ store card | |
| | | America's Choice | 1.99 | | | | | | | | | | w/ store card | |
| | | Empire | | | | 2.99 | | | | | | | w/ store card | |
| | Adams IGA | Shady Brook | 1.59 | | | | | | | | | | | |
| | Big Y | Shady Brook | 1.69 | | | | | | | | | | | |
| | | Empire | | | | 3.99 | | | | | | | | |
| | Bravo | Shady Brook | 1.69 | | | | | | | | | | < 16 lbs. (hen) | |
| | C-Town | Shady Brook | 1.69 | | | | | | | | | | < 16 lbs. (hen) | |
| | Food Emporium | Honeysuckle | | | | | | | | 1.99 | | | frozen | |
| | Geissler's | Shady Brook | 1.59 | | | | | | | | | | | |
| | Key Food | Empire | | | | 2.99 | | | | | | | | < 16 lbs. (hen) |
| | | Shady Brook | 1.69 | | | | | | | | | | | |
| | King's | King's | | | | | | | | 1.99 | | | locally grown | |
| | NSA Supermarkets | Shady Brook | 1.39 | | | | | | | | | | | |
| | Price Chopper | Empire | | | | 2.79 | | | | | | | | |
| Shady Brook | | 1.69 | | | | | | | | | | | | |
| Price Chopper | | | 1.29 | | | | | | | | | | | |
| ShopRite | ShopRite | | free | | | | | | | | | | w/ \$250 purchase; limit 1 | |
| | ShopRite | 1.99 | 1.49 | | | | | | | | | | < 16 lbs. (hen) | |
| | Empire | | | | 2.99 | | | | | | | | < 16 lbs. (hen) | |
| Stop & Shop | Stop & Shop | 1.49 | 0.99 | | | | | | | | | | w/ store card | |
| | Nature's Promise | | | | | | | | | 1.99 | | | w/ store card | |
| DC | Giant Food | Giant | 1.49 | 0.99 | | | | | | | | | w/ store card | |
| | | Nature's Promise | | | | | | | | 1.99 | | | w/ store card | |
| | Harris Teeter | Harris Teeter | 1.69 | | | | | | | | | | w/ store card | |
| | | Harris Teeter | 1.99 | | | | | | | | | | w/o store card | |
| | Safeway Eastern | Empire | | | | 3.49 | | | | | | | w/ store card | |
| Shady Brook | | 1.69 | | | | | | | | | | w/ store card | | |
| Whole Foods MdAtl | n/i | | | | | | 3.99 | | | 2.69 | | | | |
| | Kosher Valley | | | | 3.49 | | | | | | | | | |
| DE | A&P Stores | n/i | | 0.99 | | | | | | | | | w/ store card | |
| | | America's Choice | 1.99 | | | | | | | | | | w/ store card | |
| | | Empire | | | | 2.99 | | | | | | | w/ store card | |
| | ACME Market | Lancaster Brand | 1.79 | | | | | | | | | | | |
| | | Shady Brook | 1.79 | | | | | | | | | | | |
| | Butterball | 1.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions |
|---------------------|--------------------|------------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------------------------|---------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | |
| DE <i>(cont)</i> | Food Lion | Jennie-O | 1.49 | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.99 | | | | | | | | | | w/o store card |
| | Fresh Grocer | Shady Brook | 1.99 | | | | | | | | | | |
| | Giant Food | Giant | 1.49 | 0.99 | | | | | | | | | w/ store card |
| | | Nature's Promise | | | | | | | | 1.99 | | | w/ store card |
| | Great Valu Markets | n/i | | 1.69 | | | | | | | | | |
| | Harris Teeter | Harris Teeter | 1.69 | | | | | | | | | | w/ store card |
| | | Harris Teeter | 1.99 | | | | | | | | | | w/o store card |
| | Pathmark | n/i | | 0.99 | | | | | | | | | w/ store card |
| | | America's Choice | 1.99 | | | | | | | | | | w/ store card |
| | | Empire | | | | 2.99 | | | | | | | w/ store card |
| | Safeway Eastern | Empire | | | | 3.49 | | | | | | | w/ store card |
| | | Shady Brook | 1.69 | | | | | | | | | | w/ store card |
| ShopRite | ShopRite | | free | | | | | | | | | w/ \$250 purchase; limit 1 | |
| | ShopRite | 1.99 | 1.49 | | | | | | | | | < 16 lbs. (hen) | |
| | Empire | | | | 2.99 | | | | | | | < 16 lbs. (hen) | |
| MA | Adams IGA | Shady Brook | 1.59 | | | | | | | | | | |
| | Big Y | Shady Brook | 1.69 | | | | | | | | | | |
| | | Empire | | | | 3.99 | | | | | | | |
| | C-Town | Shady Brook | 1.69 | | | | | | | | | | < 16 lbs. (hen) |
| | Donelan's | n/i | 1.49 | | | | | | | | | | |
| | | Empire | | | | 3.99 | | | | | | | < 16 lbs. (hen) |
| | Geissler's | Shady Brook | 1.59 | | | | | | | | | | |
| | Hannaford | Marval | | 1.19 | | | | | | | | | w/ store card |
| | | Marval | | 1.49 | | | | | | | | | w/o store card |
| | | Shady Brook | 1.49 | | | | | | | | | | |
| | Market Basket | Lil Butterball | | 1.29 | | | | | | | | | < 16 lbs. (hen); w/ store card |
| | | Lil Butterball | | 1.59 | | | | | | | | | < 16 lbs. (hen); w/o store card |
| | | Shady Brook | 1.19 | | | | | | | | | | w/ store card |
| | | Shady Brook | 1.49 | | | | | | | | | | w/o store card |
| | NSA Supermarkets | Shady Brook | 1.39 | | | | | | | | | | |
| | Price Chopper | Empire | | | | 2.79 | | | | | | | |
| | Shady Brook | 1.69 | | | | | | | | | | | |
| | Price Chopper | | 1.29 | | | | | | | | | | |
| Roche Bros. | Plainville Farms | | | | | | | | | 2.49 | | | |
| | Roche Bros. | 1.49 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions |
|---------------------|--------------------|------------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------------------------|----------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | |
| MA <i>(cont)</i> | Stop & Shop | Stop & Shop | 1.49 | 0.99 | | | | | | | | | w/ store card |
| | | Nature's Promise | | | | | | | | 1.99 | | | w/ store card |
| | Trucchi's | n/i | 1.59 | | | | | | | | | | |
| MD | A&P Stores | n/i | | 0.99 | | | | | | | | | w/ store card |
| | | America's Choice | 1.99 | | | | | | | | | | w/ store card |
| | | Empire | | | | 2.99 | | | | | | | w/ store card |
| | ACME Market | Lancaster Brand | 1.79 | | | | | | | | | | |
| | | Shady Brook | 1.79 | | | | | | | | | | |
| | | Butterball | 1.99 | | | | | | | | | | |
| | Food Lion | Jennie-O | 1.49 | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.99 | | | | | | | | | | w/o store card |
| | Giant Eagle | Giant Eagle | | 1.29 | | | | | | | | | |
| | | Honeysuckle | | 1.49 | | | | | | | | | |
| | Giant Food | Giant | 1.49 | 0.99 | | | | | | | | | w/ store card |
| | | Nature's Promise | | | | | | | | 1.99 | | | w/ store card |
| | Great Valu Markets | n/i | | 1.69 | | | | | | | | | |
| | Harris Teeter | Harris Teeter | 1.69 | | | | | | | | | | w/ store card |
| | | Harris Teeter | 1.99 | | | | | | | | | | w/o store card |
| | Mars | Shady Brook | | 0.99 | | | | | | | | | limit 1 |
| | | Shady Brook | 1.39 | | | | | | | | | | |
| | | Butterball | | 1.19 | | | | | | | | | |
| | Martin's Food | Martin's | 1.49 | 0.99 | | | | | | | | | w/ store card |
| | | Martin's | 1.89 | 1.49 | | | | | | | | | w/o store card |
| | | Nature's Promise | | | | | | | | 1.99 | | | w/ store card |
| | | Nature's Promise | | | | | | | | 2.49 | | | w/o store card |
| | Safeway Eastern | Empire | | | | 3.49 | | | | | | | w/ store card |
| | Shady Brook | 1.69 | | | | | | | | | | w/ store card | |
| Shop'n Save | Honeysuckle | 1.59 | | | | | | | | | | | |
| ShopRite | ShopRite | | free | | | | | | | | | w/ \$250 purchase; limit 1 | |
| | ShopRite | 1.99 | 1.49 | | | | | | | | | < 16 lbs. (hen) | |
| | Empire | | | | 2.99 | | | | | | | < 16 lbs. (hen) | |
| Weis | Weis | | 1.49 | | | | | | | | | | |
| | Honeysuckle | | | | | | | | | 1.88 | | frozen | |
| Whole Foods MdAtl | n/i | | | | | | 3.99 | | | 2.69 | | | |
| | Kosher Valley | | | | 3.49 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions | |
|---------------|--------------------|------------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------|-----------------|---------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | | |
| ME | Hannaford | Marval | | 1.19 | | | | | | | | | w/ store card | |
| | | Marval | | 1.49 | | | | | | | | | w/o store card | |
| | Market Basket | Shady Brook | 1.49 | | | | | | | | | | | < 16 lbs. (hen); w/ store card |
| | | Lil Butterball | | 1.29 | | | | | | | | | | < 16 lbs. (hen); w/o store card |
| | | Lil Butterball | | 1.59 | | | | | | | | | | w/ store card |
| | | Shady Brook | 1.19 | | | | | | | | | | | w/o store card |
| | | Shady Brook | 1.49 | | | | | | | | | | | |
| NH | Hannaford | Marval | | 1.19 | | | | | | | | | w/ store card | |
| | | Marval | | 1.49 | | | | | | | | | w/o store card | |
| | Market Basket | Shady Brook | 1.49 | | | | | | | | | | | < 16 lbs. (hen); w/ store card |
| | | Lil Butterball | | 1.29 | | | | | | | | | | < 16 lbs. (hen); w/o store card |
| | | Lil Butterball | | 1.59 | | | | | | | | | | w/ store card |
| | | Shady Brook | 1.19 | | | | | | | | | | | w/o store card |
| | | Shady Brook | 1.49 | | | | | | | | | | | |
| Price Chopper | Empire | | | | 2.79 | | | | | | | | | |
| | Shady Brook | 1.69 | | | | | | | | | | | | |
| | Price Chopper | | 1.29 | | | | | | | | | | | |
| NJ | A&P Stores | n/i | | 0.99 | | | | | | | | | w/ store card | |
| | | America's Choice | 1.99 | | | | | | | | | | w/ store card | |
| | | Empire | | | | 2.99 | | | | | | | w/ store card | |
| | ACME Market | Lancaster Brand | 1.79 | | | | | | | | | | | |
| | | Shady Brook | 1.79 | | | | | | | | | | | |
| | | Butterball | 1.99 | | | | | | | | | | | |
| | Bravo | Shady Brook | 1.69 | | | | | | | | | | < 16 lbs. (hen) | |
| | C-Town | Shady Brook | 1.69 | | | | | | | | | | < 16 lbs. (hen) | |
| | Fine Fare | Shady Brook | 1.49 | | | | | | | | | | | |
| | Foodtown | Foodtown | | 0.89 | | | | | | | | | limit 2 | |
| | Food Basics | n/i | | 0.98 | | | | | | | | | | |
| | Great Valu Markets | n/i | | 1.69 | | | | | | | | | | |
| | Key Food | Empire | | | | 2.99 | | | | | | | | < 16 lbs. (hen) |
| | | Shady Brook | 1.69 | | | | | | | | | | | |
| | King's | King's | | | | | | | | 1.99 | | | locally grown | |
| Pathmark | n/i | | 0.99 | | | | | | | | | | w/ store card | |
| | America's Choice | 1.99 | | | | | | | | | | | w/ store card | |
| | Empire | | | | 2.99 | | | | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions |
|---------------------|------------------|------------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------|---|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | |
| NJ <i>(cont)</i> | ShopRite | ShopRite | | free | | | | | | | | | w/ \$250 purchase; limit 1 < 16 lbs. (hen) < 16 lbs. (hen) w/ store card w/ store card < 16 lbs. (hen) frozen |
| | | ShopRite | 1.99 | 1.49 | | | | | | | | | |
| | Stop & Shop | Empire | | | | 2.99 | | | | | | | |
| | | Stop & Shop | 1.49 | 0.99 | | | | | | | | | |
| | Thriftway | Nature's Promise | | | | | | | | 1.99 | | | |
| | | Shady Brook | 1.39 | | | | | | | | | | |
| | Weis | Weis | | 1.49 | | | | | | | | | |
| | | Honeysuckle | | | | | | | | | 1.88 | | |
| Western Beef | n/i | 1.69 | | | | | | | | | | | |
| Whole Foods MdAtl | n/i | | | | | 3.99 | | | | 2.69 | | | |
| | Kosher Valley | | | | 3.49 | | | | | | | | |
| NY | A&P Stores | n/i | | 0.99 | | | | | | | | | w/ store card w/ store card w/ store card < 16 lbs. (hen) < 16 lbs. (hen) frozen limit 2 w/ store card w/o store card < 16 lbs. (hen) < 16 lbs. (hen) locally grown w/ store card w/ store card w/ store card |
| | | America's Choice | 1.99 | | | | | | | | | | |
| | Bravo | Empire | | | | 2.99 | | | | | | | |
| | | Shady Brook | 1.69 | | | | | | | | | | |
| | C-Town | Shady Brook | 1.69 | | | | | | | | | | |
| | Fine Fare | Shady Brook | 1.49 | | | | | | | | | | |
| | Food Basics | n/i | | 0.98 | | | | | | | | | |
| | Food Emporium | Honeysuckle | | | | | | | 1.99 | | | | |
| | Foodtown | Foodtown | | 0.89 | | | | | | | | | |
| | Hannaford | Marval | | 1.19 | | | | | | | | | |
| | | Marval | | 1.49 | | | | | | | | | |
| | Key Food | Shady Brook | 1.49 | | | | | | | | | | |
| | | Empire | | | | 2.99 | | | | | | | |
| | King Kullen | Shady Brook | 1.69 | | | | | | | | | | |
| | | Shady Brook | 1.69 | | | | | | | | | | |
| | King's | King's | | | | | | | 1.99 | | | | |
| | NSA Supermarkets | Shady Brook | 1.39 | | | | | | | | | | |
| | Pathmark | n/i | | 0.99 | | | | | | | | | |
| | | America's Choice | 1.99 | | | | | | | | | | |
| | Peck's | Empire | | | | 2.99 | | | | | | | |
| Shady Brook | | 1.59 | | | | | | | | | | | |
| Price Chopper | Empire | | | | 2.79 | | | | | | | | |
| | Shady Brook | 1.69 | | | | | | | | | | | |
| Shop'n Save | Price Chopper | | 1.29 | | | | | | | | | | |
| | Honeysuckle | 1.59 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions | |
|---------------------|--------------------|------------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------|----------------------------|-----------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | | |
| NY <i>(cont)</i> | ShopRite | ShopRite | | free | | | | | | | | | w/ \$250 purchase; limit 1 | |
| | | ShopRite | 1.99 | 1.49 | | | | | | | | | < 16 lbs. (hen) | |
| | | Empire | | | | 2.99 | | | | | | | < 16 lbs. (hen) | |
| | Stop & Shop | Stop & Shop | 1.49 | 0.99 | | | | | | | | | w/ store card | |
| | | Nature's Promise | | | | | | | | 1.99 | | | w/ store card | |
| | Tops Market | Jennie-O | 1.49 | | | | | | | | | | w/ store card | |
| | Weis | Weis | | 1.49 | | | | | | | | | | |
| Western Beef | Honeysuckle | | | | | | | | | 1.88 | | | frozen | |
| | Western Beef | n/i | 1.69 | | | | | | | | | | | |
| PA | A&P Stores | n/i | | 0.99 | | | | | | | | | w/ store card | |
| | | America's Choice | 1.99 | | | | | | | | | | w/ store card | |
| | | Empire | | | | 2.99 | | | | | | | w/ store card | |
| | ACME Market | Lancaster Brand | 1.79 | | | | | | | | | | | |
| | | Shady Brook | 1.79 | | | | | | | | | | | |
| | | Butterball | 1.99 | | | | | | | | | | | |
| | Bravo | Shady Brook | 1.69 | | | | | | | | | | < 16 lbs. (hen) | |
| | C-Town | Shady Brook | 1.69 | | | | | | | | | | < 16 lbs. (hen) | |
| | Fine Fare | Shady Brook | 1.49 | | | | | | | | | | | |
| | Food Basics | n/i | | 0.98 | | | | | | | | | | |
| | Food Lion | Jennie-O | 1.49 | | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.99 | | | | | | | | | | | w/o store card |
| | Foodtown | Foodtown | | 0.89 | | | | | | | | | limit 2 | |
| | Fresh Grocer | Shady Brook | 1.99 | | | | | | | | | | | |
| | Giant Eagle | Giant Eagle | | 1.29 | | | | | | | | | | |
| | | Honeysuckle | | 1.49 | | | | | | | | | | |
| | Giant Food Store | Giant | 1.49 | 0.99 | | | | | | | | | | w/ store card |
| | | Giant | 1.89 | 1.49 | | | | | | | | | | w/o store card |
| | | Nature's Promise | | | | | | | | 1.99 | | | | w/ store card |
| | | Nature's Promise | | | | | | | | 2.49 | | | | w/o store card |
| | Great Valu Markets | n/i | | 1.69 | | | | | | | | | | |
| | Key Food | Empire | | | | 2.99 | | | | | | | | < 16 lbs. (hen) |
| Shady Brook | | 1.69 | | | | | | | | | | | | |
| Martin's Food | Martin's | 1.49 | 0.99 | | | | | | | | | | w/ store card | |
| | Martin's | 1.89 | 1.49 | | | | | | | | | | w/o store card | |
| | Nature's Promise | | | | | | | | 1.99 | | | | w/ store card | |
| | Nature's Promise | | | | | | | | 2.49 | | | | w/o store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions |
|---------------------|----------------------|------------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------|--------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | |
| PA <i>(cont)</i> | Pathmark | n/i | | 0.99 | | | | | | | | | w/ store card |
| | | America's Choice | 1.99 | | | | | | | | | | w/ store card |
| | | Empire | | | | 2.99 | | | | | | | w/ store card |
| | Price Chopper | Empire | | | | 2.79 | | | | | | | |
| | | Shady Brook | 1.69 | | | | | | | | | | |
| | | Price Chopper | | 1.29 | | | | | | | | | |
| | Shop'n Save | Honeysuckle | 1.59 | | | | | | | | | | |
| | | ShopRite | | free | | | | | | | | | w/ \$250 purchase; limit 1 |
| | ShopRite | ShopRite | 1.99 | 1.49 | | | | | | | | | < 16 lbs. (hen) |
| | | Empire | | | | 2.99 | | | | | | | < 16 lbs. (hen) |
| | | Honeysuckle | | 0.99 | | | | | | | | | < 16 lbs. (hen); w/ store card |
| | | ShurSave | | 0.99 | | | | | | | | | < 16 lbs. (hen); w/ store card |
| | Sparkle | Shady Brook | 1.79 | | | | | | | | | | w/ store card |
| | | Honeysuckle | 1.69 | | | | | | | | | | w/ store card |
| | | Honeysuckle | 2.29 | | | | | | | | | | w/o store card |
| | Thriftway | Shady Brook | 1.39 | | | | | | | | | | < 16 lbs. (hen) |
| | Tops Market | Jennie-O | 1.49 | | | | | | | | | | w/ store card |
| Weis | Weis | | 1.49 | | | | | | | | | | |
| | Honeysuckle | | | | | | | | | 1.88 | | frozen | |
| | Whole Foods MdAtl | n/i | | | | | 3.99 | | | 2.69 | | | |
| RI | Bravo Stop & Shop | Shady Brook | 1.69 | | | | | | | | | | < 16 lbs. (hen) |
| | | Stop & Shop | 1.49 | 0.99 | | | | | | | | | w/ store card |
| | | Nature's Promise | | | | | | | | | 1.99 | | w/ store card |
| VT | Hannaford | Marval | | 1.19 | | | | | | | | | w/ store card |
| | | Marval | | 1.49 | | | | | | | | | w/o store card |
| | | Shady Brook | 1.49 | | | | | | | | | | |
| | Price Chopper | Empire | | | | 2.79 | | | | | | | |
| | | Shady Brook | 1.69 | | | | | | | | | | |
| | Tops Market | Price Chopper | | 1.29 | | | | | | | | | |
| Jennie-O | | 1.49 | | | | | | | | | | | w/ store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions |
|---|-----------------|-------------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------------|---------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | |
| SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | |
| AL | Ingle's | Butterball | 1.98 | | | | | | | | | | w/ store card |
| | | Butterball | 2.58 | | | | | | | | | | w/o store card |
| | Kroger Atlanta | Honeysuckle | 1.49 | | | | | | | | | | w/ store card |
| | | Piggly Wiggly HAC | Best Choice | | 0.99 | | | | | | | | w/ store card |
| | Publix | Best Choice | | | 1.29 | | | | | | | | w/o store card |
| | | Publix | | | 1.19 | | | | | | | | smoked @ \$3.49 lb. |
| | | Empire | | | | | 2.69 | | | | | | w/ store card |
| Whole Foods Sth | Empire | | | | | 3.99 | | | | | | w/o store card | |
| | n/i | | | | | | | | 2.49 | | | | |
| FL | Harris Teeter | Harris Teeter | 1.69 | | | | | | | | | | w/ store card |
| | | Harris Teeter | 1.99 | | | | | | | | | | w/o store card |
| | Publix | Publix | | | 1.19 | | | | | | | | smoked @ \$3.49 lb. |
| | | Empire | | | | | 2.69 | | | | | | w/ store card |
| | | Empire | | | | | 3.99 | | | | | | w/o store card |
| Sedano's | Shurfine | | | 1.29 | | | | | | | | | |
| GA | Food Lion | Jennie-O | 1.49 | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.99 | | | | | | | | | | w/o store card |
| | Harris Teeter | Harris Teeter | 1.69 | | | | | | | | | | w/ store card |
| | | Harris Teeter | 1.99 | | | | | | | | | | w/o store card |
| | Ingle's | Butterball | 1.98 | | | | | | | | | | w/ store card |
| | | Butterball | 2.58 | | | | | | | | | | w/o store card |
| | Kroger Atlanta | Honeysuckle | 1.49 | | | | | | | | | | w/ store card |
| | | Piggly Wiggly HAC | Best Choice | | 0.99 | | | | | | | | w/ store card |
| | Publix | Best Choice | | | 1.29 | | | | | | | | w/o store card |
| | | Publix | | | 1.19 | | | | | | | | smoked @ \$3.49 lb. |
| | | Empire | | | | | 2.69 | | | | | | w/ store card |
| | Sprout's | Empire | | | | | 3.99 | | | | | | w/o store card |
| | | Sprout's | | | | | | | | 1.99 | | | |
| Whole Foods Sth | n/i | | | | | | | | 2.49 | | | | |
| MS | Whole Foods Sth | n/i | | | | | | | | 2.49 | | | |
| NC | Carlie C's IGA | n/i | | 1.29 | | | | | | | | | |
| | Farm Fresh | Perdue | 1.59 | | | | | | | | | | |
| | Food Lion | Jennie-O | 1.49 | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.99 | | | | | | | | | | w/o store card |
| | Harris Teeter | Harris Teeter | 1.69 | | | | | | | | | | w/ store card |
| Harris Teeter | | 1.99 | | | | | | | | | | w/o store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions | |
|---------------------|----------------------|---------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------------|---------------------|----------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | | |
| NC <i>(cont)</i> | Ingle's | Butterball | 1.98 | | | | | | | | | | w/ store card | |
| | | Butterball | 2.58 | | | | | | | | | | w/o store card | |
| | Lowe's Foods | Butterball | 1.79 | | | | | | | | | | w/ store card | |
| | Piggly Wiggly Retail | Butterball | | 0.99 | | | | | | | | | | < 16 lbs. (hen) |
| | | Jennie-O | 1.49 | | | | | | | | | | | |
| | Piggly Wiggly Stores | Jennie-O | | 1.18 | | | | | | | | | | |
| | | Publix | Publix | | 1.19 | | | | | | | | | smoked @ \$3.49 lb. |
| | Empire | | | | | | 2.69 | | | | | | | w/ store card |
| | | | | | | 3.99 | | | | | | | w/o store card | |
| Whole Foods Sth | n/i | | | | | | | | 2.49 | | | | | |
| SC | Food Lion | Jennie-O | 1.49 | | | | | | | | | | w/ store card | |
| | | Jennie-O | 1.99 | | | | | | | | | | w/o store card | |
| | Harris Teeter | Harris Teeter | 1.69 | | | | | | | | | | w/ store card | |
| | | Harris Teeter | 1.99 | | | | | | | | | | w/o store card | |
| | Ingle's | Butterball | 1.98 | | | | | | | | | | w/ store card | |
| | | Butterball | 2.58 | | | | | | | | | | w/o store card | |
| | Kroger Atlanta | Honeysuckle | 1.49 | | | | | | | | | | w/ store card | |
| | Lowe's Foods | Butterball | 1.79 | | | | | | | | | | w/ store card | |
| | Publix | Publix | | 1.19 | | | | | | | | | | smoked @ \$3.49 lb. |
| | | Empire | | | | | 2.69 | | | | | | | w/ store card |
| Empire | | | | | 3.99 | | | | | | | w/o store card | | |
| Whole Foods Sth | n/i | | | | | | | | 2.49 | | | | | |
| TN | Food City | Butterball | | 1.29 | | | | | | | | | w/ store card | |
| | | Food City | | 1.19 | | | | | | | | | w/ store card | |
| | Food Lion | Jennie-O | 1.49 | | | | | | | | | | w/ store card | |
| | | Jennie-O | 1.99 | | | | | | | | | | w/o store card | |
| | Harris Teeter | Harris Teeter | 1.69 | | | | | | | | | | w/ store card | |
| | | Harris Teeter | 1.99 | | | | | | | | | | w/o store card | |
| | Houchens IGA | Honeysuckle | 1.49 | | | | | | | | | | | |
| | | IGA | | 0.99 | | | | | | | | | | w/ purchase; limit 1 |
| | Ingle's | Butterball | 1.98 | | | | | | | | | | | w/ store card |
| | | Butterball | 2.58 | | | | | | | | | | | w/o store card |
| Publix | Publix | | 1.19 | | | | | | | | | | smoked @ \$3.49 lb. | |
| | Empire | | | | | 2.69 | | | | | | | w/ store card | |
| Empire | | | | | 3.99 | | | | | | | w/o store card | | |
| Whole Foods Sth | n/i | | | | | | | | 2.49 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions |
|----------------------|----------------------|------------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------------|----------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | |
| VA | Farm Fresh | Perdue | 1.59 | | | | | | | | | | |
| | Food City | Butterball | | 1.29 | | | | | | | | | w/ store card |
| | | Food City | | | 1.19 | | | | | | | | w/ store card |
| | Food Lion | Jennie-O | 1.49 | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.99 | | | | | | | | | | w/o store card |
| | Giant Food | Giant | 1.49 | 0.99 | | | | | | | | | w/ store card |
| | | Nature's Promise | | | | | | | | 1.99 | | | w/ store card |
| | Harris Teeter | Harris Teeter | 1.69 | | | | | | | | | | w/ store card |
| | | Harris Teeter | 1.99 | | | | | | | | | | w/o store card |
| | Ingle's | Butterball | 1.98 | | | | | | | | | | w/ store card |
| | | Butterball | 2.58 | | | | | | | | | | w/o store card |
| | Lowe's Foods | Butterball | 1.79 | | | | | | | | | | w/ store card |
| | Martin's Food | Martin's | 1.49 | 0.99 | | | | | | | | | w/ store card |
| | | Martin's | 1.89 | 1.49 | | | | | | | | | w/o store card |
| | | Nature's Promise | | | | | | | | 1.99 | | | w/ store card |
| | | Nature's Promise | | | | | | | | 2.49 | | | w/o store card |
| Piggly Wiggly Stores | Jennie-O | | 1.18 | | | | | | | | | | |
| Safeway Eastern | Empire | | | | 3.49 | | | | | | | w/ store card | |
| | Shady Brook | 1.69 | | | | | | | | | | w/ store card | |
| Whole Foods MdAtl | n/i | | | | | 3.99 | | | | | | 2.69 | |
| | Kosher Valley | | | | 3.49 | | | | | | | | |
| WV | Food Fair | Butterball | | 1.49 | | | | | | | | | |
| | Food Lion | Jennie-O | 1.49 | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.99 | | | | | | | | | | w/o store card |
| | Giant Eagle | Giant Eagle | | 1.29 | | | | | | | | | |
| | | Honeysuckle | | 1.49 | | | | | | | | | |
| | Kroger Columbus | Honeysuckle | 1.69 | | | | | | | | | | w/ store card |
| | Martin's Food | Martin's | 1.49 | 0.99 | | | | | | | | | w/ store card |
| | | Martin's | 1.89 | 1.49 | | | | | | | | | w/o store card |
| | | Nature's Promise | | | | | | | | 1.99 | | | w/ store card |
| | Piggly Wiggly Stores | Nature's Promise | | | | | | | | 2.49 | | | w/o store card |
| | | Jennie-O | | 1.18 | | | | | | | | | |
| | Shop'n Save | Honeysuckle | 1.59 | | | | | | | | | | |
| | Sparkle | Honeysuckle | 1.69 | | | | | | | | | | w/ store card |
| Honeysuckle | | 2.29 | | | | | | | | | | w/o store card | |
| Weis | Weis | | 1.49 | | | | | | | | | | |
| | Honeysuckle | | | | | | | | 1.88 | | | frozen | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions | |
|---|-------------------|--------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|---------------|------------------------|---------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | | |
| MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | |
| IA | County Market | Jennie-O | 1.39 | | | | | | | | | | | |
| | Hometown Foods | Shurfine | | 1.19 | | | | | | | | | | |
| | Hy-Vee | Butterball | | 1.49 | | | | | | | | | | |
| | No Frills | Honeysuckle | 1.49 | | | | | | | | | | | |
| | Schnuck's | Schnuck's | | | 1.19 | | | | | | | | | |
| | | Honeysuckle | | | 1.19 | | | | | | | | | |
| | Sunshine Foods | Shurfine | | 1.29 | | | | | | | | | < 16 lbs. (hen) | |
| IL | County Market | Jennie-O | 1.39 | | | | | | | | | | | |
| | Cub Foods | Jennie-O | 1.69 | | | | | | | | | | | |
| | Dierberg's | Honeysuckle | 1.99 | | | | | | | | | | | |
| | Food 4 Less | Butterball | | | 0.99 | | | | | | | | | |
| | | Kroger | | | 0.99 | | | | | | | | | |
| | Fresh Thyme | n/i | | 0.99 | | | | | | | | | | |
| | Garden Fresh | Empire | | | | 2.99 | | | | | | | | |
| | Houchens IGA | Honeysuckle | 1.49 | | | | | | | | | | | |
| | | IGA | | | 0.99 | | | | | | | | | w/ purchase; limit 1 |
| | Hy-Vee | Butterball | | 1.49 | | | | | | | | | | |
| | Mariano's Fresh | Bell & Evans | | | | | | | | 2.99 | | | | |
| | Schuette's Market | Honeysuckle | | | 0.99 | | | | | | | | | < 16 lbs. (hen); w/ store card |
| | | Honeysuckle | | | 1.49 | | | | | | | | | < 16 lbs. (hen); w/o store card |
| | Schnuck's | Schnuck's | | | 1.19 | | | | | | | | | |
| | | Honeysuckle | | | 1.19 | | | | | | | | | |
| | Shop'n Save | Honeysuckle | | | 0.89 | | | | | | | | | |
| | | Farm Fresh | | | 0.89 | | | | | | | | | |
| Strack & VanTil | Butterball | | 1.49 | | | | | | | | | | | |
| Sullivan's | Norbest | | 0.99 | | | | | | | | | | | |
| Tony's Finer Food | Jennie-O | | 0.99 | | | | | | | | | | | |
| Walt's Food Center | Norbest | | 1.19 | | | | | | | | | | | |
| IN | Food 4 Less | Butterball | | 0.99 | | | | | | | | | | |
| | | Kroger | | 0.99 | | | | | | | | | | |
| | Fresh Thyme | n/i | | 0.99 | | | | | | | | | | |
| | Houchens IGA | Honeysuckle | 1.49 | | | | | | | | | | | |
| | | IGA | | | 0.99 | | | | | | | | | w/ purchase; limit 1 |
| | Jay C | Butterball | | 0.99 | | | | | | | | | w/ store card; limit 2 | |
| | Kroger Cincinnati | Honeysuckle | 1.59 | | | | | | | | | | w/ store card | |
| Marsh | Butterball | 1.99 | | | | | | | | | | w/ store card | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions |
|---------------------|--------------------|-----------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|---------------|----------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | |
| IN <i>(cont)</i> | Martin's | Honeysuckle | 1.69 | | | | | | | | | | w/ store card |
| | | Honeysuckle | 1.99 | | | | | | | | | | w/o store card |
| | Schnuck's | Schnuck's | | 1.19 | | | | | | | | | |
| | | Honeysuckle | | 1.19 | | | | | | | | | |
| | Strack & VanTil | Butterball | | 1.49 | | | | | | | | | |
| | Walt's Food Center | Norbest | | 1.19 | | | | | | | | | |
| KY | Cox IGA | IGA | | 0.99 | | | | | | | | | |
| | Food City | Butterball | | 1.29 | | | | | | | | | w/ store card |
| | | Food City | | 1.19 | | | | | | | | | w/ store card |
| | Food Fair | Butterball | | 1.49 | | | | | | | | | |
| | Food Lion | Jennie-O | 1.49 | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.99 | | | | | | | | | | w/o store card |
| | Houchens IGA | Honeysuckle | 1.49 | | | | | | | | | | |
| | | IGA | | 0.99 | | | | | | | | | w/ purchase; limit 1 |
| Kroger Cincinnati | Honeysuckle | 1.59 | | | | | | | | | | w/ store card | |
| Remke Markets | Honeysuckle | | 0.99 | | | | | | | | | w/ store card | |
| | Whole Foods MdAtl | n/i | | | | | 3.99 | | | 2.69 | | | |
| | | Kosher Valley | | | 3.49 | | | | | | | | |
| MI | Affiliated MW | Shurfine | | 1.19 | | | | | | | | | |
| | Hiller's | Timber Valley | 1.79 | | | | | | | | | | |
| | Hollywood | Amish Country | 1.79 | | | | | | | | | | |
| | Kroger Columbus | Honeysuckle | 1.69 | | | | | | | | | | w/ store card |
| | Kroger Michigan | Honeysuckle | 1.59 | | | | | | | | | | w/ store card |
| | Martin's | Honeysuckle | 1.69 | | | | | | | | | | w/ store card |
| | | Honeysuckle | 1.99 | | | | | | | | | | w/o store card |
| | Plumbs/Duthlers | Spartan | | 1.49 | | | | | | | | | w/ store card |
| | | Spartan | | 1.79 | | | | | | | | | w/o store card |
| Ric's Food Center | Honeysuckle | 1.69 | | | | | | | | | | | |
| | Super One Foods | Jennie-O | 1.66 | | | | | | | | | | |
| MN | Affiliated MW | Shurfine | | 1.19 | | | | | | | | | |
| | Cash Wise | Jennie-O | 1.48 | | | | | | | | | | |
| | Coborn's | Jennie-O | 1.49 | | | | | | | | | | |
| | Cub Foods | Jennie-O | 1.69 | | | | | | | | | | |
| | Hugo's | Honeysuckle | 1.58 | | | | | | | | | | |
| | Hy-Vee | Butterball | | 1.49 | | | | | | | | | |
| | Sunshine Foods | Shurfine | | 1.29 | | | | | | | | | < 16 lbs. (hen) |
| | | Super One Foods | Jennie-O | 1.66 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions |
|-------|----------------------|---------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------|---------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | |
| ND | Albertsons Mtn | Honeysuckle | 1.69 | | | | | | | | | | |
| | Cash Wise | Jennie-O | 1.48 | | | | | | | | | | |
| | Coborn's | Jennie-O | 1.49 | | | | | | | | | | |
| | Hugo's | Honeysuckle | 1.58 | | | | | | | | | | |
| | Super One Foods | Jennie-O | 1.66 | | | | | | | | | | |
| NE | Affiliated MW | Shurfine | | 1.19 | | | | | | | | | |
| | Bag'n Save | Honeysuckle | 1.49 | | | | | | | | | | |
| | Hy-Vee | Butterball | | 1.49 | | | | | | | | | |
| | Russ's Market | Smokehouse | | | | | | | | | | | smoked @ \$4.69/lb. |
| | Safeway Denver | Safeway | 1.69 | | | | | | | | | | w/ store card |
| OH | Acme Fresh Market | Honeysuckle | | 1.49 | | | | | | | | | w/ store card |
| | | Honeysuckle | | 2.49 | | | | | | | | | w/o store card |
| | Cub Foods | Jennie-O | 1.69 | | | | | | | | | | |
| | Fisher Foods | n/i | 1.89 | | | | | | | | | | w/ store card |
| | | n/i | 2.29 | | | | | | | | | | w/o store card |
| | Food Fair | Butterball | | 1.49 | | | | | | | | | |
| | Fresh Thyme | n/i | | 0.99 | | | | | | | | | |
| | Giant Eagle | Giant Eagle | | 1.29 | | | | | | | | | |
| | | Honeysuckle | | 1.49 | | | | | | | | | |
| | Kroger Cincinnati | Honeysuckle | 1.59 | | | | | | | | | | w/ store card |
| | Kroger Columbus | Honeysuckle | 1.69 | | | | | | | | | | w/ store card |
| | Marsh | Butterball | 1.99 | | | | | | | | | | w/ store card |
| | Piggly Wiggly Stores | Jennie-O | | 1.18 | | | | | | | | | |
| | Remke Markets | Honeysuckle | | 0.99 | | | | | | | | | w/ store card |
| | Shop'n Save | Honeysuckle | 1.59 | | | | | | | | | | |
| | Sparkle | Honeysuckle | 1.69 | | | | | | | | | | w/ store card |
| | | Honeysuckle | 2.29 | | | | | | | | | | w/o store card |
| Weis | Weis | | 1.49 | | | | | | | | | | |
| | Honeysuckle | | | | | | | | 1.88 | | | frozen | |
| | Whole Foods MdAtl | n/i | | | | 3.99 | | | 2.69 | | | | |
| | | Kosher Valley | | | 3.49 | | | | | | | | |
| SD | Affiliated MW | Shurfine | | 1.19 | | | | | | | | | |
| | Coborn's | Jennie-O | 1.49 | | | | | | | | | | |
| | Hy-Vee | Butterball | | 1.49 | | | | | | | | | |
| | Ken's Super Fair | Shurfine | | 1.29 | | | | | | | | | w/ store card |
| | | Shurfine | | 1.69 | | | | | | | | | w/o store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions | |
|----------------------------|-------------------|-------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------|------------------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | | |
| SD <i>(cont)</i> | Safeway Denver | Safeway | 1.69 | | | | | | | | | | w/ store card | |
| | Sunshine Foods | Shurfine | | 1.29 | | | | | | | | | < 16 lbs. (hen) | |
| WI | Affiliated MW | Shurfine | | 1.19 | | | | | | | | | | |
| | Festival | Jennie-O | 1.68 | | | | | | | | | | w/ store card | |
| | | Jennie-O | 1.89 | | | | | | | | | | w/o store card | |
| | Hy-Vee | Butterball | | 1.49 | | | | | | | | | | |
| | Pick'n Save/Copps | Butterball | | 0.99 | | | | | | | | | w/ store card; limit 1 | |
| | Schnuck's | Schnuck's | | 1.19 | | | | | | | | | | |
| | | Honeysuckle | | 1.19 | | | | | | | | | | |
| Super One Foods | Jennie-O | 1.66 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions |
|---|--------------------|---------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | |
| AR | Affiliated MW | Shurfine | | 1.19 | | | | | | | | | w/ store card w/o store card |
| | Brookshire | Butterball | 1.29 | 1.19 | | | | | | | | | |
| | | Honeysuckle | 1.29 | | | | | | | | | | |
| | | Honeysuckle | 1.99 | | | | | | | | | | |
| | G&W Foods | Best Choice | 1.58 | | | | | | | | | | |
| | Hay's | Best Choice | 1.48 | | | | | | | | | | |
| | Super 1 Foods | Honeysuckle | 1.27 | | | | | | | | | | |
| AZ | Fresh & Easy | Jennie-O | | free | | | | | | | | | w/ \$30 purchase |
| | Safeway Phoenix | Safeway | 1.69 | | | | | | | 1.99 | | | |
| | Sprout's | Sprout's | | | | | | | | | | | |
| | Whole Foods SthPac | Kosher Valley | | | | | 3.99 | | | | | | |
| CO | Albertsons Mtn | Honeysuckle | 1.69 | | | | | | | | | | w/ store card; limit 1 w/ store card |
| | King Soopers | Kroger | | 0.79 | | | | | | | | | |
| | Safeway Denver | Safeway | 1.69 | | | | | | | | | | |
| | Sprout's | Sprout's | | | | | | | | 1.99 | | | |
| KS | G&W Foods | Best Choice | 1.58 | | | | | | | | | | |
| | Hen House | n/i | 1.69 | | | | | | | | | | |
| | Hy-Vee | Butterball | | 1.49 | | | | | | | | | |
| | Price Chopper | Best Choice | 1.59 | | | | | | | | | | |
| | Sprout's | Sprout's | | | | | | | | 1.99 | | | |
| | Woods | Best Choice | | 0.99 | | | | | | | | | |
| LA | Brookshire | Butterball | 1.29 | 1.19 | | | | | | | | | w/ store card w/o store card w/ store card w/ store card < 16 lbs. (hen) |
| | | Honeysuckle | 1.29 | | | | | | | | | | |
| | | Honeysuckle | 1.99 | | | | | | | | | | |
| | Kroger Southwest | Honeysuckle | | 0.99 | | | | | | | | | |
| | | Kroger | | 0.99 | | | | | | | | | |
| | LeBlanc's | Shurfresh | | 0.99 | | | | | | | | | |
| | Super 1 Foods | Honeysuckle | 1.27 | | | | | | | | | | |
| MO | County Market | Jennie-O | 1.39 | | | | | | | | | | |
| | Dierberg's | Honeysuckle | 1.99 | | | | | | | | | | |
| | G&W Foods | Best Choice | 1.58 | | | | | | | | | | |
| | Harter House | Honeysuckle | 1.59 | | | | | | | | | | |
| | Hay's | Best Choice | 1.48 | | | | | | | | | | |
| | Hen House | n/i | 1.69 | | | | | | | | | | |
| | Hy-Vee | Butterball | | 1.49 | | | | | | | | | |
| | Moser's | Best Choice | | 0.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions |
|---------------------|---------------------------|----------------------------|--------------|--------------|--------|--------|---------|--------|------------|-------|---------|----------|------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | |
| MO <i>(cont)</i> | Price Chopper | Best Choice | 1.59 | | | | | | | | | | |
| | Pyramid Foods | Honeysuckle | 1.49 | 1.29 | | | | | | | | | |
| | Schnuck's | Schnuck's | | 1.19 | | | | | | | | | |
| | | Honeysuckle | | 1.19 | | | | | | | | | |
| | Shop'n Save | Honeysuckle | | 0.89 | | | | | | | | | |
| | | Farm Fresh | | 0.89 | | | | | | | | | |
| | Sprout's | Sprout's | | | | | | | 1.99 | | | | |
| | Twn&Cntry Sprmkt Woods | Best Choice Best Choice | 1.59 0.99 | 1.09 0.99 | | | | | | | | | |
| NM | King Soopers | Kroger | | 0.79 | | | | | | | | | w/ store card; limit 1 |
| | Safeway Denver | Safeway | 1.69 | | | | | | | | | | w/ store card |
| | Sprout's | Sprout's | | | | | | | 1.99 | | | | |
| OK | Pyramid Foods | Honeysuckle | 1.49 | 1.29 | | | | | | | | | |
| | Sprout's | Sprout's | | | | | | | 1.99 | | | | |
| TX | Brookshire | Butterball | 1.29 | 1.19 | | | | | | | | | |
| | | Honeysuckle | 1.29 | | | | | | | | | | w/ store card |
| | | Honeysuckle | 1.99 | | | | | | | | | | w/o store card |
| | Kroger Southwest | Honeysuckle | | 0.99 | | | | | | | | | w/ store card |
| | | Kroger | | 0.99 | | | | | | | | | w/ store card |
| | Market Place | Honeysuckle | | 0.68 | | | | | | | | | |
| | Randalls/Tom Thumb | Safeway | 1.69 | | | | | | | | | | w/ store card |
| | Sprout's Super 1 Foods | Sprout's Honeysuckle | | | | | | | | 1.99 | | | |
| UT | Albertsons Mtn | Honeysuckle | 1.69 | | | | | | | | | | |
| | Harmon's | n/i | 1.69 | | | | | | | | | | locally grown |
| | King Soopers | Kroger | | 0.79 | | | | | | | | | w/ store card; limit 1 |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions |
|-------------------------------------|--------------------|---------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------|------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | |
| CA | Albertsons SoCal | n/i | | | | 3.49 | | | | | | | |
| | | Foster Farms | 1.59 | | | | | | | | | | < 16 lbs. (hen) |
| | Andronico's | Mary's | | | | | | | 2.99 | | | | |
| | Fresh & Easy | Jennie-O | | free | | | | | | | | | w/ \$30 purchase |
| | Holiday Market | Foster Farms | 1.69 | | | | | | | | | | |
| | Lucky | Foster Farms | 1.69 | | | | | | | | | | |
| | Lunardi's | Diestel | | | | | | | 2.99 | | | | |
| | Mar-Val Food | Foster Farms | 1.49 | | | | | | | | | | |
| | | Diestel | | | | | | | 2.69 | | | | |
| | Nugget Markets | Diestel | | | | | | | 2.99 | | | | w/ store card |
| | | Diestel | | | | | | | 3.99 | | | | w/o store card |
| | Ralph's | Foster Farms | 1.49 | | | | | | | | 1.39 | | w/ store card |
| | | Simple Truth | | | | | | | | | | | frozen |
| | Ray's Food Place | Norbest | 1.89 | | | | | | | | | | |
| | | Foster Farms | 1.89 | | | | | | | | | | |
| | Safeway NorCal | Safeway | 1.69 | | | | | | | | | | |
| Save Mart | Foster Farms | 1.69 | | | | | | | | | | | |
| Sprout's | Sprout's | | | | | | | | | 1.99 | | | |
| Stater Bros. | Foster Farms | 1.69 | | | | | | | | | | | |
| Vons/Pavilions | Safeway | 1.69 | | | | | | | | | | | |
| Whole Foods SthPac | Kosher Valley | | | | | | | 3.99 | | | | | |
| HI | Don Quijote | Norbest | | 1.69 | | | | | | | | | |
| | Foodland | Foster Farms | 2.29 | | | | | | | | | | |
| | Safeway NorCal | Safeway | 1.69 | | | | | | | | | | |
| | Times | Norbest | | 1.69 | | | | | | | | | |
| | Vons/Pavilions | Safeway | 1.69 | | | | | | | | | | |
| | Whole Foods SthPac | Kosher Valley | | | | | | | 3.99 | | | | |
| NV | Albertsons Mtn | Honeysuckle | 1.69 | | | | | | | | | | |
| | Fresh & Easy | Jennie-O | | free | | | | | | | | | w/ \$30 purchase |
| | Safeway NorCal | Safeway | 1.69 | | | | | | | | | | |
| | Sprout's | Sprout's | | | | | | | | 1.99 | | | |
| | Vons/Pavilions | Safeway | 1.69 | | | | | | | | | | |
| | Whole Foods SthPac | Kosher Valley | | | | | | | 3.99 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions |
|--|---------------------|--------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------|---------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | |
| AK | Alaskan & Proud | n/i | | BOGO | | | | | | | | | |
| | Carrs/Safeway NW | Safeway | 1.99 | | | | | | | | | | |
| | Fred Meyer | Foster Farms | 1.89 | | | | | | | | | | |
| | Sea Mart | n/i | | 1.39 | | | | | | | | | |
| ID | Albertsons Mtn | Honeysuckle | 1.69 | | | | | | | | | | |
| | Albertsons NW | n/i | | 1.19 | | | | | | | | | |
| | Fred Meyer | Foster Farms | 1.69 | | | | | | | | | | |
| | Harvest Foods | Butterball | | 1.78 | | | | | | | | | |
| | Rosauer's | Jennie-O | 1.59 | | | | | | | | | | |
| | | Norbest | 1.59 | | | | | | | | | | |
| | Safeway NW | Safeway | 1.69 | | | | | | | | | | |
| | Stokes Market | Norbest | 1.59 | | | | | | | | | | |
| | Super 1 Foods | Jennie-O | 1.58 | | | | | | | | | | |
| | | Norbest | 1.58 | | | | | | | | | | |
| | Yoke's Fresh | n/i | 1.69 | | | | | | | | | | |
| MT | Albertsons Mtn | Honeysuckle | 1.69 | | | | | | | | | | |
| | Harvest Foods | Butterball | | 1.78 | | | | | | | | | |
| | Rosauer's | Jennie-O | 1.59 | | | | | | | | | | |
| | | Norbest | 1.59 | | | | | | | | | | |
| | Safeway NW | Safeway | 1.69 | | | | | | | | | | |
| | Stokes Market | Norbest | 1.59 | | | | | | | | | | |
| | Super 1 Foods | Jennie-O | 1.58 | | | | | | | | | | |
| | | Norbest | 1.58 | | | | | | | | | | |
| OR | Albertsons NW | n/i | | 1.19 | | | | | | | | | |
| | Fred Meyer | Foster Farms | 1.69 | | | | | | | | | | |
| | Harvest Foods | Butterball | | 1.78 | | | | | | | | | |
| | IGA Market Fresh | Jennie-O | 1.49 | | | | | | | | | | w/ store card |
| | | Jennie-O | 1.99 | | | | | | | | | | w/o store card |
| | Ray's Food Place | Norbest | 1.89 | | | | | | | | | | |
| | | Foster Farms | 1.89 | | | | | | | | | | |
| | Red Apple/Thriftway | n/i | 1.49 | | | | | | | | | | < 16 lbs. (hen) |
| | | Foster Farms | * | | | | | | | | | | brined @ \$1.99/lb. |
| Rosauer's | Jennie-O | 1.59 | | | | | | | | | | | |
| | Norbest | 1.59 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

| State | Supermarket | Label | Conventional | | Kosher | | Organic | | Free Range | ABF | Non-GMO | Heritage | Conditions |
|---------------------|---------------------|--------------|--------------|--------|--------|--------|---------|--------|------------|-------|---------|----------|---|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | Fresh | Fresh | |
| OR <i>(cont)</i> | Roth's | Mary's | | | | | | | 2.99 | | | | brined @ \$2.29/lb. |
| | | Norbest | 1.88 | | | | | | | | | | |
| | | Foster Farms | * | | | | | | | | | | |
| | Safeway NW | Safeway | 1.69 | | | | | | | | | | |
| WA | Albertsons NW | n/i | | 1.19 | | | | | | | | | w/ store card w/o store card < 16 lbs. (hen) brined @ \$1.99/lb. |
| | Fred Meyer | Foster Farms | 1.69 | | | | | | | | | | |
| | Harvest Foods | Butterball | | 1.78 | | | | | | | | | |
| | IGA Market Fresh | Jennie-O | 1.49 | | | | | | | | | | |
| | | Jennie-O | 1.99 | | | | | | | | | | |
| | Metropolitan | n/i | | | | | | | 2.99 | | | | |
| | Red Apple/Thriftway | n/i | 1.49 | | | | | | | | | | |
| | | Foster Farms | * | | | | | | | | | | |
| | Rosauer's | Jennie-O | 1.59 | | | | | | | | | | |
| | | Norbest | 1.59 | | | | | | | | | | |
| | Safeway NW | Safeway | 1.69 | | | | | | | | | | |
| | Super 1 Foods | Jennie-O | 1.58 | | | | | | | | | | |
| | | Norbest | 1.58 | | | | | | | | | | |
| The Markets | Jennie-O | 1.98 | | | | | | | | | | | |
| Yoke's Fresh | n/i | 1.69 | | | | | | | | | | | |
| WY | Affiliated MW | Shurfine | | 1.19 | | | | | | | | | w/ store card; limit 1 w/ store card |
| | Albertsons Mtn | Honeysuckle | 1.69 | | | | | | | | | | |
| | King Soopers | Kroger | | 0.79 | | | | | | | | | |
| | Safeway Denver | Safeway | 1.69 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|--|---------------------|---------------------|---------------------|------|-----------------------|------|-------|----------|------|------|---------------|------------------|---------------------------|--|---------------------------|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | |
| CT | A&P Stores | Smithfield | 1.29 | | | | | | | | | | | w/ \$25 purchase & card; limit 1 additional quantities w/ store card w/ store card w/ store card w/ store card | |
| | | Smithfield | 1.99 | | | | | | | | | | | | |
| | | Smithfield | | | | 1.39 | 1.19 | | | | | | | | |
| | | Hormel Cure 81 | | | | | | 4.99 | | | | | | | |
| | | Kentucky Legend | | | | | | 4.99 | | | | | | | |
| | | Dietz & Watson | | | | | | 4.99 | | | | | | | |
| | Adams IGA | Jamestown | 1.49 | | | | | | | | | | | | |
| | | Alexander & Hornung | | | | 1.39 | 1.29 | | | | | | | | |
| | | Carando | | 2.99 | | | | | | | | | | | |
| | ALDI | Triple M | | 2.99 | | | | | | | | | | | |
| | | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | | |
| | AG New England | Specially Selected | 1.99 | | | | | | | | | | | | |
| | | Shurfine | | | | 1.19 | 0.99 | | 2.79 | 2.79 | | | | | |
| | Sugardale | | | 1.79 | | | | | | | | | | | |
| | | Associated | Cook's | | | | 1.19 | 0.99 | | | | | | | w/ \$50 purchase; limit 1 |
| | Cook's | | 2.49 | | | | 1.69 | 1.59 | | | | | | | |
| | | Best Market | Alexander & Hornung | | | | 1.59 | 1.49 | | | | | | | |
| | Big Y | Cook's | | | | | 1.09 | 0.79 | | | | | | | |
| | | Big Y | | 1.99 | 2.98 | | | | | | | | | | locally grown |
| | | Carando | 2.69 | | | | | | | | | | | | |
| | | Hatfield | | | 2.99 | | | | | | | | | | |
| | Triple M | | | | | | | | 2.99 | | | | | | |
| | | Bravo | Cook's | 1.99 | | | 1.19 | 0.99 | | | | | | | w/ \$50 purchase |
| C-Town | Cook's | 1.99 | | | 1.19 | 0.99 | | | | | | w/ \$50 purchase | | | |
| Compare Foods | n/i | | | | 1.69 | 1.59 | | | | | | | | | |
| Food Bazaar | Sugardale | 2.49 | | | 1.29 | 0.99 | | | | | | | | | |
| Geissler's | Carando | | 2.39 | | | | | | | | | | | | |
| | Alexander & Hornung | | 1.89 | | 1.99 | | | | | | | | | | |
| | Triple M | | | 2.99 | | | | | | | | | | | |
| Highland Park | John Morrell | | | 3.59 | 3.59 | | 4.99 | 4.99 | | | | | | | |
| | Highland Park | 3.99 | | | | | | | | | | | | | |
| Key Food | Carando | | 2.99 | | | | | | | | | | | | |
| | Cook's | | | | 1.19 | 0.99 | | | | | | | w/ \$25 purchase; limit 2 | | |
| | Cook's | | 1.99 | | | | | | | | 3.99 | | | | |
| | Triple M | | | | | | 3.99 | 3.99 | | | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|----------------------------------|---------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| CT <i>(cont)</i> | King's | King's | 3.99 | | 3.99 | | | 4.99 | | | | | | locally grown |
| | | Carando | 3.99 | | | | | | | | | | | |
| | | McKenzie of VT | 5.99 | | | | | | | | | | | |
| | Marc's | Sugardale | 1.99 | | | 1.09 | 0.99 | | | | | | | |
| | | Prairie Grove | 4.99 | | | | | | | | | | | ABF |
| | Mrs. Green's NSA Supermarkets | Cook's | | | | 1.09 | 0.99 | | | | | | | w/ \$50 purchase |
| | | Cook's | 1.99 | | | | 1.49 | 1.39 | | | | | | |
| | Pioneer | Cook's | | | | | 0.99 | | | | | | | w/ \$50 purchase |
| | | Cook's | 1.99 | | | | 1.69 | 1.59 | | | | | | |
| | Price Chopper | Alexander & Hornung | | | 2.99 | | 3.29 | | | | | | | |
| | | Cook's | 1.49 | | | | 1.69 | 1.39 | | | | | | |
| | | Hatfield | | | | | | | 3.69 | 3.99 | | | | |
| | | Carando | | 3.49 | | | | | | | | | | |
| | Price Rite | Hormel Cure 81 | | 3.49 | | | | | 5.49 | 5.79 | | | | |
| | | Cook's | | | | | 0.99 | 0.89 | | | | | 2.49 | |
| | Save-a-Lot | n/i | 1.89 | | | | 1.29 | 1.09 | | | | | | |
| | ShopRite | Cook's | 0.99 | | | | 0.10 | | | | | | | w/ \$250 purchase |
| | | Cook's | 2.78 | | | | 1.89 | 1.79 | | | | | | |
| | | Hatfield | | | | | | | 2.99 | | | | | |
| | | Black Bear | | | | | | | 3.99 | | | | | |
| | Stew Leonard's | Farm Promise | | 5.99 | | | | | | | | | | ABF |
| | | Stew Leonard's | 2.99 | | | | | | | | | | | |
| | | Stew's Naked | 4.99 | | | | | | | | | | | ABF |
| | Stop & Shop | Stop & Shop | 1.49 | 1.49 | | | 1.19 | 0.99 | 2.99 | | | | | w/ \$25 purchase; limit 2 |
| | | Stop & Shop | | 3.99 | | | | | | | | | | w/ store card |
| | | Carando | 2.49 | 2.49 | | | | | | | | | | w/ store card |
| | | Nature's Promise | | 4.99 | | | | | | | | | | w/ store card; ABF |
| Target | Kentucky Legend | | | | | | | | 4.99 | 4.99 | | | | |
| | Archer Farms | | 1.99 | | | | | | | | | | | |
| The Fresh Market | n/i | 2.99 | | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| Whole Foods NE | n/i | | | | | 1.58 | 1.58 | | | | | | | |
| | Wellshire | 6.99 | | | | | | | | | | | ABF | |
| DC | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|----------------------|-----------------|------------------|-----------------|---------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|----------------------------------|------------------------|
| | | | Bone-in | Bone-in | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| DC <i>(cont)</i> | Giant Food | Giant | 1.69 | 1.69 | | 1.39 | 0.99 | 2.99 | | | | | | w/ \$25 purchase; limit 2 | |
| | | Giant | | 3.99 | | | | | | | | | | w/ store card | |
| | | Smithfield | 2.49 | | | | | | | | | | | w/ store card | |
| | | Nature's Promise | | 4.99 | | | | | | | | | | w/ store card; ABF | |
| | | Kentucky Legend | | | | | | | 4.99 | 4.99 | | | | | |
| | Harris Teeter | Harris Teeter | 1.69 | | | | 2.69 | | | | | | | | w/ store card; limit 2 |
| | | Harris Teeter | 3.69 | | | | 3.49 | | | | | | | | w/o store card |
| | | HT Traders | | 2.29 | | | | | | | 3.99 | | | | w/ store card |
| | | HT Traders | | 4.09 | | | | | | | 5.99 | | | | w/o store card |
| | | Kentucky Legend | | | | | | 3.99 | | | | | | | w/ store card |
| | | Kentucky Legend | | | | | | 4.99 | | | | | | | w/o store card |
| | | n/i | | | | | | | | | | 2.49 | 2.99 | | w/ store card |
| | | n/i | | | | | | | | | | 2.99 | 3.99 | | w/o store card |
| | | Hormel Cure 81 | | | | | | | | 4.99 | | | | | w/ store card |
| | | Hormel Cure 81 | | | | | | | | 6.99 | | | | | w/o store card |
| | Safeway Eastern | Smithfield | | 3.49 | | | 1.69 | | | | | | | | w/ store card |
| | | Smithfield | | 4.69 | | | 1.99 | | | | | | | | w/o store card |
| | Save-a-Lot | Safeway | | 1.49 | 1.29 | | 1.29 | | | | | | | | w/ store card; limit 1 |
| | Target | n/i | 1.89 | | | 1.29 | 1.09 | | | | | | 2.49 | | |
| | Walmart | Archer Farms | | 1.99 | | | | | | | | | | | |
| Sam's Choice | | 1.98 | | | | | | | | | | | | | |
| Whole Foods MdAtltnc | n/i | | | | 1.58 | 1.58 | | | | | | | | | |
| | Niman | 6.99 | | | | | | | | | | | | ABF | |
| | Wellshire | 6.99 | | | | | | | | | | | | ABF | |
| | n/i | 7.99 | | | | | | | | | | | | | |
| DE | A&P Stores | Smithfield | 1.29 | | | | | | | | | | | w/ \$25 purchase & card; limit 1 | |
| | | Smithfield | 1.99 | | | | | | | | | | | additional quantities | |
| | | Smithfield | | | | 1.39 | 1.19 | | | | | | | w/ store card | |
| | ACME Market | Hormel Cure 81 | | | | | | 4.99 | | | | | | | w/ store card |
| | | Kentucky Legend | | | | | | 4.99 | | | | | | | w/ store card |
| | | Dietz & Watson | | | | | | 4.99 | | | | | | | w/ store card |
| | | Cook's | | | | 1.29 | 0.99 | | | | | | | | limit 1 |
| | | Lancaster Brand | 1.99 | | 1.99 | 1.99 | | | | | | | | | |
| | | Hormel | 1.99 | | | | | | | | | | | | |
| | | Dietz & Watson | | | | | | 3.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|--------------------|------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------|---------------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| DE <i>(cont)</i> | Food Lion | My Essentials | | | | 1.27 | 0.77 | | | | | | | w/ store card; limit 2 |
| | | My Essentials | | | | 2.79 | 2.59 | | | | | | | w/o store card |
| | | Smithfield | | | | 1.79 | 1.09 | | | | | | | w/ store card; limit 2 |
| | Fresh Grocer | Smithfield | | | | 2.99 | 2.79 | | | | | | | w/o store card |
| | | Cook's | | | | 0.98 | 0.98 | | | | | | | w/ store card; limit 1 |
| | | Cook's | 2.48 | | | 1.99 | 1.78 | | | | | | | w/ \$25 purchase; limit 1 |
| | Giant Food | Hatfield | | | | | | | | 3.49 | | | | |
| | | Giant | 1.69 | 1.69 | | 1.39 | 0.99 | 2.99 | | | | | | w/ \$25 purchase; limit 2 |
| | | Giant | | 3.99 | | | | | | | | | | w/ store card |
| | Great Valu Markets | Smithfield | 2.49 | | | | | | | | | | | w/ store card |
| | | Nature's Promise | | 4.99 | | | | | | | | | | w/ store card; ABF |
| | | Kentucky Legend | | | | | | | | 4.99 | 4.99 | | | |
| | Harris Teeter | Sugardale | | 1.99 | | 1.19 | 0.99 | | | | | | | |
| | | Berk's | | | | | | 2.99 | | | | | | |
| | | Kunzler | | | | | | 2.99 | | | | | | |
| | Pathmark | Hatfield | | | | | | 2.99 | | | | | | |
| | | Harris Teeter | 1.69 | | | 2.69 | | | | | | | | w/ store card; limit 2 |
| | | Harris Teeter | 3.69 | | | 3.49 | | | | | | | | w/o store card |
| | Pathmark | HT Traders | | 2.29 | | | | | | | 3.99 | | | w/ store card |
| | | HT Traders | | 4.09 | | | | | | | 5.99 | | | w/o store card |
| | | Kentucky Legend | | | | | | 3.99 | | | | | | w/ store card |
| | Pathmark | Kentucky Legend | | | | | | 4.99 | | | | | | w/o store card |
| | | n/i | | | | | | | | | | 2.49 | 2.99 | w/ store card |
| | | n/i | | | | | | | | | | 2.99 | 3.99 | w/o store card |
| | Pathmark | Hormel Cure 81 | | | | | | | | 4.99 | | | | w/ store card |
| | | Hormel Cure 81 | | | | | | | | 6.99 | | | | w/o store card |
| | | Smithfield | | 3.49 | | | 1.69 | | | | 3.69 | | | w/ store card |
| | Pathmark | Smithfield | | 4.69 | | | 1.99 | | | | 5.99 | | | w/o store card |
| | | Smithfield | | | | 1.19 | 0.99 | | | | | | | w/ \$25 purchase & card; limit1 |
| | | Smithfield | | | | 1.49 | 1.49 | | | | | | | additional quantities |
| Pathmark | Smithfield | 1.99 | | | | | | | | | | | w/ store card | |
| | Hormel Cure 81 | | | | | | 4.99 | | | | | | | |
| | Kentucky Legend | | | | | | 4.99 | | | | | | | |
| Pathmark | Dietz & Watson | | | | | | 4.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------|---------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|------------------|---------------|---|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| DE <i>(cont)</i> | Redner's | Hormel | | 1.48 | | | | | | | | | | w/ \$25 purchase; limit 1 additional quantities w/ store card; limit 1 w/ \$250 purchase ABF |
| | | Hormel | | 1.98 | | | | | | | | | | |
| | | Redner's | | | | | | 1.98 | | | | | | |
| | | Leidy's | | | | | | 2.98 | | | | | | |
| | | Hatfield | | | | | | 2.98 | | | | | | |
| | | Kunzler | | | | | | 2.98 | | | | | | |
| | Safeway Eastern | Safeway | | 1.49 | 1.29 | | 1.29 | | | | | | | |
| | | Save-a-Lot | n/i | 1.89 | | | 1.29 | 1.09 | | | | 2.49 | | |
| | | ShopRite | Cook's | 0.99 | | | 0.10 | | | | | | | |
| | Shurfine | Cook's | | 2.78 | | | 1.89 | 1.79 | | | | | | |
| | | Hatfield | | | | | | 2.99 | | | | | | |
| | | Black Bear | | | | | | 3.99 | | | | | | |
| | | Farm Promise | | 5.99 | | | | | | | | | | |
| | | Hatfield | | | | | | 1.99 | 2.79 | 2.99 | | | | |
| | | Sugardale | | 1.99 | | | 1.49 | | | | | | | |
| | Target | Kunzler | | | | | | 2.88 | 3.49 | 3.49 | | | | |
| Berk's | | | | | | | 2.88 | | | | | | | |
| Walmart | Archer Farms | | 1.99 | | | | | | | | | | | |
| | Sam's Choice | | 1.98 | | | | | | | | | | | |
| MA | Adams IGA | Jamestown | 1.49 | | | | | | | | | | | |
| | | Alexander & Hornung | | | | 1.39 | 1.29 | | | | | | | |
| | | Carando | | 2.99 | | | | | | | | | | |
| | AG New England | Triple M | | 2.99 | | | | | | | | | | |
| | | Shurfine | | | | 1.19 | 0.99 | | 2.79 | 2.79 | | | | |
| | | Sugardale | | 1.79 | | | | | | | | | | |
| | ALDI | Appleton Farms | | 1.69 | | | 1.19 | 0.99 | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Big Y | Cook's | | | | | 1.09 | 0.79 | | | | | | |
| | | Big Y | | 1.99 | 2.98 | | | | | | | | | |
| | | Carando | 2.69 | | | | | | | | | | locally grown | |
| C-Town | Hatfield | | | 2.99 | | | | | | | | | | |
| | Triple M | | | | | | 2.99 | | | | | | | |
| | Cook's | 1.99 | | | | 1.19 | 0.99 | | | | | w/ \$50 purchase | | |
| Compare Foods | n/i | | | | 1.69 | 1.59 | | | | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------|---------------------|----------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|------------------|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| MA (cont) | Crosby's | Carando | | 2.69 | | | | | | | | | | w/ store card |
| | | Carando | | 3.99 | | | | | | | | | | w/o store card |
| | | Jones Dairy | | | | | | 4.99 | 5.99 | | | | | |
| | | Triple M | | | | | | | 2.99 | | | | | |
| | | Vermont | | | | | | | 6.99 | 6.99 | | | | |
| | Donelan's | Carando | | 1.99 | | | | | | | | | | |
| | | Vermont | | | | | | | | 7.99 | | | | spiral cut |
| | | Triple M | | | | | | | 3.99 | | | | | |
| | Geissler's | Smithfield | | 4.99 | | | | | | | | | | |
| | | Carando | | 2.39 | | | | | | | | | | |
| | | Alexander & Hornung | | 1.89 | | 1.99 | | | | | | | | |
| | Hannaford | Triple M | | | | 2.99 | | | | | | | | |
| | | Carando | | 1.89 | | | | | | | | | | w/ store card |
| | | Carando | | 2.99 | | | | | | | | | | w/o store card |
| | | Smithfield | | 1.49 | | | 0.99 | | | | | | | w/ store card |
| | | Smithfield | | 3.29 | | | 2.19 | | | | | | | w/o store card |
| | | Hormel Cure 81 | | | | | | | 3.69 | | | | | |
| | | Taste of Inspiration | | 2.99 | | | | | | | | | | |
| | Market Basket | Kentucky Legend | | | | | | | | | | | | |
| | | Market Basket | | 1.89 | | | | | | | | | | w/ store card |
| | | Market Basket | | 2.89 | | | | | | | | | | w/o store card |
| | | Carando | | 1.99 | | | | | | | | | | w/ store card |
| | | Carando | | 2.99 | | | | | | | | | | w/o store card |
| | | Sugardale | | | | 1.19 | 1.09 | | | | | 2.99 | | w/ store card |
| | | Sugardale | | | | 1.79 | 1.69 | | | | | | | w/o store card |
| | | Glen Rock | | | | | | | | 2.39 | | | | w/ store card |
| | | Glen Rock | | | | | | | | 2.69 | | | | w/o store card |
| | | Hatfield | | | | | | | | | 2.99 | | | w/ store card |
| | Met Foods | Hatfield | | | | | | | | | 3.49 | | | w/o store card |
| | | Cook's | 2.49 | | | | 0.99 | | | | | | | w/ \$50 purchase |
| | NSA Supermarkets | Cook's | | | | | 1.69 | 1.59 | | | | | | |
| | | Cook's | | | | | 1.09 | 0.99 | | | | | | w/ \$50 purchase |
| Price Chopper | Cook's | 1.99 | | | | 1.49 | 1.39 | | | | | | | |
| | Alexander & Hornung | | | | 2.99 | 3.29 | | | | | | | | |
| | Cook's | 1.49 | | | | 1.69 | 1.39 | | | | | | | |
| | | Hatfield | | | | | | 3.69 | 3.99 | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------------------------|------------------|---------------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------|----------------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| MA <i>(cont)</i> | Price Chopper <i>(continued)</i> | Carando | | 3.49 | | | | | | | | | | |
| | | Hormel Cure 81 | | 3.49 | | | | 5.49 | 5.79 | | | | | |
| | Price Rite | Cook's | | | | 0.99 | 0.89 | | | | | | | |
| | | Roche Bros. | Alexander & Hornung | | | 2.49 | | | 3.99 | | | | | |
| | | Carando | | | 2.99 | | | | | | | | | |
| | | Cook's | | 1.49 | | | 1.39 | 1.29 | | | | | | |
| | | John Morrell | | | | | | | 4.49 | | | | | |
| | | Roche Bros. | | 2.99 | | | | | | | | | | |
| | Save-a-Lot | Triple M | | | | | | | 3.99 | | | | | |
| | | Shaw's | n/i | 1.89 | | | 1.29 | 1.09 | | | | 2.49 | | |
| | Star Market | Cook's | | | | | | | | 2.99 | | | | spiral cut |
| | | Smithfield | | | | | | | | 2.99 | | | | |
| | Stop & Shop | Cook's | | | | | | | | 2.99 | | | | spiral cut |
| | | Smithfield | | | | | | | | 2.99 | | | | |
| | | Stop & Shop | | 1.49 | 1.49 | | 1.19 | 0.99 | 2.99 | | | | | w/ \$25 purchase; limit 2 |
| | | Stop & Shop | | | | | | | | | | | | w/ store card |
| | | Carando | | 2.49 | 2.49 | | | | | | | | | w/ store card |
| | | Nature's Promise | | | 4.99 | | | | | | | | | w/ store card; ABF |
| | Target | Kentucky Legend | | | | | | | | 4.99 | 4.99 | | | |
| | | Archer Farms | | | 1.99 | | | | | | | | | |
| The Fresh Market | n/i | 2.99 | | | | | | | | | | | | |
| Trucchi's | Cook's | | | 1.69 | | 1.49 | 1.09 | | | | | 3.99 | | |
| | Carando | | 5.29 | 2.29 | | | | | | | | | | |
| | Hormel Cure 81 | | | | | | | | 4.99 | | | | | |
| | John Morrell | | | | | | | 4.99 | | | | | | |
| Walmart | Triple M | | | | | | | | 3.99 | | | | | |
| | Jones Dairy | | | | | | | 5.49 | | | | | | |
| Wegman's | Sam's Choice | | 1.98 | | | | | | | | | | | |
| | n/i | | | | | 1.58 | 1.58 | | | | | | | |
| MD | A&P Stores | Wegman's | | 1.99 | | | | | | | | | | |
| | | Smithfield | 1.29 | | | | | | | | | | | w/ \$25 purchase & card; limit 1 |
| | | Smithfield | 1.99 | | | | | | | | | | | additional quantities |
| | | Smithfield | | | | 1.39 | 1.19 | | | | | | | w/ store card |
| | | Hormel Cure 81 | | | | | | | 4.99 | | | | | w/ store card |
| | | Kentucky Legend | | | | | | | 4.99 | | | | | w/ store card |
| | Dietz & Watson | | | | | | | 4.99 | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|-----------------|---------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|--|------------|--|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| MD <i>(cont)</i> | ACME Market | Cook's | | | | 1.29 | 0.99 | | | | | | | limit 1 | |
| | | Lancaster Brand | 1.99 | | 1.99 | 1.99 | | | | | | | | | |
| | | Hormel | 1.99 | | | | | | | | | | | | |
| | AG New England | Dietz & Watson | | | | | | 3.99 | | | | | | | |
| | | Shurfine | | | | 1.19 | 0.99 | | 2.79 | 2.79 | | | | | |
| | ALDI | Sugardale | | 1.79 | | | | | | | | | | | |
| | | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | | |
| | Associated | Specially Selected | 1.99 | | | | | | | | | | | | w/ \$50 purchase; limit 1 |
| | | Cook's | | | | 1.19 | 0.99 | | | | | | | | |
| | Food Lion | Cook's | 2.49 | | | | 1.69 | 1.59 | | | | | | | w/ store card; limit 2 w/o store card |
| | | My Essentials | | | | | 1.27 | 0.77 | | | | | | | |
| | | My Essentials | | | | | 2.79 | 2.59 | | | | | | | |
| | | Smithfield | | | | | 1.79 | 1.09 | | | | | | | |
| | Giant Eagle | Smithfield | | | | | 2.99 | 2.79 | | | | | | | w/ store card; limit 2 w/o store card |
| | | Giant Eagle | 1.98 | 1.98 | 1.19 | | | | | | | | | | |
| | | Giant Eagle | | | | | | 2.49 | 2.79 | 2.99 | | | | | |
| | | Giant Eagle Premium | | 2.99 | | | | | | | | | | | |
| | | Sugardale | | 2.99 | | | | 2.69 | 3.29 | 3.49 | | | | | |
| | | Sugardale | | | 1.39 | | | | | | | | | | |
| | Hillshire Farm | Hillshire Farm | | 2.99 | | | | | | | | | | | limit 1 |
| | | Market District | | | 3.69 | 3.69 | | | | | | | | | |
| | | John F. Martin | | | | | | 2.49 | | | | | | | |
| | Family Owned | | | | | | | 2.49 | | | | | | | |
| | Giant Food | Giant | 1.69 | 1.69 | | 1.39 | 0.99 | 2.99 | | | | | | | w/ \$25 purchase; limit 2 w/ store card |
| | | Giant | | 3.99 | | | | | | | | | | | |
| | | Smithfield | 2.49 | | | | | | | | | | | | |
| | | Nature's Promise | | 4.99 | | | | | | | | | | | |
| | Kentucky Legend | Kentucky Legend | | | | | | | 4.99 | 4.99 | | | | | w/ store card; ABF |
| | | | | | | | | | | | | | | | |
| | Graul's | Kunzler | | | | | | 2.99 | 2.99 | | | | | | w/ store card; ABF |
| Smithfield | | 2.69 | | 1.99 | 1.99 | 1.99 | | | | | 3.99 | | | | |
| Great Valu Markets | Sugardale | | 1.99 | | 1.19 | 0.99 | | | | | | | w/ store card; ABF | | |
| | Berk's | | | | | | 2.99 | | | | | | | | |
| | Kunzler | | | | | | 2.99 | | | | | | | | |
| Hatfield | Hatfield | | | | | | 2.99 | | | | | | w/ store card; limit 2 w/o store card | | |
| | Harris Teeter | 1.69 | | | | 2.69 | | | | | | | | | |
| | Harris Teeter | 3.69 | | | | 3.49 | | | | | | | | | |
| HT Traders | HT Traders | | 2.29 | | | | | | 3.99 | | | | w/ store card w/o store card | | |
| | HT Traders | | 4.09 | | | | | | 5.99 | | | | | | |
| | HT Traders | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|-----------------|------------------------------|------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|----------------|------------------------|----------------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| | | | Whole | Half | | | | | | | | | | | |
| MD (cont) | Harris Teeter (continued) | Kentucky Legend | | | | | | 3.99 | | | | | | w/ store card | |
| | | Kentucky Legend | | | | | | 4.99 | | | | | | w/o store card | |
| | n/i | | | | | | | | | | 2.49 | 2.99 | w/ store card | | |
| | n/i | | | | | | | | | | 2.99 | 3.99 | w/o store card | | |
| | Hormel Cure 81 | | | | | | | | 4.99 | | | | | w/ store card | |
| | Hormel Cure 81 | | | | | | | | 6.99 | | | | | w/o store card | |
| | Smithfield | | | | 3.49 | | 1.69 | | | | 3.69 | | | w/ store card | |
| | Smithfield | | | | 4.69 | | 1.99 | | | | 5.99 | | | w/o store card | |
| | Mars | Sugardale | | | | | 1.99 | 1.79 | | | | | | | w/ store card |
| | | Sugardale | | | | | 1.39 | 1.19 | | | | | 3.29 | | w/o store card |
| | | Hatfield | | | | | | | 2.49 | | | | | | spiral cut |
| | Martin's Food | Smithfield | | 2.49 | | | | | | | | | | | w/ store card |
| | | Smithfield | | 4.99 | | | | | | | | | | | w/o store card |
| | | Martin's | | 1.49 | 1.49 | | 1.19 | 0.99 | | | | | | | w/ \$25 purchase & card; limit 2 |
| | | Martin's | | | | | 2.49 | 2.39 | | | | | | | w/o store card |
| | | Martin's | | | 3.99 | | | | | | | | 3.49 | | w/ store card |
| | | Martin's | | | 5.49 | | | | | | | | 3.99 | | w/o store card |
| | | Nature's Promise | | 4.99 | | | | | | | | | | | w/ store card; ABF |
| | | Nature's Promise | | 6.99 | | | | | | | | | | | w/o store card |
| | | Hatfield | | | | | | | | 3.49 | | | | | w/ store card |
| | | Hatfield | | | | | | | | 4.99 | | | | | w/o store card |
| | | Kunzler | | | | | | | | 3.49 | | | | | w/ store card |
| | | Kunzler | | | | | | | | 4.99 | | | | | w/o store card |
| | | Berk's | | | | | | | | 3.49 | | | | | w/ store card |
| | Berk's | | | | | | | | 4.99 | | | | | w/o store card | |
| | Kentucky Legend | | | | | | | | | | 4.99 | | | w/ store card | |
| | Kentucky Legend | | | | | | | | | | 5.99 | | | w/o store card | |
| | Price Rite | Cook's | | | | | 0.99 | 0.89 | | | | | | | |
| | | Hormel | | | | 1.48 | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Hormel | | | | 1.98 | | | | | | | | | additional quantities |
| | | Redner's | | | | | | | | 1.98 | | | | | |
| | | Leidy's | | | | | | | | 2.98 | | | | | |
| | | Hatfield | | | | | | | | 2.98 | | | | | |
| Kunzler | | | | | | | | | 2.98 | | | | | | |
| Berk's | | | | | | | | 2.98 | | | | | | | |
| Safeway Eastern | Safeway | | | 1.49 | 1.29 | | 1.29 | | | | | | | w/ store card; limit 1 | |
| Save-a-Lot | n/i | | 1.89 | | | | 1.29 | 1.09 | | | | 2.49 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|------------------|----------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------|------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| MD <i>(cont)</i> | Shop'n Save | Sugardale | 1.98 | 1.98 | | 1.79 | | 1.98 | 2.18 | 3.29 | | | | w/ store card |
| | | Sugardale | 1.98 | 4.08 | | | | 3.59 | 3.79 | | | 3.99 | | w/o store card |
| | | Sugardale | | | 1.19 | | | | | | | | | w/ store card; limit 1 |
| | | Sugardale | | | 3.59 | | | | | | | | | w/o store card |
| | | Superior | | | | | | 2.49 | 2.69 | | | | | |
| | | Hillshire Farm | | 2.99 | | | | | | | | | | |
| | | CB Old Country Store | 3.99 | | | | | | | | | | | |
| | | Silver Star | | 2.99 | | | | | | | | | | |
| | Shoppers | Cook's | | 1.48 | | 1.18 | 1.18 | | | | | | | |
| | | Smithfield | | 1.98 | | 1.38 | 1.38 | | | | | | | |
| | ShopRite | Cook's | 0.99 | | | 0.10 | | | | | | | | w/ \$250 purchase |
| | | Cook's | 2.78 | | | 1.89 | 1.79 | | | | | | | |
| | Shurfine | Hatfield | | | | | | 2.99 | | | | | | |
| | | Black Bear | | | | | | 3.99 | | | | | | |
| | | Farm Promise | | 5.99 | | | | | | | | | | ABF |
| | | Hatfield | | | | | | 1.99 | 2.79 | 2.99 | | | | |
| | | Sugardale | | 1.99 | | | 1.49 | | | | | | | |
| | | Kunzler | | | | | | 2.88 | 3.49 | 3.49 | | | | |
| | Target | Berk's | | | | | | 2.88 | | | | | | |
| | | Archer Farms | | 1.99 | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | |
| | | n/i | | | | 1.58 | 1.58 | | | | | | | |
| | Wegman's | Wegman's | | 1.99 | | | | | | | | | | |
| | Weis | n/i | | | 1.69 | 1.49 | 1.29 | | | | | | 3.68 | w/ store card |
| | | Sugardale | 2.49 | | | | | | | | | | | w/ store card |
| | | Smithfield | 1.48 | | | | | | | | | | | w/ store card |
| | | Berk's | | | | | | 3.49 | | | | | | w/ store card |
| | | Hatfield | | | | | | 3.49 | | | | | | w/ store card |
| | | Kunzler | | | | | | 3.49 | | | | | | w/ store card |
| John F. Martin | | | | | | | 1.98 | 2.99 | 2.99 | | | | w/ store card | |
| Whole Foods MdAtlnc | | Niman | 6.99 | | | | | | | | | | | ABF |
| | | Wellshire | 6.99 | | | | | | | | | | | ABF |
| | | n/i | 7.99 | | | | | | | | | | | |
| | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|------------|-----------------|----------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|----------------|----------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| ME | AG New England | Shurfine | | | | 1.19 | 0.99 | | | 2.79 | 2.79 | | | | |
| | | Sugardale | | 1.79 | | | | | | | | | | | |
| | Hannaford | Carando | | 1.89 | | | | | | | | | | w/ store card | |
| | | Carando | | 2.99 | | | | | | | | | | w/o store card | |
| | | Smithfield | | 1.49 | | | 0.99 | | | | | | | w/ store card | |
| | | Smithfield | | 3.29 | | | 2.19 | | | | | | | w/o store card | |
| | | Hormel Cure 81 | | | | | | | 3.69 | | | | | | |
| | | Taste of Inspiration | | 2.99 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.79 | | | | |
| | Market Basket | Market Basket | | 1.89 | | | | | | | 2.39 | | | | w/ store card |
| | | Market Basket | | 2.89 | | | | | | | 2.69 | | | | w/o store card |
| | | Carando | | 1.99 | | | | | | | | | | | w/ store card |
| | | Carando | | 2.99 | | | | | | | | | | | w/o store card |
| | | Sugardale | | | | | 1.19 | 1.09 | | | | | 2.99 | | w/ store card |
| | | Sugardale | | | | | 1.79 | 1.69 | | | | | | | w/o store card |
| | | Glen Rock | | | | | | | | | 2.39 | | | | w/ store card |
| | | Glen Rock | | | | | | | | | 2.69 | | | | w/o store card |
| | | Hatfield | | | | | | | | | | 2.99 | | | w/ store card |
| | | Hatfield | | | | | | | | | | 3.49 | | | w/o store card |
| Save-a-Lot | n/i | 1.89 | | | 1.29 | 1.09 | | | | | | 2.49 | | | |
| Shaw's | Cook's | | 1.47 | | | | | | | | | | | | |
| | Smithfield | | | | | | | | | 2.99 | | | | spiral cut | |
| Target | Archer Farms | | 1.99 | | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| | n/i | | | | | 1.58 | 1.58 | | | | | | | | |
| NH | AG New England | Shurfine | | | | 1.19 | 0.99 | | | 2.79 | 2.79 | | | | |
| | | Sugardale | | 1.79 | | | | | | | | | | | |
| | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | | |
| | Hannaford | Carando | | 1.89 | | | | | | | | | | w/ store card | |
| | | Carando | | 2.99 | | | | | | | | | | w/o store card | |
| | | Smithfield | | 1.49 | | | 0.99 | | | | | | | w/ store card | |
| | | Smithfield | | 3.29 | | | 2.19 | | | | | | | w/o store card | |
| | | Hormel Cure 81 | | | | | | | 3.69 | | | | | | |
| | | Taste of Inspiration | | 2.99 | | | | | | | | | | | |
| | Kentucky Legend | | | | | | | | | 3.79 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|---------------------|---------------------|----------------------------|------|-----------------------|------|-------|----------|------|------|------------------|--------------|----------------|----------------------------------|--|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| NH <i>(cont)</i> | Market Basket | Market Basket | | 1.89 | | | | | 2.39 | | | | | w/ store card | |
| | | Market Basket | | 2.89 | | | | | 2.69 | | | | | w/o store card | |
| | | Carando | | 1.99 | | | | | | | | | | w/ store card | |
| | | Carando | | 2.99 | | | | | | | | | | w/o store card | |
| | | Sugardale | | | | 1.19 | 1.09 | | | | | 2.99 | | w/ store card | |
| | | Sugardale | | | | 1.79 | 1.69 | | | | | | | w/o store card | |
| | | Glen Rock | | | | | | | | 2.39 | | | | w/ store card | |
| | | Glen Rock | | | | | | | | 2.69 | | | | w/o store card | |
| | | Hatfield | | | | | | | | | 2.99 | | | w/ store card | |
| | | Hatfield | | | | | | | | | 3.49 | | | w/o store card | |
| | Price Chopper | Alexander & Hornung | | | | 2.99 | 3.29 | | | | | | | | |
| | | Cook's | 1.49 | | | | 1.69 | 1.39 | | | | | | | |
| | | Hatfield | | | | | | | 3.69 | 3.99 | | | | | |
| | | Carando | | 3.49 | | | | | | | | | | | |
| | Save-a-Lot | Hormel Cure 81 | | 3.49 | | | | | 5.49 | 5.79 | | | | | |
| | | n/i | 1.89 | | | | 1.29 | 1.09 | | | | | 2.49 | | |
| Shaw's | Cook's | | 1.47 | | | | | | | | | | | | |
| | Smithfield | | | | | | | | 2.99 | | | | | spiral cut | |
| Target | Archer Farms | | 1.99 | | | | | | | | | | | | |
| The Fresh Market | n/i | 2.99 | | | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| | n/i | | | | | 1.58 | 1.58 | | | | | | | | |
| NJ | A&P Stores | Smithfield | 1.29 | | | | | | | | | | | w/ \$25 purchase & card; limit 1 | |
| | | Smithfield | 1.99 | | | | | | | | | | | additional quantities | |
| | | Smithfield | | | | 1.39 | 1.19 | | | | | | | w/ store card | |
| | | Hormel Cure 81 | | | | | | 4.99 | | | | | | w/ store card | |
| | | Kentucky Legend | | | | | | 4.99 | | | | | | w/ store card | |
| | ACME Market | Dietz & Watson | | | | | | 4.99 | | | | | | w/ store card | |
| | | Cook's | | | | | 1.29 | 0.99 | | | | | | w/ store card | |
| | | Lancaster Brand | 1.99 | | 1.99 | | 1.99 | | | | | | | limit 1 | |
| | | Hormel | 1.99 | | | | | | 3.99 | | | | | | |
| | ALDI | Dietz & Watson | | | | | | | | | | | | | |
| | | Appleton Farms | | 1.69 | | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | | |
| | Associated | Cook's | | | | | 1.19 | 0.99 | | | | | | w/ \$50 purchase; limit 1 | |
| | | Cook's | 2.49 | | | | 1.69 | 1.59 | | | | | | | |
| Best Market | Alexander & Hornung | | | | | 1.59 | 1.49 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|--------------------|-----------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------------|---------------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| NJ <i>(cont)</i> | Bravo | Cook's | 1.99 | | | 1.19 | 0.99 | | | | | | | w/ \$50 purchase |
| | C-Town | Cook's | 1.99 | | | 1.19 | 0.99 | | | | | | | w/ \$50 purchase |
| | Compare Foods | n/i | | | | 1.69 | 1.59 | | | | | | | |
| | Fine Fare | Cook's | 2.69 | | | 1.49 | 1.49 | | | | | | | |
| | Food Basics | Smithfield | | | | 1.18 | 0.98 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Smithfield | | | | 1.68 | 1.48 | | | | | | | |
| | Food Bazaar | Sugardale | 2.49 | | | 1.29 | 0.99 | | | | | | | |
| | Foodtown | Cook's | 2.49 | | | 1.59 | 1.49 | | | | | | | limit 1 |
| | Great Valu Markets | Sugardale | | 1.99 | | 1.19 | 0.99 | | | | | | | |
| | | Berk's | | | | | | | 2.99 | | | | | |
| | | Kunzler | | | | | | | 2.99 | | | | | |
| | | Hatfield | | | | | | | 2.99 | | | | | |
| | Key Food | Carando | | 2.99 | | | | | | | | | | |
| | | Cook's | | | | 1.19 | 0.99 | | | | | | | w/ \$25 purchase; limit 2 |
| | | Cook's | | 1.99 | | | | | | | | 3.99 | | |
| | | Triple M | | | | | | | | 3.99 | 3.99 | | | |
| | King's | King's | 3.99 | | 3.99 | | | | 4.99 | | | | | locally grown |
| | | Carando | 3.99 | | | | | | | | | | | |
| | | McKenzie of VT | 5.99 | | | | | | | | | | | |
| | Met Foods | Cook's | 2.49 | | | | | 0.99 | | | | | | w/ \$50 purchase |
| | | Cook's | | | | | 1.69 | 1.59 | | | | | | |
| | Morton Williams | n/i | | | | | 1.99 | 1.89 | | | | | | |
| | Mrs. Green's | Prairie Grove | 4.99 | | | | | | | | | | | ABF |
| | Murphy's | Hatfield | | 3.59 | | | | | | | | | | |
| | Pathmark | Smithfield | | | | | 1.19 | 0.99 | | | | | | w/ \$25 purchase & card; limit1 |
| | | Smithfield | | | | | 1.49 | 1.49 | | | | | | additional quantities |
| | | Smithfield | 1.99 | | | | | | | | | | | w/ store card |
| | | Hormel Cure 81 | | | | | | | 4.99 | | | | | |
| | | Kentucky Legend | | | | | | | 4.99 | | | | | |
| | | Dietz & Watson | | | | | | | 4.99 | | | | | |
| | Pioneer | Cook's | | | | | | 0.99 | | | | | | w/ \$50 purchase |
| | | Cook's | 1.99 | | | | 1.69 | 1.59 | | | | | | |
| Price Rite | Cook's | | | | | 0.99 | 0.89 | | | | | | | |
| Save-a-Lot | n/i | 1.89 | | | | 1.29 | 1.09 | | | | 2.49 | | | |
| ShopRite | Cook's | 0.99 | | | | 0.10 | | | | | | | w/ \$250 purchase | |
| | Cook's | 2.78 | | | | 1.89 | 1.79 | | | | | | | |
| | Hatfield | | | | | | | 2.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|----------------------|--------------------------------|---------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------|----------------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| NJ <i>(cont)</i> | ShopRite <i>(continued)</i> | Black Bear | | | | | | | 3.99 | | | | | |
| | | Farm Promise | | 5.99 | | | | | | | | | | |
| | Stop & Shop | Stop & Shop | 1.49 | 1.49 | | 1.19 | 0.99 | | 2.99 | | | | | ABF w/ \$25 purchase; limit 2 |
| | | Stop & Shop | | 3.99 | | | | | | | | | | w/ store card |
| | Carando | Carando | 2.49 | 2.49 | | | | | | | | | | w/ store card |
| | | Nature's Promise | | 4.99 | | | | | | | | | | w/ store card; ABF |
| | Target | Kentucky Legend | | | | | | | | 4.99 | 4.99 | | | |
| | | Archer Farms | | 1.99 | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | | | | | |
| | Thriftway | Cook's | | | | | | | | | | 3.99 | | |
| | | Hatfield | | | | | | | | | | | 1.99 | boneless |
| | Walmart | Hormel | | 1.99 | | | | | | | | | | |
| | | Sam's Choice | 1.98 | | | | | | | | | | | |
| | Wegman's | n/i | | | | 1.58 | 1.58 | | | | | | | |
| | | Wegman's | | 1.99 | | | | | | | | | | |
| | Weis | n/i | | | 1.69 | 1.49 | 1.29 | | | | | | 3.68 | w/ store card |
| | | Sugardale | 2.49 | | | | | | | | | | | w/ store card |
| | Smithfield | Smithfield | 1.48 | | | | | | | | | | | w/ store card |
| | | Berk's | | | | | | | 3.49 | | | | | w/ store card |
| | Hatfield | Hatfield | | | | | | | 3.49 | | | | | w/ store card |
| Kunzler | | | | | | | | 3.49 | | | | | w/ store card | |
| John F. Martin | John F. Martin | | | | | | | 1.98 | 2.99 | 2.99 | | | w/ store card | |
| | Wellshire | 6.99 | | | | | | | | | | | ABF | |
| Whole Foods NE | Niman | 6.99 | | | | | | | | | | | ABF | |
| Whole Foods MdAtltnc | Wellshire | 6.99 | | | | | | | | | | | ABF | |
| | n/i | 7.99 | | | | | | | | | | | | |
| NY | A&P Stores | Smithfield | 1.29 | | | | | | | | | | | w/ \$25 purchase & card; limit 1 |
| | | Smithfield | 1.99 | | | | | | | | | | | additional quantities |
| | | Smithfield | | | | 1.39 | 1.19 | | | | | | | w/ store card |
| | | Hormel Cure 81 | | | | | | | 4.99 | | | | | w/ store card |
| | | Kentucky Legend | | | | | | | 4.99 | | | | | w/ store card |
| | ALDI | Dietz & Watson | | | | | | | 4.99 | | | | | w/ store card |
| | | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | Associated | Specially Selected | 1.99 | | | | | | | | | | | |
| | | Cook's | | | | 1.19 | 0.99 | | | | | | | w/ \$50 purchase; limit 1 |
| | Best Market | Cook's | 2.49 | | | 1.69 | 1.59 | | | | | | | |
| | | Alexander & Hornung | | | | 1.59 | 1.49 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|----------------|----------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|------------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| | | | Whole | Half | | | | | | | | | | | |
| NY <i>(cont)</i> | Big M | Sugardale | | | | 1.09 | 0.99 | | | | | | | | |
| | | Superior | | | | | | | 1.99 | | | | | | |
| | Bravo | Cook's | 1.99 | | | 1.19 | 0.99 | | | | | | | w/ \$50 purchase | |
| | C-Town | Cook's | 1.99 | | | 1.19 | 0.99 | | | | | | | w/ \$50 purchase | |
| | Compare Foods | n/i | | | | 1.69 | 1.59 | | | | | | | | |
| | D'Agostino's | Cook's | 2.99 | | | | | | | | | | | | |
| | DeCiccio's | Cook's | | | | 1.89 | 1.79 | | | | | | | | |
| | Fine Fare | Cook's | 2.69 | | | 1.49 | 1.49 | | | | | | | | |
| | Food Basics | Smithfield | | | | 1.18 | 0.98 | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Smithfield | | | | 1.68 | 1.48 | | | | | | | | |
| | Food Bazaar | Sugardale | 2.49 | | | 1.29 | 0.99 | | | | | | | | limit 1 |
| | Foodtown | Cook's | 2.49 | | | 1.59 | 1.49 | | | | | | | | |
| | Great American | Alexander & Hornung | 1.99 | | 1.79 | 1.29 | 0.89 | | | | | | | | |
| | Gristede's | Cook's | | | | 2.99 | 2.99 | | | | | | | | |
| | Hannaford | Hillshire Farm | 3.99 | | | | | | | | | | | | |
| | | Carando | | 1.89 | | | | | | | | | | | w/ store card |
| | | Carando | | 2.99 | | | | | | | | | | | w/o store card |
| | | Smithfield | | 1.49 | | | 0.99 | | | | | | | | w/ store card |
| | | Smithfield | | 3.29 | | | 2.19 | | | | | | | | w/o store card |
| | | Hormel Cure 81 | | | | | | | 3.69 | | | | | | |
| | Key Food | Taste of Inspiration | | 2.99 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.79 | | | | | |
| | | Carando | | 2.99 | | | | | | | | | | | |
| | | Cook's | | | | 1.19 | 0.99 | | | | | | | | w/ \$25 purchase; limit 2 |
| | King Kullen | Cook's | | 1.99 | | | | | | | | 3.99 | | | |
| | | Triple M | | | | | | | | 3.99 | 3.99 | | | | |
| | | Alexander & Hornung | | 1.69 | | | | | | | | | | | limit 2 |
| | King's | Hormel Cure 81 | | | | | | | | 5.49 | 5.49 | | | | |
| n/i | | | | | 1.59 | 1.39 | | | | | | | | | |
| King's | | 3.99 | | 3.99 | | | | 4.99 | | | | | | locally grown | |
| Met Foods | Carando | 3.99 | | | | | | | | | | | | | |
| | McKenzie of VT | 5.99 | | | | | | | | | | | | | |
| | Cook's | 2.49 | | | | 0.99 | | | | | | | | w/ \$50 purchase | |
| Metropolitan | Cook's | | | | 1.69 | 1.59 | | | | | | | | | |
| | Cook's | | | | | 0.99 | | | | | | | | w/ \$50 purchase | |
| | Cook's | 2.49 | | | 1.69 | 1.59 | | | | | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|----------------|------------------|----------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|---------------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| NY (cont) | Morton Williams | n/i | | | | 1.99 | 1.89 | | | | | | | |
| | Mrs. Green's | Prairie Grove | 4.99 | | | | | | | | | | | ABF |
| | NSA Supermarkets | Cook's | | | | 1.09 | 0.99 | | | | | | | w/ \$50 purchase |
| | | Cook's | | 1.99 | | | 1.49 | 1.39 | | | | | | |
| | Pathmark | Smithfield | | | | | 1.19 | 0.99 | | | | | | w/ \$25 purchase & card; limit1 |
| | | Smithfield | | | | | 1.49 | 1.49 | | | | | | additional quantities |
| | | Smithfield | | 1.99 | | | | | | | | | | w/ store card |
| | | Hormel Cure 81 | | | | | | | 4.99 | | | | | |
| | | Kentucky Legend | | | | | | | 4.99 | | | | | |
| | | Dietz & Watson | | | | | | | 4.99 | | | | | |
| | Peck's | Alexander & Hornung | | | 1.89 | | | | | 2.29 | | | 3.69 | |
| | | Cook's | | | 1.89 | | | | | | | | | |
| | | Triple M | | | | | | | 2.99 | | | | | |
| | Pioneer | Cook's | | | | | | 0.99 | | | | | | w/ \$50 purchase |
| | Price Chopper | Cook's | | 1.99 | | | 1.69 | 1.59 | | | | | | |
| | | Alexander & Hornung | | | | 2.99 | 3.29 | | | | | | | |
| | | Cook's | | 1.49 | | | 1.69 | 1.39 | | | | | | |
| | | Hatfield | | | | | | | 3.69 | 3.99 | | | | |
| | | Carando | | | 3.49 | | | | | | | | | |
| | | Hormel Cure 81 | | | 3.49 | | | | 5.49 | 5.79 | | | | |
| | Price Rite | Cook's | | | | | 0.99 | 0.89 | | | | | | |
| | Save-a-Lot | n/i | | 1.89 | | | 1.29 | 1.09 | | | | | 2.49 | |
| | Shop'n Save | Sugardale | | 1.98 | 1.98 | | 1.79 | | 1.98 | 2.18 | 3.29 | | | w/ store card |
| | | Sugardale | | 1.98 | 4.08 | | | | 3.59 | 3.79 | | | 3.99 | w/o store card |
| | | Sugardale | | | | 1.19 | | | | | | | | w/ store card; limit 1 |
| | | Sugardale | | | | 3.59 | | | | | | | | w/o store card |
| | | Superior | | | | | | | 2.49 | 2.69 | | | | |
| | | Hillshire Farm | | | 2.99 | | | | | | | | | |
| | | CB Old Country Store | | 3.99 | | | | | | | | | | |
| | | Silver Star | | | 2.99 | | | | | | | | | |
| | ShopRite | Cook's | | 0.99 | | | 0.10 | | | | | | | w/ \$250 purchase |
| | | Cook's | | 2.78 | | | 1.89 | 1.79 | | | | | | |
| | | Hatfield | | | | | | | 2.99 | | | | | |
| | Black Bear | | | | | | | 3.99 | | | | | | |
| | Farm Promise | | | 5.99 | | | | | | | | | ABF | |
| Stew Leonard's | Stew Leonard's | | 2.99 | | | | | | | | | | | |
| | Stew's Naked | | 4.99 | | | | | | | | | | ABF | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|------------------|--------------------|-----------------|---------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------|---|--|
| | | | Bone-in | Bone-in | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| NY <i>(cont)</i> | Stop & Shop | Stop & Shop | 1.49 | 1.49 | | 1.19 | 0.99 | 2.99 | | | | | | w/ \$25 purchase; limit 2 w/ store card w/ store card w/ store card; ABF | |
| | | Stop & Shop | | 3.99 | | | | | | | | | | | |
| | | Carando | 2.49 | 2.49 | | | | | | | | | | | |
| | | Nature's Promise | | 4.99 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 4.99 | 4.99 | | | | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | | | | | | |
| | Tops Market | Sugardale | | | 1.79 | 1.79 | 1.79 | | | | | | | | |
| | | Smithfield | 1.99 | | | | | | | | 4.49 | | | | |
| | | Tops | 3.29 | | | | | 2.69 | | | | | | | |
| | | Sahlen's | | | 3.99 | 3.99 | | | | | | | | | |
| | Trade Fair | Smith's | | | 3.99 | 3.99 | | | | | | | | | |
| | | Cook's | | | | | 1.29 | | | | | | | | |
| | Uncle Giuseppe's | Carando | 3.99 | | | | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | | n/i | | | | 1.58 | 1.58 | | | | | | | | |
| | Wegman's | Wegman's | | 1.99 | | | | | | | | | | | |
| | Weis | n/i | | | 1.69 | 1.49 | 1.29 | | | | | | 3.68 | | w/ store card |
| | | Sugardale | 2.49 | | | | | | | | | | | | w/ store card |
| | | Smithfield | 1.48 | | | | | | | | | | | | w/ store card |
| Berk's | | | | | | | 3.49 | | | | | | w/ store card | | |
| Hatfield | | | | | | | 3.49 | | | | | | w/ store card | | |
| Kunzler | | | | | | | 3.49 | | | | | | w/ store card | | |
| John F. Martin | | | | | | | 1.98 | 2.99 | 2.99 | | | | w/ store card | | |
| Whole Foods NE | | Wellshire | 6.99 | | | | | | | | | | ABF | | |
| PA | | A&P Stores | Smithfield | 1.29 | | | | | | | | | | | w/ \$25 purchase & card; limit 1 additional quantities w/ store card w/ store card w/ store card w/ store card limit 1 |
| | | | Smithfield | 1.99 | | | | | | | | | | | |
| | Smithfield | | | | | 1.39 | 1.19 | | | | | | | | |
| | Hormel Cure 81 | | | | | | | 4.99 | | | | | | | |
| | Kentucky Legend | | | | | | | 4.99 | | | | | | | |
| | ACME Market | Dietz & Watson | | | | | | 4.99 | | | | | | | |
| | | Cook's | | | | 1.29 | 0.99 | | | | | | | | |
| | | Lancaster Brand | 1.99 | | 1.99 | 1.99 | | | | | | | | | |
| | | Hormel | 1.99 | | | | | | | | | | | | |
| | ALDI | Dietz & Watson | | | | | | 3.99 | | | | | | | |
| | | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------|---------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| PA <i>(cont)</i> | Associated | Cook's | | | | 1.19 | 0.99 | | | | | | | w/ \$50 purchase; limit 1 |
| | | Cook's | 2.49 | | | 1.69 | 1.59 | | | | | | | |
| | Big M | Sugardale | | | | 1.09 | 0.99 | | | | | | | |
| | | Superior | | | | | | 1.99 | | | | | | |
| | Boyer Food | Sugardale | | | | 0.87 | 0.87 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Sugardale | | | | 1.37 | 1.37 | | | | | | | additional quantities |
| | | Hazle | | | 1.97 | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Hazle | | | 2.47 | | | | | | | | | additional quantities |
| | | Smithfield | 1.97 | | | | | | | | | | | |
| | | Hatfield | | | | | | 2.47 | | | | | | |
| | | Berk's | | | | | | 2.47 | 3.27 | 3.37 | | | | |
| | | Kunzler | | | | | | 2.47 | 3.27 | 3.37 | | | | |
| | Bravo | Cook's | 1.99 | | | 1.19 | 0.99 | | | | | | | w/ \$50 purchase |
| | C-Town | Cook's | 1.99 | | | 1.19 | 0.99 | | | | | | | w/ \$50 purchase |
| | Family Owned | John F. Martin | | | | | | 2.49 | | | | | | |
| | Fine Fare | Cook's | 2.69 | | | 1.49 | 1.49 | | | | | | | |
| | Food Basics | Smithfield | | | | 1.18 | 0.98 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Smithfield | | | | 1.68 | 1.48 | | | | | | | |
| | Food Lion | My Essentials | | | | 1.27 | 0.77 | | | | | | | w/ store card; limit 2 |
| | | My Essentials | | | | 2.79 | 2.59 | | | | | | | w/o store card |
| | | Smithfield | | | | 1.79 | 1.09 | | | | | | | w/ store card; limit 2 |
| | | Smithfield | | | | 2.99 | 2.79 | | | | | | | w/o store card |
| | Foodland | Sugardale | 1.99 | 1.99 | 0.99 | | | 1.99 | 2.19 | | | 2.99 | | |
| | Foodtown | Cook's | 2.49 | | | 1.59 | 1.49 | | | | | | | limit 1 |
| | Fresh Grocer | Cook's | | | | 0.98 | 0.98 | | | | | | | w/ store card; limit 1 |
| | | Cook's | 2.48 | | | 1.99 | 1.78 | | | | | | | |
| | | Cook's | 1.98 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Hatfield | | | | | | | 3.49 | | | | | |
| | GFS Marketplace | GFS | 1.49 | | | | | 0.99 | | | | | | limit 1 |
| | | GFS | 2.99 | | | | | 1.99 | | | | | | no limit |
| | Giant Eagle | Giant Eagle | 1.98 | 1.98 | 1.19 | | | | | | | | | limit1 |
| | | Giant Eagle | | | | | | 2.49 | 2.79 | 2.99 | | | | |
| | | Giant Eagle Premium | | 2.99 | | | | | | | | | | |
| | Sugardale | | 2.99 | | | | 2.69 | 3.29 | 3.49 | | | | | |
| | Sugardale | | | 1.39 | | | | | | | | | limit 1 | |
| | Hillshire Farm | | 2.99 | | | | | | | | | | | |
| | Market District | | | 3.69 | 3.69 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|--------------------|------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|----------------------------------|--------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| PA <i>(cont)</i> | Giant Food Stores | Smithfield | 2.49 | | | | | | | | | | | w/ store card | |
| | | Smithfield | 4.99 | | | | | | | | | | | w/o store card | |
| | | Giant | 1.49 | 1.49 | | 1.19 | 0.99 | | | | | | | w/ \$25 purchase & card; limit 2 | |
| | | Giant | | | | 2.49 | 2.39 | | | | | | | w/o store card | |
| | | Giant | | 3.99 | | | | | | | | | 3.49 | w/ store card | |
| | | Giant | | 5.49 | | | | | | | | | 3.99 | w/o store card | |
| | | Nature's Promise | 4.99 | | | | | | | | | | | | w/ store card; ABF |
| | | Nature's Promise | 6.99 | | | | | | | | | | | | w/o store card |
| | | Hatfield | | | | | | | 3.49 | | | | | | w/ store card |
| | | Hatfield | | | | | | | 4.99 | | | | | | w/o store card |
| | | Kunzler | | | | | | | 3.49 | | | | | | w/ store card |
| | | Kunzler | | | | | | | 4.99 | | | | | | w/o store card |
| | | Berk's | | | | | | | 3.49 | | | | | | w/ store card |
| | | Berk's | | | | | | | 4.99 | | | | | | w/o store card |
| | | Kentucky Legend | | | | | | | | | 4.99 | | | | w/ store card |
| | Kentucky Legend | | | | | | | | | 5.99 | | | | w/o store card | |
| | Great Valu Markets | Sugardale | | 1.99 | | 1.19 | 0.99 | | | | | | | | |
| | | Berk's | | | | | | 2.99 | | | | | | | |
| | | Kunzler | | | | | | 2.99 | | | | | | | |
| | | Hatfield | | | | | | 2.99 | | | | | | | |
| | Grocery Outlet | Champs | | 1.69 | | | | | | | | | | | |
| | | Karn's | | | | 2.49 | | | | | | | | | |
| | Karn's | Karn's | | | | 2.49 | | | | | | | | | |
| | | Smithfield | 2.69 | | | 2.19 | | | | | | | | | |
| | | Kunzler | 2.69 | | | | | 2.99 | 3.49 | | | | | | |
| | | Berk's | | | | | | 2.99 | 3.49 | | | | | | |
| | | Leidy's | | | 2.69 | | | 2.99 | 3.49 | | | | | | |
| | | Jamestown | | | | 1.49 | 1.49 | | | | | | | | |
| | | Kessler's | | | | | | 3.49 | | | | | | | |
| | | Anderfer's | | | | | | 3.59 | | | | | | | |
| Key Food | | Carando | | 2.99 | | | | | | | | | | | |
| | | Cook's | | | | 1.19 | 0.99 | | | | | | | w/ \$25 purchase; limit 2 | |
| | Cook's | | 1.99 | | | | | | | | 3.99 | | | | |
| Kuhn's | Triple M | | | | | | | 3.99 | 3.99 | | | | | | |
| | Sugardale | | | 0.99 | | | | | | | | | limit 1 | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|--------------|-----------------|------------------|---------------------|--------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|----------------------------------|-----------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| | | | Whole | Half | | | | | | | | | | | |
| PA (cont) | Martin's Food | Smithfield | 2.49 | | | | | | | | | | | w/ store card | |
| | | Smithfield | 4.99 | | | | | | | | | | | w/o store card | |
| | | Martin's | 1.49 | 1.49 | | 1.19 | 0.99 | | | | | | | w/ \$25 purchase & card; limit 2 | |
| | | Martin's | | | | 2.49 | 2.39 | | | | | | | w/o store card | |
| | | Martin's | | 3.99 | | | | | | | | 3.49 | | w/ store card | |
| | | Martin's | | 5.49 | | | | | | | | 3.99 | | w/o store card | |
| | | Nature's Promise | 4.99 | | | | | | | | | | | w/ store card; ABF | |
| | | Nature's Promise | 6.99 | | | | | | | | | | | w/o store card | |
| | | Hatfield | | | | | | | 3.49 | | | | | w/ store card | |
| | | Hatfield | | | | | | | 4.99 | | | | | w/o store card | |
| | | Kunzler | | | | | | | 3.49 | | | | | w/ store card | |
| | | Kunzler | | | | | | | 4.99 | | | | | w/o store card | |
| | | Berk's | | | | | | | 3.49 | | | | | w/ store card | |
| | | Berk's | | | | | | | 4.99 | | | | | w/o store card | |
| | | Pathmark | Kentucky Legend | | | | | | | | | 4.99 | | | w/ store card |
| | Kentucky Legend | | | | | | | | | | 5.99 | | | w/o store card | |
| | Smithfield | | | | | 1.19 | 0.99 | | | | | | | w/ \$25 purchase & card; limit1 | |
| | Smithfield | | | | | 1.49 | 1.49 | | | | | | | additional quantities | |
| | Smithfield | | 1.99 | | | | | | | | | | | w/ store card | |
| | Hormel Cure 81 | | | | | | | | 4.99 | | | | | | |
| | Kentucky Legend | | | | | | | | 4.99 | | | | | | |
| | Dietz & Watson | | | | | | | | 4.99 | | | | | | |
| | Price Chopper | | Alexander & Hornung | | | 2.99 | 3.29 | 1.39 | | | | | | | |
| | | | Cook's | 1.49 | | | 1.69 | 1.39 | | | | | | | |
| | | | Hatfield | | | | | | 3.69 | 3.99 | | | | | |
| | | | Carando | | 3.49 | | | | | | | | | | |
| | | | Hormel Cure 81 | | 3.49 | | | | 5.49 | 5.79 | | | | | |
| | Price Rite | | Cook's | | | | 0.99 | 0.89 | | | | | | | |
| | | | Redner's | Hormel | | 1.48 | | | | | | | | | |
| | | Hormel | | | 1.98 | | | | | | | | | | additional quantities |
| Redner's | | | | | | | | 1.98 | | | | | | | |
| Leidy's | | | | | | | | 2.98 | | | | | | | |
| Hatfield | | | | | | | 2.98 | | | | | | | | |
| Save-a-Lot | n/i | | 1.89 | | | 1.29 | 1.09 | | | | | 2.49 | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|------------------|----------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| PA <i>(cont)</i> | Shop'n Save | Sugardale | 1.98 | 1.98 | | 1.79 | | 1.98 | 2.18 | 3.29 | | | | w/ store card |
| | | Sugardale | 1.98 | 4.08 | | | | 3.59 | 3.79 | | | 3.99 | | w/o store card |
| | | Sugardale | | | 1.19 | | | | | | | | | w/ store card; limit 1 |
| | | Sugardale | | | 3.59 | | | | | | | | | w/o store card |
| | | Superior | | | | | | 2.49 | 2.69 | | | | | |
| | | Hillshire Farm | | | 2.99 | | | | | | | | | |
| | | CB Old Country Store | 3.99 | | | | | | | | | | | |
| | | Silver Star | | | 2.99 | | | | | | | | | |
| | ShopRite | Cook's | 0.99 | | | 0.10 | | | | | | | | w/ \$250 purchase |
| | | Cook's | 2.78 | | | 1.89 | 1.79 | | | | | | | |
| | | Hatfield | | | | | | 2.99 | | | | | | |
| | | Black Bear | | | | | | 3.99 | | | | | | |
| | Shurfine | Farm Promise | | | 5.99 | | | | | | | | | ABF |
| | | Hatfield | | | | | | 1.99 | 2.79 | 2.99 | | | | |
| | | Sugardale | | | 1.99 | | 1.49 | | | | | | | |
| | | Kunzler | | | | | | 2.88 | 3.49 | 3.49 | | | | |
| | ShurSave | Berk's | | | | | | 2.88 | | | | | | |
| | | Hatfield | | 2.99 | 1.99 | 1.99 | 1.99 | 1.99 | 2.49 | | | | | w/ store card |
| | | Sugardale | | 1.99 | | 1.79 | 1.49 | | | | | 3.99 | | w/ store card |
| | Sparkle | Kunzler | | | | | | 2.99 | | | | | | |
| | | Sparkle | | | | | | 1.59 | | | | | | w/ store card |
| | | Sparkle | | | | | | 2.99 | | | | | | w/o store card |
| | | Sugardale | | | 2.29 | | | | | | | | | w/ store card |
| | | Sugardale | | | 3.59 | | | | | | | | | w/o store card |
| | | Hillshire Farm | | | 3.49 | | | | | | | | | |
| | | Dietz & Watson | | | | | | 4.99 | | | | | | |
| | | Kentucky Legend | | | | | | 4.79 | | | | | | |
| | Target | Amish Pride | | | | | | 2.99 | | | | | | |
| | | Archer Farms | | | 1.99 | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | | | | | |
| Thorne's Market | Sugardale | 2.59 | | 1.99 | 1.17 | 0.97 | | | | | | 3.99 | | |
| | Cook's | 2.59 | | | | | | | | | | | | |
| | Superior | | | | | | 2.49 | 2.59 | | | | | | |
| Tops Market | Sugardale | | | 1.79 | 1.79 | 1.79 | | | | | | | | |
| | Smithfield | 1.99 | | | | | | | | 4.49 | | | | |
| | Tops | 3.29 | | | | | 2.69 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|--|--------------------|-----------------|------|-----------------------|------|-------|----------|------|-----|---------------|-----------|---------------------------|---------------------------|--|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| PA <i>(cont)</i> | Tops Market <i>(continued)</i> Thriftway | Sahlen's | | | 3.99 | 3.99 | | | | | | | 1.99 | boneless | |
| | | Smith's | | | 3.99 | 3.99 | | | | | | | | | |
| | | Cook's | | | | | | | | | 3.99 | | | | |
| | | Hatfield | | | | | | | | | | | | | |
| | Walmart | Hormel | | 1.99 | | | | | | | | | | | |
| | | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | Wegman's | n/i | | | | 1.58 | 1.58 | | | | | | | | |
| | | Wegman's | | 1.99 | | | | | | | | | | | |
| | Weis | n/i | | | 1.69 | 1.49 | 1.29 | | | | | 3.68 | | w/ store card | |
| | | Sugardale | 2.49 | | | | | | | | | | | w/ store card | |
| | | Smithfield | 1.48 | | | | | | | | | | | w/ store card | |
| | | Berk's | | | | | | 3.49 | | | | | | w/ store card | |
| | | Hatfield | | | | | | 3.49 | | | | | | w/ store card | |
| | | Kunzler | | | | | | 3.49 | | | | | | w/ store card | |
| John F. Martin | | | | | | | 1.98 | 2.99 | 2.99 | | | | w/ store card | | |
| Whole Foods MdAtlnc | Niman | 6.99 | | | | | | | | | | | ABF | | |
| | Wellshire | 6.99 | | | | | | | | | | | ABF | | |
| | n/i | 7.99 | | | | | | | | | | | | | |
| RI | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | | |
| | Associated | Cook's | | | | 1.19 | 0.99 | | | | | | | w/ \$50 purchase; limit 1 | |
| | | Cook's | 2.49 | | | 1.69 | 1.59 | | | | | | | | |
| | Bravo | Cook's | 1.99 | | | 1.19 | 0.99 | | | | | | | w/ \$50 purchase | |
| | Compare Foods | n/i | | | | 1.69 | 1.59 | | | | | | | | |
| | | Cook's | | 1.99 | | | | | | | | | | | |
| | | Triple M | | 3.99 | | | | 3.99 | 3.99 | | | | | | |
| | Dave's Marketplace | Carando | | 2.99 | | | | | | | | | | | |
| | | Boar's Head | | | | | | | 6.99 | | | | | | |
| | | Cook's | | | | 0.99 | 0.89 | | | | | | | | |
| | Price Rite | n/i | 1.89 | | | 1.29 | 1.09 | | | | 2.49 | | | | |
| | Save-a-Lot | Cook's | | 1.47 | | | | | | | | | | | |
| | | Smithfield | | | | | | | 2.99 | | | | | spiral cut | |
| Shaw's | Stop & Shop | 1.49 | 1.49 | | 1.19 | 0.99 | 2.99 | | | | | | w/ \$25 purchase; limit 2 | | |
| | Stop & Shop | | 3.99 | | | | | | | | | | w/ store card | | |
| | Carando | 2.49 | 2.49 | | | | | | | | | | w/ store card | | |
| | Nature's Promise | | 4.99 | | | | | | | | | | w/ store card; ABF | | |
| Kentucky Legend | | | | | | | | 4.99 | 4.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|----------------|----------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|----------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| RI <i>(cont)</i> | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | Walmart | Sam's Choice n/i | 1.98 | | | 1.58 | 1.58 | | | | | | | |
| VT | AG New England | Shurfine | | | | 1.19 | 0.99 | | | 2.79 | 2.79 | | | |
| | | Sugardale | | 1.79 | | | | | | | | | | |
| | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Hannaford | Carando | | 1.89 | | | | | | | | | | w/ store card |
| | | Carando | | 2.99 | | | | | | | | | | w/o store card |
| | | Smithfield | | 1.49 | | | 0.99 | | | | | | | w/ store card |
| | Price Chopper | Smithfield | | 3.29 | | | 2.19 | | | | | | | w/o store card |
| | | Hormel Cure 81 | | | | | | 3.69 | | | | | | |
| | | Taste of Inspiration | | 2.99 | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.79 | | | | |
| | | Alexander & Hornung | | | 2.99 | 3.29 | | | | | | | | |
| | | Cook's | 1.49 | | | 1.69 | 1.39 | | | | | | | |
| | Shaw's | Hatfield | | | | | | 3.69 | 3.99 | | | | | |
| | | Carando | | 3.49 | | | | | | | | | | |
| | | Hormel Cure 81 | | 3.49 | | | | 5.49 | 5.79 | | | | | |
| | | Cook's | | 1.47 | | | | | | 2.99 | | | | |
| | Tops Market | Smithfield | | | | | | | | | | | | spiral cut |
| Sugardale | | | | 1.79 | 1.79 | 1.79 | | | | | | | | |
| Smithfield | | 1.99 | | | | | | | | 4.49 | | | | |
| Tops | | 3.29 | | | | | 2.69 | | | | | | | |
| Sahlen's | | | | 3.99 | 3.99 | | | | | | | | | |
| | Smith's | | | 3.99 | 3.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---|-----------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|------------------------|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | |
| AL | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | |
| | Earth Fare | n/i | 4.98 | | | | | | | | | | | ABF |
| | Food for Le\$\$ | n/i | | | | | 1.18 | | | | | | | |
| | Food Giant | Amish Valley | | | | 1.18 | 0.98 | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.98 | | | | |
| | | Sugardale | | | 2.98 | | | | | | | | | |
| | Greer's | Carolina Pride | | | | | 1.33 | | | | | | | |
| | | Best Choice | | 2.10 | | | | | | | | | | |
| | Hometown Markets | Kentucky Legend | | | | | | | | 4.49 | | | | |
| | | Cook's | | | | | 0.99 | | | | | | | |
| | Ingle's | Smithfield | | 1.88 | | | 1.28 | | | | | | | w/ store card |
| | | Smithfield | | 3.48 | | | 2.68 | | | | | | | w/o store card |
| | | Hormel Cure 81 | | | | | | | 5.08 | | | | | w/ store card |
| | | Hormel Cure 81 | | | | | | | 6.48 | | | | | w/o store card |
| | Kroger Atlanta | Kroger | 1.79 | | | | | | | | | | | w/ store card |
| | | Smithfield | | | | | 1.49 | | | | | | | w/ store card |
| | | Private Selection | 2.29 | | | | | | | | | | | w/ store card |
| | Kroger Nashville | Private Selection | | 1.79 | | | | | | | | | | w/ store card; limit 2 |
| | | Cook's | | | | | 1.29 | | | | | | | w/ store card; limit 2 |
| | | Cumberland Gap | | | 1.79 | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.29 | | | | | |
| | Lucky's | Cook's | | | | | 1.19 | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.69 | | | | | |
| | | Best Choice | 1.99 | | | | | | | | | | | |
| | Piggly Wiggly HAC | Cook's | | | | 1.69 | 1.49 | | | | | | | w/ store card |
| | | Cook's | | | | 2.09 | 1.99 | | | | | | | w/o store card |
| | | Best Choice | | 1.99 | | | | | | | | | | w/ store card |
| | | Best Choice | | 2.99 | | | | | | | | | | w/o store card |
| | Piggly Wiggly Hchn | Cook's | | | | | 1.19 | | | | | | | |
| | | Best Choice | | 1.99 | | | | | | | | | | |
| | Piggly Wiggly Inc. | John Morrell | | 1.99 | | | | | | | | | | |
| | | Cook's | | | | 1.79 | 1.49 | | | | | | | |
| | Publix | Publix | | 2.79 | 1.79 | 1.79 | 1.79 | 4.99 | | | | | | w/ store card |
| | | Publix | | 3.99 | 3.29 | 3.29 | 3.29 | | | | | | | w/o store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|-----|---------------|-----------|------------------------|------------|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| AL <i>(cont)</i> | Ramey's | Cook's | | | | 1.48 | 1.28 | | | | | | | |
| | | Best Choice | | 1.78 | | | | | | | | | | |
| | Rouses | Sugardale | 1.69 | | | | 1.19 | | | | | | | limit 2 |
| | Save-a-Lot | n/i | 1.89 | | | 1.29 | 1.09 | | | | | 2.49 | | |
| | Shop Rite | Cook's | | | | | 1.19 | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.49 | | | | | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | | | | | |
| | United Grocery | n/i | | | | | 0.99 | | | | | | | |
| | Vowell's | Cook's | | | | 1.37 | 0.99 | | | | | | | |
| | | Best Choice | 1.99 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.79 | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | |
| | | n/i | | | | 1.58 | 1.58 | | | | | | | |
| Western | Hormel Cure 81 | | 1.99 | | | | | | 3.99 | | | | | |
| | Cook's | | | | | 1.29 | | | | | | | | |
| | Royal Premium | | | 2.99 | | | | | | | | | | |
| | Zeigler | | | | | 2.99 | | | | | | | | |
| Whole Foods Sth | n/i | 4.99 | | | | | | | | | | | | |
| Winn-Dixie | Hickory Sweet | | 1.79 | | | 1.69 | 1.49 | | | | | | w/ store card | |
| FL | Albertsons Sthrn | Cook's | 1.78 | | | | | | | | | | | |
| | | Hormel | | | | | 0.98 | | | | | | | |
| | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Bravo Supermarket | Smithfield | | 2.69 | | | | | | | | | | |
| | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | |
| | Earth Fare | n/i | 4.98 | | | | | | | | | | | ABF |
| | Food Giant | Amish Valley | | | | 1.18 | 0.98 | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.98 | | | | | |
| | | Sugardale | | | 2.98 | | | | | | | | | |
| | GFS Marketplace | GFS | 1.49 | | | | 0.99 | | | | | | | limit 1 |
| | | GFS | 2.99 | | | | 1.99 | | | | | | | no limit |
| | Greer's | Carolina Pride | | | | | 1.33 | | | | | | | |
| | | Best Choice | | 2.10 | | | | | | | | | | |
| Harris Teeter | Harris Teeter | 1.69 | | | | 2.69 | | | | | | | w/ store card; limit 2 | |
| | Harris Teeter | 3.69 | | | | 3.49 | | | | | | | w/o store card | |
| | HT Traders | | 2.29 | | | | | | 3.99 | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|-----------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|-----|---------------|-----------|---------------|------------------------|------------------------|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| FL <i>(cont)</i> | <i>(continued)</i> | HT Traders | | 4.09 | | | | | | | | | | w/o store card | |
| | | Kentucky Legend | | | | | | 3.99 | | | | | | w/ store card | |
| | | Kentucky Legend | | | | | | 4.99 | | | | | | w/o store card | |
| | | n/i | | | | | | | | | | 2.49 | 2.99 | w/ store card | |
| | | n/i | | | | | | | | | | 2.99 | 3.99 | w/o store card | |
| | | Hormel Cure 81 | | | | | | | 4.99 | | | | | w/ store card | |
| | | Hormel Cure 81 | | | | | | | 6.99 | | | | | w/o store card | |
| | | Smithfield | | 3.49 | | | 1.69 | | | | 3.69 | | | w/ store card | |
| | | Smithfield | | 4.69 | | | 1.99 | | | | 5.99 | | | w/o store card | |
| | | Hitchcock's | Cook's | | | | 1.59 | 1.49 | | | | | | | |
| | | | n/i | 2.69 | | | | | | | | | | | |
| | | J.H. Harvey's | Hickory Sweet | | 1.49 | | | 1.19 | 0.99 | | | | | | w/ store card; limit 2 |
| | | | Smithfield | | | | | 1.19 | 0.99 | | | | | | w/ store card; limit 2 |
| | | Lucky's Market | Beeler's | 3.99 | | | | | | | | | | | ABF |
| | | | n/i | 2.99 | | | | | | | | | | | |
| | | Piggly Wiggly Hchn | Cook's | | | | | 1.19 | | | | | | | |
| | | | Best Choice | | 1.99 | | | | | | | | | | |
| | | Publix | Publix | | 2.79 | 1.79 | 1.79 | 1.79 | 4.99 | | | | | | w/ store card |
| | | | Publix | | 3.99 | 3.29 | 3.29 | 3.29 | | | | | | | w/o store card |
| | | Sedano's | Carando | | | | | | 4.99 | | | | | | spiral cut |
| | Vernon Manor | 1.99 | | | | | | | | | | | | | |
| | Sugardale | | | | 1.99 | 1.99 | | | | | 3.99 | | | | |
| Save-a-Lot | n/i | 1.89 | | | 1.29 | 1.09 | | | | | 2.49 | | | | |
| Target | Archer Farms | | 1.99 | | | | | | | | | | | | |
| The Fresh Market | n/i | 2.99 | | | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| | n/i | | | | 1.58 | 1.58 | | | | | | | | | |
| Western Beef | 1906 | | | | | | | | | | 3.49 | | | | |
| Winn-Dixie | Hickory Sweet | | 1.79 | | 1.69 | 1.49 | | | | | | | w/ store card | | |
| GA | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | | |
| | Bi-Lo | Hickory Sweet | | 1.49 | | 1.19 | 0.99 | | | | | | | w/ store card; limit 2 | |
| | | Smithfield | | | | 1.19 | 0.99 | | | | | | | w/ store card; limit 2 | |
| | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | | |
| Earth Fare | n/i | 4.98 | | | | | | | | | | | ABF | | |
| Food Depot | Sugardale | | | | | 1.25 | | | | | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|------------------------|-------------------|-----------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|------------------------|------------------------|----------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| | | | Whole | Half | | | | | | | | | | | |
| GA (cont) | Food Giant | Amish Valley | | | | 1.18 | 0.98 | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.98 | | | | | |
| | | Sugardale | | | 2.98 | | | | | | | | | | |
| | Food Lion | My Essentials | | | | 1.27 | 0.77 | | | | | | | w/ store card; limit 2 | |
| | | My Essentials | | | | 2.79 | 2.59 | | | | | | | w/o store card | |
| | | Smithfield | | | | 1.79 | 1.09 | | | | | | | w/ store card; limit 2 | |
| | | Smithfield | | | | 2.99 | 2.79 | | | | | | | w/o store card | |
| | Galaxy Foods | John Morrell | | 1.98 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.98 | | | | | |
| | Harris Teeter | n/i | | | | 1.28 | 1.28 | | | | | | | | |
| | | Harris Teeter | 1.69 | | | 2.69 | | | | | | | | w/ store card; limit 2 | |
| | | Harris Teeter | 3.69 | | | 3.49 | | | | | | | | w/o store card | |
| | | HT Traders | | 2.29 | | | | | | 3.99 | | | | w/ store card | |
| | | HT Traders | | 4.09 | | | | | | 5.99 | | | | w/o store card | |
| | | Kentucky Legend | | | | | | 3.99 | | | | | | w/ store card | |
| | | Kentucky Legend | | | | | | 4.99 | | | | | | w/o store card | |
| | | n/i | | | | | | | | | | 2.49 | 2.99 | w/ store card | |
| | | n/i | | | | | | | | | | 2.99 | 3.99 | w/o store card | |
| | | Hormel Cure 81 | | | | | | | | 4.99 | | | | w/ store card | |
| | IGA | Hormel Cure 81 | | | | | | | | 6.99 | | | | w/o store card | |
| | | Smithfield | | 3.49 | | | 1.69 | | | | 3.69 | | | w/ store card | |
| | | Smithfield | | 4.69 | | | 1.99 | | | | 5.99 | | | w/o store card | |
| | | n/i | | | | | 1.19 | | | | | | | | |
| | | Carolina Pride | | | | | | | | 3.79 | | | | | |
| | | Smithfield | | | | | | | | | 3.59 | | | | |
| | | Ingle's | Smithfield | | 1.88 | | | 1.28 | | | | | | | w/ store card |
| | | | Smithfield | | 3.48 | | | 2.68 | | | | | | | w/o store card |
| | Hormel Cure 81 | | | | | | | | | 5.08 | | | | w/ store card | |
| Hormel Cure 81 | | | | | | | | | 6.48 | | | | w/o store card | | |
| J.H. Harvey's | Hickory Sweet | | 1.49 | | 1.19 | 0.99 | | | | | | | w/ store card; limit 2 | | |
| | Smithfield | | | | 1.19 | 0.99 | | | | | | | w/ store card; limit 2 | | |
| Kroger Atlanta | Kroger | 1.79 | | | | | | | | | | | w/ store card | | |
| | Smithfield | | | | | 1.49 | | | | | | | w/ store card | | |
| | Private Selection | 2.29 | | | | | | | | | | | w/ store card | | |
| Piggly Wiggly Carolina | Smithfield | 2.49 | 2.49 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|-----|---------------|-----------|---------------|----------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| GA <i>(cont)</i> | Piggly Wiggly HAC | Cook's | | | | 1.69 | 1.49 | | | | | | | w/ store card |
| | | Cook's | | | | 2.09 | 1.99 | | | | | | | w/o store card |
| | | Best Choice | | 1.99 | | | | | | | | | | w/ store card |
| | | Best Choice | | 2.99 | | | | | | | | | | w/o store card |
| | Piggly Wiggly Hchn | Cook's | | | | | 1.19 | | | | | | | |
| | | Best Choice | | 1.99 | | | | | | | | | | |
| | Publix | Publix | | 2.79 | 1.79 | 1.79 | 1.79 | 4.99 | | | | | | w/ store card |
| | | Publix | | 3.99 | 3.29 | 3.29 | 3.29 | | | | | | | w/o store card |
| | Quality Foods | Sugardale | | | | | 1.49 | 1.39 | | | | | | |
| | | John Morrell | 2.49 | | | | | | | | | | | |
| | Save-a-Lot | n/i | 1.89 | | | 1.29 | 1.09 | | | | | 2.49 | | |
| | Shop Rite | Cook's | | | | | 1.19 | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.49 | | | | | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | | | | | |
| | United Grocery | n/i | | | | | 0.99 | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | n/i | | | | 1.58 | 1.58 | | | | | | | | |
| Wayfield's | Smithfield | | | | | 0.99 | | | | | | | | |
| Whole Foods Sth | n/i | 4.99 | | | | | | | | | | | | |
| Winn-Dixie | Hickory Sweet | | 1.79 | | 1.69 | 1.49 | | | | | | | w/ store card | |
| MS | AG of Baton Rouge | Smithfield | | | | 1.39 | 1.29 | | | | | | | |
| | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Corner Market | Smithfield | 2.69 | | | | | | | | | | | |
| | | Cook's | | | | | 1.49 | | | | | | | |
| | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | |
| | | Amish Valley | | | | 1.18 | 0.98 | | | | | | | |
| | Food Giant | Kentucky Legend | | | | | | | 3.98 | | | | | |
| | | Sugardale | | | 2.98 | | | | | | | | | |
| | Greer's | Carolina Pride | | | | | 1.33 | | | | | | | |
| | | Best Choice | | 2.10 | | | | | | | | | | |
| | Kroger Delta | Smithfield | | | | | 1.29 | | | | | | | w/ store card |
| John Morrell | | | 1.99 | | | | | | | | | | w/ store card | |
| Mac's Fresh | Carolina Pride | | | | | 1.17 | | | | | | | | |
| | Best Choice | 1.99 | | | | | | | | | | | | |
| | Kretschmar | 4.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|-----|---------------|-----------|---------------|--|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| MS <i>(cont)</i> | Piggly Wiggly Hchn | Cook's | | | | | 1.19 | | | | | | | limit 2 |
| | | Best Choice | | 1.99 | | | | | | | | | | |
| | Ramey's | Cook's | | | | 1.48 | 1.28 | | | | | | | |
| | | Best Choice | | 1.78 | | | | | | | | | | |
| | Rouses | Sugardale | 1.69 | | | | 1.19 | | | | | | | |
| | Save-a-Lot | n/i | 1.89 | | | 1.29 | 1.09 | | | | 2.49 | | | |
| | Superlo Foods | Frick's | | | | | 1.29 | | | | | | | |
| | | John Morrell | | 1.79 | | | | | | | | | | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | | | | | |
| | Vowell's | Cook's | | | | 1.37 | 0.99 | | | | | | | |
| | | Best Choice | 1.99 | | | | | | | | | | | |
| | Walmart | Kentucky Legend | | | | | | 3.79 | | | | | | |
| | | Sam's Choice | 1.98 | | | | | | | | | | | |
| Whole Foods Sth | n/i | | | | 1.58 | 1.58 | | | | | | | | |
| Winn-Dixie | Hickory Sweet | | 1.79 | | 1.69 | 1.49 | | | | | | | w/ store card | |
| NC | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | w/ store card; limit 2 w/ store card; limit 2 ABF w/ store card; limit 2 w/o store card w/ store card; limit 2 w/o store card w/ store card; limit 2 w/o store card w/ store card w/o store card |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Bi-Lo | Hickory Sweet | | 1.49 | | 1.19 | 0.99 | | | | | | | |
| | | Smithfield | | | | 1.19 | 0.99 | | | | | | | |
| | Bo's Foods | Smithfield | | | 1.29 | 1.29 | | | | | | | | |
| | Carlie C's IGA | n/i | | | 1.48 | 1.38 | | | | | | | | |
| | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | |
| | Earth Fare | n/i | 4.98 | | | | | | | | | | | |
| | Farm Fresh | Smithfield | 1.48 | | 1.19 | 1.19 | | | | | | | | |
| | Food Lion | My Essentials | | | | 1.27 | 0.77 | | | | | | | |
| | | My Essentials | | | | 2.79 | 2.59 | | | | | | | |
| | | Smithfield | | | | 1.79 | 1.09 | | | | | | | |
| | | Smithfield | | | | 2.99 | 2.79 | | | | | | | |
| | Galaxy Foods | John Morrell | | 1.98 | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.98 | | | | | |
| | Great Valu Markets | n/i | | | | 1.28 | 1.28 | | | | | | | |
| Sugardale | | | 1.98 | | 1.19 | 0.99 | | | | | | | | |
| Harris Teeter | Harris Teeter | 1.69 | | | 2.69 | | | | | | | | | |
| | Harris Teeter | 3.69 | | | 3.49 | | | | | | | | | |
| | HT Traders | | 2.29 | | | | | | 3.99 | | | | w/ store card | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------------------------|-------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| NC <i>(cont)</i> | Harris Teeter <i>(continued)</i> | HT Traders | | 4.09 | | | | | | 5.99 | | | | w/o store card |
| | | Kentucky Legend | | | | | | 3.99 | | | | | | w/ store card |
| | | Kentucky Legend | | | | | | 4.99 | | | | | | w/o store card |
| | | n/i | | | | | | | | | | 2.49 | 2.99 | w/ store card |
| | | n/i | | | | | | | | | | 2.99 | 3.99 | w/o store card |
| | | Hormel Cure 81 | | | | | | | | 4.99 | | | | w/ store card |
| | | Hormel Cure 81 | | | | | | | | 6.99 | | | | w/o store card |
| | | Smithfield | | 3.49 | | | 1.69 | | | | 3.69 | | | w/ store card |
| | | Smithfield | | 4.69 | | | 1.99 | | | | 5.99 | | | w/o store card |
| | | IGA | n/i | | | | | 1.19 | | | | | | |
| | Carolina Pride | | | | | | | | | 3.79 | | | | |
| | Smithfield | | | | | | | | | | 3.59 | | | |
| | Ingle's | Smithfield | | 1.88 | | | 1.28 | | | | | | | w/ store card |
| | | Smithfield | | 3.48 | | | 2.68 | | | | | | | w/o store card |
| | | Hormel Cure 81 | | | | | | | | 5.08 | | | | w/ store card |
| | Just \$ave Foods | Hormel Cure 81 | | | | | | | | 6.48 | | | | w/o store card |
| | | Frick's | | | 0.97 | | | | | | | | | w/ store card; limit 2 |
| | | Frick's | | | 2.49 | | | | | | | 3.99 | | w/o store card |
| | Kroger MidAtlantic | Smithfield | 1.47 | | | | | | | | | | | limit 2 |
| | | Private Selection | 1.49 | | | | | | | | | | | w/ store card; limit 2 |
| | | Cumberland Gap | | | 1.79 | | | | 2.49 | | | | | w/ store card |
| | Lowe's Foods | Frick's 1896 | | | | | | | | | 4.99 | | | |
| | | Smithfield | | 1.47 | | | | | | | | | | w/ store card; limit 2 |
| | Piggly Wiggly Retail | Smithfield | | 2.29 | | 1.29 | 1.19 | | | | 3.19 | | | |
| | | n/i | | | | | | | | | | 1.29 | | |
| | Piggly Wiggly Stores | Felt's | | | | | | | | | | | 2.99 | |
| | | Carolina Pride | | | 0.88 | | | | | | | | | |
| | Publix | Smithfield | | 1.98 | | 1.28 | 1.28 | | | | | | | |
| | | Publix | | 2.79 | 1.79 | 1.79 | 1.79 | 4.99 | | | | | | w/ store card |
| | | Publix | | 3.99 | 3.29 | 3.29 | 3.29 | | | | | | | w/o store card |
| Save-a-Lot | n/i | 1.89 | | | 1.29 | 1.09 | | | | | 2.49 | | | |
| Target | Archer Farms | | 1.99 | | | | | | | | | | | |
| The Fresh Market | n/i | 2.99 | | | | | | | | | | | | |
| United Grocery | n/i | | | | | 0.99 | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | n/i | | | | 1.58 | 1.58 | | | | | | | | |
| Whole Foods Sth | n/i | 4.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|----------------|-----------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|------------------------|------------------------|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| SC | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | | |
| | Bi-Lo | Hickory Sweet | | 1.49 | | 1.19 | 0.99 | | | | | | | w/ store card; limit 2 | |
| | | Smithfield | | | | 1.19 | 0.99 | | | | | | | | w/ store card; limit 2 |
| | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | | |
| | Earth Fare | n/i | 4.98 | | | | | | | | | | | | ABF |
| | Food Lion | My Essentials | | | | 1.27 | 0.77 | | | | | | | | w/ store card; limit 2 |
| | | My Essentials | | | | 2.79 | 2.59 | | | | | | | | w/o store card |
| | | Smithfield | | | | 1.79 | 1.09 | | | | | | | | w/ store card; limit 2 |
| | | Smithfield | | | | 2.99 | 2.79 | | | | | | | | w/o store card |
| | Galaxy Foods | John Morrell | | 1.98 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.98 | | | | |
| | | n/i | | | | 1.28 | 1.28 | | | | | | | | |
| | Harris Teeter | Harris Teeter | 1.69 | | | 2.69 | | | | | | | | | w/ store card; limit 2 |
| | | Harris Teeter | 3.69 | | | 3.49 | | | | | | | | | w/o store card |
| | | HT Traders | | 2.29 | | | | | | | 3.99 | | | | w/ store card |
| | | HT Traders | | 4.09 | | | | | | | 5.99 | | | | w/o store card |
| | | Kentucky Legend | | | | | | | 3.99 | | | | | | w/ store card |
| | | Kentucky Legend | | | | | | | 4.99 | | | | | | w/o store card |
| | | n/i | | | | | | | | | | 2.49 | 2.99 | | w/ store card |
| | | n/i | | | | | | | | | | 2.99 | 3.99 | | w/o store card |
| | | Hormel Cure 81 | | | | | | | | 4.99 | | | | | w/ store card |
| | | Hormel Cure 81 | | | | | | | | 6.99 | | | | | w/o store card |
| | | Smithfield | | 3.49 | | | 1.69 | | | | 3.69 | | | | w/ store card |
| | | Smithfield | | 4.69 | | | 1.99 | | | | 5.99 | | | | w/o store card |
| | IGA | n/i | | | | | 1.19 | | | | | | | | |
| | | Carolina Pride | | | | | | | | | 3.79 | | | | |
| | | Smithfield | | | | | | | | | 3.59 | | | | |
| | Ingle's | Smithfield | | 1.88 | | | 1.28 | | | | | | | | w/ store card |
| | | Smithfield | | 3.48 | | | 2.68 | | | | | | | | w/o store card |
| | | Hormel Cure 81 | | | | | | | | | 5.08 | | | | w/ store card |
| | | Hormel Cure 81 | | | | | | | | | 6.48 | | | | w/o store card |
| | J.H. Harvey's | Hickory Sweet | | 1.49 | | 1.19 | 0.99 | | | | | | | | w/ store card; limit 2 |
| | Smithfield | | | | 1.19 | 0.99 | | | | | | | | w/ store card; limit 2 | |
| Kroger Atlanta | Kroger | 1.79 | | | | | | | | | | | | w/ store card | |
| | Smithfield | | | | | 1.49 | | | | | | | | w/ store card | |
| | Private Selection | 2.29 | | | | | | | | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|------------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| SC <i>(cont)</i> | Lowe's Foods | Frick's 1896 | | | | | | | | 4.99 | | | | |
| | | Smithfield | | 1.47 | | | | | | | | | | w/ store card; limit 2 |
| | Piggly Wiggly Carolina | Smithfield | 2.49 | 2.49 | | | | | | | | | | |
| | Publix | Publix | | 2.79 | 1.79 | 1.79 | 1.79 | 4.99 | | | | | | w/ store card |
| | | Publix | | 3.99 | 3.29 | 3.29 | 3.29 | | | | | | | w/o store card |
| | Quality Foods | Sugardale | | | | 1.49 | 1.39 | | | | | | | |
| | | John Morrell | 2.49 | | | | | | | | | | | |
| | Save-a-Lot | n/i | 1.89 | | | 1.29 | 1.09 | | | | | 2.49 | | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | n/i | | | | | 1.58 | 1.58 | | | | | | | |
| | Whole Foods Sth | n/i | 4.99 | | | | | | | | | | | |
| TN | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Bi-Lo | Hickory Sweet | | 1.49 | | 1.19 | 0.99 | | | | | | | w/ store card; limit 2 |
| | | Smithfield | | | | 1.19 | 0.99 | | | | | | | w/ store card; limit 2 |
| | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | |
| | E.W. James | Cook's | | | | 1.38 | 1.18 | | | | | | | |
| | | Best Choice | 1.98 | | | | | | | | | | | |
| | Earth Fare | n/i | 4.98 | | | | | | | | | | | ABF |
| | Food City | Food City | 1.99 | 1.99 | 1.89 | | | | | | | | | |
| | Food Giant | Amish Valley | | | | 1.18 | 0.98 | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.98 | | | |
| | | Sugardale | | | 2.98 | | | | | | | | | |
| | Food Lion | My Essentials | | | | 1.27 | 0.77 | | | | | | | w/ store card; limit 2 |
| | | My Essentials | | | | 2.79 | 2.59 | | | | | | | w/o store card |
| | | Smithfield | | | | 1.79 | 1.09 | | | | | | | w/ store card; limit 2 |
| | | Smithfield | | | | 2.99 | 2.79 | | | | | | | w/o store card |
| | Food Rite | Best Choice | 1.99 | | | | | | | | | | | |
| | John Morrell | | | | | | | 2.99 | 2.99 | | | | | |
| | Cook's | | | | | 1.19 | | | | | | | | |
| GFS Marketplace | GFS | 1.49 | | | | 0.99 | | | | | | | limit 1 | |
| | GFS | 2.99 | | | | 1.99 | | | | | | | no limit | |
| H.G. Hill | Kentucky Legend | | | | | | | 2.99 | | | | | | |
| | Cook's | | | | | 1.39 | 1.39 | | | | | | | |
| | Best Choice | 1.99 | 1.99 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------|--------------------|-------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| TN (cont) | Harris Teeter | Harris Teeter | 1.69 | | | 2.69 | | | | | | | | w/ store card; limit 2 |
| | | Harris Teeter | 3.69 | | | 3.49 | | | | | | | | w/o store card |
| | | HT Traders | | 2.29 | | | | | | 3.99 | | | | w/ store card |
| | | HT Traders | | 4.09 | | | | | | 5.99 | | | | w/o store card |
| | | Kentucky Legend | | | | | | | 3.99 | | | | | w/ store card |
| | | Kentucky Legend | | | | | | | 4.99 | | | | | w/o store card |
| | | n/i | | | | | | | | | | 2.49 | 2.99 | w/ store card |
| | | n/i | | | | | | | | | | 2.99 | 3.99 | w/o store card |
| | | Hormel Cure 81 | | | | | | | | 4.99 | | | | w/ store card |
| | | Hormel Cure 81 | | | | | | | | 6.99 | | | | w/o store card |
| | | Smithfield | | 3.49 | | | 1.69 | | | | 3.69 | | | w/ store card |
| | | Smithfield | | 4.69 | | | 1.99 | | | | 5.99 | | | w/o store card |
| | | Houchens IGA | Smithfield | 2.49 | | | 1.29 | | | | | | | |
| | Kentucky Legend | | | | | | | 3.79 | | 4.69 | | | | |
| | Ingle's | Smithfield | 1.88 | | | 1.28 | | | | | | | | w/ store card |
| | | Smithfield | 3.48 | | | 2.68 | | | | | | | | w/o store card |
| | | Hormel Cure 81 | | | | | | | 5.08 | | | | | w/ store card |
| | Kroger Delta | Hormel Cure 81 | | | | | | | 6.48 | | | | | w/o store card |
| | | Smithfield | | | | 1.29 | | | | | | | | w/ store card |
| | Kroger MidAtlantic | John Morrell | 1.99 | | | | | | | | | | | w/ store card |
| | | Private Selection | 1.49 | | | | | | | | | | | w/ store card; limit 2 |
| | Kroger Nashville | Cumberland Gap | | | 1.79 | | | | 2.49 | | | | | w/ store card |
| | | Private Selection | 1.79 | | | | | | | | | | | w/ store card; limit 2 |
| | Osborne's | Cook's | | | | | 1.29 | | | | | | | w/ store card; limit 2 |
| | | Cumberland Gap | | | 1.79 | | | | | | | | | |
| | | Kentucky Legend | | | | | | 3.29 | | | | | | |
| | | Cook's | 1.29 | 1.29 | 1.29 | 1.29 | | | | | | | | |
| | Publix | Best Choice | 1.99 | 1.99 | | | | | | | | | | |
| | | Kentucky Legend | | | | | | 3.49 | 3.49 | | | | | |
| | Save-a-Lot | Publix | 2.79 | 1.79 | 1.79 | 1.79 | 1.79 | 4.99 | | | | | | w/ store card |
| | | Publix | 3.99 | 3.29 | 3.29 | 3.29 | 3.29 | | | | | | | w/o store card |
| | Shop Rite | n/i | 1.89 | | | 1.29 | 1.09 | | | | | 2.49 | | |
| Cook's | | | | | | 1.19 | | | | | | | | |
| Superlo Foods | Kentucky Legend | | | | | | | 3.49 | | | | | | |
| | Frick's | | | | | 1.29 | | | | | | | | |
| Super Dollar | John Morrell | | 1.79 | | | | | | | | | | | |
| | n/i | | 1.99 | | 1.49 | 1.49 | | | | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|--------------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| TN <i>(cont)</i> | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | | | | | |
| | Town&Cntry Grocery | Kretschmar | | | | | | 2.39 | | | | | | |
| | | Best Choice | | | 1.99 | | | | | | | | | |
| | | Cook's | | | | 1.39 | 1.39 | 1.29 | | | | | | |
| | United Grocery | Ozark Pride | | | | 1.79 | | | | | | | | |
| | Walmart | n/i | | | | | 0.99 | | | | | | | |
| Whole Foods Sth | Sam's Choice | 1.98 | | | | 1.58 | 1.58 | | | | | | | |
| VA | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Associated | Cook's | | | | 1.19 | 0.99 | | | | | | | w/ \$50 purchase; limit 1 |
| | | Cook's | | | | 2.49 | 1.69 | 1.59 | | | | | | |
| | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | |
| | | Farm Fresh | Smithfield | 1.48 | | | 1.19 | 1.19 | | | | | | |
| | Fas-Chek | Superior | | | | | | 1.99 | 2.39 | | | | | |
| | | Sugardale | | | | | | | | | | | | |
| | Food City | Food City | 1.99 | 1.99 | 1.89 | | | | | | | | | |
| | Food Country USA | Clifty Farm | | | | | | | | | | | 2.99 | |
| | | Food Lion | My Essentials | | | | 1.27 | 0.77 | | | | | | w/ store card; limit 2 |
| | | My Essentials | | | | | 2.79 | 2.59 | | | | | | w/o store card |
| | | Smithfield | | | | | 1.79 | 1.09 | | | | | | w/ store card; limit 2 |
| | | Smithfield | | | | | 2.99 | 2.79 | | | | | | w/o store card |
| | Galaxy Foods | John Morrell | | 1.98 | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.98 | | | |
| | Giant Food | n/i | | | | | 1.28 | 1.28 | | | | | | |
| | | Giant | | 1.69 | 1.69 | | 1.39 | 0.99 | 2.99 | | | | | w/ \$25 purchase; limit 2 |
| | | Giant | | | 3.99 | | | | | | | | | w/ store card |
| | Grant's | Smithfield | | 2.49 | | | | | | | | | | w/ store card |
| Nature's Promise | | | | 4.99 | | | | | | | | | w/ store card; ABF | |
| Kentucky Legend | | | | | | | | | 4.99 | 4.99 | | | | |
| Great Valu Markets | John Morrell | 1.99 | | | | | | 1.99 | | | | | | |
| | Superior | | | | | | | | | | | | | |
| | Sugardale | | 1.98 | | 1.19 | 0.99 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|-----------------|--------------------|-------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|----------------|----------------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| VA (cont) | Harris Teeter | Harris Teeter | 1.69 | | | 2.69 | | | | | | | | w/ store card; limit 2 |
| | | Harris Teeter | 3.69 | | | 3.49 | | | | | | | | w/o store card |
| | | HT Traders | | 2.29 | | | | | | 3.99 | | | | w/ store card |
| | | HT Traders | | 4.09 | | | | | | 5.99 | | | | w/o store card |
| | | Kentucky Legend | | | | | | | 3.99 | | | | | w/ store card |
| | | Kentucky Legend | | | | | | | 4.99 | | | | | w/o store card |
| | | n/i | | | | | | | | | | 2.49 | 2.99 | w/ store card |
| | | n/i | | | | | | | | | | 2.99 | 3.99 | w/o store card |
| | | Hormel Cure 81 | | | | | | | | 4.99 | | | | w/ store card |
| | | Hormel Cure 81 | | | | | | | | 6.99 | | | | w/o store card |
| | Ingle's | Smithfield | | 3.49 | | | 1.69 | | | | 3.69 | | | w/ store card |
| | | Smithfield | | 4.69 | | | 1.99 | | | | 5.99 | | | w/o store card |
| | | Smithfield | | 1.88 | | | 1.28 | | | | | | | w/ store card |
| | | Smithfield | | 3.48 | | | 2.68 | | | | | | | w/o store card |
| | | Hormel Cure 81 | | | | | | | | 5.08 | | | | w/ store card |
| | | Hormel Cure 81 | | | | | | | | 6.48 | | | | w/o store card |
| | Kroger MidAtlantic | Private Selection | 1.49 | | | | | | | | | | | w/ store card; limit 2 |
| | | Cumberland Gap | | | 1.79 | | | | 2.49 | | | | | w/ store card |
| | Lowe's Foods | Frick's 1896 | | | | | | | | | 4.99 | | | |
| | | Smithfield | | 1.47 | | | | | | | | | | w/ store card; limit 2 |
| | Martin's Food | Smithfield | 2.49 | | | | | | | | | | | w/ store card |
| | | Smithfield | 4.99 | | | | | | | | | | | w/o store card |
| | | Martin's | 1.49 | 1.49 | | 1.19 | 0.99 | | | | | | | w/ \$25 purchase & card; limit 2 |
| | | Martin's | | | | 2.49 | 2.39 | | | | | | | w/o store card |
| | | Martin's | | 3.99 | | | | | | | | 3.49 | | w/ store card |
| | | Martin's | | 5.49 | | | | | | | | 3.99 | | w/o store card |
| | | Nature's Promise | 4.99 | | | | | | | | | | | w/ store card; ABF |
| | | Nature's Promise | 6.99 | | | | | | | | | | | w/o store card |
| | | Hatfield | | | | | | | 3.49 | | | | | w/ store card |
| | | Hatfield | | | | | | | 4.99 | | | | | w/o store card |
| Kunzler | Kunzler | | | | | | | 3.49 | | | | | w/ store card | |
| | Kunzler | | | | | | | 4.99 | | | | | w/o store card | |
| Berk's | Berk's | | | | | | | 3.49 | | | | | w/ store card | |
| | Berk's | | | | | | | 4.99 | | | | | w/o store card | |
| Kentucky Legend | Kentucky Legend | | | | | | | | | 4.99 | | | w/ store card | |
| | Kentucky Legend | | | | | | | | | 5.99 | | | w/o store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|-----|---------------|-----------|-------------|------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| VA <i>(cont)</i> | Piggly Wiggly Stores | Carolina Pride | | | 0.88 | | | | | | | | | |
| | | Smithfield | | 1.98 | | 1.28 | 1.28 | | | | | | | |
| | Safeway Eastern | Safeway | | 1.49 | 1.29 | | 1.29 | | | | | | | w/ store card; limit 1 |
| | Save-a-Lot | n/i | 1.89 | | | 1.29 | 1.09 | | | | | 2.49 | | |
| | Shoppers | Cook's | | 1.48 | | 1.18 | 1.18 | | | | | | | |
| | | Smithfield | | 1.98 | | 1.38 | 1.38 | | | | | | | |
| | Super Dollar | n/i | | 1.99 | | 1.49 | 1.49 | | | | | | | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | |
| | | n/i | | | | 1.58 | 1.58 | | | | | | | |
| | Wegman's | Wegman's | | 1.99 | | | | | | | | | | |
| | Whole Foods MdAtltnc | Niman | 6.99 | | | | | | | | | | | ABF |
| | Wellshire | 6.99 | | | | | | | | | | | ABF | |
| | n/i | 7.99 | | | | | | | | | | | | |
| WV | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | |
| | Fas-Chek | Superior | | | | | | 1.99 | 2.39 | | | | | |
| | | Sugardale | 2.49 | | | | | | | | | | | |
| | Food Country USA | Clifty Farm | | | | | | | | | | | 2.99 | |
| | Food Fair | Superior | | | | | | 1.99 | 2.19 | | | | | |
| | | Jamestown | 1.79 | | | | | | | | | | | |
| | Food Lion | My Essentials | | | | 1.27 | 0.77 | | | | | | | w/ store card; limit 2 |
| | | My Essentials | | | | 2.79 | 2.59 | | | | | | | w/o store card |
| | | Smithfield | | | | 1.79 | 1.09 | | | | | | | w/ store card; limit 2 |
| | | Smithfield | | | | 2.99 | 2.79 | | | | | | | w/o store card |
| | Foodland | Superior | | | | | | 1.99 | 2.19 | | | | | |
| | | Sugardale | 2.49 | | | 1.69 | 1.69 | | | | | | | |
| | Galaxy Foods | John Morrell | | 1.98 | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 3.98 | | | |
| | n/i | | | | 1.28 | 1.28 | | | | | | | | |
| Giant Eagle | Giant Eagle | 1.98 | 1.98 | 1.19 | | | | | | | | | limit1 | |
| | Giant Eagle | | | | | | 2.49 | 2.79 | 2.99 | | | | | |
| | Giant Eagle Premium | | 2.99 | | | | | | | | | | | |
| | Sugardale | | 2.99 | | | | 2.69 | 3.29 | 3.49 | | | | | |
| | Sugardale | | | 1.39 | | | | | | | | | limit 1 | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------------------------|-------------------|-----------------|------|-----------------------|------|-------|----------|------|-----|---------------|-----------|------------------------|----------------------------------|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| WV <i>(cont)</i> | Giant Eagle <i>(continued)</i> | Hillshire Farm | | 2.99 | | | | | | | | | | |
| | | Market District | | | 3.69 | 3.69 | | | | | | | | |
| | Grant's | John Morrell | 1.99 | | | | | | | | | | | |
| | | Superior | | | | | | 1.99 | | | | | | |
| | Great Valu Markets | Sugardale | | 1.98 | | 1.19 | 0.99 | | | | | | | |
| | | Kroger Columbus | Cumberland Gap | | | 1.49 | | | | | | | | |
| | Kroger | | 1.89 | | | | | | | | | | | w/ store card |
| | CB Old Country Store | | 3.99 | | | | | | | | | | | w/ store card |
| | Kroger MidAtlantic | Sugardale | | | | | 1.29 | | | | | | | w/ store card |
| | | Private Selection | 1.49 | | | | | | | | | | | w/ store card; limit 2 |
| | | Cumberland Gap | | | 1.79 | | | 2.49 | | | | | | w/ store card |
| | Martin's Food | Smithfield | 2.49 | | | | | | | | | | | w/ store card |
| | | Smithfield | 4.99 | | | | | | | | | | | w/o store card |
| | | Martin's | 1.49 | 1.49 | | 1.19 | 0.99 | | | | | | | w/ \$25 purchase & card; limit 2 |
| | | Martin's | | | | 2.49 | 2.39 | | | | | | | w/o store card |
| | | Martin's | | 3.99 | | | | | | | | 3.49 | | w/ store card |
| | | Martin's | | 5.49 | | | | | | | | 3.99 | | w/o store card |
| | | Nature's Promise | 4.99 | | | | | | | | | | | w/ store card; ABF |
| | | Nature's Promise | 6.99 | | | | | | | | | | | w/o store card |
| | | Hatfield | | | | | | 3.49 | | | | | | w/ store card |
| | | Hatfield | | | | | | 4.99 | | | | | | w/o store card |
| | Piggly Wiggly Stores | Kunzler | | | | | | 3.49 | | | | | | w/ store card |
| | | Kunzler | | | | | | 4.99 | | | | | | w/o store card |
| | | Berk's | | | | | | 3.49 | | | | | | w/ store card |
| | | Berk's | | | | | | 4.99 | | | | | | w/o store card |
| | | Kentucky Legend | | | | | | | | | 4.99 | | | w/ store card |
| | | Kentucky Legend | | | | | | | | | 5.99 | | | w/o store card |
| | | Carolina Pride | | | 0.88 | | | | | | | | | |
| | | Smithfield | | 1.98 | | 1.28 | 1.28 | | | | | | | |
| | | Sugardale | | | | | | | | | 2.79 | | | |
| Riesbeck's | | n/i | 1.89 | | | 1.29 | 1.09 | | | | | 2.49 | | |
| Save-a-Lot | Sugardale | 1.98 | 1.98 | | 1.79 | | 1.98 | 2.18 | 3.29 | | | | w/ store card | |
| | Sugardale | 1.98 | 4.08 | | | | 3.59 | 3.79 | | | 3.99 | | w/o store card | |
| | Sugardale | | | | 1.19 | | | | | | | | w/ store card; limit 1 | |
| | Sugardale | | | | 3.59 | | | | | | | | w/o store card | |
| | Superior | | | | | | 2.49 | 2.69 | | | | | | |
| Hillshire Farm | | 2.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|--------------|----------------------------|----------------------|-----------------|------|-----------------------|------|-------|----------|------|-----|---------------|-----------|---------------|----------------|--|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| | | | Whole | Half | | | | | | | | | | | |
| WV (cont) | Shop'n Save (continued) | CB Old Country Store | 3.99 | | | | | | | | | | | | |
| | | Silver Star | | 2.99 | | | | | | | | | | | |
| | | Sparkle | | | | | | 1.59 | | | | | | w/ store card | |
| | | Sparkle | | | | | | 2.99 | | | | | | w/o store card | |
| | | Sugardale | | 2.29 | | | | | | | | | | w/ store card | |
| | | Sugardale | | 3.59 | | | | | | | | | | w/o store card | |
| | | Hillshire Farm | | 3.49 | | | | | | | | | | | |
| | | Dietz & Watson | | | | | | | 4.99 | | | | | | |
| | | Kentucky Legend | | | | | | | 4.79 | | | | | | |
| | | Amish Pride | | | | | | | 2.99 | | | | | | |
| | | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | |
| | | n/i | | | | 1.58 | 1.58 | | | | | | | | |
| | Weis | n/i | | | 1.69 | 1.49 | 1.29 | | | | | 3.68 | | w/ store card | |
| | | Sugardale | 2.49 | | | | | | | | | | | w/ store card | |
| | | Smithfield | 1.48 | | | | | | | | | | | w/ store card | |
| | | Berk's | | | | | | 3.49 | | | | | | w/ store card | |
| | | Hatfield | | | | | | 3.49 | | | | | | w/ store card | |
| | Kunzler | | | | | | 3.49 | | | | | | w/ store card | | |
| | John F. Martin | | | | | | 1.98 | 2.99 | 2.99 | | | | w/ store card | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015
CURED PORK

prices in \$US per pound unless otherwise noted.

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---|----------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------------------|------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | |
| IA | Affiliated MW | John Morrell | | 1.78 | | 2.49 | | | | | | | | |
| | | Cook's | | | | 1.69 | 1.49 | | | | | | | |
| | | Kretschmar | | | | | | | 2.99 | | | | | |
| | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | County Market | Double G | | | | | | 3.79 | 3.99 | | | | | |
| | | Frick's | | | 1.99 | 1.89 | 1.69 | | | | | | | |
| | | Top Korn | | | 1.99 | 1.89 | 1.69 | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.99 | | | | | |
| | | Kretschmar | | 1.27 | | | | | | | | | | limit 2 |
| | | Kretschmar | | | | | | 2.49 | | | | | | |
| | Family Foods | Our Family | | 1.99 | | 1.39 | 1.19 | | | | | | | |
| | | Hormel Cure 81 | | | | | | 3.99 | | | | | | |
| | | Cloverdale | | | | | | 3.99 | 3.99 | 4.79 | | | | |
| | Fareway | John Morrell | 1.88 | | | 1.68 | | | | | | | | |
| | | Fareway | | | | | | 2.99 | 3.49 | | | | | |
| | | Webster City | | | | 2.99 | | | | | | | | |
| | Food Pride | Our Family | | 2.19 | | 1.99 | 1.39 | 1.19 | 3.99 | | | | | |
| | | Cloverdale | | | | | | | 3.99 | | | | | |
| | Hometown Foods | Cook's | | | | 1.49 | 1.29 | | | | | | | |
| | | Hormel Cure 81 | 1.99 | | | | | | | | | | | |
| | | Farmland | | | | | | | 2.88 | | | | | |
| | Hy-Vee | Cook's | | | 1.59 | 2.19 | | | | | | | | |
| | Hy-Vee | 1.98 | 2.38 | | | | | | | | | | | |
| | Hormel Cure 81 | | 2.49 | | | | 3.99 | | | | | | | |
| Jewel-Osco | Cook's | | 1.47 | | 0.87 | 0.57 | | | | | | | w/ \$25 purchase; limit 1 | |
| | Cook's | | 1.97 | | 1.57 | 1.27 | | | | | 3.49 | | additional quantities | |
| | Hormel Cure 81 | 2.49 | | | | | | | | | | | | |
| | Smithfield | 2.99 | | | | | | | | | | | | |
| | Hickory Farms | 4.99 | | | | | | | | | | | | |
| Maynard's | John Morrell | | | | 2.19 | | | | | | | | | |
| | Kretschmar | | | | | | 2.99 | 2.99 | | | | | | |
| No Frills | Our Family | | 1.57 | | 1.29 | 0.99 | | | | | | | | |
| | Hormel Cure 81 | | | | | | 3.99 | 3.99 | | | | | | |
| Price Chopper | Hormel Cure 81 | 1.68 | 1.68 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|---------------------|--------------------|----------------------------|------|-----------------------|------|-------|----------|------|-----|------------------|--------------|----------------|------------|---------------------------|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| IA <i>(cont)</i> | Quillin's | Cook's | | | | 1.49 | 1.49 | | | | | | | | |
| | | John Morrell | | | 2.29 | | | | | | | | | | |
| | Save-a-Lot | Quillin's | | | | | | 3.49 | 3.49 | | | | | | |
| | | n/i | 1.89 | | | 1.29 | 1.09 | | | | | 2.49 | | | |
| | Schnuck's | Kretschmar | | | | | | 1.69 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Schnuck's | 1.69 | | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Sunshine Foods | Double G | | | | | | 2.59 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Frick's | | | | 1.49 | 1.29 | | | | | | | | w/ \$25 purchase; limit 1 |
| | Target | John Morrell | | 1.99 | 2.09 | 2.19 | | | | | | | | | |
| | | Kretschmar | | | | | | | 2.99 | | | | | | |
| The Fresh Market | Archer Farms | | 1.99 | | | | | | | | | | | | |
| Walmart | n/i | 2.99 | | | | | | | | | | | | | |
| Whole Foods MW | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| | n/i | | | | 1.58 | 1.58 | | | | | | | | | |
| | Wellshire | | 7.99 | 5.99 | 6.99 | | | | | | | | | ABF | |
| IL | Affiliated MW | John Morrell | | 1.78 | | 2.49 | | | | | | | | | |
| | | Cook's | | | | 1.69 | 1.49 | | | | | | | | |
| | ALDI | Kretschmar | | | | | | | 2.99 | | | | | | |
| | | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | | |
| | Angelo Caputo | Specially Selected | 1.99 | | | | | | | | | | | | |
| | | La Bella Romana | | 3.99 | | | | | | | | | | | |
| | Berkot's | Carando | | 3.49 | | | | | | | | | | | |
| | | Hillshire Farm | 3.69 | 3.49 | | | | | | | | | | | |
| | Borowiak's IGA | Smithfield | | 3.49 | | | | | | | | | | | |
| | | Frick's | | | | 0.99 | 0.99 | | | | | | | | |
| | Brookhaven | Kentucky Legend | | | | | | 3.99 | | | | | | | |
| | | Berkot's | | 3.49 | | | | | | | | | | | |
| | Butera's Market | Hillshire Farm | | | | 3.49 | | | | | | | | | |
| | | Sugardale | | | | 1.39 | 1.19 | | | | | | | | |
| | County Market | Cumberland Gap | | | 1.98 | | | | | | | | | | |
| | | Kretschmar | | | | | | 0.99 | | | | | | | w/ purchase; limit 1 |
| County Market | Alexander & Hornung | 1.99 | | | | | | | | | | | | | |
| | n/i | | | | 1.39 | 1.19 | | | | | | | | | |
| County Market | Carando | 1.49 | | | | | | | | | | | | limit 3 | |
| | Hillshire Farm | 2.99 | 2.99 | | | | | | | | | | | | |
| County Market | Double G | | | | | | 3.79 | 3.99 | | | | | | | |
| | Frick's | | | 1.99 | 1.89 | 1.69 | | | | | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------------------------|-----------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| IL <i>(cont)</i> | County Market <i>(continued)</i> | Top Korn | | | 1.99 | 1.89 | 1.69 | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.99 | | | | |
| | Cub Foods | Kretschmar | | 1.27 | | | | | | | | | | limit 2 |
| | | Kretschmar | | | | | | | 2.49 | | | | | |
| | | Cook's | | 1.79 | | | | | | | | | | limit 2 |
| | | Cook's | | 4.49 | | | | | | | | | | |
| | Dierberg's | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | |
| | | Cub | | | | | | | | | | 2.99 | | |
| | | Dierberg's | | 1.69 | | | | | | | | | | |
| | | Kretschmar | | | | | | | 1.69 | | | | | |
| | Fairplay Foods | Double G | | | | | | | 2.59 | | | | | w/ \$25 purchase; limit 1 |
| | | Double G | | | | 2.39 | 2.29 | | | | | | | |
| | | Frick's | | | | 2.39 | 2.29 | | | | | | | spiral cut |
| | | Centrella | | 1.49 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Fareway | Centrella | | 1.99 | | | | | | | | | | additional quantities |
| | | Sugardale | | | 1.69 | 0.89 | 0.69 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Sugardale | | | | 1.49 | 1.29 | | | | | | | additional quantities |
| | | John Morrell | 1.88 | | | | 1.68 | | | | | | | |
| | Food 4 Less | Fareway | | | | | | | 2.99 | 3.49 | | | | |
| | | Webster City | | | 2.99 | | | | | | | | | |
| | | Cook's | | | | 0.67 | 0.67 | | | | | | | w/ \$25 purchase; limit 1 |
| | Food Pride | Cook's | | | | 1.79 | 1.79 | | | | | | | additional quantities |
| | | Our Family | | 2.19 | 1.99 | 1.39 | 1.19 | 3.99 | | | | | | |
| | Fresh Thyme | Cloverdale | | | | | | 3.99 | | | | | | |
| | | n/i | 1.97 | | | | | | | | | | | |
| | GFS Marketplace | GFS | 1.49 | | | | | | | | | | | limit 1 |
| | | GFS | 2.99 | | | | | | | | | | | no limit |
| | Heinen's | Heinen's | 4.99 | | 2.99 | | | | | | | | | w/ store card |
| Houchens IGA | Smithfield | | 2.49 | | | | | | | | | | | |
| | Kentucky Legend | | | | | | | 3.79 | | 4.69 | | | | |
| Hy-Vee | Cook's | | | 1.59 | 2.19 | | | | | | | | | |
| | Hy-Vee | 1.98 | 2.38 | | | | | | | | | | | |
| | Hormel Cure 81 | | 2.49 | | | | 3.99 | | | | | | | |
| Jewel-Osco | Cook's | | 1.47 | | 0.87 | 0.57 | | | | | | | w/ \$25 purchase; limit 1 | |
| | Cook's | | 1.97 | | 1.57 | 1.27 | | | | | 3.49 | | additional quantities | |
| | Hormel Cure 81 | 2.49 | | | | | | | | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|---------------------|-------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|---------------------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| | | | Whole | Half | | | | | | | | | | | |
| IL <i>(cont)</i> | Jewel-Osco | Smithfield | 2.99 | | | | | | | | | | | | |
| | <i>(continued)</i> | Hickory Farms | 4.99 | | | | | | | | | | | | |
| | Jimenez | n/i | | | | | 1.19 | | | | | | | | |
| | Joe Caputo's | Cook's | | | | 1.69 | 1.49 | | | | | | | | |
| | Kirby Foods IGA | Kretschmar | | 1.99 | | | | | 1.99 | 2.69 | | | | | w/ store card |
| | | Kretschmar | | | | | | | 4.79 | | | | | | w/o store card |
| | | Frick's | | | | | 1.69 | 1.49 | | | | | | | w/ store card |
| | Kroger Central | Frick's | | | | | | 2.49 | | | | | | | w/o store card |
| | | Kroger | | 1.39 | | | | | 2.59 | | | | | | w/ store card |
| | | Sugardale | | | | | | 0.99 | | | | | | | |
| | Kroger Louisville | Cumberland Gap | | | | 1.99 | | | | | | | | | |
| | | Private Selection | | | 1.79 | | | | | | | | | | w/ store card; limit 2 |
| | | Kentucky Legend | | | | | | | 2.99 | | | | | | w/ store card |
| | Mariano's Fresh | Cumberland Gap | | | | 1.79 | | | | | | | | | w/ store card |
| | | Clifty Farm | | | | | | | | | | | 3.99 | | w/ store card |
| | | Roundy's | | 3.99 | | | | | | | | | | | |
| | Meijer | Cook's | | | 1.37 | | | | | | | | | | limit 2 |
| | | Meijer | | | 2.99 | | | | | | | | | | |
| | | Sugardale | | | | | | | 1.69 | | | | | | |
| | Pete's Market | Dearborn | | | 3.99 | | | | | | | | | | |
| | | Cook's | | | | | 1.49 | 1.29 | | | | | | | |
| | Piggly Wiggly MW | Badger | | | | | | | 3.49 | 3.89 | 3.99 | | | | |
| | | Smithfield | | | 1.99 | | | | | | | | | | |
| | | Farmland | | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | n/i | 1.89 | | | 1.29 | 1.09 | | | | | 2.49 | | | |
| | Schnuck's | Kretschmar | | | | | | | 1.69 | | | | | | w/ \$25 purchase; limit 1 |
| | | Schnuck's | | 1.69 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Double G | | | | | | | 2.59 | | | | | | w/ \$25 purchase; limit 1 |
| | Schuette's Market | Frick's | | | | | 1.49 | 1.29 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Kretschmar | | | | | | | 1.68 | | | | | | w/ \$25 purchase; limit 1 |
| Kretschmar | | | | | | | | 2.49 | | | | | | | |
| Shop & Save Market | Sugardale | | | | | 1.09 | 0.89 | | | | | | | w/ \$25 purchase; limit 1 | |
| | Sugardale | | | | | 2.09 | 1.89 | | | | | | | | |
| | Alexander & Hornung | | | | | 0.99 | 0.89 | | | | | | | | |
| | Amish Valley | | 1.99 | | | | | | | | | | | | |
| | Hillshire Farm | | 2.59 | | | | | | | | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|--------------------|---------------------|-----------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| IL | Shop'n Save | Kretschmar | 1.57 | | | | | 1.57 | | | | | | w/ \$25 purchase; limit 1 |
| | | Frick's | | | 1.98 | | 1.28 | | | | | | | |
| | Strack & VanTil | Cook's | 1.49 | | | | 0.79 | 0.59 | | | | | | w/ \$25 purchase; limit 1 |
| | | Kentucky Legend | | | | | | | 3.99 | 3.99 | | | | |
| | Sullivan's | Centrella | 2.49 | | | | | | | | | | | |
| | | Cook's | | | 1.59 | 1.59 | 1.39 | | | | | | | |
| | Sunset Foods | Hillshire Farm | 2.59 | 2.69 | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.49 | 3.99 | | | | |
| | | Sunset | 4.99 | | | | | | | | | | | |
| | Target | Hillshire Farm | 2.99 | 2.99 | | | | | | | | | | |
| | | Archer Farms | | 1.99 | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | | | | | |
| | Tony's Finer Food | Cook's | 1.99 | | | | | 0.69 | | | | | | w/ \$25 purchase; limit 1 |
| | | Hormel | | 2.49 | | | | | | | | | | |
| | | Hillshire Farm | | 2.69 | 2.69 | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.49 | | 3.99 | | | |
| | Treasure Island | Carando | | 3.49 | | | | | | | | | | |
| | | Nueske's | | 6.99 | | | | | | | | | | |
| | Ultra Foods | Cook's | 1.49 | | | | | 0.59 | | | | | | w/ \$25 purchase; limit 1 |
| | | Kentucky Legend | | | | | | | 3.99 | 3.99 | | | | |
| Valli Produce | Amish Valley | | | | | 1.19 | 0.98 | | | | | | | |
| | Hillshire Farm | | 3.29 | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | n/i | | | | | 1.58 | 1.58 | | | | | | | |
| Walt's Food Center | Hillshire Farm | | | 2.69 | 2.79 | | | | | | | | | |
| | Walt's | | | 3.29 | 3.39 | | | | | | | | | |
| | Frick's | | | | 0.69 | 0.49 | | | | | | | w/ \$25 purchase; limit 1 | |
| | Kentucky Legend | | | | | | | 3.49 | 3.59 | | | | | |
| Whole Foods MW | Alexander & Hornung | | 1.99 | | | | | | | | | | | |
| | Wellshire | | 7.99 | 5.99 | 6.99 | | | | | | | | ABF | |
| Woodman's | Klondike | | | | 1.69 | 1.69 | | | | | | | | |
| IN | Al's Supermarkets | Cumberland Gap | | | 2.49 | 2.49 | | | | | | | | w/ store card |
| | | Cumberland Gap | | | 3.29 | 3.29 | | | | | | | | w/o store card |
| | | Frick's | | | 2.39 | 1.18 | 0.98 | | | | | | | w/ store card |
| | | Frick's | | | | 2.89 | 2.69 | | | | | | | w/o store card |
| | | Hickory Hills | | | | | | 2.49 | 2.69 | | | | | w/ store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|---|-----------------------|--------------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|----------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| | | | Whole | Half | | | | | | | | | | | |
| IN <i>(cont)</i> | Al's Supermarkets <i>(continued)</i> | Hickory Hills | | | | | | 3.79 | 3.99 | | | | | w/o store card | |
| | | Hillshire Farms | 2.99 | 2.99 | | | | | | | | | | w/ store card | |
| | | Kentucky Legend | | | | | | 3.89 | 3.99 | | | | | w/ store card | |
| | | Farm Fresh | | 1.48 | | | | | | | | | | w/ store card | |
| | | Farm Fresh | | 2.49 | | | | | | | | | | w/o store card | |
| | | Al's Signature | 3.99 | | | | | | | | | | | | |
| | | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | | Specially Selected | 1.99 | | | | | | | | | | | |
| | | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | |
| | | Earth Fare | n/i | 4.98 | | | | | | | | | | | ABF |
| | Food 4 Less | Cook's | | | | 0.67 | 0.67 | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Cook's | | | | 1.79 | 1.79 | | | | | | | | additional quantities |
| | Fresh Thyme | n/i | 1.97 | | | | | | | | | | | | |
| | GFS Marketplace | GFS | 1.49 | | | | 0.99 | | | | | | | | limit 1 |
| | | GFS | 2.99 | | | | 1.99 | | | | | | | | no limit |
| | Houchens IGA | Smithfield | | 2.49 | | | 1.29 | | | | | | | | |
| | | Kentucky Legend | | | | | | 3.79 | | 4.69 | | | | | |
| | IGA Spartan-Nash | John Morrell | | 1.99 | | | | | | | | | | | |
| | | Cumberland Gap | | | | | | 1.99 | | | | | | | |
| | IGA | IGA | | | | 1.39 | 1.29 | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 4.99 | | | | | |
| | | Kentucky Legend | | | | | | 2.99 | 2.99 | | | | | | w/ store card |
| | | Kretschmar | | | | | | 2.99 | 2.99 | | | | | | w/ store card |
| | Private Selection | Private Selection | 2.49 | | | | | | | | | | | | w/ store card |
| | | Cumberland Gap | | | 2.69 | 2.69 | | | | | | | | | |
| | | Cook's | | 1.47 | | 0.87 | 0.57 | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Cook's | | 1.97 | | 1.57 | 1.27 | | | | | 3.49 | | | additional quantities |
| | Hormel Cure 81 | Hormel Cure 81 | 2.49 | | | | | | | | | | | | |
| | | Smithfield | 2.99 | | | | | | | | | | | | |
| | | Hickory Farms | 4.99 | | | | | | | | | | | | |
| Smithfield | | 1.99 | | | | | 1.99 | 2.69 | | | | | | w/ store card | |
| Kirby Foods IGA | Kretschmar | 1.99 | | | | | 4.79 | | | | | | | w/o store card | |
| | Kretschmar | | | | | | | | | | | | | w/ store card | |
| | Frick's | | | 1.69 | 1.49 | | | | | | | | | w/o store card | |
| | Frick's | | | | 2.49 | | | | | | | | | w/o store card | |
| Kroger Central | Kroger | 1.39 | | | | | 2.59 | | | | | | | w/ store card | |
| | Sugardale | | | | | 0.99 | | | | | | | | w/ store card | |
| | Cumberland Gap | | | 1.99 | | | | | | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------|-------------------|-----------------|----------|-----------------------|------|-------|----------|------|-----|---------------|-----------|---------------------------|-------------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| IN <i>(cont)</i> | Kroger Cincinnati | Cumberland Gap | | | | | | 1.99 | | | | | | w/ store card |
| | | Cook's | | | | | 1.19 | | | | | | | w/ store card |
| | | Private Selection | 2.59 | | | | | | | | | | | w/ store card |
| | Kroger Louisville | Private Selection | | 1.79 | | | | | 2.99 | | | | | w/ store card; limit 2 |
| | | Kentucky Legend | | | | | | | | | | | | w/ store card |
| | | Cumberland Gap | | | 1.79 | | | | | | | | | w/ store card |
| | Marsh | Clifty Farm | | | | | | | | | | | 3.99 | w/ store card |
| | | Indiana Kitchen | | 1.28 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Sugardale | | | | 1.18 | 0.98 | | | | | 3.99 | | w/ store card |
| | Martin's | Cumberland Gap | | | 2.49 | 2.69 | | | | | | | | w/ store card |
| | | Marsh | \$20 off | | | | | | | | | | | w/ store card |
| | | Marsh | | \$10 off | | | | | | | | | | w/ store card |
| | | Troyer's | | | | | | 1.97 | | | | | | w/ store card; locally grown |
| | | Troyer's | | | | | | 3.39 | | | | | | w/o store card; locally grown |
| | | Smithfield | | 1.57 | | | | | | | | | | w/ store card; limit 2 |
| | Meijer | Smithfield | | 3.79 | | | | | | | | | | w/o store card |
| | | Frick's | | | | 1.57 | 1.37 | | | | | | | w/ store card |
| | | Frick's | | | | 2.49 | 2.29 | | | | | | | w/o store card |
| | | Cook's | | 1.37 | | | | | | | | | | limit 2 |
| | | Meijer | | 2.99 | | | | | | | | | | |
| | | Sugardale | | | | | | 1.69 | | | | | | |
| | New Market | Dearborn | | 3.99 | | | | | | | | | | |
| | | Cumberland Gap | | | | | | 1.88 | | | | | | |
| | Save-a-Lot | n/i | 1.89 | | | 1.29 | 1.09 | | | | | 2.49 | | |
| | Schnuck's | Kretschmar | | | | | | 1.69 | | | | | | w/ \$25 purchase; limit 1 |
| | | Schnuck's | 1.69 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Double G | | | | | | 2.59 | | | | | | w/ \$25 purchase; limit 1 |
| | Strack & VanTil | Frick's | | | | 1.49 | 1.29 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Cook's | 1.49 | | | 0.79 | 0.59 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Kentucky Legend | | | | | | 3.99 | 3.99 | | | | | |
| Target | Archer Farms | | 1.99 | | | | | | | | | | | |
| The Fresh Market | n/i | 2.99 | | | | | | | | | | | | |
| Ultra Foods | Cook's | 1.49 | | | | 0.59 | | | | | | | w/ \$25 purchase; limit 1 | |
| | Kentucky Legend | | | | | | 3.99 | 3.99 | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | n/i | | | | 1.58 | 1.58 | | | | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------------|--|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| IN <i>(cont)</i> | Walt's Food Center | Hillshire Farm | | | 2.69 | 2.79 | | | | | | | | |
| | | Walt's | | | 3.29 | 3.39 | | | | | | | | |
| | | Frick's | | | | 0.69 | 0.49 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Kentucky Legend Alexander & Hornung | | 1.99 | | | | | 3.49 | 3.59 | | | | |
| | Wesselman's | Kentucky Legend | | | | | | | 2.48 | 2.99 | | | | w/ \$15 purchase; limit 1 |
| | | Hormel Cure 81 | | 1.98 | | | | | | | | | | |
| | | Double G | | | 1.99 | 2.19 | | 2.99 | 3.19 | | | | | |
| | Whole Foods MW | Cumberland Gap | | | 1.98 | 2.19 | | | | | | | | |
| | Wellshire | | 7.99 | 5.99 | 6.99 | | | | | | | | ABF | |
| KY | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Cox IGA | John Morrell | 1.99 | | | | | | | | | | | w/ store card |
| | | John Morrell | 2.99 | | | | | | | | | | | w/o store card |
| | Dollar General Market | Fisher's | | | | | | 2.99 | 3.29 | | | | | |
| | | Kentucky Legend | | | | | | 3.99 | 3.99 | | | | | |
| | | Smithfield | | 1.85 | | | | | | | | | | |
| | E.W. James | Cook's | | | | 1.38 | 1.18 | | | | | | | |
| | | Best Choice | 1.98 | | | | | | | | | | | |
| | Earth Fare | n/i | 4.98 | | | | | | | | | | ABF | |
| | Food City | Food City | 1.99 | 1.99 | 1.89 | | | | | | | | | |
| | Food Fair | Superior | | | | | | 1.99 | 2.19 | | | | | |
| | Food Giant | Jamestown | 1.79 | | | | | | | | | | | |
| | | Amish Valley | | | | | 1.18 | 0.98 | | | | | | |
| | Food Lion | Kentucky Legend | | | | | | | | | 3.98 | | | |
| | | Sugardale | | | 2.98 | | | | | | | | | |
| | | My Essentials | | | | 1.27 | 0.77 | | | | | | | w/ store card; limit 2 |
| | | My Essentials | | | | 2.79 | 2.59 | | | | | | | w/o store card |
| | Foodland | Smithfield | | | | 1.79 | 1.09 | | | | | | | w/ store card; limit 2 |
| | | Smithfield | | | | 2.99 | 2.79 | | | | | | | w/o store card |
| Superior | | | | | | | 1.99 | 2.19 | | | | | | |
| Galaxy Foods | Sugardale | 2.49 | | | 1.69 | 1.69 | | | | | | | | |
| | John Morrell | | 1.98 | | | | | | | | | | | |
| GFS Marketplace | Kentucky Legend | | | | | | | | | 3.98 | | | | |
| | n/i | | | | 1.28 | 1.28 | | | | | | | | |
| | GFS | 1.49 | | | | 0.99 | | | | | | | limit 1 | |
| | GFS | 2.99 | | | | 1.99 | | | | | | | no limit | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|--------------------|--------------------|-------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|----------------|------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| KY (cont) | Houchens IGA | Smithfield | | 2.49 | | | 1.29 | | | | | | | |
| | | Kentucky Legend | | | | | | 3.79 | | 4.69 | | | | |
| | IGA Spartan-Nash | John Morrell | | 1.99 | | | | | | | | | | |
| | | Cumberland Gap | | | | | | 1.99 | | | | | | |
| | | IGA | | | | 1.39 | 1.29 | | | | | | | |
| | | Kentucky Legend | | | | | | | | 4.99 | | | | |
| | Kroger Cincinnati | Cumberland Gap | | | | | | 1.99 | | | | | | w/ store card |
| | | Cook's | | | | | | | | | | | | w/ store card |
| | | Private Selection | | 2.59 | | | | | | | | | | w/ store card |
| | Kroger Delta | Smithfield | | | | | | | | | | | | w/ store card |
| | | John Morrell | | | 1.99 | | | | | | | | | w/ store card |
| | Kroger Louisville | Private Selection | | | 1.79 | | | | | | | | | w/ store card; limit 2 |
| | | Kentucky Legend | | | | | | | 2.99 | | | | | w/ store card |
| | | Cumberland Gap | | | | 1.79 | | | | | | | | w/ store card |
| | | Clifty Farm | | | | | | | | | | | 3.99 | w/ store card |
| | Kroger MidAtlantic | Private Selection | | 1.49 | | | | | | | | | | w/ store card; limit 2 |
| | | Cumberland Gap | | | | 1.79 | | | 2.49 | | | | | w/ store card |
| | Kroger Nashville | Private Selection | | | 1.79 | | | | | | | | | w/ store card; limit 2 |
| | | Cook's | | | | | | 1.29 | | | | | | w/ store card; limit 2 |
| | | Cumberland Gap | | | | 1.79 | | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.29 | | | | | |
| | Lucky's Market | Beeler's | | 3.99 | | | | | | | | | | ABF |
| | | n/i | | 2.99 | | | | | | | | | | |
| Meijer | Cook's | | | 1.37 | | | | | | | | | limit 2 | |
| | Meijer | | | 2.99 | | | | | | | | | | |
| | Sugardale | | | | | | | 1.69 | | | | | | |
| | Dearborn | | | 3.99 | | | | | | | | | | |
| Piggly Wiggly Hchn | Cook's | | | | | | 1.19 | | | | | | | |
| | Best Choice | | | 1.99 | | | | | | | | | | |
| Remke Markets | John Morrell | | | 1.99 | | | | | | | | | w/ store card | |
| | John Morrell | | | 4.49 | | | | | | | | | w/o store card | |
| | Kentucky Legend | | | | | | | 3.99 | | | | | w/ store card | |
| | Kentucky Legend | | | | | | | 6.49 | | | | | w/o store card | |
| | Sugardale | | | | | | 1.29 | | | | | | w/ store card | |
| Super Dollar | n/i | | | 1.99 | | 1.49 | 1.49 | | | | | | | |
| Target | Archer Farms | | | 1.99 | | | | | | | | | | |
| The Fresh Market | n/i | | 2.99 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|---------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|---------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| KY <i>(cont)</i> | Town&Cntry Grocery | Kretschmar | | | | | | | 2.39 | | | | | | |
| | | Best Choice | | 1.99 | | | | | | | | | | | |
| | | Cook's | | | 1.39 | 1.39 | 1.29 | | | | | | | | |
| | | Ozark Pride | | | 1.79 | | | | | | | | | | |
| | United Grocery | n/i | | | | | 0.99 | | | | | | | | |
| | | ValuMarket | Best Choice | | 1.99 | | | | | | | | | | |
| | Walmart | Kentucky Legend | | | | | | 3.29 | 3.49 | | | | | | |
| | | Fischer's | | | | | | 2.69 | 2.89 | | | | | | |
| | | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | Whole Foods MdAtltn | n/i | | | | 1.58 | 1.58 | | | | | | | | |
| Niman | | 6.99 | | | | | | | | | | | ABF | | |
| Wellshire | | 6.99 | | | | | | | | | | | ABF | | |
| | | n/i | 7.99 | | | | | | | | | | | | |
| MI | Affiliated MW | John Morrell | | | | 2.29 | | | | | | | | | |
| | | Hormel Cure 81 | | 2.29 | | | | | 3.99 | 3.99 | | | | | |
| | ALDI | Appleton Farms | | 1.69 | | | | 1.19 | 0.99 | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | | |
| | Busch's | Dearborn | 3.99 | | | | | | | | | | | locally grown | |
| | | Busch's | 2.49 | | | | | | | | | | | locally grown | |
| | D&W Fresh | Kentucky Legend | | | | | | | | | 4.99 | | | | |
| | | Spartan | | 1.37 | | | | | | 1.99 | | | | | w/ \$20 purchase; limit 2 |
| | | Winter's | | 4.99 | | | | | | | | | | locally grown | |
| | Earth Fare | Hormel Cure 81 | | 1.99 | | | | | | | | | | | w/ \$20 purchase; limit 2 |
| | | n/i | 4.98 | | | | | | | | | | | ABF | |
| | Family Fare | Spartan | | 1.37 | | | | | | 1.99 | | | | | w/ \$20 purchase; limit 2 |
| | | Smithfield | | | | 1.17 | 0.99 | | | | | | | | w/ \$20 purchase; limit 2 |
| | Food Pride | Hormel Cure 81 | | 1.99 | | | | | | | | | | | w/ \$20 purchase; limit 2 |
| | | Our Family | | 1.99 | | | | | | | | | | | |
| | | Cumberland Gap | | | | | | | | 1.99 | | | | | |
| | GFS Marketplace | Kentucky Legend | | | | | | | | | 4.99 | | | | |
| | | GFS | 1.49 | | | | 0.99 | | | | | | | | limit 1 |
| | Harding's | GFS | 2.99 | | | | 1.99 | | | | | | | | no limit |
| | | Sugardale | | 1.99 | | | 0.99 | | 1.99 | | | | | | locally grown |
| Hiller's | Winter's | | 3.99 | | | | | | | | | | | | |
| | Kentucky Legend | | | | | | | | | 4.49 | | | | | |
| | Hiller's | | 2.49 | | | | | | | | | | | locally grown | |
| | Dearborn | 3.49 | | | | 2.59 | | | | | | | | locally grown | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|--------------------------------|----------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|----------------|-------------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| MI <i>(cont)</i> | Hiller's <i>(continued)</i> | Winter's | 3.49 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 4.49 | | | | |
| | Hollywood Market | Dearborn | 2.99 | 2.99 | 2.59 | 2.59 | | | | | | | | limit 1 |
| | Kroger Central | Kroger | 1.39 | | | | | 2.59 | | | | | | w/ store card |
| | | Sugardale | | | | | 0.99 | | | | | | | |
| | | Cumberland Gap | | | 1.99 | | | | | | | | | |
| | Kroger Columbus | Cumberland Gap | | | 1.49 | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Kroger | 1.89 | | | | | | | | | | | w/ store card |
| | | CB Old Country Store | 3.99 | | | | | | | | | | | w/ store card |
| | | Sugardale | | | | | 1.29 | | | | | | | w/ store card |
| | Kroger Michigan | Kroger | | 1.37 | | | | | | | | | | w/ \$10 purchase; limit 2 |
| | | Cumberland Gap | | | 1.67 | | | | | | | | | w/ store card |
| | | Smithfield | | | | | 1.17 | | | | | | | w/ store card |
| | | Dearborn | 3.99 | | | | | | | | | | | w/ store card; locally grown |
| | Lucky's Market | Beeler's | 4.99 | | | | | | | | | | | ABF |
| | | n/i | 2.99 | | | | | | | | | | | |
| | Martin's | Troyer's | | | | | | 1.97 | | | | | | w/ store card; locally grown |
| | | Troyer's | | | | | | 3.39 | | | | | | w/o store card; locally grown |
| | | Smithfield | | 1.57 | | | | | | | | | | w/ store card; limit 2 |
| | | Smithfield | | 3.79 | | | | | | | | | | w/o store card |
| | | Frick's | | | | 1.57 | 1.37 | | | | | | | w/ store card |
| | | Frick's | | | | 2.49 | 2.29 | | | | | | | w/o store card |
| | Meijer | Cook's | | 1.37 | | | | | | | | | | limit 2 |
| | | Meijer | | 2.99 | | | | | | | | | | |
| | | Sugardale | | | | | | 1.69 | | | | | | |
| | | Dearborn | | 3.99 | | | | | | | | | | locally grown |
| | Plumbs/Duthlers | Alexander & Hornung | | | | 1.29 | 1.19 | | | | | | | |
| | Sugardale | | | | | | 1.99 | | | | | | | |
| | Spartan | | 2.49 | | | | 2.99 | | | | | | w/ store card | |
| | Spartan | | 4.29 | | | | 4.49 | | | | | | w/o store card | |
| Polly's Market | Country Markets | | | | | | 3.59 | | | | | | | |
| | Cumberland Gap | | | | | | 2.19 | 2.39 | | | | | | |
| | Kentucky Legend | | | | | | | | 4.99 | | | | | |
| Ric's Food Center | Frick's | | | | 1.59 | 1.59 | | | | | | | | |
| | Hormel Cure 81 | | 1.99 | | | | | | | | | | | |
| | Cumberland Gap | | | | | | 2.49 | 2.69 | | | | | | |
| Save-a-Lot | n/i | | 1.99 | | 1.39 | 1.19 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------|---------------------|-----------------|----------|-----------------------|------|-------|----------|------|-----|---------------|-----------|---------------------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| MI <i>(cont)</i> | Spartan Stores | Spartan | | \$16 off | | | 0.99 | \$16 off | | | | | | w/ \$25 purchase; limit 1 |
| | | Alexander & Hornung | | | | | 0.95 | | | | | | | w/ \$25 purchase |
| | Super One Foods | Elliot | | | | 0.95 | 0.95 | | | | | | | |
| | | Hillshire Farms | | | | 2.69 | | | | | | | | |
| | Tadych's | Our Family | | | 1.48 | 1.48 | | | | | | | | |
| | | John Morrell | | | | | | | 2.99 | | | | | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | Toms/Oleson's | n/i | | | | 1.49 | 1.39 | | | | | | | |
| | Valuland | Smithfield | | | | | 0.97 | | | | | | | w/ \$10 purchase; limit 2 |
| | VG's Grocery | Dearborn | | 4.49 | 4.49 | | | | | | | | | locally grown |
| | Spartan | | | 1.19 | | | | 1.99 | | | | | w/ \$20 purchase; limit 2 | |
| | Smithfield | | | | | 0.99 | | | | | | | w/ \$10 purchase; limit 2 | |
| | Hormel Cure 81 | | | 1.99 | | | | | | | | | w/ \$20 purchase; limit 2 | |
| Walmart | Sam's Choice | | 1.98 | | | | | | | | | | | |
| | n/i | | | | | 1.58 | 1.58 | | | | | | | |
| Whole Foods MW | Wellshire | | | 7.99 | 5.99 | 6.99 | | | | | | | | ABF |
| MN | Affiliated MW | John Morrell | | 1.78 | | 2.29 | | | | | | | | |
| | | Cook's | | | | 1.69 | 1.49 | | | | | | | |
| | | Kretschmar | | | | | | | 2.99 | | | | | |
| | | Hormel Cure 81 | | 2.29 | | | | 3.99 | 3.99 | | | | | |
| | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | | 1.99 | | | | | | | | | | |
| | Cash Wise | Buckley Farms | | | | | 1.38 | | | | | | | limit 1 |
| | | Hormel Cure 81 | | | | | | BOGO | BOGO | | | | | |
| | Coborn's | Four Brothers | | | | 1.99 | 1.99 | | | | | | | |
| | | Hormel Cure 81 | | | | | | 3.19 | 3.19 | | | | | |
| | Cub Foods | Cook's | | 1.79 | | | | | | | | | | limit 2 |
| | | Cook's | | 4.49 | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | 3.99 | 3.99 | | | | 2.99 | |
| | | Cub | | | | | | | | | | | | |
| | Econofoods | Our Family | | 1.77 | 1.57 | 1.19 | 0.99 | | | | | | | |
| Family Fare | Our Family | | 1.77 | 1.47 | 1.19 | 0.99 | | | | | | | | |
| | Cloverdale | | | | | | 2.97 | | | | | | | |
| | Hormel Cure 81 | | | | | | 3.99 | | | | | | | |
| Fareway | John Morrell | | 1.88 | | | 1.68 | | | | | | | | |
| | Fareway | | | | | | 2.99 | 3.49 | | | | | | |
| | Webster City | | | 2.99 | | | | | | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------|---------------------|---------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| MN (cont) | Festival | Festival | | | 1.99 | 1.99 | 1.99 | | | | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | | 4.49 | | | | | |
| | | Cook's Elliot | | | 1.99 | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Hornbacher's | John Morrell | | | 1.99 | 1.58 | 1.58 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Cloverdale | | | | | | | | 2.48 | | | | |
| | Hy-Vee | Cook's | | | 1.59 | 2.19 | | | | | | | | |
| | | Hy-Vee | 1.98 | 2.38 | | | | | | | | | | |
| | Kowalski's | Hormel Cure 81 | | | | | | | 3.99 | | | | | |
| | | Kowalski's | 5.49 | 5.99 | 3.79 | 3.99 | | | | | | | | ABF |
| | Kroger Central | Kroger | 1.39 | | | | | | 2.59 | | | | | w/ store card |
| | | Sugardale | | | | | 0.99 | | | | | | | |
| | Hugo's | Cumberland Gap | | | 1.99 | | | | | | | | | |
| | | Our Family | | | | | 0.87 | | | | | | | w/ \$30 purchase; limit 1 |
| | | John Morrell | | | 1.17 | | | | | 1.97 | | | | w/ \$30 purchase; limit 1 |
| | | Hormel | | 1.17 | | | | | | | | | | w/ \$30 purchase; limit 1 |
| | | Hugo's | | | | 1.17 | 1.17 | | | | | | | w/ \$30 purchase; limit 1 |
| | Lund's and Byerly's | Cloverdale | | | | | | | | 1.97 | | | | w/ \$30 purchase; limit 1 |
| | | Hormel Cure 81 | | | | | | | | 4.28 | | | | |
| | | Hormel Cure 81 | 2.99 | | | | | | BOG2 | | | | | w/ store card |
| | | Hormel Cure 81 | 4.99 | | | | | | | | | | | w/o store card |
| | | Lund's and Byerly's | 4.99 | | | | | | | | | | | w/ store card |
| | Marketplace Foods | Lund's and Byerly's | 6.99 | | | | | | | | | | | w/o store card |
| | | Our Family | | | 1.57 | 1.67 | 1.67 | | | | | | | |
| | | Cloverdale | | | | | | | 2.98 | 2.98 | | | | |
| | Maynard's | Marketplace | | | 2.38 | 2.48 | 2.48 | | | | | | | |
| | | John Morrell | | | | | 2.19 | | | | | | | |
| | Kretschmar | | | | | | | | 2.99 | 2.99 | | | | |
| | | Cook's | | | | | 1.49 | 1.49 | | | | | | |
| | Quillin's | John Morrell | | | 2.29 | | | | | | | | | |
| | | Quillin's | | | | | | | 3.49 | 3.49 | | | | |
| Rainbow Foods | Cook's | | 2.49 | 1.89 | 1.49 | 1.49 | | | | | | | | |
| | Hillshire Farms | | 2.99 | 2.99 | 2.99 | | | | | | | | | |
| | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | | |
| Save-a-Lot | n/i | | 1.99 | | 1.39 | 1.19 | | | | | | | | |
| Sun Mart | Our Family | 1.77 | | 1.57 | 1.19 | 0.99 | | | | | | | | |
| | Hormel Cure 81 | | | | | | | 3.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------|-----------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|------------------|------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| MN <i>(cont)</i> | Sunshine Foods | John Morrell | | 1.99 | 2.09 | 2.19 | | | | | | | | |
| | | Kretschmar | | | | | | | 2.99 | | | | | |
| | Super One Foods | Elliot | | | | 0.95 | 0.95 | | | | | | | w/ \$25 purchase |
| | | Hillshire Farms | | | | 2.69 | | | | | | | | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | Teal's Market | Our Family | | | | | 1.49 | 1.49 | | | | | | limit 1 |
| | | Hormel | | | 2.19 | | | | | | | | | |
| | Walmart | Hormel Cure 81 | | | | | | 3.99 | 3.99 | | | | | |
| | | Sam's Choice | 1.98 | | | | | | | | | | | |
| | | n/i | | | | 1.58 | 1.58 | | | | | | | |
| | Whole Foods MW | Wellshire | | 7.99 | 5.99 | 6.99 | | | | | | | | ABF |
| ND | Albertsons Mtn | Hormel | | | | | 0.98 | | | | | | | |
| | | John Morrell | 1.79 | | | | | | | | | | | |
| | | n/i | | | | 1.49 | | | | | | | | limit 1 |
| | | n/i | | | | | 0.97 | | | | | | | |
| | | Albertsons | | | | | | | 2.99 | | | | | |
| | Cash Wise | Buckley Farms | | | | | | | | | | | | limit 1 |
| | | Hormel Cure 81 | | | | | | | BOGO | BOGO | | | | |
| | Coborn's | Four Brothers | | | | 1.99 | 1.99 | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.19 | 3.19 | | | | |
| | Dan's | Dan's | | | | | | | 3.59 | 3.59 | | | | |
| | Econofoods | Our Family | 1.77 | | 1.57 | 1.19 | 0.99 | | | | | | | |
| | Family Fare | Our Family | 1.77 | | 1.47 | 1.19 | 0.99 | | | | | | | |
| | | Cloverdale | | | | | | | 2.97 | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | | | | | |
| | Hornbacher's | John Morrell | | | 1.58 | 1.58 | | | | | | | | |
| | | Cloverdale | | | | | | | | 2.48 | | | | |
| | Leevers | Cloverdale | | | | | | | | 3.78 | 4.38 | | | |
| | John Morrell | | | | | | | | 2.98 | | | | | |
| Marketplace Foods | Our Family | | | 1.57 | 1.67 | 1.67 | | | | | | | | |
| | Cloverdale | | | | | | | 2.98 | 2.98 | | | | | |
| | Marketplace | | | 2.38 | 2.48 | 2.48 | | | | | | | | |
| Super One Foods | Elliot | | | | 0.95 | 0.95 | | | | | | | w/ \$25 purchase | |
| | Hillshire Farms | | | | 2.69 | | | | | | | | | |
| Target | Archer Farms | | 1.99 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|----------------|---|----------------------------|------|-----------------------|------|-------|----------|------|-----|------------------|--------------|----------------|---|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| ND <i>(cont)</i> | Teal's Market | Our Family | | | | 1.49 | 1.49 | | | | | | | limit 1 |
| | Walmart | Hormel Hormel Cure 81 Sam's Choice n/i | 1.98 | 2.19 | | 1.58 | 1.58 | 3.99 | 3.99 | | | | | |
| NE | Affiliated MW | John Morrell | | 1.78 | | 2.29 | | | | | | | | w/ store card; limit 2 w/ store card w/ store card w/ store card w/o store card local w/ store card; limit 1 ABF |
| | | Cook's | | | | 1.69 | 1.49 | | | | | | | |
| | | Kretschmar | | | | | | | 2.99 | | | | | |
| | | Hormel Cure 81 | | 2.29 | | | | 3.99 | 3.99 | | | | | |
| | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Apple Market | Cook's | | | 1.48 | | 1.48 | | | | | | | |
| | | Best Choice | 1.78 | 1.78 | | | | | | | | | | |
| | Bag'n Save | Farmland | | | | | | | 3.49 | | | | | |
| | | Our Family | | 1.57 | | 1.29 | 0.99 | | | | | | | |
| | | Hormel Cure 81 | | | | | | 3.99 | 3.99 | | | | | |
| | Baker's | Kroger | | 1.79 | | | 1.59 | | | | | | | |
| | | Hormel | 2.99 | | | | | 3.99 | | | | | | |
| | | Private Selection | | | | | | 3.99 | | | | | | |
| | Fareway | John Morrell | 1.88 | | | 1.68 | | | | | | | | |
| | | Fareway | | | | | | 2.99 | 3.49 | | | | | |
| | Hy-Vee | Webster City | | | 2.99 | | | | | | | | | |
| | | Cook's | | | 1.59 | 2.19 | | | | | | | | |
| | | Hy-Vee | 1.98 | 2.38 | | | | | | | | | | |
| | | Hormel Cure 81 | | 2.49 | | | | 3.99 | | | | | | |
| Russ's Market | Hormel Cure 81 | 1.99 | 1.99 | | | | 3.99 | 3.99 | | | | | | |
| | Hormel Cure 81 | 2.99 | 2.99 | | | | 5.29 | 5.29 | | | | | | |
| | Smokehouse | | | | | | 4.99 | | | | | | | |
| Safeway Denver | Safeway | | 1.69 | | | 1.29 | | | | | | | | |
| Sun Mart | Our Family | 1.77 | | 1.57 | 1.19 | 0.99 | | | | | | | | |
| | Hormel Cure 81 | | | | | | 3.99 | | | | | | | |
| Target | Archer Farms | | 1.99 | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | n/i | | | | 1.58 | 1.58 | | | | | | | | |
| Whole Foods MW | Wellshire | | 7.99 | 5.99 | 6.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|-----------|-----------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|------------------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| | | | Whole | Half | | | | | | | | | | | |
| OH | Acme Fresh Market | Acme | | 1.79 | | | | | | | | | | w/ store card; limit 2 | |
| | | Acme | | 4.29 | | | | | | | | | | w/o store card | |
| | | Acme | | 2.99 | | | | 2.19 | 2.49 | 2.69 | | | | w/ store card | |
| | | Acme | | 4.99 | | | | 3.89 | 4.29 | 4.49 | | | | w/o store card | |
| | | Sugardale | | | | | | 2.49 | | | | | | w/ store card | |
| | | Sugardale | | | | | | 3.99 | | | | | | w/o store card | |
| | | Sugardale | | | | | 0.99 | 0.99 | | | | | | w/ store card; limit 2 | |
| | | Sugardale | | | | | 3.19 | 3.19 | | | | | | w/o store card | |
| | ALDI | Appleton Farms | | | 1.69 | | | 1.19 | 0.99 | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | | |
| | Buehler's Market | Berk's | | | | | | | 3.99 | 4.29 | 4.69 | | | | w/ store card |
| | | Berk's | | | | | | | 4.59 | 4.89 | 5.29 | | | | w/o store card |
| | | Kentucky Legend | | | | | | | 4.29 | 4.69 | 4.99 | | | | w/ store card |
| | | Kentucky Legend | | | | | | | 5.99 | 6.39 | 6.69 | | | | w/o store card |
| | | Sugardale | | | | | 1.29 | 1.29 | | | | | | | |
| | | Superior | | | | | | | 1.99 | 2.79 | 2.99 | | | | w/ store card |
| | Chief Supermarket | Superior | | | | | | | 3.59 | 3.79 | 3.99 | | | | w/o store card |
| | | Superior | | | | | | | 1.69 | | | | | | w/ \$15 purchase; limit 1 |
| | | Superior | | | | | | | 3.89 | | | | | | additional quantities |
| | | John Morrell | | | 1.69 | | | | | | | | | | w/ \$15 purchase; limit 1 |
| | | John Morrell | | | 3.49 | | | | | | | | | | additional quantities |
| | | Chief | | | 3.99 | | | | | | | | | | w/ store card |
| | | Chief | | | 4.99 | | | | | | | | | | w/o store card |
| | | Cook's | | | 1.79 | | | | | | | | | | limit 2 |
| | Cub Foods | Cook's | | | 4.49 | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | | |
| | | Cub | | | | | | | | | | | 2.99 | | |
| | Dave's Market | Sugardale | | 1.99 | | | | | | | | | | | |
| | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | | |
| | Earth Fare | n/i | 4.98 | | | | | | | | | | | ABF | |
| | Fisher Food | Sugardale | | | 2.49 | 1.57 | | | | | | | | | w/ store card |
| | | Sugardale | | | 3.89 | 3.69 | | | | | | | | | w/o store card |
| Superior | | | | | 1.57 | | | 1.99 | | | | | | w/ store card | |
| Superior | | | | | 3.69 | | | 4.19 | | | | | | w/o store card | |
| Food Fair | Superior | | | | | | | 1.99 | 2.19 | | | | | | |
| | Jamestown | 1.79 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------|----------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|------------------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| OH <i>(cont)</i> | Foodland | Superior | | | | | | 1.99 | 2.19 | | | | | |
| | | Sugardale | 2.49 | | | 1.69 | 1.69 | | | | | | | |
| | Fresh Encounter | John Morrell | | 1.69 | | | | | | | | | | w/ \$15 purchase; limit 1 |
| | | John Morrell | | 3.49 | | | | | | | | | | additional quantities |
| | | Superior | | | | | | 1.69 | | | | | | w/ \$15 purchase; limit 1 |
| | | Superior | | | | | | 3.89 | | | | | | additional quantities |
| | Fresh Thyme | n/i | 1.97 | | | | | | | | | | | |
| | Geyer's | Farm Fresh | | 2.28 | | 1.48 | 1.48 | | | | | | | |
| | | Sugardale | | | | 1.48 | 1.48 | 2.28 | | | | | | |
| | GFS Marketplace | GFS | 1.49 | | | | 0.99 | | | | | | | limit 1 |
| | | GFS | 2.99 | | | | 1.99 | | | | | | | no limit |
| | Giant Eagle | Giant Eagle | 1.98 | 1.98 | 1.19 | | | | | | | | | limit1 |
| | | Giant Eagle | | | | | | 2.49 | 2.79 | 2.99 | | | | |
| | | Giant Eagle Premium | | 2.99 | | | | | | | | | | |
| | | Sugardale | | 2.99 | | | | 2.69 | 3.29 | 3.49 | | | | |
| | | Sugardale | | | 1.39 | | | | | | | | | limit 1 |
| | | Hillshire Farm | | 2.99 | | | | | | | | | | |
| | | Market District | | | | 3.69 | 3.69 | | | | | | | |
| | Heinen's | Heinen's | 4.99 | | 2.99 | | | | | | | | | w/ store card |
| | IGA Spartan-Nash | John Morrell | | 1.99 | | | | | | | | | | |
| | | Cumberland Gap | | | | | | 1.99 | | | | | | |
| | | IGA | | | | | 1.39 | 1.29 | | | | | | |
| | | Kentucky Legend | | | | | | | | 4.99 | | | | |
| | Kroger Central | Kroger | 1.39 | | | | | 2.59 | | | | | | w/ store card |
| | | Sugardale | | | | | | 0.99 | | | | | | |
| | | Cumberland Gap | | | 1.99 | | | | | | | | | |
| | Kroger Cincinnati | Cumberland Gap | | | | | | 1.99 | | | | | | w/ store card |
| | | Cook's | | | | | | | 1.19 | | | | | w/ store card |
| | | Private Selection | 2.59 | | | | | | | | | | | w/ store card |
| | Kroger Columbus | Cumberland Gap | | | 1.49 | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Kroger | 1.89 | | | | | | | | | | | w/ store card |
| | | CB Old Country Store | 3.99 | | | | | | | | | | | w/ store card |
| | | Sugardale | | | | | | 1.29 | | | | | | w/ store card |
| Kroger MidAtlantic | Private Selection | 1.49 | | | | | | | | | | | w/ store card; limit 2 | |
| | Cumberland Gap | | | 1.79 | | | 2.49 | | | | | | w/ store card | |
| Lucky's Market | Beeler's | 3.99 | | | | | | | | | | | ABF | |
| | n/i | 2.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|----------------------|----------------------|-----------------|----------|-----------------------|------|-------|----------|------|------|---------------|-----------|----------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| OH <i>(cont)</i> | Marc's | Sugardale | 1.99 | | | 1.09 | 0.99 | | | | | | | |
| | Marsh | Indiana Kitchen | | 1.28 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Sugardale | | | | 1.18 | 0.98 | | | | | 3.99 | | w/ store card |
| | Marsh | Cumberland Gap | | | | 2.49 | 2.69 | | | | | | | w/ store card |
| | | Marsh | | \$20 off | | | | | | | | | | w/ store card |
| | Meijer | Marsh | | | \$10 off | | | | | | | | | w/ store card |
| | | Cook's | | | 1.37 | | | | | | | | | limit 2 |
| | Meijer | Meijer | | | 2.99 | | | | | | | | | |
| | | Sugardale | | | | | | | 1.69 | | | | | |
| | Piggly Wiggly Stores | Dearborn | | | 3.99 | | | | | | | | | |
| | | Carolina Pride | | | | 0.88 | | | | | | | | |
| | Remke Markets | Smithfield | | | 1.98 | | 1.28 | 1.28 | | | | | | |
| | | John Morrell | | | 1.99 | | | | | | | | | w/ store card |
| | Remke Markets | John Morrell | | | 4.49 | | | | | | | | | w/o store card |
| | | Kentucky Legend | | | | | | | 3.99 | | | | | w/ store card |
| | Remke Markets | Kentucky Legend | | | | | | | 6.49 | | | | | w/o store card |
| | | Sugardale | | | | | | 1.29 | | | | | | w/ store card |
| | Riesbeck's | Sugardale | | | | | | | | 2.79 | | | | |
| | Save-a-Lot | n/i | | | 1.99 | | 1.39 | 1.19 | | | | | | |
| | Shop'n Save | Sugardale | | 1.98 | 1.98 | | 1.79 | | 1.98 | 2.18 | 3.29 | | | w/ store card |
| | | Sugardale | | 1.98 | 4.08 | | | | 3.59 | 3.79 | | 3.99 | | w/o store card |
| | Shop'n Save | Sugardale | | | | 1.19 | | | | | | | | w/ store card; limit 1 |
| | | Sugardale | | | | 3.59 | | | | | | | | w/o store card |
| | Shop'n Save | Superior | | | | | | | 2.49 | 2.69 | | | | |
| | | Hillshire Farm | | | 2.99 | | | | | | | | | |
| | Shop'n Save | CB Old Country Store | | 3.99 | | | | | | | | | | |
| | | Silver Star | | | 2.99 | | | | | | | | | |
| | Sparkle | Sparkle | | | | | | | 1.59 | | | | | w/ store card |
| | | Sparkle | | | | | | | 2.99 | | | | | w/o store card |
| | Sparkle | Sugardale | | | 2.29 | | | | | | | | | w/ store card |
| Sugardale | | | | 3.59 | | | | | | | | | w/o store card | |
| Sparkle | Hillshire Farm | | | 3.49 | | | | | | | | | | |
| | Dietz & Watson | | | | | | | 4.99 | | | | | | |
| Sparkle | Kentucky Legend | | | | | | | 4.79 | | | | | | |
| | Amish Pride | | | | | | | 2.99 | | | | | | |
| Target | Archer Farms | | | 1.99 | | | | | | | | | | |
| The Fresh Market | n/i | | 2.99 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|---------------------|----------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|---------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| OH <i>(cont)</i> | Thorne's Market | Sugardale | 2.59 | | 1.99 | 1.17 | 0.97 | | | | | 3.99 | | |
| | | Cook's | 2.59 | | | | | | | | | | | |
| | | Superior | | | | | | 2.49 | 2.59 | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | |
| | | n/i | | | | 1.58 | 1.58 | | | | | | | |
| | Weis | n/i | | | 1.69 | 1.49 | 1.29 | | | | | 3.68 | | w/ store card |
| | | Sugardale | 2.49 | | | | | | | | | | | w/ store card |
| | | Smithfield | 1.48 | | | | | | | | | | | w/ store card |
| | | Berk's | | | | | | 3.49 | | | | | | w/ store card |
| | | Hatfield | | | | | | 3.49 | | | | | | w/ store card |
| | | Kunzler | | | | | | 3.49 | | | | | | w/ store card |
| | | John F. Martin | | | | | | 1.98 | 2.99 | 2.99 | | | | w/ store card |
| | Whole Foods MdAtltn | Niman | 6.99 | | | | | | | | | | | ABF |
| Wellshire | | 6.99 | | | | | | | | | | | ABF | |
| n/i | | 7.99 | | | | | | | | | | | | |
| SD | Affiliated MW | John Morrell | | 1.78 | | 2.29 | | | | | | | | |
| | | Cook's | | | | 1.69 | 1.49 | | | | | | | |
| | | Kretschmar | | | | | | | 2.99 | | | | | |
| | Buche Foods | Hormel Cure 81 | | 2.29 | | | | | 3.99 | 3.99 | | | | |
| | | John Morrell | 1.98 | | | | | | | | | | | |
| | | Double G | | | | 1.68 | 1.48 | | 1.99 | | | | | |
| | | Cook's | | | | 1.68 | 1.48 | | | | | | | |
| | | Cloverdale | | | | | | | 3.99 | 3.99 | | | | |
| | Coborn's | Hormel Cure 81 | | 1.99 | | | | | | | | | | |
| | | Sugardale | | | | 1.99 | 1.99 | | | | | | | |
| | | n/i | | | | | | 1.99 | | | | | | |
| | | Four Brothers | | | | 1.99 | 1.99 | | | | | | | |
| | | Hormel Cure 81 | | | | | | 3.19 | 3.19 | | | | | |
| | Family Thrift | Our Family | 1.77 | | 1.57 | 1.19 | 0.99 | | | | | | | |
| | | Fareway | 1.88 | | | | | | | | | | | |
| Hy-Vee | Fareway | | | | | | 2.99 | 3.49 | | | | | | |
| | Webster City | | | 2.99 | | | | | | | | | | |
| | Cook's | | | 1.59 | 2.19 | | | | | | | | | |
| | Hy-Vee | 1.98 | 2.38 | | | | | | | | | | | |
| | | Hormel Cure 81 | | 2.49 | | | 3.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|----------------|------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| SD <i>(cont)</i> | Ken's Super Fair | Kretschmar | | | | | | 2.89 | 2.99 | | | | | |
| | | John Morrell | | 2.19 | | | | | | | | | | |
| | Lynn's Dakotamart | Double G | | | | 1.99 | | | | | | | | w/ store card |
| | | Double G | | | | 3.09 | | | | | | | | w/o store card |
| | Maynard's | Our Family | | 2.19 | | 1.18 | 1.18 | | | | | | | |
| | | Cloverdale | | | | | | 3.59 | | | | | | |
| | Safeway Denver | John Morrell | | | | 2.19 | | | 2.99 | 2.99 | | | | |
| | | Kretschmar | | | | | | | | | | | | |
| | Sunshine Foods | Safeway | | 1.69 | | | 1.29 | | | | | | | w/ store card; limit 1 |
| | | John Morrell | | 1.99 | 2.09 | 2.19 | | | | | | | | |
| | Target | Kretschmar | | | | | | | | 2.99 | | | | |
| | | Archer Farms | | 1.99 | | | | | | | | | | |
| Walmart | Our Family | | | | 1.49 | 1.49 | | | | | | | limit 1 | |
| | Hormel | | 2.19 | | | | | | | | | | | |
| | Hormel Cure 81 | | | | | | 3.99 | 3.99 | | | | | | |
| | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | n/i | | | | 1.58 | 1.58 | | | | | | | | |
| WI | Affiliated MW | John Morrell | | 1.78 | | 2.29 | | | | | | | | |
| | | Cook's | | | | 1.69 | 1.49 | | | | | | | |
| | ALDI | Kretschmar | | | | | | | 2.99 | | | | | |
| | | Hormel Cure 81 | | 2.29 | | | | 3.99 | 3.99 | | | | | |
| | Econofoods | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Festival | Our Family | 1.77 | | 1.57 | 1.19 | 0.99 | | | | | | | |
| | | Festival | | | | | | 2.98 | 2.98 | 2.98 | | | | w/ store card |
| | GFS Marketplace | Festival | | | | | | 4.69 | 4.69 | 4.69 | | | | w/o store card |
| | | Hillshire Farms | | | 2.68 | 2.68 | | | | | | | | w/ store card |
| | Gordy's | Hillshire Farms | | | 3.99 | 3.99 | | | | | | | | w/o store card |
| | | GFS | 1.49 | | | | 0.99 | | | | | | | limit 1 |
| Hy-Vee | GFS | 2.99 | | | | 1.99 | | | | | | | no limit | |
| | Hormel Cure 81 | | 1.98 | | | | 3.98 | | | | | | w/ store card | |
| | Hormel Cure 81 | | 3.49 | | | | 5.99 | | | | | | w/o store card | |
| | Cook's | | | 1.59 | 2.19 | | | | | | | | | |
| | Hy-Vee | 1.98 | 2.38 | | | | | | | | | | | |
| | Hormel Cure 81 | | 2.49 | | | | 3.99 | | | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------|-----------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| WI <i>(cont)</i> | Marketplace Foods | Our Family | | | 1.57 | 1.67 | 1.67 | | | | | | | |
| | | Cloverdale | | | | | | 2.98 | 2.98 | | | | | |
| | Pick'n Save/Copps | Marketplace | | | 2.38 | 2.48 | 2.48 | | | | | | | |
| | | Sugardale | | | | 0.89 | 0.89 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Roundy's | 3.99 | 2.99 | | | | 3.49 | 3.49 | | | | | w/ store card |
| | Piggly Wiggly MW | Cook's | | 3.29 | | | | | | | | | | w/ store card |
| | | Hillshire Farm | | 3.49 | | | | | | | | | | w/ store card |
| | | Badger | | | | | | 3.49 | 3.89 | 3.99 | | | | |
| | Quillin's | Smithfield | | 1.99 | | | | | | | | | | |
| | | Farmland | | 1.99 | | | | | | | | | | |
| | Save-a-Lot | Cook's | | | | 1.49 | 1.49 | | | | | | | |
| | | John Morrell | | | 2.29 | | | | | | | | | |
| | | Quillin's | | | | | | 3.49 | 3.49 | | | | | |
| | Schnuck's | n/i | | 1.99 | | 1.39 | 1.19 | | | | | | | |
| | | Kretschmar | | | | | | 1.69 | | | | | | w/ \$25 purchase; limit 1 |
| | Sendik's | Schnuck's | 1.69 | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Double G | | | | | | 2.59 | | | | | | w/ \$25 purchase; limit 1 |
| | | Frick's | | | | 1.49 | 1.29 | | | | | | | w/ \$25 purchase; limit 1 |
| | Sentry Foods | Sendik's | | | | | | 5.49 | 5.49 | | | | | |
| | | Hormel Cure 81 | | 2.99 | | | | | | | | | | |
| | Super One Foods | Hormel Cure 81 | | 0.99 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | John Morrell | | 2.99 | | | | | | | | | | |
| | Tadych's | Elliot | | | | | 0.95 | 0.95 | | | | | | w/ \$25 purchase |
| | | Hillshire Farms | | | | | 2.69 | | | | | | | |
| | Target | Our Family | | | 1.48 | 1.48 | | | | | | | | |
| | | John Morrell | | | | | | | 2.99 | | | | | |
| | The Fresh Market | Archer Farms | | 1.99 | | | | | | | | | | |
| Walmart | n/i | 2.99 | | | | | | | | | | | | |
| | John Morrell | | 2.49 | | | | | | | | | | | |
| Whole Foods MW | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | n/i | | | | | 1.58 | 1.58 | | | | | | | |
| Woodman's | Wellshire | | 7.99 | 5.99 | 6.99 | | | | | | | | ABF | |
| | Klondike | | | | 1.69 | 1.69 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---|------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | |
| AR | Affiliated MW | John Morrell | | | | 2.29 | | | | | | | | |
| | | Hormel Cure 81 | | 2.29 | | | | | 3.99 | 3.99 | | | | |
| | Albertsons Sthrn | Cook's | | 1.69 | | 1.29 | 0.99 | | | | | | | |
| | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Bill's Fresh | Cook's | | | | 1.38 | 1.38 | | | | | | | |
| | | Best Choice | 1.99 | | | | | | | | | | | |
| | | Petit Jean | | | 2.99 | | | | | | | | | |
| | | Frick's | | | | 1.69 | 1.69 | | | | | | | w/ store card |
| | | Frick's | | | | 2.09 | 2.09 | | | | | | | w/o store card |
| | | Field | | | | | | | | 3.99 | | | | w/ store card |
| | | Field | | | | | | | | 5.49 | | | | w/o store card |
| | | Kentucky Legend | | | | | | | | 3.99 | | | | w/ store card |
| | | Kentucky Legend | | | | | | | | 5.49 | | | | w/o store card |
| | Brookshire | Brookshire's | | 1.79 | | | | | | | | | | w/ store card |
| | | Brookshire's | | 2.99 | | | | | | | | | | w/o store card |
| | | Hormel | | 1.79 | | | | | | | | | | w/ store card |
| | | Hormel | | 2.99 | | | | | | | | | | w/o store card |
| | | Hormel Cure 81 | | | | | | | | 3.99 | | | | |
| | Cranford's | Cook's | | | | | 1.18 | | | | | 2.98 | | |
| | | Best Choice | | 1.88 | | | | | | | | | | |
| | Edwards | Cook's | | | | 1.38 | 1.18 | | | | | | | |
| | | Best Choice | | 1.98 | | | | | | | | | | |
| | Food Giant | Amish Valley | | | | 1.18 | 0.98 | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.98 | | | | |
| | | Sugardale | | | 2.98 | | | | | | | | | |
| | G&W Foods | Best Choice | 1.98 | 1.98 | | | | | | | | | | |
| | | Kretschmar | | | | | | 2.99 | 2.99 | | | | | |
| | | Cook's | | | | | 1.59 | | | | | | | |
| | Harp's | Hormel Cure 81 | | 1.99 | | 2.29 | | | | | | | | |
| | | Kretschmar | | | | | | | 2.99 | | | | | |
| | | Sugardale | | | | 1.79 | 1.49 | | | | | | | |
| | Hay's | Kretschmar | | | | | | 2.48 | | | | | | |
| | | Best Choice | 1.98 | 1.98 | | | | | | | | | | |
| | | Cook's | | 1.98 | | 1.27 | 0.97 | | | | | | | w/ \$10 purchase; limit 1 |
| | | Field | | | | | | | | 4.59 | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|--------------------|----------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------|------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| AR <i>(cont)</i> | Hay's | John Morrell | | 2.18 | | | | | | | | | | |
| | <i>(continued)</i> | Ozark Pride | | | | 2.28 | | | | 3.99 | | | | |
| | Homeland | Cook's | | | | 1.69 | 1.49 | | | | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | | | | | | | |
| | Kroger Delta | Smithfield | | | | | 1.29 | | | | | | | w/ store card |
| | | John Morrell | | 1.99 | | | | | | | | | | w/ store card |
| | Mac's Fresh | Carolina Pride | | | | | 1.17 | | | | | | | |
| | | Best Choice | 1.99 | | | | | | | | | | | |
| | | Kretschmar | 4.99 | | | | | | | | | | | |
| | Piggly Wiggly Hchn | Cook's | | | | | 1.19 | | | | | | | |
| | | Best Choice | | 1.99 | | | | | | | | | | |
| | Rehkopf's | Cook's | | | | 1.49 | 1.29 | | | | | | | |
| | | Best Choice | | 2.19 | | | | | | | | | | |
| | Save-a-Lot | n/i | | 1.99 | | 1.49 | 1.29 | | | | | | | |
| | Super 1 Foods | Hormel | 1.77 | | | | | | | | | | | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | The Fresh Market | n/i | 2.99 | | | | | | | | | | | |
| | Town&Cntry Grocery | Kretschmar | | | | | | 2.39 | | | | | | |
| | | Best Choice | | 1.99 | | | | | | | | | | |
| | | Cook's | | | 1.39 | 1.39 | 1.29 | | | | | | | |
| | Ozark Pride | | | 1.79 | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | n/i | | | | 1.58 | 1.58 | | | | | | | | |
| Whole Foods SW | n/i | 6.99 | | | | | | | | | | | | |
| AZ | Albertsons SW | Sugardale | | | | | | | | | | 2.99 | | |
| | | John Morrell | 1.57 | | | | | | | | | | | limit 2 |
| | | Cook's | | | | | 1.29 | | | | | | | |
| | | American Chef | | | | | | BOGO | | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | | | | | |
| | Basha's | Cook's | | 1.79 | | 1.37 | 0.87 | | | | | 3.99 | | w/ store card |
| | Food City | Cook's | | | | | 0.99 | | | | | | | limit 1 |
| | Fresh & Easy | Fresh & Easy | 2.49 | | | | | | | | | | | |
| | Fry's | Kroger | 1.47 | | | | | | | | | | | w/ store card; limit 1 |
| | | Cook's | | | | | 1.17 | | | | | | | w/ store card; limit 1 |
| | Private Selection | 2.99 | | | | | | | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|--------------------|-------------------|-----------------|------|-----------------------|------|-------|----------|------|-----|---------------|-----------|-------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| AZ <i>(cont)</i> | Grocery Outlet | Jamestown | | 1.69 | | | | | | | | | | |
| | | Champs | | 1.69 | | | | | | | | | | |
| | | Country Ribbon | | 1.69 | | | | | | | | | | |
| | Safeway Phoenix | Safeway | | 1.57 | | | 1.29 | | | | | | | w/ store card; limit 1 |
| | | Smart & Final | Farmer John | 1.69 | 1.69 | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Smith's | Sugardale | | | | | 1.39 | | | | | | | |
| | | John Morrell | | 1.79 | | | | | | | | | | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | Walmart | Sam's Choice | | 1.98 | | | | | | | | | | |
| | | n/i | | | | | 1.58 | 1.58 | | | | | | |
| Whole Foods SthPac | Wellshire | | 6.59 | | | | | | | | | | ABF | |
| | American Homestead | | 6.99 | | | | | | | | | | ABF | |
| | Pederson's | | 6.59 | | | | | | | | | | ABF | |
| CO | Affiliated Foods | Cook's | | | | 1.29 | 0.99 | | | | | | | |
| | Affiliated MW | Hormel Cure 81 | | 2.49 | | | | 4.49 | | | | | | |
| | | John Morrell | | 1.78 | | | 2.49 | | | | | | | |
| | Albertsons Mtn | Cook's | | | | | 1.69 | 1.49 | | | | | | |
| | | Kretschmar | | | | | | | 2.99 | | | | | |
| | | Hormel | | | | | | 0.98 | | | | | | |
| | | John Morrell | | 1.79 | | | | | | | | | | |
| | | n/i | | | | | 1.49 | | | | | | | limit 1 |
| | Lucky's Market | n/i | | | | | | 0.97 | | | | | | |
| | | Albertsons | | | | | | | 2.99 | | | | | |
| | King Soopers | Beeler's | | 5.99 | | | | | | | | | ABF | |
| | Safeway Denver | Kroger | | 1.59 | | | | | | | | | | w/ store card |
| | | Cook's | | | | | 1.29 | 0.99 | | | | | | w/ store card |
| | | Private Selection | | 2.49 | | | | | | | | | | |
| | | Safeway | | | 1.69 | | | 1.29 | | | | | | w/ store card; limit 1 |
| Sun Mart | | Our Family | | 1.77 | | 1.57 | 1.19 | 0.99 | | | | | | |
| Target | Hormel Cure 81 | | | | | | | 3.99 | | | | | | |
| | Archer Farms | | | 1.99 | | | | | | | | | | |
| | Walmart | Sam's Choice | | 1.98 | | | | | | | | | | |
| KS | Affiliated Foods | Cook's | | | | 1.29 | 0.99 | | | | | | | |
| | | Hormel Cure 81 | | 2.49 | | | | 4.49 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|----------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| KS <i>(cont)</i> | Affiliated MW | John Morrell | | 1.78 | | 2.49 | | | | | | | | |
| | | Cook's | | | | 1.69 | 1.49 | | | | | | | |
| | | Kretschmar | | | | | | | 2.99 | | | | | |
| | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Apple Market | Cook's | | | 1.48 | | 1.48 | | | | | | | |
| | | Best Choice | 1.78 | 1.78 | | | | | | | | | | |
| | Country Mart | Farmland | | | | | | | 3.49 | | | | | |
| | | Best Choice | 1.79 | 1.89 | | | | | | | | | | |
| | | Cook's | | | 1.39 | | 1.49 | | | | | | | |
| | Dillon's | Hormel Cure 81 | | 1.99 | | | | 4.49 | 4.49 | 4.99 | | | | |
| | | Frick's | | | 1.99 | | 2.19 | | | | | | | |
| | | Kroger | | 1.79 | | | 1.59 | | | | | | | w/ store card; limit 2 |
| | G&W Foods | Hormel | 2.99 | | | | | 3.99 | | | | | | w/ store card |
| | | Private Selection | | | | | | 3.99 | | | | | | w/ store card |
| | | Best Choice | 1.98 | 1.98 | | | | | | | | | | w/ store card |
| | Hen House | Kretschmar | | | | | | 2.99 | 2.99 | | | | | |
| | | Cook's | | | | | 1.59 | | | | | | | |
| | Hy-Vee | n/i | | 2.69 | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | 4.79 | 4.79 | | | | | |
| | Price Chopper | Cook's | | | 1.59 | 2.19 | | | | | | | | |
| | | Hy-Vee | 1.98 | 2.38 | | | | | | | | | | |
| | | Hormel Cure 81 | | 2.49 | | | | 3.99 | | | | | | |
| | Save-a-Lot | Hormel Cure 81 | 1.88 | 1.98 | | | | | | | | | | |
| | | Cook's | | | | | 1.69 | | | | | | | |
| | | Farmland | | | | | | 3.29 | | | | | | |
| | Sun Fresh | n/i | | 1.99 | | 1.49 | 1.29 | | | | | | | |
| | | Best Choice | 1.79 | 1.89 | | | | | | | | | | |
| Cook's | | | | 1.39 | | 1.49 | | | | | | | | |
| Target | Hormel Cure 81 | | 1.99 | | | | 4.49 | 4.49 | 4.99 | | | | | |
| | Frick's | | | 1.99 | | 2.19 | | | | | | | | |
| | Archer Farms | | 1.99 | | | | | | | | | | | |
| The Fresh Market | n/i | 2.99 | | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | n/i | | | | 1.58 | 1.58 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|------------------|--------------------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------|---------------------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| KS <i>(cont)</i> | Woods | Frick's | | | | 1.38 | 1.18 | | | | | | | | |
| | | Cook's | | | 1.77 | | | | | | | | | | |
| | | Kretschmar | | | | | | | 2.98 | 3.18 | | | | | |
| | | Best Choice Kentucky Legend | 1.98 | | | | | | 3.88 | | | | | | |
| LA | Albertsons Sthrn | Cook's | | 1.69 | | 1.29 | 0.99 | | | | | | | | |
| | Breaux Mart | Smithfield | | | | | | | | | | 3.29 | | | |
| | Brookshire | Brookshire's | | 1.79 | | | | | | | | | | w/ store card | |
| | | Brookshire's | | 2.99 | | | | | | | | | | w/o store card | |
| | | Hormel | | 1.79 | | | | | | | | | | w/ store card | |
| | Kroger Southwest | Hormel | | 2.99 | | | | | | | | | | w/o store card | |
| | | Hormel Cure 81 | | | | | | | | 3.99 | | | | | |
| | Kroger Southwest | Kroger | 1.79 | | | | | | | | | | | w/ \$10 purchase; limit 2 | |
| | LeBlanc's | Cook's | | | | | 1.49 | | | | | | | | w/ \$10 purchase; limit 2 |
| | | Smithfield | | 1.99 | | | 1.29 | | | | | | | | |
| | Mac's Fresh | Carolina Pride | | | | | 1.17 | | | | | | | | |
| | | Best Choice | 1.99 | | | | | | | | | | | | |
| | Piggly Wiggly | Kretschmar | 4.99 | | | | | | | | | | | | |
| | | n/i | | | 0.98 | | | | | | | | | | |
| | Rouses | Sugardale | 1.69 | | | | 1.19 | | | | | | | limit 2 | |
| | Save-a-Lot | n/i | | 1.99 | | | 1.49 | 1.29 | | | | | | | |
| | Super 1 Foods | Hormel | 1.77 | | | | | | | | | | | | |
| Target | Archer Farms | | 1.99 | | | | | | | | | | | | |
| The Fresh Market | n/i | 2.99 | | | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| Whole Foods SW | n/i | | | | | 1.58 | 1.58 | | | | | | | | |
| | n/i | 6.99 | | | | | | | | | | | | | |
| Winn-Dixie | Hickory Sweet | | 1.79 | | | 1.69 | 1.49 | | | | | | w/ store card | | |
| MO | Affiliated MW | John Morrell | | 1.78 | | 2.49 | | | | | | | | | |
| | | Cook's | | | | 1.69 | 1.49 | | | | | | | | |
| | | Kretschmar | | | | | | | 2.99 | | | | | | |
| | ALDI | Appleton Farms | 1.99 | 1.69 | | 1.19 | 0.99 | | | | | | | | |
| | Apple Market | Specially Selected | | | | | | | | | | | | | |
| Cook's | | | | 1.48 | | 1.48 | | | | | | | | | |
| Best Choice | | 1.78 | 1.78 | | | | | | | | | | | | |
| | Farmland | | | | | | | 3.49 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------|-------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| MO <i>(cont)</i> | C&R Supermarket | Cook's | | | | 1.48 | 1.28 | | | | | | | |
| | | John Morrell | | 1.78 | | | | | | | | | | |
| | | Kretschmar | | | | | | | 2.89 | 2.99 | | | | |
| | County Market | Double G | | | | | | | 3.79 | 3.99 | | | | |
| | | Frick's | | | 1.99 | 1.89 | 1.69 | | | | | | | |
| | | Top Korn | | | 1.99 | 1.89 | 1.69 | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.99 | | | | |
| | | Kretschmar | | 1.27 | | | | | | | | | | limit 2 |
| | Country Mart | Kretschmar | | | | | | | 2.49 | | | | | |
| | | Best Choice | 1.79 | 1.89 | | | | | | | | | | |
| | | Cook's | | | 1.39 | | 1.49 | | | | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | 4.49 | 4.49 | 4.99 | | | | |
| | Dierberg's | Frick's | | | 1.99 | | 2.19 | | | | | | | |
| | | Dierberg's | | 1.69 | | | | | | | | | | |
| | | Kretschmar | | | | | | 1.69 | | | | | | |
| | | Double G | | | | | | 2.59 | | | | | | w/ \$25 purchase; limit 1 |
| | Food Giant | Double G | | | | 2.39 | 2.29 | | | | | | | |
| | | Frick's | | | | 2.39 | 2.29 | | | | | | | spiral cut |
| | | Amish Valley | | | | 1.18 | 0.98 | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.98 | | | | |
| | G&W Foods | Sugardale | | | 2.98 | | | | | | | | | |
| | | Best Choice | 1.98 | 1.98 | | | | | | | | | | |
| | | Kretschmar | | | | | | 2.99 | 2.99 | | | | | |
| | Gerbe's | Cook's | | | | | 1.59 | | | | | | | |
| | | Kroger | | 1.79 | | | 1.59 | | | | | | | w/ store card; limit 2 |
| | | Hormel | 2.99 | | | | | 3.99 | | | | | | w/ store card |
| | Harp's | Private Selection | | | | | | 3.99 | | | | | | w/ store card |
| Hormel Cure 81 | | | 1.99 | | | 2.29 | | | | | | | | |
| Kretschmar | | | | | | | | 2.99 | | | | | | |
| Harter House | Sugardale | | | | 1.79 | 1.49 | | | | | | | | |
| | Harter House | | | 2.29 | | | | | | | | | | |
| | Hormel Cure 81 | | | | | | 3.99 | | | | | | | |
| Hay's | Kretschmar | | | | | | 2.48 | | | | | | | |
| | Best Choice | 1.98 | 1.98 | | | | | | | | | | | |
| | Cook's | | 1.98 | | 1.27 | 0.97 | | | | | | | w/ \$10 purchase; limit 1 | |
| | Field | | | | | | | | 4.59 | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|--------------------|----------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------------------|---------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| MO <i>(cont)</i> | Hay's | John Morrell | | 2.18 | | | | | | | | | | |
| | <i>(continued)</i> | Ozark Pride | | | | 2.28 | | | 3.99 | | | | | |
| | Hen House | n/i | | 2.69 | | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | 4.79 | 4.79 | | | | | |
| | Hy-Vee | Cook's | | | 1.59 | 2.19 | | | | | | | | |
| | | Hy-Vee | | 1.98 | 2.38 | | | | | | | | | |
| | | Hormel Cure 81 | | | | | | 3.99 | | | | | | |
| | Kroger Central | Kroger | | 1.39 | | | | 2.59 | | | | | | w/ store card |
| | | Sugardale | | | | | 0.99 | | | | | | | |
| | | Cumberland Gap | | | | 1.99 | | | | | | | | |
| | Kroger Delta | Smithfield | | | | | 1.29 | | | | | | | w/ store card |
| | | John Morrell | | | 1.99 | | | | | | | | | w/ store card |
| | Lucky's Market | Beeler's | | 4.99 | | | | | | | | | | ABF |
| | | n/i | | 2.99 | | | | | | | | | | |
| | Moser's | Cook's | | | | 1.39 | 1.49 | | | | | | | |
| | | Hormel Cure 81 | | | 1.99 | | | 4.49 | 4.49 | 4.99 | | | | |
| | | Frick's | | | | 1.99 | 1.39 | 1.39 | | | | | | |
| | | Best Choice | | 1.79 | 1.89 | | | | | | | | | |
| | Patricia's | Best Choice | | 1.79 | 1.79 | | | | | | | | | |
| | | Cook's | | | | 1.59 | 1.59 | 1.59 | | | | | | |
| | | Maple River | | | | | | 2.99 | 2.99 | | | | | |
| | Prenger Foods | Cook's | | | | 1.37 | 1.47 | | | | | | 2.97 | |
| | | Hormel Cure 81 | | | | | | 4.47 | 4.47 | | | | | |
| | | Best Choice | | 1.77 | 1.77 | | | | | | | | | |
| | Price Chopper | Hormel Cure 81 | | 1.88 | 1.98 | | | | | | | | | |
| | | Cook's | | | | | 1.69 | | | | | | | |
| | | Farmland | | | | | | 3.29 | | | | | | |
| | Pyramid Foods | Cook's | | | | 1.59 | | | | | | | | |
| | | Kretschmar | | | 1.99 | | | 2.99 | 3.19 | | | | | |
| | | Double G | | | | | 1.69 | 1.59 | 3.19 | 3.29 | | | | |
| | Sugardale | | | | 1.69 | | | | | | | 2.99 | | |
| | Wright's | | 2.99 | | | | | | | | | | | |
| | Kentucky Legend | | | | | | | | | 3.99 | | | | |
| Save-a-Lot | n/i | | | 1.99 | | 1.49 | 1.29 | | | | | | | |
| Schnuck's | Kretschmar | | | | | | 1.69 | | | | | | w/ \$25 purchase; limit 1 | |
| | Schnuck's | | 1.69 | | | | | | | | | | w/ \$25 purchase; limit 1 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|--|----------------|----------------------------|------|-----------------------|------|-------|----------|------|------|------------------|--------------|----------------|---|-----|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| MO <i>(cont)</i> | Schnuck's <i>(continued)</i> Shop'n Save | Double G | | | | 1.49 | 1.29 | 2.59 | | | | | | w/ \$25 purchase; limit 1 w/ \$25 purchase; limit 1 w/ \$25 purchase; limit 1 | |
| | | Frick's | | | | | | | | | | | | | |
| | | Kretschmar | 1.57 | | | | | 1.57 | | | | | | | |
| | Sun Fresh | Frick's | | | 1.98 | | 1.28 | | | | | | | | |
| | | Best Choice | 1.79 | 1.89 | | | | | | | | | | | |
| | | Cook's | | | 1.39 | | 1.49 | | | | | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | 4.49 | 4.49 | 4.99 | | | | | |
| | Target Town&Cntry Grocery | Frick's | | | 1.99 | | 2.19 | | | | | | | | |
| | | Archer Farms | | 1.99 | | | | | | | | | | | |
| | | Kretschmar | | | | | | 2.39 | | | | | | | |
| | Twn&Cntry Sprmrkt | Best Choice | | 1.99 | | | | | | | | | | | |
| | | Cook's | | | 1.39 | 1.39 | 1.29 | | | | | | | | |
| | | Ozark Pride | | | 1.79 | | | | | | | | | | |
| | | Double G | | | | 1.48 | 1.28 | | | | | | | | |
| | | Kretschmar | 1.88 | | | | | | | 2.48 | | | | | |
| | Walmart | Sugardale | | | | | | | | | | 2.99 | | | |
| | | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | Whole Foods MW Woods | n/i | | | | 1.58 | 1.58 | | | | | | | | ABF |
| Wellshire | | | 7.99 | 5.99 | 6.99 | | | | | | | | | | |
| Frick's | | | | | 1.38 | 1.18 | | | | | | | | | |
| Cook's | | | | 1.77 | | | | | | | | | | | |
| Kretschmar | | | | | | | 2.98 | 3.18 | | | | | | | |
| Best Choice | | 1.98 | | | | | | | | | | | | | |
| NM | Affiliated Foods | Cook's | | | | 1.29 | 0.99 | | | | | | | limit 2 w/ store card w/ store card w/ store card | |
| | | Hormel Cure 81 | | 2.49 | | | | 4.49 | | | | | | | |
| | Albertsons SW | Sugardale | | | | | | | | | | 2.99 | | | |
| | | John Morrell | 1.57 | | | | | | | | | | | | |
| | | Cook's | | | | | 1.29 | | | | | | | | |
| | Basha's Dollar General Market | American Chef | | | | | | BOGO | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | | | | | | |
| | | Cook's | | 1.79 | | 1.37 | 0.87 | | | | | 3.99 | | | |
| | King Soopers | Smithfield | | 1.85 | | | | | | | | | | | |
| | | Kroger | 1.59 | | | | | | | | | | | | |
| | Private Selection | Cook's | | | | 1.29 | 0.99 | | | | | | | | |
| Private Selection | | 2.49 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|--|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| NM <i>(cont)</i> | Lawrence Bros. IGA | Cook's | | | | | 0.98 | | | | | | | limit 1 additional quantities w/ store card; limit 1 |
| | | Cook's | | | | | 1.19 | | | | | | | |
| | Safeway Denver | Safeway | | 1.69 | | | 1.29 | | | | | | | |
| | Smith's | Sugardale | | | | | 1.39 | | | | | | | |
| | Target | John Morrell | 1.79 | | | | | | | | | | | |
| | Walmart | Archer Farms | | 1.99 | | | | | | | | | | |
| | | Sam's Choice | 1.98 | | | | | | | | | | | |
| | | n/i | | | | | 1.58 | 1.58 | | | | | | |
| OK | Affiliated Foods | Cook's | | | | 1.29 | 0.99 | | | | | | | limit 2 |
| | | Hormel Cure 81 | | 2.49 | | | | 4.49 | | | | | | |
| | Affiliated MW | John Morrell | | 1.78 | | 2.49 | | | | | | | | |
| | | Cook's | | | | 1.69 | 1.49 | | | | | | | |
| | | Kretschmar | | | | | | | 2.99 | | | | | |
| | ALDI | Appleton Farms | | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | 1.99 | | | | | | | | | | | |
| | Buy for Le\$\$ | Sugardale | | | | | 0.99 | | | | | 2.99 | | |
| | Country Mart | Best Choice | 1.79 | 1.89 | | | | | | | | | | |
| | | Cook's | | | 1.39 | | 1.49 | | | | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | 4.49 | 4.49 | 4.99 | | | | |
| | | Frick's | | | 1.99 | | 2.19 | | | | | | | |
| | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | |
| | Harp's | Hormel Cure 81 | | 1.99 | | | 2.29 | | | | | | | |
| | | Kretschmar | | | | | | | 2.99 | | | | | |
| | | Sugardale | | | | | 1.79 | 1.49 | | | | | | |
| | Homeland | Cook's | | | | | 1.69 | 1.49 | | | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | | | | | | | |
| | John Brooks | Cook's | | | | | 1.29 | 1.19 | | | | | | |
| | | Hormel Cure 81 | | 2.79 | | | | | 4.69 | 4.69 | | | | |
| | Market Square | Cook's | | | | | 1.29 | 0.97 | | | | | | |
| | | Hormel Cure 81 | | 2.49 | | | | | 4.49 | 4.49 | | | | |
| Nichol's | Hormel Cure 81 | 1.89 | 1.89 | | | | | | | | | | | |
| | Cook's | | | | | | 1.39 | | | | 2.99 | | | |
| | Kentucky Legend | | | | | | | 3.49 | | 3.99 | | | | |
| Pyramid Foods | Cook's | | | 1.59 | | | | | | | | | | |
| | Kretschmar | | 1.99 | | | | | 2.99 | 3.19 | | | | | |
| | Double G | | | | | 1.69 | 1.59 | 3.19 | 3.29 | | | | | |
| | Sugardale | | | 1.69 | | | | | | | 2.99 | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|----------------|----------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| OK <i>(cont)</i> | Pyramid Foods <i>(continued)</i> | Wright's | 2.99 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | | 3.99 | | | | |
| | | Reasor's | | | | 1.48 | 1.28 | | | | | | | |
| | | n/i | 2.28 | | | | | | | | | | | |
| | | Rehkopf's | Cook's | | | | 1.49 | 1.29 | | | | | | |
| | | | Best Choice | | 2.19 | | | | | | | | | |
| | | Save-a-Lot | n/i | | 1.89 | | 1.29 | 1.09 | | | | | | |
| | | Target | Archer Farms | | 1.99 | | | | | | | | | |
| | | The Fresh Market | n/i | 2.99 | | | | | | | | | | |
| | | Walmart | Sam's Choice | 1.98 | | | | | | | | | | |
| | | | n/i | | | | 1.58 | 1.58 | | | | | | |
| | | Warehouse Market | Best Choice | | 1.69 | | | | | | | | | |
| | | | Sugardale | | | | | 1.29 | | | | | | limit 2 |
| | | | Vernon Manor | | 1.59 | | | | | | | | | |
| | | Our Farms | | | | | | 2.00 | | | | | | |
| | Whole Foods SW | n/i | 6.99 | | | | | | | | | | | |
| | Williams | Cook's | | | | | 1.39 | | | | 2.99 | | | |
| | | Kentucky Legend | | | | | | 3.49 | | 3.99 | | | | |
| | | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | | | | |
| TX | Affiliated Foods | Cook's | | | | 1.29 | 0.99 | | | | | | | |
| | | Hormel Cure 81 | | 2.49 | | | | 4.49 | | | | | | |
| | Albertsons Sthrn | Cook's | | 1.69 | | 1.29 | 0.99 | | | | | 2.99 | | |
| | Albertsons SW | Sugardale | | | | | | | | | | | | |
| | | John Morrell | 1.57 | | | | | | | | | | | limit 2 |
| | | Cook's | | | | | 1.29 | | | | | | | |
| | | American Chef | | | | | | BOGO | | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | | | | | |
| | ALDI | Appleton Farms | 1.99 | 1.69 | | 1.19 | 0.99 | | | | | | | |
| | | Specially Selected | | | | | | | | | | | | |
| | Arlan's | Cook's | | | | 1.89 | 1.69 | | | | | | | |
| | Brookshire | Brookshire's | | 1.79 | | | | | | | | | | w/ store card |
| | | Brookshire's | | 2.99 | | | | | | | | | | w/o store card |
| | | Hormel | | 1.79 | | | | | | | | | | w/ store card |
| | Hormel | | 2.99 | | | | | | | | | | w/o store card | |
| | | Hormel Cure 81 | | | | | | | 3.99 | | | | | |
| Brookshire Bros. | Cook's | | 2.59 | | | 1.69 | | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 4.99 | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|---------------------|----------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------|---|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| TX <i>(cont)</i> | Diamond IGA | Cook's | | | | 1.39 | 1.19 | | | | | | | |
| | | Best Choice | | 1.99 | | | | | | | | | | |
| | Fiesta Mart | Smithfield | | 2.29 | | 1.69 | 1.69 | | | | | | | w/ \$10 purchase; limit 2 additional quantities |
| | | Smithfield | | 2.69 | | 2.69 | 2.69 | | | | | | | |
| | Food Town | Sugardale | | 1.99 | | 1.49 | 1.49 | | | | | 2.99 | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | | | | | |
| | Foodarama/La Fiesta | Cook's | | | | | 1.27 | | | | | | | w/ \$10 purchase; limit 1 spiral cut |
| | H-E-B | H-E-B | 2.99 | 2.99 | | | | | 4.99 | | | | | |
| | Homeland | Cook's | | | | 1.69 | 1.49 | | | | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | | | | | | | |
| | Kroger Southwest | Kroger | 1.79 | | | | | | | | | | | w/ \$10 purchase; limit 2 |
| | | Cook's | | | | | 1.49 | | | | | | | w/ \$10 purchase; limit 2 |
| | Lawrence Bros. IGA | Cook's | | | | | 0.98 | | | | | | | limit 1 |
| | | Cook's | | | | | 1.19 | | | | | | | additional quantities |
| | Market Place | Cook's | | | | 1.28 | 0.98 | | | | | | | w/ \$20 purchase; limit 2 |
| | | Hormel Cure 81 | 2.48 | | | | | | | | | | | |
| | Market Square | Cook's | | | | 1.29 | 0.97 | | | | | | | |
| | | Hormel Cure 81 | | 2.49 | | | | | 4.49 | 4.49 | | | | |
| | Minyard's | Cook's | | 1.88 | | 1.28 | 1.18 | | | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | 3.99 | | | | |
| Randalls/Tom Thumb | Safeway | | 1.69 | | | 1.49 | | | | | | | w/ store card | |
| Save-a-Lot | n/i | | 1.89 | | 1.29 | 1.09 | | | | | | | | |
| Super 1 Foods | Hormel | 1.77 | | | | | | | | | | | | |
| Target | Archer Farms | | 1.99 | | | | | | | | | | | |
| The Fresh Market | n/i | 2.99 | | | | | | | | | | | | |
| The United Family | Cook's | | | | | 0.98 | | | | | | | | |
| | Hormel Cure 81 | 1.99 | | | | | | | | | | | | |
| Vista Markets | Hormel Cure 81 | | | | | | | | 4.49 | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | n/i | | | | 1.58 | 1.58 | | | | | | | | |
| Whole Foods SW | n/i | 6.99 | | | | | | | | | | | | |
| UT | Albertsons Mtn | Hormel | | | | | 0.98 | | | | | | | |
| | | John Morrell | 1.79 | | | | | | | | | | | |
| | | n/i | | | | 1.49 | | | | | | | | |
| | | n/i | | | | | 0.97 | | | | | | | limit 1 |
| | Albertsons | | | | | | | 2.99 | | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-----------------|-------------------|----------------------------|------|-----------------------|------|-------|----------|------|-----|------------------|--------------|----------------|---|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| UT <i>(cont)</i> | Albertsons SW | Sugardale | | | | | | | | | | 2.99 | | limit 2 w/ store card w/ store card |
| | | John Morrell | 1.57 | | | | | | | | | | | |
| | | Cook's | | | | 1.29 | | | | | | | | |
| | Associated Food | American Chef | | | | | | BOGO | | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | | | | | |
| | | Hormel Cure 81 | | 1.99 | | | | 3.99 | 3.99 | | | | | |
| | Harmon's | Cook's | | | | 1.49 | 1.29 | | | | | | | |
| | | Harmon's | 1.99 | | | | | | | | | | | |
| | King Soopers | Hormel Cure 81 | 1.99 | | | | | | | | | | | |
| | | Kroger | 1.59 | | | | | | | | | | | |
| | | Cook's | | | | 1.29 | 0.99 | | | | | | | |
| | Ream's | Private Selection | 2.49 | | | | | | | | | | | |
| | | Sugardale | | | | 1.49 | 1.19 | | | | | | | |
| | Smith's | Hormel Cure 81 | 2.39 | | | | | | | | | | | |
| | | Sugardale | | | | | 1.39 | | | | | | | |
| Target | John Morrell | 1.79 | | | | | | | | | | | | |
| Walmart | Archer Farms | | 1.99 | | | | | | | | | | | |
| | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | | n/i | | | | 1.58 | 1.58 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------------------------|-----------------------|-------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|------------------------|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| SOUTHWESTERN U.S. - CA, HI, NV | | | | | | | | | | | | | | |
| CA | Albertsons SoCal | Cook's | | | | | | | | | | 3.99 | | |
| | | Cook's | | | | 1.49 | 1.49 | | | | | | | limit 2 |
| | | Hormel Cure 81 | 1.99 | | | | | | | | | | | |
| | Andronico's | Andronico's | | | | 5.49 | | | | | | | | |
| | Bristol Farms | De Becca | 4.99 | | | | | | | | | | | |
| | Cardenas | Cook's | | | | 0.89 | 0.89 | | | | | | | |
| | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | |
| | Food 4 Less | Farmer John | 2.79 | | | 1.99 | | | | | | | | |
| | Fresh & Easy | Fresh & Easy | 2.49 | | | | | | | | | | | |
| | Grocery Outlet | Jamestown | | 1.69 | | | | | | | | | | |
| | | Champs | | 1.69 | | | | | | | | | | |
| | | Country Ribbon | | 1.69 | | | | | | | | | | |
| | Holiday Market | Cook's | 2.49 | | | | | | | | | | | w/ store card |
| | | Cook's | 3.99 | | | | | | | | | | | w/o store card |
| | | Premiere Brand | | | | | | | 4.29 | 4.29 | | | | local; w/ store card |
| | | Premiere Brand | | | | | | | 5.99 | 5.99 | | | | local; w/o store card |
| | | Sunnyvalley | | | | 1.69 | 1.69 | | | | | | | w/ store card |
| | | Sunnyvalley | | | | 2.89 | 2.89 | | | | | | | w/o store card |
| | Jon's Marketplace | Sugar Tree | 2.29 | | | | | | | | | | | |
| | Lucky | Cook's | | 1.97 | | 1.39 | 1.29 | | | | | | | |
| | Lunardi's | Lunardi's | 4.69 | | | | | | 5.99 | | | | | |
| | Mar-Val Food | Cook's | | 2.29 | | | | | | | | | | |
| | | Sunnyvalley | | 2.29 | | | | | | | | | | |
| | Mollie Stone's | Mollie Stone's | | | 3.99 | | | | 5.99 | | | | | |
| | Nugget Markets | Sunnyvalley | | | | 1.99 | 1.99 | | | | | | | w/ store card |
| | | Sunnyvalley | | | | 3.49 | 3.49 | | | | | | | w/o store card |
| | | Hillshire Farms | 2.49 | | | | | | | | | | | w/ store card |
| | | Hillshire Farms | 3.59 | | | | | | | | | | | w/o store card |
| | Raley's | Raley's | 2.49 | 2.49 | | | | | | | | | | w/ store card |
| | | Raley's | 4.49 | 4.49 | | | | | | | | | | w/o store card |
| | | Sunnyvalley | | | | 1.99 | 1.99 | | | | | | | w/ store card |
| | | Sunnyvalley | | | | 3.49 | 3.49 | | | | | | | w/o store card |
| | Ralph's | Private Selection | 1.48 | | | | | | | | | | | w/ store card; limit 2 |
| | | Farmer John | | | | 1.28 | 1.28 | | | | | | | w/ store card |
| | Safeway NorCal | Safeway | | 1.99 | | | 1.29 | | | | | | | w/ store card |
| | Save-a-Lot | n/i | | 1.89 | | 1.29 | 1.09 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------------------|----------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|---------------|---------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| CA <i>(cont)</i> | Save Mart | Cook's | 1.97 | | | | | | | | | | | |
| | | Sunnyvalley | 1.97 | | | | | | | | | | | |
| | | Hormel Cure 81 | 1.97 | | | | | | | | | | | |
| | | Hillshire Farms | 2.99 | | | | | | | | | | | |
| | | CB Old Country Store | 3.99 | | | | | | | | | | | |
| | | Farmer John | | | | 1.99 | | | | | | | | |
| | Smart & Final Stater Bros. | John Morrell | | | | | | 2.99 | | | | | | |
| | | Farmer John | 1.69 | 1.69 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | Smithfield | | | | | 0.88 | | | | | | | w/ \$25 purchase; limit 1 |
| | Target | Kruse | | | | | 0.88 | | | | | | | w/ \$25 purchase; limit 1 |
| | | Smithfield | 1.99 | | | | | | | | | | | w/ store card |
| | The Fresh Market | Archer Farms | | 1.99 | | | | | | | | | | |
| | Vons/Pavilions | n/i | 2.99 | | | | | | | | | | | w/ store card |
| | Walmart | Farmer John | | | | | | 0.99 | | | | | | |
| Safeway | | | | 1.99 | | | | | | | | | | |
| Whole Foods SthPac | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | n/i | | | | | 1.58 | 1.58 | | | | | | | |
| | Wellshire | 6.59 | | | | | | | | | | | ABF | |
| | American Homestead | 6.99 | | | | | | | | | | | ABF | |
| | Pederson's | 6.59 | | | | | | | | | | | ABF | |
| HI | Don Quijote | Farmer John | | | | 2.39 | 2.39 | | | | | | | |
| | Safeway NorCal | Safeway | | 1.99 | | | 1.29 | | | | | | w/ store card | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | Times | Farmer John | | | 2.49 | 2.59 | 2.39 | | | | | | | |
| | Whole Foods SthPac | Sunnyvalley | | | | | 1.79 | 1.69 | | | | | | |
| | | Wellshire | 6.59 | | | | | | | | | | | ABF |
| | American Homestead | 6.99 | | | | | | | | | | | ABF | |
| | Pederson's | 6.59 | | | | | | | | | | | ABF | |
| NV | Albertsons Mtn | Hormel | | | | | 0.98 | | | | | | | |
| | | John Morrell | 1.79 | | | | | | | | | | | |
| | | n/i | | | | 1.49 | | | | | | | | |
| | Albertsons SW | n/i | | | | | | 0.97 | | 2.99 | | | | limit 1 |
| | | Sugardale | | | | | | | | | 2.99 | | | |
| | | John Morrell | 1.57 | | | | | | | | | | | limit 2 |
| | Cook's | | | | | 1.29 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------------------------|---------------------------------|----------------------------|------|-----------------------|------|-------|----------|------|------|------------------|--------------|----------------|---------------------------|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| NV <i>(cont)</i> | Albertsons SW <i>(continued)</i> | American Chef Hormel Cure 81 | | | | | | | BOGO | | | | | |
| | Associated Food | Hormel Cure 81 Cook's | | 1.99 | | 1.49 | 1.29 | | 3.99 | 3.99 | | | | |
| | Dollar General Market | Smithfield | | 1.85 | | | | | | | | | | |
| | Fresh & Easy Grocery Outlet | Fresh & Easy Jamestown | 2.49 | | | | | | | | | | | |
| | | Champs | | 1.69 | | | | | | | | | | |
| | | Country Ribbon | | 1.69 | | | | | | | | | | |
| | Raley's | Raley's | 2.49 | 2.49 | | | | | | | | | | w/ store card |
| | | Raley's | 4.49 | 4.49 | | | | | | | | | | w/o store card |
| | | Sunnyvalley | | | | 1.99 | 1.99 | | | | | | | w/ store card |
| | | Sunnyvalley | | | | | 3.49 | 3.49 | | | | | | w/o store card |
| | Safeway NorCal | Safeway | | 1.99 | | | 1.29 | | | | | | | w/ store card |
| | Scolari's | Sunnyvalley | | | | | 0.99 | | | | | | | limit 1 |
| | | Sunnyvalley | 2.59 | | | | | | | | | | | |
| | | Kentucky Legend | | | | | | | 3.99 | | | | | |
| | | Hormel Cure 81 | | | | | | | 3.99 | | | | | |
| | Smart & Final | Farmer John | 1.69 | 1.69 | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | Smith's | Sugardale | | | | | 1.39 | | | | | | | |
| | | John Morrell | 1.79 | | | | | | | | | | | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | Vons/Pavilions | Farmer John | | | | | 0.99 | | | | | | | w/ store card |
| | | Safeway | | 1.99 | | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | |
| | | n/i | | | | | 1.58 | 1.58 | | | | | | |
| Whole Foods SthPac | Wellshire | 6.59 | | | | | | | | | | | ABF | |
| | American Homestead | 6.99 | | | | | | | | | | | ABF | |
| | Pederson's | 6.59 | | | | | | | | | | | ABF | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|--|--------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|---------|---------|---------------|-----------|-------------|---------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | | |
| AK | Alaskan & Proud | n/i | | 1.88 | | 1.38 | | | 2.98 | | | | | |
| | Carrs/Safeway NW | Safeway | | 2.49 | | | 1.49 | | 4.29 | | | | | w/ store card |
| | Fred Meyer | Cook's | | | | | 1.79 | | | | | | | |
| | | F.G. Meyer | \$10 off | | | | | | | \$5 off | | | | limit 2 |
| | | Kroger | | 1.98 | | | | | | | | | | |
| | IGA Hometown Proud | Farm Fresh | | | | | 1.79 | | | | | | | |
| | | Essential Everyday | | | | | | | 3.29 | | | | | |
| | | Hormel Cure 81 | | 2.69 | | | | | 4.99 | 4.99 | | | | |
| | Juneau Foodland | Farm Fresh | | | | | 1.79 | | | | | | | |
| | | Essential Everyday | | | | | | | 3.29 | | | | | |
| | | Hormel Cure 81 | | 2.69 | | | | | 4.99 | 4.99 | | | | |
| | Sea Mart | John Morrell | | 2.49 | | | | | | | | | | |
| | Three Bears Alaska | Cook's | | | | 1.99 | 1.79 | | | | | | | |
| | | Sunnyvalley | | | | 1.79 | 1.79 | | | | | | | |
| | Kirkland | 3.29 | | | | | | | | | | | | |
| | Kentucky Legend | | | | | | | 4.69 | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | |
| | n/i | | | | 1.58 | 1.58 | | | | | | | | |
| ID | Albertsons Mtn | Hormel | | | | | 0.98 | | | | | | | |
| | | John Morrell | 1.79 | | | | | | | | | | | |
| | | n/i | | | | 1.49 | | | | | | | | |
| | | n/i | | | | | 0.97 | | | | | | | limit 1 |
| | Albertsons NW | Albertsons | | | | | | 2.99 | | | | | | |
| | | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | 4.99 | | | |
| | | Smithfield | | | | | | | | | | | | |
| | Associated Food | Hormel Cure 81 | | 1.99 | | | | | 3.99 | 3.99 | | | | |
| | | Cook's | | | | 1.49 | 1.29 | | | | | | | |
| | Family Foods | John Morrell | 1.98 | | | | | | | | | | | |
| | | Kretschmar | | | | | | | | | 3.28 | | | |
| | Fred Meyer | Cook's | | | | | 1.49 | | | | | | | |
| | F.G. Meyer | \$10 off | | | | | | | \$5 off | | | | limit 2 | |
| | Kroger | | 1.77 | | | | | | | | | | | |
| Harvest Foods | John Morrell | 1.99 | | | | | | 2.98 | | | | | | |
| | Kretschmar | | | | | | | 2.98 | | | | | | |

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

Easter/Passover 2015
CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|-----------|-----------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|---------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| ID | (cont) | | Whole | Half | | | | | | | | | | |
| | IGA Markets | Farm Fresh | | | | | 0.99 | | | | | | | limit 1 |
| | | Hormel Cure 81 | | 2.49 | | | | 4.69 | 4.69 | | | | | |
| | | Essential Everyday | | | | | | | 2.99 | | | | | |
| | Paul's Market | Western Family | | 1.39 | | 1.48 | 1.28 | | | | | | | |
| | | John Morrell | | 1.99 | | | | | | | | | | |
| | Rosauer's | Longhorn | | 1.99 | | | | | | | | | | |
| | | Cook's | | | | 1.89 | 1.59 | | | | | | | |
| | | Hempler's | | | | | | | 4.99 | | | | | |
| | | John Morrell | | | | | | | 2.99 | | | | | |
| | | Kretschmar | | | | | | | | 2.99 | | | | |
| | Safeway NW | Safeway | | 1.87 | | | 1.29 | | 3.49 | | | | | w/ store card |
| | Smith's | Sugardale | | | | | 1.39 | | | | | | | |
| | | John Morrell | 1.79 | | | | | | | | | | | |
| | Stokes Market | Western Family | 1.69 | | | 1.49 | 1.29 | | | | | | | |
| | | John Morrell | | 1.99 | | | | | | | | | | |
| | Super 1 Foods | Longhorn | | 1.98 | | | | | | | | | | |
| | | Cook's | | | | 1.88 | 1.58 | | | | | | | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | |
| | | n/i | | | | 1.58 | 1.58 | | | | | | | |
| | Yoke's Fresh | Yoke's | 2.49 | | | | | | | | | | | |
| | | Longhorn | 1.99 | | | | | | | | | | | locally grown |
| | | John Morrell | | | | | | | 3.49 | 3.49 | | | | |
| | | Kretschmar | | | | | | | 3.49 | 3.49 | | | | |
| | | Sunnyvalley | | | | | | 2.50 | | | | | | |
| MT | Albertsons Mtn | Hormel | | | | | 0.98 | | | | | | | |
| | | John Morrell | 1.79 | | | | | | | | | | | |
| | | n/i | | | | 1.49 | | | | | | | | |
| | | n/i | | | | | 0.97 | | | | | | | |
| | | Albertsons | | | | | | 2.99 | | | | | | |
| | Associated Food | Hormel Cure 81 | | 1.99 | | | | 3.99 | 3.99 | | | | | |
| | | Cook's | | | | 1.49 | 1.29 | | | | | | | |
| | Family Foods | John Morrell | 1.98 | | | | | | | | | | | |
| | | Kretschmar | | | | | | | | 3.28 | | | | |
| | Harvest Foods | John Morrell | 1.99 | | | | | 2.98 | | | | | | |
| | | Kretschmar | | | | | | 2.98 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|-----------------|--------------------|-----------------|------|-----------------------|------|-------|----------|---------|------|---------------|-----------|-------------|---------------|---|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| MT <i>(cont)</i> | IGA Markets | Farm Fresh | | | | | 0.99 | | | | | | | limit 1 | |
| | | Hormel Cure 81 | | 2.49 | | | | 4.69 | 4.69 | | | | | | |
| | | Essential Everyday | | | | | | | | 2.99 | | | | | |
| | Lucky's Market | Beeler's | 3.99 | | | | | | | | | | | ABF | |
| | | n/i | 2.99 | | | | | | | | | | | | |
| | Reynold's | Cloverdale | 1.89 | | | | | | 2.29 | | | | | | |
| | | Western Family | | 1.89 | | 1.59 | 1.29 | | | | | | | | |
| | Rosauer's | John Morrell | 2.39 | | | | | | | | | | | | |
| | | Longhorn | | 1.99 | | | | | | | | | | | |
| | | Cook's | | | | 1.89 | 1.59 | | | | | | | | |
| | | Hempler's | | | | | | | | 4.99 | | | | | |
| | Safeway NW | John Morrell | | | | | | | | 2.99 | | | | w/ store card | |
| | | Kretschmar | | | | | | | | | 2.99 | | | | |
| | | Safeway | | 1.87 | | | 1.29 | | 3.49 | | | | | | |
| | Smith's | Sugardale | | | | | 1.39 | | | | | | | | |
| | | John Morrell | 1.79 | | | | | | | | | | | | |
| | Stokes Market | Western Family | 1.69 | | | | 1.49 | 1.29 | | | | | | | |
| | | John Morrell | | 1.99 | | | | | | | | | | | |
| | Super 1 Foods | Longhorn | | 1.98 | | | | | | | | | | | |
| | | Cook's | | | | 1.88 | 1.58 | | | | | | | | |
| Target | Archer Farms | | 1.99 | | | | | | | | | | | | |
| Three Bears Alaska | Sunnyvalley | | | | | 1.49 | 1.49 | | | | | | | | |
| | Kirkland | 3.29 | | | | | | | | | | | | | |
| Walmart | Kentucky Legend | | | | | | | 4.39 | | | | | | | |
| | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| | | n/i | | | | 1.58 | 1.58 | | | | | | | | |
| OR | Albertsons NW | Hormel Cure 81 | 1.99 | 1.99 | | | | | | | 4.99 | | | limit 2 | |
| | | Smithfield | | | | | | | | | | | | | |
| | Family Foods | John Morrell | 1.98 | | | | | | | | 3.28 | | | | |
| | | Kretschmar | | | | | | | | | | | | | |
| | Fred Meyer | Cook's | | | | | 1.49 | | | | | | | | |
| | | F.G. Meyer | \$10 off | | | | | | \$5 off | | | | | | |
| | Haggen | Kroger | | 1.77 | | | | | | | | | | | locally grown w/ store card; limit 1 |
| | | Hempler's | | 3.99 | | | | | | | | | | | |
| Hormel Cure 81 | | | 1.99 | | | | | | | | | | | | |
| | | Hormel Cure 81 | | 3.99 | | | | | 4.49 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions | |
|---------------------|----------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|-------------|-----------------|------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | | |
| OR <i>(cont)</i> | Haggen | Cook's | | | | 1.69 | 1.69 | | | | | | | | |
| | <i>(continued)</i> | Kentucky Legend | | | | | | | | 4.99 | | | | | |
| | Harvest Foods | John Morrell | 1.99 | | | | | | 2.98 | | | | | | |
| | | Kretschmar | | | | | | | 2.98 | | | | | | |
| | IGA Markets | Farm Fresh | | | | | 0.99 | | | | | | | | limit 1 |
| | | Hormel Cure 81 | | 2.49 | | | | 4.69 | 4.69 | | | | | | |
| | | Essential Everyday | | | | | | | 2.99 | | | | | | |
| | IGA Market Fresh | Cook's | 1.99 | | | | | | | | | | | | w/ store card |
| | | Cook's | | | | 1.29 | 0.99 | | | | | | | | w/ store card; limit 1 |
| | | Cook's | 3.49 | | | 2.29 | 1.99 | | | | | | | | w/o store card |
| | | Hormel Cure 81 | | | | | | | 4.49 | | | | | | |
| | Lamb's Market | Cook's | 1.99 | | | | | | | | | | | | |
| | Market of Choice | Gusto | | 2.49 | | | | | | | | | | | |
| | | Beeler's | | 5.99 | | | | | | | | | | | ABF |
| | McKay's | Cook's | | 1.99 | | | | | | | | | | | |
| | Quality Food Centers | Hormel Cure 81 | | 1.88 | | | | | | | | | | | w/ store card; limit 1 |
| | | Cook's | | | | | 1.29 | | | | | | | | w/ store card; limit 2 |
| | | Hormel Cure 81 | | | | | | | 3.99 | | | | | | w/ store card |
| | Red Apple/Thriftway | John Morrell | | 1.99 | | | | | | | | | | | |
| | | Cook's | | | | 1.49 | 1.49 | | | | | | | | |
| | Rosauer's | Longhorn | | 1.99 | | | | | | | | | | | |
| | | Cook's | | | | 1.89 | 1.59 | | | | | | | | |
| | | Hempler's | | | | | | | 4.99 | | | | | | |
| | | John Morrell | | | | | | | 2.99 | | | | | | |
| | | Kretschmar | | | | | | | | 2.99 | | | | | |
| | Roth's | Cook's | | 1.99 | | | | | | | | | | | limit 2 |
| | Cook's | | | | 1.69 | 1.49 | | | | | | | | | |
| | Beeler's | 5.99 | | | | | 5.99 | | | | | | | ABF | |
| | Hempler's | | | | | | | 4.99 | | | | | | locally grown | |
| Safeway NW | Safeway | | 1.87 | | | 1.29 | | 3.49 | | | | | | w/ store card | |
| Target | Archer Farms | | 1.99 | | | | | | | | | | | | |
| Walmart | Sam's Choice | 1.98 | | | | | | | | | | | | | |
| | n/i | | | | 1.58 | 1.58 | | | | | | | | | |
| | Whole Foods PacNW | Wellshire Farms | | | 5.99 | | | | | | | | | ABF; spiral cut | |
| WA | Albertsons NW | Hormel Cure 81 | 1.99 | 1.99 | | | | | | 4.99 | | | | | |
| | | Smithfield | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|----------------------|--------------------|-----------------|----------|-----------------------|------|-------|----------|---------|------|---------------|-----------|------------------------|------------------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| | | | Whole | Half | | | | | | | | | | |
| WA <i>(cont)</i> | Family Foods | John Morrell | 1.98 | | | | | | | | | | | |
| | | Kretschmar | | | | | | | | 3.28 | | | | |
| | Fred Meyer | Cook's | | | | 1.49 | | | | | | | | |
| | | F.G. Meyer | | \$10 off | | | | | \$5 off | | | | | limit 2 |
| | | Kroger | | | 1.77 | | | | | | | | | |
| | Haggen | Hempler's | | | 3.99 | | | | | | | | | locally grown |
| | | Hormel Cure 81 | | | 1.99 | | | | | | | | | w/ store card; limit 1 |
| | | Hormel Cure 81 | | | 3.99 | | | | | 4.49 | | | | |
| | | Cook's | | | | 1.69 | 1.69 | | | | | | | |
| | | Kentucky Legend | | | | | | | | | 4.99 | | | |
| | Harvest Foods | John Morrell | | 1.99 | | | | | 2.98 | | | | | |
| | | Kretschmar | | | | | | | 2.98 | | | | | |
| | IGA Markets | Farm Fresh | | | | | 0.99 | | | | | | | limit 1 |
| | | Hormel Cure 81 | | | 2.49 | | | | 4.69 | 4.69 | | | | |
| | | Essential Everyday | | | | | | | | 2.99 | | | | |
| | IGA Market Fresh | Cook's | | 1.99 | | | | | | | | | | w/ store card |
| | | Cook's | | | | 1.29 | 0.99 | | | | | | | w/ store card; limit 1 |
| | | Cook's | | 3.49 | | | 2.29 | 1.99 | | | | | | w/o store card |
| | | Hormel Cure 81 | | | | | | | | 4.49 | | | | |
| | Metropolitan | Kurobuta | | 6.49 | 6.49 | | | | 5.99 | 5.99 | | | | |
| | | Kentucky Legend | | | | | | | 5.99 | | | | | |
| | | Hempler's | | | | | | | 5.99 | | | | | locally grown |
| | Meyers Group IGA | Farm Fresh | | | | | 1.49 | | | | | | | |
| | | Essential Everyday | | | | | | | | 2.99 | | | | |
| | | Hormel Cure 81 | | | 2.49 | | | | 4.69 | 4.69 | | | | |
| | Red Apple/Thriftway | John Morrell | | | 1.99 | | | | | | | | | |
| | | Cook's | | | | 1.49 | 1.49 | | | | | | | |
| | Rosauer's | Longhorn | | | 1.99 | | | | | | | | | |
| | | Cook's | | | | 1.89 | 1.59 | | | | | | | |
| | | Hempler's | | | | | | | | 4.99 | | | | |
| | | John Morrell | | | | | | | | 2.99 | | | | |
| | | Kretschmar | | | | | | | | | 2.99 | | | |
| | Quality Food Centers | Hormel Cure 81 | | | 1.88 | | | | | | | | | w/ store card; limit 1 |
| | Cook's | | | | | 1.29 | | | | | | | w/ store card; limit 2 | |
| | Hormel Cure 81 | | | | | | | | 3.99 | | | | w/ store card | |
| Saars Market | Ripple Creek | | 1.68 | | | | | | | | | | | |
| | Sunnyvalley | | | | 1.48 | 1.48 | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------------|--------------------|-----------------|------|-----------------------|------|-------|----------|------|------|---------------|-----------|------------------------|-----------------|
| | | | Bone-in | | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| WA <i>(cont)</i> | Safeway NW | Safeway | | 1.87 | | | 1.29 | | 3.49 | | | | | w/ store card |
| | Super 1 Foods | Longhorn | | 1.98 | | | | | | | | | | |
| | | Cook's | | | | 1.88 | 1.58 | | | | | | | |
| | Target | Archer Farms | | 1.99 | | | | | | | | | | |
| | The Markets | Sunnyvalley | | | | BOGO | BOGO | | | | | | | |
| | | John Morrell | | 1.98 | | | | | | | | | | limit 1 |
| | | Hempler's | | 4.98 | | | | | | | | | | locally grown |
| | Town & Country | Hempler's | 3.99 | | | | | | | | | | | |
| | Walmart | Sam's Choice | 1.98 | | | | | | | | | | | |
| | | n/i | | | | | 1.58 | 1.58 | | | | | | |
| | Whole Foods PacNW | Wellshire Farms | | | 5.99 | | | | | | | | | ABF; spiral cut |
| | Yoke's Fresh | Yoke's | 2.49 | | | | | | | | | | | locally grown |
| | Longhorn | 1.99 | | | | | | | | | | | | |
| | John Morrell | | | | | | | | 3.49 | 3.49 | | | | |
| | Kretschmar | | | | | | | | 3.49 | 3.49 | | | | |
| | Sunnyvalley | | | | | | | 2.50 | | | | | | |
| WY | Affiliated MW | John Morrell | | 1.78 | | | 2.29 | | | | | | | |
| | | Cook's | | | | | 1.69 | 1.49 | | | | | | |
| | | Kretschmar | | | | | | | | 2.99 | | | | |
| | | Hormel Cure 81 | | 2.29 | | | | | 3.99 | 3.99 | | | | |
| | Albertsons Mtn | Hormel | | | | | | 0.98 | | | | | | |
| | | John Morrell | 1.79 | | | | | | | | | | | |
| | | n/i | | | | | 1.49 | | | | | | | |
| | | n/i | | | | | | 0.97 | | | | | | limit 1 |
| | | Albertsons | | | | | | | 2.99 | | | | | |
| | Associated Food | Hormel Cure 81 | | 1.99 | | | | | 3.99 | 3.99 | | | | |
| | | Cook's | | | | | 1.49 | 1.29 | | | | | | |
| | IGA Markets | Farm Fresh | | | | | | 0.99 | | | | | | limit 1 |
| | | Hormel Cure 81 | | 2.49 | | | | | 4.69 | 4.69 | | | | |
| | | Essential Everyday | | | | | | | | 2.99 | | | | |
| | King Soopers | Kroger | 1.59 | | | | | | | | | | | w/ store card |
| | Cook's | | | | | 1.29 | 0.99 | | | | | | w/ store card | |
| | Private Selection | 2.49 | | | | | | | | | | | | |
| Lucky's Market | Beeler's | 4.99 | | | | | | | | | | | ABF | |
| | n/i | 2.99 | | | | | | | | | | | | |
| Safeway Denver | Safeway | | 1.69 | | | | 1.29 | | | | | | w/ store card; limit 1 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Easter/Passover 2015

CURED PORK

| State | Supermarket | Label | Spiral Cut Hams Bone-in | | Bone-in/Semi-Boneless | | | Boneless | | | Smoked Picnic | Ham Steak | Country Ham | Conditions |
|---------------------|-------------|---------------------|----------------------------|------|-----------------------|------|-------|----------|------|-----|------------------|--------------|----------------|------------|
| | | | Whole | Half | Whole | Butt | Shank | Whole | Half | 1/4 | bone-in | bone-in | | |
| WY <i>(cont)</i> | Smith's | Sugardale | | | | | 1.39 | | | | | | | |
| | | John Morrell | 1.79 | | | | | | | | | | | |
| | Walmart | Sam's Choice n/i | 1.98 | | | 1.58 | 1.58 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | |
|--|--------------------|---------------|----------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|----------------|------|
| | | | Bone-in | | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls |
| | | | Whole | Half | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | | |
| CT | A&P Stores | n/i | | | 3.49 | | | 3.49 | | | | | | | | 4.99 | ABF |
| | Adams IGA | n/i | 1.99 | 2.49 | 3.59 | | 1.69 | | | | | | | | | 3.99 | |
| | AG New England | n/i | | | | | | | 1.99 | | | | | | | | |
| | Associated | n/i | | | | | | | | | | 0.99 | | | | | |
| | Balducci's | n/i | | | | | | | | | | | | | | 7.99 | |
| | Best Market | n/i | 1.69 | | | | | | | | | 1.49 | | | | 4.49 | |
| | Big Y | Hormel | | | | | | | | | | | | | | 4.99 | |
| | Bravo | n/i | | 1.19 | | | | | | 1.19 | | 0.99 | | | | 4.39 | |
| | C-Town | n/i | | 1.19 | | | | | | 1.19 | | 0.99 | | | | | |
| | Food Bazaar | n/i | | | | | | | | | | 1.29 | | | | | |
| | Geissler's | n/i | | | | | | | 3.79 | | | | | | | | |
| | Key Food | n/i | 1.19 | 1.39 | | | | | | | | 0.99 | 1.49 | | | | |
| | Marc's | n/i | | | | | 1.99 | | | | | | | | | | |
| | NSA Supermarkets | n/i | | | | | | | | | | 0.99 | | | | | |
| | Pioneer | n/i | | | | | | | | | | 0.99 | | | | | |
| | Price Chopper | Price Chopper | | 1.59 | | | | | | | | 1.79 | 2.49 | | | | |
| | Price Rite | n/i | | | | | 1.79 | | | | 1.29 | 0.99 | | | | | |
| Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | |
| ShopRite | n/i | 1.49 | | | | | | | | | 1.49 | | | | 3.99 | | |
| Stop & Shop | Farm Promise | | | | 4.99 | | | | | | | | | | 6.99 | | |
| Whole Foods NATl | Stop & Shop | n/i | | | | | | 6.99 | | | | | | | | | |
| DC | Giant Food | Giant | | | 4.99 | | | | | | | | | | | | |
| | Harris Teeter | n/i | | 1.79 | | | | | | | | | | | | | |
| | | n/i | | 2.29 | | | | | | | | | | | | | |
| | Safeway Eastern | Smithfield | | | | | 2.99 | | | | | | | | 4.99 | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | |
| Whole Foods MdAtlntc | n/i | 3.99 | | 7.49 | | | | 7.99 | | | | | | | | | |
| DE | A&P Stores | n/i | | | 3.49 | | | 3.49 | | | | | | | | 4.99 | |
| | ACME Market | Smithfield | | | | | | | BOGO | | | | | | | | |
| | Fresh Grocer | n/i | | | | | | | | | 1.49 | | | | | | |
| | Giant Food | Giant | | | 4.99 | | | | | | | | | | | | |
| | Great Valu Markets | n/i | | | | 1.79 | | | | 1.59 | 1.99 | | | | | | |
| | Harris Teeter | n/i | | 1.79 | | | | | | | | | | | | w/ store card | |
| | | n/i | | 2.29 | | | | | | | | | | | | w/o store card | |
| Pathmark | n/i | | | 3.49 | | | 3.99 | | | | | | | | 4.99 | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | | | |
|---------------------|------------------|---------------------------------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|------------|------|----------------|----------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls | | |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | | |
| DE <i>(cont)</i> | Redner's | n/i | | | | | | 1.58 | 1.98 | 1.48 | | | | | | | | | |
| | Safeway Eastern | Smithfield | | | | | | | | | | | | | | | 4.99 | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | | |
| | ShopRite | n/i | 1.49 | | | | | | | | | 1.49 | | | | | 3.99 | | |
| | Shurfine | Farm Promise Hatfield n/i | | | | | | | | | | | | | | | 6.99 | ABF | |
| MA | Adams IGA | n/i | 1.99 | 2.49 | 3.59 | | 1.69 | | | | | | | | | | 3.99 | | |
| | AG New England | n/i | | | | | | | 1.99 | | | | | | | | 4.99 | | |
| | Big Y | Hormel | | | | | | | | | | | | | | | | | |
| | C-Town | n/i | | 1.19 | | | | | | 1.19 | | 0.99 | | | | | | | |
| | Crosby's | n/i | | | | | | | | 2.99 | | | | | | | | w/ store card | |
| | | n/i | | | | | | | | 3.99 | | | | | | | | w/o store card | |
| | Donelan's | n/i | | | | | | | | 2.99 | | | | | | | | | |
| | Geissler's | n/i | | | | | | | | 3.79 | | | | | | | | | |
| | Hannaford | Smithfield | | | | | | | | | | | | | | | | w/ store card | |
| | | Smithfield | | | | | | | | | | | | | | | | w/o store card | |
| | Hannaford | Hannaford | | | | | | | | | | | | | | | | 3.49 | w/ store card |
| | | Hannaford | | | | | | | | | | | | | | | | 4.99 | w/o store card |
| | Market Basket | n/i | | | | | | | | | | | | | | | | 2.99 | w/ store card |
| | | n/i | | | | | | | | | | | | | | | | 3.99 | w/o store card |
| | Met Foods | n/i | | | | | | | | | | | 0.99 | | | | | | |
| | NSA Supermarkets | n/i | | | | | | | | | | | 0.99 | | | | | | |
| | Price Chopper | Price Chopper | 1.59 | | | | | | | | | | 1.79 | 2.49 | | | | | |
| | Price Rite | n/i | | | | | | | | | 1.29 | | 0.99 | | | | | | |
| | Roche Bros. | Berkshire Black | | | | 9.99 | | | | | | | | | | | | | |
| | | n/i | | | | 4.49 | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | | | | | | 0.99 | | | | | | | | | |
| Stop & Shop | Stop & Shop | | | | 4.99 | | | | | | | | | | | | | | |
| Trucchi's | n/i | | | | 3.49 | | | | | | | | | | | | | | |
| Whole Foods NATl | n/i | | | | | | | | 6.99 | | | | | | | | | | |
| MD | A&P Stores | n/i | | | 3.49 | | | 3.49 | | | | | | | | | 4.99 | | |
| | ACME Market | Smithfield | | | | | | | BOGO | | | | | | | | | | |
| | AG New England | n/i | | | | | | | 1.99 | | | | | | | | | | |
| | Associated | n/i | | | | | | | | | | 0.99 | | | | | | | |
| | Balducci's | n/i | | | | | | | | | | | | | | | 7.99 | ABF | |
| | Family Owned | n/i | | | | | | | | 1.89 | 2.19 | | | 1.79 | | | 3.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | | |
|---------------------|----------------------|--------------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|------------|----------------|----------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls | |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | |
| MD <i>(cont)</i> | Giant Food | Giant | | | 4.99 | | | | | | | | | | | | | |
| | Great Valu Markets | n/i | | | | | | | | 1.59 | 1.99 | | | | | | | |
| | Harris Teeter | n/i | | 1.79 | | | | | | | | | | | | | w/ store card | |
| | | n/i | | 2.29 | | | | | | | | | | | | | | w/o store card |
| | Mars | n/i | | | | | | 2.69 | | | | | | | | | | |
| | Price Rite | n/i | | | | | 1.79 | | | 1.29 | | 0.99 | | | | | | |
| | Redner's | n/i | | | | | | 1.58 | 1.98 | 1.48 | | | | | | | | |
| | Safeway Eastern | Smithfield | | | | | 2.99 | | | | | | | | | | 4.99 | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | |
| | Shop'n Save | n/i | | | | | | | | | | | | | 2.49 | | | |
| | ShopRite | n/i | | 1.49 | | | | | | | | 1.49 | | | | | 3.99 | |
| | | Farm Promise | | | | | | | | | | | | | | | 6.99 | ABF |
| | Shurfine | Hatfield | | | | | | 1.88 | | | | | | | | | | |
| | n/i | | | | | | | | 2.49 | | | | | | | | | |
| Weis | n/i | | | | | | | | 3.98 | | | | 1.88 | | | 3.98 | | |
| | Swift | | | | | | 1.88 | | | | | | | | | | | |
| | Whole Foods MdAtlntc | n/i | 3.99 | | 7.49 | | | | 7.99 | | | | | | | | | |
| ME | AG New England | n/i | | | | | | | 1.99 | | | | | | | | | |
| | Hannaford | Smithfield | | | | | | | | | | | | | | | w/ store card | |
| | | Smithfield | | | | | | | | | | | | | | | w/o store card | |
| | | Hannaford | | | | | | | | | | | | | | 3.49 | w/ store card | |
| | | Hannaford | | | | | | | | | | | | | | 4.99 | w/o store card | |
| | Market Basket | n/i | | | | | | | 1.99 | | | | | | | 2.99 | w/ store card | |
| | | n/i | | | | | | | 2.49 | | | | | | | 3.99 | w/o store card | |
| Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | | |
| Whole Foods NATl | n/i | | | | | | | | 6.99 | | | | | | | | | |
| NH | AG New England | n/i | | | | | | | 1.99 | | | | | | | | | |
| | Hannaford | Smithfield | | | | | | | | | | | | | | | w/ store card | |
| | | Smithfield | | | | | | | | | | | | | | | w/o store card | |
| | | Hannaford | | | | | | | | | | | | | | 3.49 | w/ store card | |
| | | Hannaford | | | | | | | | | | | | | | 4.99 | w/o store card | |
| | Market Basket | n/i | | | | | | | 1.99 | | | | | | | 2.99 | w/ store card | |
| | | n/i | | | | | | | 2.49 | | | | | | | 3.99 | w/o store card | |
| Price Chopper | Price Chopper | | 1.59 | | | | | | | | 1.79 | 2.49 | | | | | | |
| Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | | |
| NJ | A&P Stores | n/i | | | 3.49 | | | 3.49 | | | | | | | | 4.99 | | |
| | ACME Market | Smithfield | | | | | | | BOGO | | | | | | | | | |

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

Easter/Passover 2015
 FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | |
|----------------------|--------------------|--------------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|------------|---------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | |
| NJ <i>(cont)</i> | Associated | n/i | | | | | | | | | | 0.99 | | | | | |
| | Best Market | n/i | 1.69 | | | | | | | | | 1.49 | | | | 4.49 | |
| | Bravo | n/i | | 1.19 | | | | | | 1.19 | | 0.99 | | | | 4.39 | |
| | C-Town | n/i | | 1.19 | | | | | | 1.19 | | 0.99 | | | | | |
| | Fine Fare | n/i | | | | | | | | 1.59 | | 1.19 | | | | | |
| | Food Basics | n/i | | | | | | | | | | 1.78 | | | | | |
| | Food Bazaar | n/i | | | | | | | | | | 1.29 | | | | | |
| | Foodtown | n/i | 1.29 | 1.39 | | | | | | | | 1.29 | | | | | |
| | Great Valu Markets | n/i | | | | | 1.79 | | | 1.59 | 1.99 | | | | | | |
| | Key Food | n/i | 1.19 | 1.39 | | | | | | | | 0.99 | 1.49 | | | | |
| | Met Foods | n/i | | | | | | | | | | 0.99 | | | | | |
| | Morton Williams | n/i | 1.59 | 1.59 | | | | | | | | 0.99 | | | | | |
| | Murphy's | Hatfield | | | | | | | | | | 1.29 | 2.49 | | | 3.99 | |
| | Pathmark | n/i | | | 3.49 | | | 3.99 | | | | | | | | 4.99 | w/ store card |
| | Pioneer | n/i | | | | | | | | | | 0.99 | | | | | |
| | Price Rite | n/i | | | | | 1.79 | | | 1.29 | | 0.99 | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | |
| | ShopRite | n/i | 1.49 | | | | | | | | | 1.49 | | | | 3.99 | |
| | Farm Promise | | | | | | | | | | | | | | 6.99 | ABF | |
| Stop & Shop | Stop & Shop | | | 4.99 | | | | | | | | | | | | | |
| Thriftway | n/i | | | | | | | | | | | | | | | 2.89 | |
| Weis | n/i | | | | | | | | | | | | | 1.88 | 3.98 | | |
| | Swift | | | | | | | | | | | | | | | 1.88 | |
| Western Beef | n/i | | | | | 1.99 | 2.99 | | | | | 1.49 | | | | | |
| Whole Foods MdAtlntc | n/i | 3.99 | | 7.49 | | | | 7.99 | | | | | | | | | |
| NY | A&P Stores | n/i | | | 3.49 | | | 3.49 | | | | | | | | 4.99 | |
| | Associated | n/i | | | | | | | | | 0.99 | | | | | | |
| | Balducci's | n/i | | | | | | | | | | | | | 7.99 | ABF | |
| | Best Market | n/i | 1.69 | | | | | | | | 1.49 | | | | 4.49 | | |
| | Big M | 1893 Premium | | | | | | 1.99 | | | | | | | | | |
| | Bravo | n/i | | 1.19 | | | | | 1.19 | | 0.99 | | | | 4.39 | | |
| | C-Town | n/i | | 1.19 | | | | | 1.19 | | 0.99 | | | | | | |
| | D'Agostino's | Farmland | | | 2.99 | | 2.99 | | | | | | | | | | |
| | Fine Fare | n/i | | | | | | | 1.59 | | 1.19 | | | | | | |
| | Food Basics | n/i | | | | | | | | | 1.78 | | | | | | |
| | Food Bazaar | n/i | | | | | | | | | 1.29 | | | | | | |
| | Foodtown | n/i | 1.29 | 1.39 | | | | | | | 1.29 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | | |
|---------------------|------------------|-----------------|------------------|------|-------------|-------|------|------------|------|-----------------|------|--------|------|----------------|------|-------------|------------|------|---------------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | bnls | | | | |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | | |
| NY <i>(cont)</i> | Giunta's | n/i | 1.79 | 1.99 | | | | 2.99 | | | | | 1.49 | | | | | | |
| | Great American | 1893 Premium | | | | | | | | | | | | | 1.99 | | 3.99 | | |
| | Gristede's | n/i | | | | | | | 3.99 | | | | | | | | | 6.99 | |
| | Hannaford | Sterling Silver | | | | | | | | | | | | | | | | | |
| | | Smithfield | | | | | | | | | | | | | | | | | w/ store card |
| | | Smithfield | | | | | | | | | | | | | | | | | w/o store card |
| | | Hannaford | | | | | | | | | | | | | | | | | 3.49 w/ store card |
| | | Hannaford | | | | | | | | | | | | | | | | | 4.99 w/o store card |
| | Key Food | n/i | 1.19 | 1.39 | | | | | | | | | 0.99 | 1.49 | | | | | |
| | King Kullen | n/i | | | | | | | | 1.99 | | | | | | | | | |
| | Met Foods | n/i | | | | | | | | | | | 0.99 | | | | | | |
| | Metropolitan | n/i | | | | | | | | 2.99 | | | 0.99 | | | | | | |
| | Morton Williams | n/i | 1.59 | 1.59 | | | | | | | | | 0.99 | | | | | | |
| | NSA Supermarkets | n/i | | | | | | | | | | | 0.99 | | | | | | |
| | Pathmark | n/i | | | | 3.49 | | | 3.99 | | | | | | | | | | 4.99 w/ store card |
| | Peck's | n/i | 1.69 | 1.99 | | 2.99 | | | | 2.49 | | | | | | | | | |
| | Pioneer | n/i | | | | | | | | | | | 0.99 | | | | | | |
| | Price Chopper | Price Chopper | 1.59 | | | | | | | | | | 1.79 | 2.49 | | | | | |
| | Price Rite | n/i | | | | | | | | | | | 1.79 | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | 0.99 | | | | | | |
| | Shop'n Save | n/i | | | | | | | | | | | | | | | | | |
| | ShopRite | n/i | 1.49 | | | | | | | | | | 1.49 | | | | | | 3.99 |
| | | Farm Promise | | | | | | | | | | | | | | | | | 6.99 ABF |
| Stop & Shop | Stop & Shop | | | | 4.99 | | | | | | | | | | | | | | |
| Tops Market | Smithfield | | | | | | | | 3.99 | | | | | | | | | | |
| | Prairie Grove | | | | | | | | 4.99 | | | | | | | | | ABF | |
| Trade Fair | n/i | 1.29 | | | | | | | | | | 0.99 | | | | | | | |
| Uncle Giuseppe's | n/i | 1.99 | | | 5.99 | | | | | | | 1.69 | | | | | | | |
| Weis | n/i | | | | | | | | 3.98 | | | | | 1.88 | | | | 3.98 | |
| | Swift | | | | | | | | | | | | | | | | | | |
| Western Beef | n/i | | | | | | 1.99 | 2.99 | | | | | 1.49 | | | | | | |
| PA | A&P Stores | n/i | | | 3.49 | | | | 3.49 | | | | | | | | | 4.99 | |
| | ACME Market | Smithfield | | | | | | | BOGO | | | | | | | | | | |
| | Associated | n/i | | | | | | | | | | 0.99 | | | | | | | |
| | Big M | 1893 Premium | | | | | | | 1.99 | | | | | | | | | | |
| | Boyer Food | Hatfield | | | | | | | 3.57 | 1.47 | | | 2.27 | | | | | 3.97 | |
| | n/i | | | | | | | | | | | | | BOGO | | | | | |

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

Easter/Passover 2015
FRESH PORK

| State | Supermarket | Label | Pork Leg | | Loin Roasts | | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | |
|---------------------|----------------------|-----------------|----------|------|-------------|-------|------|------------|------|-----------------|------|--------|------|----------------|------|-------------|------------|---------------|
| | | | Bone-in | | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | bnls | | | |
| | | | Whole | Half | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | |
| PA <i>(cont)</i> | Bravo | n/i | | 1.19 | | | | | | 1.19 | | 0.99 | | | | 4.39 | | |
| | C-Town | n/i | | 1.19 | | | | | | 1.19 | | 0.99 | | | | | | |
| | Family Owned | n/i | | | | | | | | 1.89 | 2.19 | | | 1.79 | | 3.99 | | |
| | Fine Fare | n/i | | | | | | | | 1.59 | | 1.19 | | | | | | |
| | Food Basics | n/i | | | | | | | | | | 1.78 | | | | 2.69 | | |
| | Foodland | n/i | | | | | | | | | | | | | | | | |
| | Foodtown | n/i | 1.29 | 1.39 | | | | | | | | 1.29 | | | | | | |
| | Fresh Grocer | n/i | | | | | | | | | | 1.49 | | | | | | |
| | Great Valu Markets | n/i | | | | | | | | 1.59 | 1.99 | | | | | | | |
| | Karn's | n/i | | | | 1.49 | | | | | | | | | | | | |
| | Key Food | n/i | 1.19 | 1.39 | | | | | | | | 0.99 | 1.49 | | | | | |
| | Pathmark | n/i | | | 3.49 | | | 3.99 | | | | | | | | | 4.99 | w/ store card |
| | Price Chopper | Price Chopper | 1.59 | | | | | | | | | 1.79 | 2.49 | | | | | |
| | Price Rite | n/i | | | | | | | | | | 1.29 | 0.99 | | | | | |
| | Redner's | n/i | | | | | | 1.58 | 1.98 | 1.48 | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | |
| | Shurfine | Hatfield | | | | | | | | | | | | | | | | |
| | | n/i | | | | | | | | | | | | | | | | |
| | Sparkle | Indiana Kitchen | | | | | | | | | | | | | | | | |
| | Shop'n Save | n/i | | | | | | | | | | | | | | | | |
| | ShopRite | n/i | 1.49 | | | | | | | | | 1.49 | | | | | 2.49 | |
| | | Farm Promise | | | | | | | | | | | | | | | 3.99 | |
| | ShurSave | n/i | | | | | | | 3.49 | 1.99 | | | | | | | 6.99 | ABF |
| Thorne's Market | Hormel | | | | | | | 2.99 | | | | | | | | | | |
| Thriftway | n/i | | | | | | | 2.89 | | | | | | | | | | |
| Tops Market | Smithfield | | | | | | | 3.99 | | | | | | | | | | |
| | Prairie Grove | | | | | | | 4.99 | | | | | | | | | | |
| Weis | n/i | | | | | | | 3.98 | | | | | | 1.88 | | 3.98 | ABF | |
| | Swift | | | | | | | 1.88 | | | | | | | | | | |
| | Whole Foods MdAtlntc | n/i | 3.99 | | 7.49 | | | | 7.99 | | | | | | | | | |
| RI | Associated | n/i | | | | | | | | | | 0.99 | | | | | | |
| | Bravo | n/i | | 1.19 | | | | | | 1.19 | | 0.99 | | | | 4.39 | | |
| | Dave's Marketplace | n/i | | | | | | | 2.99 | | | | | | | 3.99 | | |
| | Price Rite | n/i | | | | | | 1.79 | | | | 0.99 | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | |
| | Stop & Shop | Stop & Shop | | | 4.99 | | | | | | | | | | | | | |
| | Whole Foods NATl | n/i | | | | | | | 6.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | |
|-------|------------------------------|---|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|--------------|---------------------------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | |
| VT | AG New England Hannaford | n/i Smithfield Smithfield Hannaford Hannaford | | | | | | | 1.99 | | | | | | | | w/ store card w/o store card |
| | Price Chopper Tops Market | Price Chopper Smithfield Prairie Grove | 1.59 | | | | | | | | | 1.79 | 2.49 | | | 3.49 4.99 | w/ store card w/o store card |
| | | | | | | | | | 3.99 4.99 | | | | | | | | ABF |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | | |
|---|-----------------------|---------------|----------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|------------|---------------------------|----------------|
| | | | Bone-in | | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls | |
| | | | Whole | Half | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | |
| SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | | |
| AL | Dollar General Market | n/i | | | | | | | | | | | | | | 2.95 | | |
| | Food for Le\$\$ | n/i | | | | | | | 1.47 | | | | | | | | | |
| | Food Giant | n/i | | | | | 1.88 | 2.48 | | | | | | | | | | |
| | Greer's | n/i | | | | | 1.81 | | 1.23 | | | | | | | | | |
| | Hometown Markets | n/i | | | | | | | | | | | | 2.29 | | | | |
| | Ingle's | n/i | | | | | 1.98 | | | | | | | | | | w/ store card | |
| | | n/i | | | | | 4.08 | | | | | | | | | | w/o store card | |
| | Kroger Atlanta | n/i | | | | | 1.99 | | | | | | | | | | | |
| | Kroger Nashville | n/i | | | | | 2.49 | | | | | | | | | | | |
| | Lucky's | Prairie Fresh | | | | | | | | | | | | | | | | |
| | Piggly Wiggly HAC | n/i | | | | | | | | 1.79 | | | | | | | | w/ store card |
| | | n/i | | | | | | | | 2.99 | | | | | | | | w/o store card |
| | Piggly Wiggly Hchn | Prairie Fresh | | | | | | | | 1.19 | | | | | | | | |
| | Ramey's | Farmland | | | | | | | | | | 1.98 | | | | | | |
| | Rouses | Rouses | 1.79 | | | | | | | 0.98 | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | |
| | United Grocery | n/i | | | | | 1.79 | | | | | | | | | | | |
| Vowell's | n/i | | | | | | | | 1.27 | | | | | | | | | |
| Western | n/i | | | | | | | 2.49 | | | | | 1.99 | | | | | |
| | Heritage Duroc | | | | | 9.99 | | | | | | | | | | 9.99 | | |
| Whole Foods Sth | n/i | | | | | 7.99 | | | | | | | | | | | Canadian | |
| Winn-Dixie | n/i | | | | | | | 2.49 | | | | | | | | | w/ store card | |
| FL | Albertsons Sthrn | n/i | | | | | | | | 2.69 | | | | | | | | |
| | Bravo Supermarket | n/i | 1.69 | 1.89 | | | | | | | 0.89 | | | | | 4.99 | | |
| | Dollar General Market | n/i | | | | | | | | | | | | | 2.95 | | | |
| | Food Giant | n/i | | | | | 1.88 | 2.48 | | | | | | | | | | |
| | Greer's | n/i | | | | | 1.81 | | 1.23 | | | | | | | | | |
| | Harris Teeter | n/i | | 1.79 | | | | | | | | | | | | | w/ store card | |
| | | n/i | | 2.29 | | | | | | | | | | | | | w/o store card | |
| | Hitchcock's | Hitchcock's | | | | | | | 1.69 | | | | | | | | | |
| | J.H. Harvey's | n/i | | | | | 1.99 | | | | | | | | | | | |
| | Piggly Wiggly Hchn | Prairie Fresh | | | | | | | 1.19 | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | 0.99 | | | | | | | | | |
| | Sedano's | n/i | | | | | | | | | 0.59 | | | | | | w/ \$10 purchase; limit 1 | |
| | Western Beef | n/i | | | | | | | | | 1.29 | | | | | | | |
| | Winn-Dixie | n/i | | | | | | | 2.49 | | | | | | | | w/ store card | |

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

Easter/Passover 2015
FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | | |
|-----------------|------------------------|---------------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|------|-------------|------------|----------------|--|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | | | | | |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | |
| GA | Bi-Lo | n/i | | | | | | | 2.49 | | | | | | | | w/ store card | |
| | Dollar General Market | n/i | | | | | | | | | | | | | | 2.95 | | |
| | Food Depot | n/i | | | | | | | | 1.33 | | 1.25 | | 1.98 | | | | |
| | Food Giant | n/i | | | | | | | | | | | | | | | | |
| | Galaxy Foods | n/i | | | | | | | | | | | | | | | | |
| | Harris Teeter | n/i | | 1.79 | | | | | | | | | | | | | w/ store card | |
| | | n/i | | 2.29 | | | | | | | | | | | | | w/o store card | |
| | IGA | n/i | | | | | | | | | | | | | | 3.99 | | |
| | Ingle's | n/i | | | | | | | | | | | | | | | w/ store card | |
| | | n/i | | | | | | | | | | | | | | | w/o store card | |
| | Kroger Atlanta | n/i | | | | | | | | | | | | | | | | |
| | Kroger Nashville | n/i | | | | | | | | | | | | | | | | |
| | J.H. Harvey's | n/i | | | | | | | | | | | | | | | | |
| | Piggly Wiggly Carolina | n/i | | | | | | | | | | | | | | | | |
| | Piggly Wiggly HAC | n/i | | | | | | | | | | | | | | | w/ store card | |
| | | n/i | | | | | | | | | | | | | | | w/o store card | |
| | Piggly Wiggly Hchn | Prairie Fresh | | | | | | | | | | | | | | | | |
| | Quality Foods | n/i | | | | | | | | | | | | | | | | |
| Save-a-Lot | n/i | | | | | | | | | | | | | | | | | |
| United Grocery | n/i | | | | | | | | | | | | | | | | | |
| Wayfield's | n/i | 0.99 | 1.49 | | | | | | | 1.69 | | 0.99 | | 0.99 | | | | |
| Whole Foods Sth | n/i | | | | 7.99 | | | | | | | | | | | | Canadian | |
| Winn-Dixie | n/i | | | | | | | | 2.49 | | | | | | | | w/ store card | |
| MS | AG Baton Rouge | Prairie Fresh | | | | | | | 2.49 | 1.59 | | | | | | | | |
| | Dollar General Market | n/i | | | | | | | | | | | | | | 2.95 | | |
| | Food Giant | n/i | | | | | | | | | | | | | | | | |
| | Greer's | n/i | | | | | | | | | | | | | | | | |
| | Kroger Delta | n/i | | | | | 2.18 | | | | | | | | | | w/ store card | |
| | Mac's Fresh | n/i | | 1.49 | | | | | | | | | | | | | | |
| | Piggly Wiggly Hchn | Prairie Fresh | | | | | | | | | | | | | | | | |
| | Ramey's | Farmland | | | | | | | | | | | 1.98 | | | | | |
| | Rouses | Rouses | 1.79 | | | | | | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | | | | | | | | | |
| | Superlo Foods | n/i | | | | | | | | | | | | | | | | |
| | Vowell's | n/i | | | | | | | | | | | | | | | | |
| | Whole Foods Sth | n/i | | | | 7.99 | | | | | | | | | | | Canadian | |
| | Winn-Dixie | n/i | | | | | | | 2.49 | | | | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | | |
|-----------------|------------------------|-----------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|------------|---------------|----------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls | |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | |
| NC | Bi-Lo | n/i | | | | | | | 2.49 | | | | | | | | w/ store card | |
| | Carlie C's IGA | n/i | | | | | 1.98 | | | | | | | | | | | |
| | Compare Foods | n/i | | | | | | | | 1.69 | | | | | | | | |
| | Dollar General Market | n/i | | | | | | | | | | | | | | 2.95 | | |
| | Food Pride | n/i | | | | | | | 1.99 | | | | | | | | | |
| | Galaxy Foods | n/i | | | | | 1.88 | | 2.38 | | | | | | | | | |
| | Great Valu Market | n/i | | | | | | | | | 2.69 | | | | 2.79 | | | |
| | Harris Teeter | n/i | | 1.79 | | | | | | | | | | | | | | w/ store card |
| | | n/i | | 2.29 | | | | | | | | | | | | | | w/o store card |
| | IGA | n/i | | | | | 1.99 | | | 1.29 | | | | | | 3.99 | | w/ store card |
| | Ingle's | n/i | | | | | 1.98 | | | | | | | | | | | w/ store card |
| | | n/i | | | | | 4.08 | | | | | | | | | | | w/o store card |
| | Kroger MidAtlantic | n/i | | | | | | | 2.49 | | | | | | | | | w/ store card |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | |
| United Grocery | n/i | | | | | 1.79 | | | | | | | | | | | | |
| Whole Foods Sth | n/i | | | | 7.99 | | | | | | | | | | | | Canadian | |
| SC | Bi-Lo | n/i | | | | | | | 2.49 | | | | | | | | | w/ store card |
| | Dollar General Market | n/i | | | | | | | | | | | | | | 2.95 | | |
| | E.W. James | n/i | | | | | 1.78 | | | | | | | | | | | |
| | Galaxy Foods | n/i | | | | | 1.88 | | 2.38 | | | | | | | | | |
| | Harris Teeter | n/i | | 1.79 | | | | | | | | | | | | | | w/ store card |
| | | n/i | | 2.29 | | | | | | | | | | | | | | w/o store card |
| | IGA | n/i | | | | | 1.99 | | | 1.29 | | | | | | 3.99 | | w/ store card |
| | Ingle's | n/i | | | | | 1.98 | | | | | | | | | | | w/ store card |
| | | n/i | | | | | 4.08 | | | | | | | | | | | w/o store card |
| | Kroger Atlanta | n/i | | | | | 1.99 | | | | | | | | | | | |
| | Kroger Nashville | n/i | | | | | 2.49 | | | | | | | | | | | |
| | J.H. Harvey's | n/i | | | | | 1.99 | | | | | | | | | | | |
| | Piggly Wiggly Carolina | n/i | | | | | 1.78 | | 3.28 | | | | | | | | | |
| | Quality Foods | n/i | | | | | | | | 1.39 | | | | | | | | |
| Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | | |
| Whole Foods Sth | n/i | | | | 7.99 | | | | | | | | | | | | Canadian | |
| TN | Bi-Lo | n/i | | | | | | | 2.49 | | | | | | | | | w/ store card |
| | Dollar General Market | n/i | | | | | | | | | | | | | | 2.95 | | |
| | Food City | Food City | | | | | 1.99 | | | | | | | | | | | |
| | Food Giant | n/i | | | | | 1.88 | | 2.48 | | | | | | | | | |

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

Easter/Passover 2015
FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions |
|----------------------|-----------------------|----------------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|------|----------------|----------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | | | |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | |
| TN <i>(cont)</i> | Food Rite | Swift | | | | | | | | | | | | | 3.49 | |
| | Food Rite | Food Rite | | | | | | | | | | | | | 2.49 | |
| | Harris Teeter | n/i | | 1.79 | | | | | | | | | | | | w/ store card |
| | Harris Teeter | n/i | | 2.29 | | | | | | | | | | | | w/o store card |
| | Houchen's IGA | Hormel | | | | | | | 1.59 | | | | | | | |
| | Ingle's | n/i | | | | | | | | | | | | | | w/ store card |
| | Ingle's | n/i | | | | | | | | | | | | | | w/o store card |
| | Kroger Delta | n/i | | | | 2.18 | 1.88 | | 2.29 | | | | | | | w/ store card |
| | Kroger MidAtlantic | n/i | | | | | | | 2.49 | | | | | | | w/ store card |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | |
| | Superlo Foods | n/i | | | | | | | | 1.39 | | | | | | |
| Twn&Cntry Grocery | n/i | | | | | | | | | | | | | | | |
| United Grocery | n/i | | | | | | | | | | | | | | | |
| Whole Foods Sth | n/i | | | 7.99 | | | | | | | | | | | | Canadian |
| VA | Associated | n/i | | | | | | | | | | 0.99 | | | | |
| | Balducci's | n/i | | | | | | | | | | | | | | 7.99 |
| | Dollar General Market | n/i | | | | | | | | | | | | | 2.95 | |
| | Fas-Chek | n/i | | | | | | | | | | | | | 1.99 | |
| | Food City | Food City | | | | | | | | | | | | | | |
| | Food Country USA | Butcher's Best | | | | | | | | | | | | | | w/ store card |
| | Food Country USA | Butcher's Best | | | | | | | | | | | | | | w/o store card |
| | Galaxy Foods | n/i | | | | | | | | | | | | | | |
| | Giant Food | Giant | | | 4.99 | | | | | | | | | | | |
| | Grant's | Hormel | | | | | | | 1.99 | | | | | | | |
| | Great Valu Market | n/i | | | | | | | | | 2.69 | | | | 2.79 | |
| | Harris Teeter | n/i | | 1.79 | | | | | | | | | | | | w/ store card |
| | Harris Teeter | n/i | | 2.29 | | | | | | | | | | | | w/o store card |
| | Ingle's | n/i | | | | | | | | | | | | | | w/ store card |
| Ingle's | n/i | | | | | | | | | | | | | | w/o store card | |
| Kroger MidAtlantic | n/i | | | | | | | 2.49 | | | | | | | w/ store card | |
| Safeway Eastern | Smithfield | | | | | | | | | | | | | 4.99 | | |
| Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | |
| Whole Foods MdAtlntc | n/i | | 3.99 | | 7.49 | | | | | | | | | | | |
| WV | Dollar General Market | n/i | | | | | | | | | | | | | 2.95 | |
| | Fas-Chek | n/i | | | | | | | | | | | | | 1.99 | |
| | Food Country USA | Butcher's Best | | | | | | | | | | | | | | w/ store card |
| Food Country USA | Butcher's Best | | | | | | | | | | | | | | | w/o store card |

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

Easter/Passover 2015
FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | | |
|--------------|--------------------|-----------------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|------|-------------|------------|---------------|---------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | | | | | |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | |
| WV (cont) | Food Fair | Tender Choice | | | | | | | 3.99 | | | | | | | | | |
| | Foodland | Tender Choice | | | | | | | 1.88 | | | | | | | | | |
| | Galaxy Foods | n/i | | | | | | | 1.88 | | | | | | | | | |
| | Grant's | Hormel | | | | | | | 1.99 | | | | | | | | | |
| | Great Valu Market | n/i | | | | | | | | | 2.69 | | | | 2.79 | | | |
| | Kroger MidAtlantic | n/i | | | | | | | 2.49 | | | | | | | | w/ store card | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | |
| | Shop'n Save | n/i | | | | | | | | | | | | | 2.49 | | | |
| | Sparkle | Indiana Kitchen | | | | | | | 2.99 | | | | | | | | | w/ store card |
| | Weis | n/i | | | | | | | 3.98 | | | | | 1.88 | | 3.98 | | |
| | | Swift | | | | | | | | | | | | | 1.88 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | | |
|---|-----------------|-----------------|----------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|---------------|--------------------|---------------------|
| | | | Bone-in | | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls | |
| | | | Whole | Half | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | |
| MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | | | |
| IA | Affiliated MW | n/i | | | | | | | 2.49 | | | | | | | | | |
| | County Market | n/i | | | | | | | 3.79 | | | | | | | | | |
| | Family Foods | Premium Farms | | | | | | | 2.19 | | | | | | | | | |
| | Fareway | n/i | | | | | | | 2.99 | | | | | | | 3.99 | | |
| | Food Pride | Premium Farms | | | | | | | 2.19 | | | | | | | | | |
| | Hometown Foods | n/i | | | | | 1.88 | | | | | | | | | | | |
| | Jewel-Osco | Hormel | | | 3.99 | | | | 3.49 | | | | | | | | | |
| | No Frills | Farmland | | | | | | | 2.49 | | | | | 1.99 | | | | |
| | Quillin's | Farmland | | | | | | | | | | | | | 1.99 | | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | |
| | Sunshine Foods | n/i | | | | | | | 2.49 | | | | | | | | | |
| IL | Affiliated MW | n/i | | | | | | | 2.49 | | | | | | | | | |
| | Angelo Caputo | n/i | | | 3.29 | | | | 2.99 | | | | | | | | | |
| | | Indiana Kitchen | | | | | | | 2.99 | | | | | | | | | |
| | Berkot's | n/i | | | | | | | 2.79 | | | | | | | | | |
| | Borowiak's IGA | IGA TableRite | | | | | | | | | | | | 1.88 | | | | |
| | Brookhaven | n/i | | | 2.49 | | | | | | | 1.29 | | | 2.99 | | | |
| | Butera's Market | n/i | 1.29 | | 3.99 | | | | 1.69 | 1.99 | | 1.29 | | | | limit 2 | | |
| | Chiquita | n/i | | | | | 2.29 | | | | | | | | | | | |
| | County Market | n/i | | | | | | | 3.79 | | | | | | | | | |
| | Fairplay Foods | n/i | 0.99 | | | | | | 2.49 | 1.49 | | | | | | | | |
| | Fareway | n/i | | | | | | | 2.99 | | | | | | | 3.99 | | |
| | Food 4 Less | n/i | | | | | | | | 1.79 | | | | | | | | |
| | Food Pride | Premium Farms | | | | | | | 2.19 | | | | | | | | | |
| | Fresh Thyme | n/i | | | | | | | 3.99 | | | | | | | | | |
| | Garden Fresh | n/i | | | | | | | | 0.99 | 1.99 | | | | | | | |
| | Heinen's | Heinen's | | | | | | 3.99 | | | | | | | | | w/ store card; ABF | |
| | | Heinen's | | | | | | 5.29 | | | | | | | | | | w/o store card; ABF |
| | Houchen's IGA | Hormel | | | | | | | | 1.59 | | | | | | | | |
| | Jewel-Osco | Hormel | | | 3.99 | | | | 3.49 | | | | | | | | | |
| | Jimenez | n/i | | | | | | | | 1.59 | | | | | | | | |
| Joe Caputo's | n/i | | | | | | | | 1.69 | 1.99 | | | | | | | | |
| Kroger Louisville | n/i | | | | | | 1.99 | | | | | | | | 2.99 | w/ store card | | |
| Meijer | n/i | | | | | | 1.79 | | | | | | | | | | | |
| Pete's Market | n/i | | | | | | | | | | | | | | | 3.99 | | |
| Piggly Wiggly MW | Farmland | | | | | | | | | | | | | | | | 3.49 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | | |
|---------------------|-----------------------|---------------|----------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|------------|------|------|
| | | | Bone-in | | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls | |
| | | | Whole | Half | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | |
| IL <i>(cont)</i> | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | |
| | Shop & Save Market | n/i | | | 2.49 | | | | | | | | | | | | 2.99 | |
| | Shop'n Save | n/i | | | | | | | | | | | | | | | 2.99 | |
| | Strack & VanTil | Farmland | | | | | | 3.49 | | | 2.49 | | | | | | | |
| | Sullivan's | n/i | | | | | | 2.99 | | | | | | | | | | |
| | Sunset Foods | Farmland | | | 4.99 | | | | | | | | | | | | | |
| | Tony's Finer Food | n/i | 0.79 | | | | | 1.99 | 2.49 | | | 1.49 | | | | | 3.99 | |
| | Ultra Foods | Farmland | | | | | | 3.49 | | | 2.49 | | | | | | | |
| | Valli Produce | n/u | | | 3.49 | | | | | | | | | | | | | 3.49 |
| | Walt's Food Center | Walt's | | | | | | | | | | | | | | | | 3.49 |
| IN | Al's Supermarkets | n/i | | | 3.99 | | | | | | | | | | | | | |
| | | n/i | | | 4.99 | | | | | | | | | | | | | |
| | Dollar General Market | n/i | | | | | | | | | | | | | | | 2.95 | |
| | Food 4 Less | n/i | | | | | | | | 1.79 | | | | | | | | |
| | Fresh Thyme | n/i | | | | | | | | 3.99 | | | | | | | | |
| | Houchen's IGA | Hormel | | | | | | | | 1.59 | | | | | | | | |
| | IGA Spartan-Nash | n/i | | | | | | | | 2.49 | | | | | | | | |
| | Jewel-Osco | Hormel | | | 3.99 | | | | | 3.49 | | | | | | | | |
| | Kroger Louisville | n/i | | | | | | 1.99 | | | | | | | | | 2.99 | |
| | Martin's | Martin's | | | 4.99 | | | | | | | | | | | | | |
| | | Martin's | | | 6.48 | | | | | | | | | | | | | 3.99 |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | |
| | Strack & VanTil | Farmland | | | | | | | 3.49 | | 2.49 | | | | | | | |
| | Ultra Foods | Farmland | | | | | | | 3.49 | | 2.49 | | | | | | | |
| Walt's Food Center | Walt's | | | | | | | | 3.29 | | | | | | | | 3.49 | |
| Wesselman's | n/i | | | | | | | | 1.79 | | | | | | | | | |
| KY | Cox IGA | Hormel | | | | | | 1.99 | | | | | | | | | | |
| | Dollar General Market | n/i | | | | | | | | | | | | | | | 2.95 | |
| | E.W. James | n/i | | | | | | 1.78 | | | | | | | | | | |
| | Food City | Food City | | | | | | 1.99 | | | | | | | | | | |
| | Food Fair | Tender Choice | | | | | | | | 3.99 | | | | | | | | |
| | Food Giant | n/i | | | | | | 1.88 | | 2.48 | | | | | | | | |
| | Foodland | Tender Choice | | | | | | | | 1.88 | | | | | | | | |
| | Galaxy Foods | n/i | | | | | | 1.88 | | 2.38 | | | | | | | | |
| | Houchen's IGA | Hormel | | | | | | | | 1.59 | | | | | | | | |
| | IGA Spartan-Nash | n/i | | | | | | | | 2.49 | | | | | | | | |
| | Kroger Delta | n/i | | | | | | 2.18 | 1.88 | 2.29 | | | | | | | | |

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

Easter/Passover 2015
FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | | |
|----------------------|--------------------|---------------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|------|-------------|-----------------------|----------------|---------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | | | | | |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | |
| KY <i>(cont)</i> | Kroger Louisville | n/i | | | | | 1.99 | | | | | | | | | 2.99 | w/ store card | |
| | Kroger MidAtlantic | n/i | | | | | | | 2.49 | | | | | | | | w/ store card | |
| | Lucky's Market | n/i | | | 3.49 | | | | | | | | | | | | ABF | |
| | Piggly Wiggly Hchn | Prairie Fresh | | | | | | | | 1.19 | | | | | | | | |
| | Remke Markets | n/i | | | | | | | | | | | | | | 3.99 | w/ store card | |
| | | n/i | | | | | | | | | | | | | | 5.99 | w/o store card | |
| | Save-a-Lot | n/i | | | | | | | 2.69 | | | | | | | | | |
| | Twn&Cntry Grocery | n/i | | | | | 1.99 | | | | | | | | | | | |
| | United Grocery | n/i | | | | | 1.79 | | | | | | | | | | | |
| Whole Foods MdAtlntc | n/i | 3.99 | | 7.49 | | | | 7.99 | | | | | | | | | | |
| MI | Affiliated MW | Hormel | | | | | | | 2.29 | | | | | | | | | |
| | Busch's | n/i | | | | | | | | | | | | | | 2.99 | limit 2 | |
| | | n/i | | | | | | | | | | | | | 5.99 | additional quantities | | |
| | | n/i | | | | | | | | | | | 2.49 | | | | | |
| | D&W Fresh | Spartan | | | | | | | 1.79 | | | | | | | | | |
| | Family Fare | Spartan | | | | | | | 1.79 | | | | | | | | | |
| | Food Pride | Prairie Fresh | | | | | | | 2.49 | | | | | | | | | |
| | Harding's | Harding's | | | | | | | 1.79 | 1.69 | | | | 1.49 | 1.99 | | | |
| | Hiller's | n/i | | 1.69 | 3.99 | | | | 2.99 | | | | | | | | | |
| | Hollywood | n/i | | | 4.59 | | | | | 1.99 | | | | | | | | |
| | Lucky's Market | n/i | | | 3.49 | | | | | | | | | | | | ABF | |
| | Martin's | Martin's | | | 4.99 | | | | | | | | | | | | | |
| | | Martin's | | | 6.48 | | | | | | | | | | | | 3.99 | w/ store card |
| | Plumbs/Duthlers | n/i | | | | | | | 1.69 | | | | | | | 3.99 | w/ store card | |
| | | n/i | | | | | | | 4.29 | | | | | | | | w/o store card | |
| | Ric's Food Center | n/i | | | | | | | 2.69 | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | |
| Spartan Stores | n/i | | | | | | | 1.79 | | | | | | | | | | |
| Super One Foods | Farmland | | | | | | | 2.49 | | | | | | | | | | |
| Tadych's | Farmland | | | | | | | 2.39 | | | | | | | | 3.99 | | |
| Toms/Oleson's | n/i | | | | | | | | | | | | | | | 3.49 | | |
| VG's Grocery | Spartan | | | | | | | 1.79 | | | | | | | | | | |
| MN | Affiliated MW | Hormel | | | | | | | 2.49 | | | | | | | | | |
| | Cash Wise | Duroc | | | 3.98 | | | | | | | | | | | | | |
| | Coborn's | Duroc | | | 3.99 | | | | | | | | | | | | | |
| | Econofoods | n/i | | | | | | | 1.99 | | | | | | | | | |
| | Family Fare | n/i | | | | | | | 1.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | | |
|---------------------|-----------------------|---------------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|------------|--------------------------------|--|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls | |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | |
| MN <i>(cont)</i> | Fareway | n/i | | | | | | | 2.99 | | | | | | | 3.99 | ABF | |
| | Food Pride | Prairie Fresh | | | | | | | 2.49 | | | | | | | | | |
| | Hornbacher's | Hormel | | | | | | | | | | | | 2.49 | | | | |
| | Kowalski's | Kowalski's | 4.29 | 4.49 | | | | | | | | | | | 8.99 | | | |
| | Quillin's | Farmland | | | | | | | | | | | | 1.99 | | | | |
| | Rainbow Foods | n/i | | | | | | | 2.99 | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | |
| | Sun Mart | n/i | | | | | 1.99 | | | | | | | | | | | |
| | Sunshine Foods | n/i | | | | | | | 2.49 | | | | | | | | | |
| | Super One Foods | Farmland | | | | | | | 2.49 | | | | | | | | | |
| Teal's Market | n/i | | | | | | | 1.99 | | | | | | | | | | |
| ND | Albertsons Mtn | n/i | | | | | | | 3.49 | 2.69 | | | | | | | | |
| | Cash Wise | Duroc | | | 3.98 | | | | | | | | | | | | | |
| | Coborn's | Duroc | | | 3.99 | | | | | | | | | | | | | |
| | Dan's | n/i | | | | | | | 2.49 | | | | | | | | | |
| | Econofoods | n/i | | | | | 1.99 | | | | | | | | | | | |
| | Family Fare | n/i | | | | | 1.99 | | | | | | | | | | | |
| | Food Pride | Prairie Fresh | | | | | | | 2.49 | | | | | | | | | |
| | Hornbacher's | Hormel | | | | | | | | | | | | 2.49 | | | | |
| | Super One Foods | Farmland | | | | | | | 2.49 | | | | | | | | | |
| Teal's Market | n/i | | | | | | | 1.99 | | | | | | | | | | |
| NE | Affiliated MW | Hormel | | | | | | | 2.49 | | | | | | | | w/ store card w/ store card | |
| | Apple Market | n/i | | | | | | | 2.49 | | | | | | | | | |
| | Bag'n Save | Farmland | | | | | | | 2.49 | | | | 1.99 | | | | | |
| | Baker's | n/i | | | | | 1.79 | | | | | | | | | | | |
| | Fareway | n/i | | | | | | | 2.99 | | | | | | | | | |
| | Food Pride | Prairie Fresh | | | | | | | 2.49 | | | | | | | | | |
| | Russ's Market | Farmland | | | | | 2.99 | | | | 2.99 | | | | | | | |
| | Safeway Denver | n/i | | | | | | | 2.99 | 1.99 | | | | | | | | |
| | Sun Mart | n/i | | | | | 1.99 | | | | | | | | | | | |
| OH | Acme Fresh Market | Farmland | | | | | | | | | | | | | | 3.99 | w/ store card | |
| | | Farmland | | | | | | | | | | | | | | 5.99 | w/o store card | |
| | Buehler's Market | n/i | | | | | | | | | | | | | | 4.99 | w/ store card | |
| | | n/i | | | | | | | | | | | | | | 6.99 | w/o store card | |
| | Chief Supermarket | Chief | | | | | | | 1.99 | | | 1.99 | | | | | | |
| | Dollar General Market | n/i | | | | | | | | | | | | | | 2.95 | | |
| Fisher Foods | Fishers | | | | | | | 1.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | | | |
|----------------------|--------------------|-------------------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|------------|--------------------|---------------------|------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls | | |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | | |
| OH <i>(cont)</i> | Food Fair | Tender Choice | | | | | | | 3.99 | | | | | | | | | | |
| | Foodland | Tender Choice | | | | | | | 1.88 | | | | | | | | | | |
| | Fresh Encounter | Community Markets | | | | | | | 1.99 | 1.99 | | | | | | | w/ store card | | |
| | | Community Markets | | | | | | | 4.19 | 3.19 | | | | | | | | w/o store card | |
| | Fresh Thyme | n/i | | | | | | | 3.99 | | | | | | | | | | |
| | Geyer's | n/i | | | | | | | | | | | | | 2.39 | 3.99 | | | |
| | Heinen's | Heinen's | | | | | | | | | | | | | | | w/ store card; ABF | | |
| | | Heinen's | | | | | | | | | | | | | | | | w/o store card; ABF | |
| | IGA Spartan-Nash | n/i | | | | | | | | | | | | | | | | | |
| | Kroger MidAtlantic | n/i | | | | | | | | | | | | | | | | w/ store card | |
| | Lucky's Market | n/i | | | 3.49 | | | | | | | | | | | | | | |
| | Marc's | n/i | | | | | | | | | | | | | | 1.99 | | | |
| | Remke Markets | n/i | | | | | | | | | | | | | | | | 3.99 w/ store card | |
| | | n/i | | | | | | | | | | | | | | | | 5.99 w/o store card | |
| | Save-a-Lot | n/i | | | | | | | | | 0.99 | | | | | | | | |
| | Shop'n Save | n/i | | | | | | | | | | | | | | | | 2.49 | |
| Sparkle | Indiana Kitchen | | | | | | | | | | | | | | | | | w/ store card | |
| Thorne's Market | Hormel | | | | | | | | | | | | | | | | | 2.99 | |
| Weis | n/i | | | | | | | | | | | | | | | | | 2.99 | |
| | Swift | | | | | | | | | | | | | 1.88 | | | | 3.98 | |
| Whole Foods MdAtlntc | n/i | | 3.99 | | 7.49 | | | | | | | | | | | | | 7.99 | |
| SD | Affiliated MW | Hormel | | | | | | | 2.49 | | | | | | | | | | |
| | Buche Foods | Farmland | | | | | | | | | | | | | | | | | 1.98 |
| | Coborn's | Duroc | | | 3.99 | | | | | | | | | | | | | | 1.99 |
| | Family Thrift | n/i | | | | | | | | | | | | | | | | | 2.99 |
| | Fareway | n/i | | | | | | | | | | | | | | | | | 2.99 |
| | Safeway Denver | n/i | | | | | | | | 1.99 | | | | | | | | | 2.99 |
| | Sunshine Foods | n/i | | | | | | | | | | | | | | | | | 2.49 |
| | Teal's Market | n/i | | | | | | | | | | | | | | | | | 1.99 |
| WI | Affiliated MW | Hormel | | | | | | | 2.49 | | | | | | | | | | |
| | Econofoods | n/i | | | | | | | | | | | | | | | | | 1.99 |
| | Pick'n Save/Copps | n/i | | | | | | | | | | | | | | | | | 4.49 |
| | Piggly Wiggly MW | Farmland | | | | | | | | | | | | | | | | | |
| | Quillin's | Farmland | | | | | | | | | | | | | | | | | 1.99 |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | | |
| | Sentry Foods | n/i | | | | | | | | | 2.49 | | | | | | | | 2.49 |
| | Super One Foods | Farmland | | | | | | | | | | | | | | | | | 2.49 |
| Tadych's | Farmland | | | | | | | | | | | | | | | | | 2.39 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | | |
|---|--------------------|---------------|----------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|------------|----------------|---------------|
| | | | Bone-in | | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls | |
| | | | Whole | Half | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | | | | |
| AR | Affiliated MW | Hormel | | | | | | 2.29 | | | | | | | | | | |
| | Albertsons Sthrn | n/i | | | | | 1.99 | 2.99 | BOGO | | | 0.99 | | 0.99 | | | | |
| | Bill's Fresh | Prairie Fresh | | | | | | | | | | | | | | 2.99 | w/ store card | |
| | | Prairie Fresh | | | | | | | | | | | | | | 3.99 | w/o store card | |
| | Cranford's | n/i | | | | | | | | 1.38 | | | | | | 2.98 | | |
| | Food Giant | n/i | | | | | 1.88 | | 2.48 | | | | | | | | | |
| | G&W Foods | Seaboard | | | | | | | | 1.68 | | | | | | | | |
| | Harp's | Harp's | | | | | | | | 1.79 | 2.19 | | | 1.79 | | | | |
| | Hay's | Prairie Fresh | | | | | 1.98 | | | | | | | | | | | |
| | Kroger Delta | n/i | | | | 2.18 | 1.88 | | 2.29 | | | | | | | | | w/ store card |
| | Mac's Fresh | n/i | | 1.49 | | | 2.29 | | | 1.49 | | | | 1.49 | | | | |
| | Piggly Wiggly Hchn | Prairie Fresh | | | | | | | | 1.19 | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | | |
| Twncntry Grocery | n/i | | | | | 1.99 | | | | | | | | | | | | |
| Whole Foods SW | American Homestead | | | | | | | | | 3.99 | | | | | | | | |
| AZ | Albertsons SW | n/i | | | | | 1.99 | | | | | | | | | | | |
| | El Super | n/i | | | | | | | | | | | 1.17 | | | | | |
| | Grocery Outlet | n/i | | | | | 1.99 | | | | | | | | | | | |
| | Safeway Phoenix | n/i | | | | | 1.99 | | | | 2.49 | | | | | | w/ store card | |
| | Smith's | n/i | | | | | | | | | | | | 1.79 | | | w/ store card | |
| CO | Affiliated Foods | n/i | | | | | | | | 1.19 | | | | | | | | |
| | Affiliated MW | n/i | | | | | | | 2.49 | | | | | | | | | |
| | Albertsons Mtn | n/i | | | | | | | 3.49 | 2.69 | | | | | | | | |
| | King Soopers | n/i | | | | | | | | | | | | | 3.99 | | | |
| | Lucky's Market | n/i | | | 5.99 | | | | | | | | | | | | ABF | |
| | Safeway Denver | n/i | | | | | | | 2.99 | 1.99 | | | | | 4.99 | | w/ store card | |
| | Save-a-Lot | n/i | | | | | | | | 1.19 | | | | | | | | |
| | Sun Mart | n/i | | | | | 1.99 | | | | | | | | | | | |
| KS | Affiliated Foods | n/i | | | | | | | | 1.19 | | | | | | | | |
| | Affiliated MW | n/i | | | | | | | 2.49 | | | | | | | | | |
| | Apple Market | n/i | | | | | | | 2.49 | | | | | | 3.99 | | | |
| | Country Mart | n/i | | | | | | | | | | 1.79 | | | 3.99 | | | |
| | Dillon's | n/i | | | | 1.79 | | | | | | | | | | | | |
| | G&W Foods | Seaboard | | | | | | | | 1.68 | | | | | | | | |
| | Hen House | n/i | | | | | 2.49 | | 2.79 | | | | | | 3.99 | | | |
| | Price Chopper | n/i | | | | | | | 2.59 | | | | | | 3.99 | | | |

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

Easter/Passover 2015
FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions |
|---------------------|------------------|--------------------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|------|-------------|------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | | | |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | |
| KS <i>(cont)</i> | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | |
| | Sun Fresh | n/i | | | | | | | | | | 1.79 | | | | 3.99 |
| | Woods | Swift | | | | | | | | | | | | | 1.78 | |
| LA | Albertsons Sthrn | n/i | | | | | 1.99 | 2.99 | BOGO | | | 0.99 | | 0.99 | | |
| | Breaux Mart | n/i | | | | | | | | | | | | | | 3.99 |
| | Kroger Southwest | n/i | | | | | 1.79 | | | 1.99 | | | | | | 4.49 |
| | LeBlanc's | Swift | | | | | | | 1.99 | | | | | | | |
| | Mac's Fresh | n/i | | 1.49 | | | 2.29 | | | 1.49 | | | | 1.49 | | |
| | Piggly Wiggly | n/i | | | | | | | | | | | | 1.19 | | |
| | Rouses | Rouses | 1.79 | | | | | | | 0.98 | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | |
| | Whole Foods SW | American Homestead | | | | | | | | | 3.99 | | | | | |
| | Winn-Dixie | n/i | | | | | | | 2.49 | | | | | | | |
| MO | Affiliated MW | n/i | | | | | | | 2.49 | | | | | | | |
| | Apple Market | n/i | | | | | | | 2.49 | | | | | | | 3.99 |
| | C&R Supermarket | Hormel | | | | | | | | 1.49 | | | | | | |
| | County Market | n/i | | | | | | | | | | | | | | 3.99 |
| | Country Mart | n/i | | | | | | | | | | 1.79 | | | | |
| | Food Giant | n/i | | | | | 1.88 | | 2.48 | | | | | | | |
| | G&W Foods | Seaboard | | | | | | | | 1.68 | | | | | | |
| | Gerbe's | n/i | | | | | 1.79 | | | | | | | | | |
| | Harp's | Harp's | | | | | | | | 1.79 | 2.19 | | | 1.79 | | |
| | Hay's | Prairie Fresh | | | | | 1.98 | | | | | | | | | |
| | Hen House | n/i | | | | | 2.49 | | 2.79 | | | | | | | 3.99 |
| | Kroger Delta | n/i | | | | 2.18 | 1.88 | | 2.29 | | | | | | | |
| | Lucky's Market | n/i | | | 3.49 | | | | | | | | | | | |
| | Moser's | n/i | | | | | | | | 1.39 | | | | | | 3.99 |
| | Prenger Foods | Farmland | | | | | | | 1.99 | | | | | | | |
| | Price Chopper | n/i | | | | | | | 2.59 | | | | | | | 3.99 |
| | Pyramid Foods | n/i | | | | | | | 3.99 | | 1.69 | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | |
| | Shop'n Save | n/i | | | | | | | 2.99 | | | | | | | |
| | Sun Fresh | n/i | | | | | | | | | | 1.79 | | | | 3.99 |
| Twn&Cntry Grocery | n/i | | | | | 1.99 | | | | | | | | | | |
| Woods | Swift | | | | | | | | | | | | | 1.78 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | |
|----------|-----------------------|--------------------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|------------|---------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | |
| NM | Affiliated Foods | n/i | | | | | | | | 1.19 | | | | | | | |
| | Albertsons SW | n/i | | | | | 1.99 | | | | | | | | | | |
| | Dollar General Market | n/i | | | | | | | | | | | | | | 2.95 | |
| | King Soopers | n/i | | | | | | | | | | | | | | 3.99 | |
| | Safeway Denver | n/i | | | | | | | 2.99 | 1.99 | | | | | | 4.99 | w/ store card |
| | Smith's | n/i | | | | | | | 2.49 | | | | | 1.79 | | | w/ store card |
| OK | Affiliated Foods | n/i | | | | | | | | 1.19 | | | | | | | |
| | Affiliated MW | n/i | | | | | | | 2.49 | | | | | | | | |
| | Country Mart | n/i | | | | | | | | | | 1.79 | | | | 3.99 | |
| | Dollar General Market | n/i | | | | | | | | | | | | | | 2.95 | |
| | Harp's | Harp's | | | | | | | | 1.79 | 2.19 | | | 1.79 | | | |
| | John Brooks | n/i | | | | | | | | 1.39 | | | | | | | |
| | Market Square | n/i | | | | | | | | 1.19 | | | | | | | |
| | Nichol's | n/i | | | | | | | | | | | | | | 2.99 | |
| | Hormel | Hormel | | | | | 1.79 | | | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | |
| | Terry's Market | n/i | | | | | | | | 1.78 | | | | | | | |
| | Whole Foods SW | American Homestead | | | | | | | | | 3.99 | | | | | | |
| Williams | Hormel | | | | | 1.79 | | | | | | | | | | | |
| TX | Affiliated Foods | n/i | | | | | | | | 1.19 | | | | | | | |
| | Albertsons Sthrn | n/i | | | | | 1.99 | 2.99 | BOGO | | | 0.99 | | 0.99 | | | |
| | Albertsons SW | n/i | | | | | 1.99 | | | | | | | | | | |
| | Brookshire Bros. | Swift | | | | | | | | 1.99 | | | | | | | |
| | El Rio Grande | n/i | | | | | | | | | | 1.69 | | | | | |
| | Food Town | n/i | | | | | 1.88 | | | | | | | | | | |
| | Gerland's Food Fair | n/i | | | | | 2.39 | | | | | 1.29 | | | | | |
| | Kroger Southwest | n/i | | | | | 1.79 | | | 1.99 | | | | | | 4.49 | w/ store card |
| | Market Place | n/i | | | | | | | | 1.18 | | | | | | | |
| | Market Square | n/i | | | | | | | | 1.19 | | | | | | | |
| | Randall/Tom Thumb | n/i | | | | | | | 2.99 | | | | | | | 4.99 | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | |
| | The United Family | Farmland | | | | | | | | 1.47 | | | | | | | |
| | Whole Foods SW | American Homestead | | | | | | | | | 3.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | |
|-------|-----------------|-------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|------------|---------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | |
| UT | Albertsons Mtn | n/i | | | | | | 3.49 | | 2.69 | | | | | | | |
| | Albertsons SW | n/i | | | | | 1.99 | | | | | | | | | | |
| | Associated Food | n/i | | | | | | | | | | | | | | 3.49 | |
| | Harmon's | n/i | | | | | | | | | | | | | | 4.99 | |
| | King Soopers | n/i | | | | | | | | | | | | | | 3.99 | |
| | Ream's | n/i | | | | | | | 2.29 | | | | | 1.29 | | | |
| | Smith's | n/i | | | | | | | 2.49 | | | | | | 1.79 | | w/ store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | |
|-------------------------------------|-----------------------|--------------------|----------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|------------|----------------|
| | | | Bone-in | | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls |
| | | | Whole | Half | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | | | | | |
| CA | Albertsons SoCal | Farmer John | | | | | | | | | | 0.99 | | | | | |
| | Andronico's | Chairman's Reserve | | | | | | 4.99 | | | | | | | | | |
| | Artega's | n/i | | | | | | | 1.59 | | | | | | | | |
| | Cardenas | n/i | 0.99 | | | | | | | | | | | | | | |
| | Dollar General Market | n/i | | | | | | | | | | | | | | 2.95 | |
| | El Super | n/i | | | | | | | | | | | | 1.17 | | | |
| | Food 4 Less | n/i | | | | | | | | | | 1.59 | | | | | |
| | Foodland Mercado | n/i | | | | | | | | | | | 1.79 | | | | |
| | Grocery Outlet | n/i | | | | | 1.99 | | | | | | | | | | |
| | Holiday Market | Sterling Silver | | | | | | | 2.99 | | | | | | | 3.99 | w/ store card |
| | | Sterling Silver | | | | | | | 4.79 | | | | | | | 4.99 | w/o store card |
| | La Bonita | n/i | | | | | | | 2.69 | | | | | | | | |
| | Northgate | n/i | | | | | | | | | | 0.99 | | | | | |
| | Safeway NorCal | Farmer John | | | | 3.99 | | | 3.99 | | | | | | | | |
| | Save-a-Lot | n/i | | | | | | | | 0.99 | | | | | | | |
| Save Mart | n/i | | | | | | | 2.49 | | | | | | | | | |
| Super A Foods | n/i | | | | | | | | | | 0.99 | | | | | | |
| Superior | n/i | | | | | | | | | | 0.99 | | | | | | |
| Super King | n/i | | | | | | | | | | 1.59 | | | | | | |
| HI | Don Quijote | Hormel | | | | | | | | 2.59 | | | | | | | |
| | Foodland | Hormel | | | | | | | 3.99 | | | | | | | 7.99 | |
| | KTS Super Stores | n/i | | | | | | | 1.57 | | | | | | | | |
| | Safeway NorCal | Farmer John | | | | 3.99 | | | 3.99 | | | | | | | | |
| Times | n/i | | | | | | | 1.49 | 2.49 | | | | | | | | |
| NV | Albertsons Mtn | n/i | | | | | | 3.49 | 2.69 | | | | | | | | |
| | Albertsons SW | n/i | | | | | 1.99 | | | | | | | | | | |
| | Associated Food | n/i | | | | | | | | | | | | | 3.49 | | |
| | Dollar General Market | n/i | | | | | | | | | | | | | 2.95 | | |
| | El Super | n/i | | | | | | | | | | | | 1.17 | | | |
| | Grocery Outlet | n/i | | | | | 1.99 | | | | | | | | | | |
| | MarketOn | n/i | 0.89 | | | | | | | | | 1.69 | | | | | |
| | Safeway NorCal | Farmer John | | | | 3.99 | | | 3.99 | | | | | | | | |
| | Scolari's | Hormel | | | | | | | 2.59 | | | | | | | | |
| | Smith's | n/i | | | | | | | 2.49 | | | | | | 1.79 | | w/ store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | |
|--|-------------------|---------------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|------|-------------|------------|----------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | | | | |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | | | | | |
| AK | Alaskan & Proud | n/i | | | | | | 2.48 | | | | | | | | | |
| | Carrs/Safeway NW | n/i | | | | | 2.99 | | | 2.99 | | | | | | | w/ store card |
| | Fred Meyer | n/i | | | | | | 2.99 | | | | | | | | 4.99 | ABF |
| | Sea Mart | Simple Truth | n/i | | | | | | 2.99 | | | | | | | 6.99 | ABF |
| ID | Albertsons Mtn | n/i | | | | | | 3.49 | 2.69 | | | | | | | | |
| | Albertsons NW | n/i | | | | | 2.99 | 3.49 | | | 1.99 | | 1.79 | | | | |
| | Associated Food | n/i | | | | | | 2.99 | | | | | | | | 3.49 | |
| | Fred Meyer | n/i | | | | | | 2.99 | | | | | | | | 4.49 | |
| | Harvest Foods | Simple Truth | | | | | | 3.98 | | | | | | | | 5.99 | ABF |
| | IGA Markets | Prairie Fresh | | | | | | 2.29 | | | | | | | | 3.98 | |
| | Paul's Market | n/i | | | | | 1.98 | | | | | | | | | | |
| | Rosauer's | Prairie Fresh | | | | | | 2.29 | | | | | | | | | |
| | Safeway Northwest | n/i | | | | | 1.99 | | | 1.99 | | | | | | | w/ store card |
| | Smith's | n/i | | | | | | 2.49 | | | | | 1.79 | | | | w/ store card |
| Stokes Market | n/i | | | | | | | | | | | | | | 3.49 | | |
| Super 1 Foods | Prairie Fresh | | | | | | 2.28 | | | | | | | | | | |
| MT | Albertsons Mtn | n/i | | | | | | 3.49 | 2.69 | | | | | | | | |
| | Associated Food | n/i | | | | | | | | | | | | | | 3.49 | |
| | Harvest Foods | Prairie Fresh | | | | | | 3.98 | | | | | | | | 3.98 | |
| | IGA Markets | n/i | | | | | | 2.29 | | | | | | | | | |
| | Lucky's Market | n/i | | | 3.49 | | | | | | | | | | | | ABF |
| | Reynold's | n/i | | | | | | | | | | | | | | 3.49 | |
| | Rosauer's | Prairie Fresh | | | | | | 2.29 | | | | | | | | | |
| | Safeway Northwest | n/i | | | | | 1.99 | | | 1.99 | | | | | | | w/ store card |
| | Smith's | n/i | | | | | | 2.49 | | | | | 1.79 | | | | w/ store card |
| | Stokes Market | n/i | | | | | | | | | | | | | | 3.49 | |
| Super 1 Foods | Prairie Fresh | | | | | | 2.28 | | | | | | | | | | |
| OR | Albertsons NW | n/i | | | | | | 2.99 | 3.49 | | | 1.99 | | 1.79 | | | |
| | Fred Meyer | n/i | | | | | | | | | | | | | | 4.99 | |
| | | Simple Truth | | | | | | | | | | | | | | 5.99 | ABF |
| | Haggen | n/i | | | | | | 2.99 | | | | | | | | | w/ store card |
| | | n/i | | | | | | 4.99 | | | | | | | | | w/o store card |
| | Harvest Foods | Prairie Fresh | | | | | | 3.98 | | | | | | | | 3.98 | |
| IGA Markets | n/i | | | | | | 2.29 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

| State | Supermarket | Label | Pork Leg Bone-in | | Loin Roasts | | | | Shoulder Roasts | | | | Sirloin Roasts | | Tender Loin | Conditions | |
|---------------------|---------------------|---------------|------------------|------|-------------|-------|------|------------|-----------------|-------------|------|--------|----------------|-------|-------------|------------|----------------|
| | | | Whole | Half | Crown Roast | Loin | | Center Cut | | Boston Butt | | Picnic | | bn-in | | | bnls |
| | | | | | | bn-in | bnls | bn-in | bnls | bn-in | bnls | bn-in | bnls | | | | |
| OR <i>(cont)</i> | IGA Market Fresh | n/i | | | | | | 1.99 | 2.29 | | | | | | | | |
| | Lamb's Market | n/i | | | | | | | 2.99 | | | | | | | | |
| | Market of Choice | n/i | | | | | | | 3.99 | | | | | | | | ABF |
| | McKay's | n/i | | | | | | | 2.59 | | | | | | | | |
| | Quality Food Center | n/i | | | | | | | 3.99 | | | | | | | | |
| | Red Apple/Thriftway | n/i | | | | | | | 2.99 | | | | | | | | |
| | Rosauer's | Prairie Fresh | | | | | | | 2.29 | | | | | | | | |
| | Safeway Northwest | n/i | | | | | | 1.99 | | | 1.99 | | | | | | w/ store card |
| WA | Albertsons NW | n/i | | | | | | 2.99 | 3.49 | | | 1.99 | | 1.79 | | | |
| | Fred Meyer | n/i | | | | | | | | | | | | | 4.99 | | |
| | | Simple Truth | | | | | | | | | | | | | 5.99 | | ABF |
| | Haggen | n/i | | | | | | | 2.99 | | | | | | | | w/ store card |
| | | n/i | | | | | | | 4.99 | | | | | | | | w/o store card |
| | Harvest Foods | Prairie Fresh | | | | | | | 3.98 | | | | | | 3.98 | | |
| | IGA Markets | n/i | | | | | | | 2.29 | | | | | | | | |
| | IGA Market Fresh | n/i | | | | | | 1.99 | 2.29 | | | | | | | | |
| | Metropolitan | n/i | | | | | | | 3.99 | | | | | | | | |
| | Meyers Group IGA | Prairie Fresh | | | | | | | 2.29 | | | | | | | | |
| | Quality Food Center | n/i | | | | | | | 3.99 | | | | | | | | |
| | Red Apple/Thriftway | n/i | | | | | | | 2.99 | | | | | | | | |
| | Rosauer's | Prairie Fresh | | | | | | | 2.29 | | | | | | | | |
| | Saars Market | n/i | | | | | | | | | | 1.48 | | | | | |
| | Safeway Northwest | n/i | | | | | | | | | 1.99 | | | | | | w/ store card |
| | Super 1 Foods | Prairie Fresh | | | | | | | 2.28 | | | | | | | | |
| The Markets | n/i | | | | | | | | 2.98 | | | | | | | | |
| Town & Country | Niman Ranch | | | | | | | | 6.99 | | | | | | | ABF | |
| | n/i | | | | 4.99 | | | | | | | | | | | | |
| WY | Affiliated MW | Hormel | | | | | | | 2.49 | | | | | | | | |
| | Albertsons Mtn | n/i | | | | | | | 3.49 | 2.69 | | | | | | | |
| | Associated Food | n/i | | | | | | | | | | | | | 3.49 | | |
| | IGA Markets | n/i | | | | | | | 2.29 | | | | | | | | |
| | King Soopers | n/i | | | | | | | | | | | | | 3.99 | | |
| | Lucky's Market | n/i | | | | 3.49 | | | | | | | | | | | ABF |
| | Safeway Denver | n/i | | | | | | | 2.99 | 1.99 | | | | | 4.99 | | w/ store card |
| | Smith's | n/i | | | | | | | 2.49 | | | | | 1.79 | | | w/ store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | | Loin Chops | | Racks | | | Breast | Conditions | |
|--|-------------------|------------------|--------|------------|------|-------|---------------|------|-------|----------|------------|---------|-------|-------|-------------|--------|---------------------|------------------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | Crown Roast | | | French |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | | | |
| CT | A&P Stores | n/i | AU | | | | 3.99 | | | | | | | | | 12.99 | | w/ store card |
| | Adams IGA | n/i | US | 4.99 | | | | | | | | 9.99 | | | | | | |
| | AG New England | n/i | | | | | | | | | | 9.99 | | | | | | |
| | Associated | n/i | US | 4.99 | 5.49 | 5.39 | | | | | | | | | | | | |
| | Balducci's | n/i | US | | | | | | | | | 17.99 | | | | | | |
| | Best Market | n/i | US | 4.97 | | 5.99 | | | | | | | | | | | | |
| | Big Y | n/i | US | 3.99 | 3.99 | 3.99 | | | | 6.49 | | | | | | | | |
| | Bravo | n/i | US | | | | 5.99 | | | | | 12.99 | | | | | 3.99 | |
| | C-Town | n/i | US | | | | 5.99 | | | | | | | | | | | |
| | Fairway Foods | n/i | AU | | | | | | | | | | | | | 12.99 | | |
| | | n/i | US | | | | | | | 6.99 | | | | | | | | |
| | Food Bazaar | n/i | US | 4.99 | | | | | | | | | | | | | | |
| | Food Emporium | n/i | US | | | | | | | 6.99 | | | | | | | | |
| | Highland Park | n/i | US | 6.99 | | | | | | | | | | | | | | |
| | Key Food | n/i | US | 3.99 | 3.99 | 4.99 | | | | | 7.99 | | | | | | | |
| | King's | King's | US | | | | | | | 7.99 | | | | | | | | |
| | Pioneer | n/i | US | 4.99 | | | | | | | | | | | | | | |
| | Price Chopper | Chiapetti | AU | | | | 3.99 | | | | 4.99 | | 6.99 | | | | 9.99 | |
| | Price Rite | n/i | AU | | | | 3.99 | | | | 4.49 | | | | | | | |
| | ShopRite | Nature's Reserve | AU | | | | 3.99 | | | | | | | | | | | w/ store card; limit 1 |
| | Nature's Reserve | AU | | | | 4.49 | | | | | | | | | | | w/o store card | |
| | Nature's Reserve | AU | | | | | | | | | | | 9.99 | | | | | |
| Stew Leonard's | Stew's Naked | US | | | | | | | | 4.99 | | | | | | | ABF; w/ store card | |
| | Stew's Naked | US | | | | | | | | 7.99 | | | | | | | ABF; w/o store card | |
| Stop & Shop | n/i | AU | | | | | | | 3.99 | 4.99 | | | | | 10.99 | | w/ store card | |
| The Fresh Market | n/i | | | 6.99 | | | | | | | | | 12.99 | | | | | |
| Whole Foods NATInc | Atkins Ranch | NZ | | | | | | | 8.99 | | | 12.99 | | | | | ABF | |
| Whole Foods NE | Atkins Ranch | NZ | | 9.99 | | | | | | 12.99 | | 10.99 | | | 21.99 | | ABF | |
| | Coleman | US | | 9.99 | | | | | | 12.99 | | | | | 21.99 | | ABF | |
| DC | Giant Food | n/i | AU | | | | 3.99 | | | 4.99 | | | | | 10.99 | | w/ store card | |
| | Harris Teeter | n/i | US | | | | 6.99 | 6.99 | 6.99 | 8.99 | | | | | | | w/ store card | |
| | | n/i | US | | | | 9.99 | 9.99 | 9.99 | 9.99 | | | | | | | w/o store card | |
| | Safeway Eastern | Open Nature | AU | 3.99 | | | | | | 5.00 | | 7.99 | | | | | w/ store card | |
| | Whole Foods MidAt | Atkins Ranch | NZ | 7.49 | | | | | | 5.99 | | | | 19.99 | 19.99 | | | |
| | n/i | AU | 7.99 | | | | | | | 8.99 | | | 21.99 | | | | organic | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | Loin Chops | | Racks | | | Breast | Conditions | | |
|--------------------|------------------|------------------|--------|------------|------|-------|---------------|------|-------|------------|-------|---------|-------|-------|--------|------------|------------------------|----------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | | | Crown Roast | French |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | |
| DE | A&P Stores | n/i | AU | | | | 3.99 | | | | | | | | 12.99 | | w/ store card | |
| | ACME Market | Catelli | US | 4.99 | | | | | | 5.99 | | | 12.99 | | | | | |
| | Food Lion | n/i | | | | | 4.99 | | | | | | | | | | w/ store card | |
| | | n/i | | | | | 6.99 | | | | | | | | | | | w/o store card |
| | Fresh Grocer | n/i | | | | | 5.99 | | | | 6.99 | | | | | | | |
| | Giant Food | n/i | AU | | | | 3.99 | | | 4.99 | | | | | 10.99 | | w/ store card | |
| | Harris Teeter | n/i | US | | | | 6.99 | 6.99 | 6.99 | 8.99 | | | | | | | w/ store card | |
| | | n/i | US | | | | 9.99 | 9.99 | 9.99 | 9.99 | | | | | | | | w/o store card |
| | Pathmark | n/i | AU | | | | 3.99 | | | | | | | | 12.99 | | w/ store card | |
| | Redner's | Catelli | US | | | | | | | 6.98 | | | | | | | w/ store card | |
| | | Catelli | US | | | | | | | 7.98 | | | | | | | w/o store card | |
| | Safeway Eastern | Open Nature | AU | 3.99 | | | | | | | | 7.99 | | | | | w/ store card | |
| | ShopRite | Nature's Reserve | AU | | | | 3.99 | | | | | | | | | | w/ store card; limit 1 | |
| | | Nature's Reserve | AU | | | | 4.49 | | | | | | | | | | w/o store card | |
| | Nature's Reserve | AU | | | | | | | | | | | 9.99 | | | | | |
| MA | Adams IGA | n/i | US | 4.99 | | | | | | | 9.99 | | | | | | | |
| | AG New England | n/i | | | | | | | | | 9.99 | | | | | | | |
| | Big Y | n/i | US | 3.99 | 3.99 | 3.99 | | | | 6.49 | | | | | | | | |
| | C-Town | n/i | US | | | | 5.99 | | | | | | | | | | | |
| | Crosby's | n/i | US | 4.99 | | | | | | | | | | | | | w/ store card | |
| | | n/i | US | 6.99 | | | | | | | | | | | | | w/o store card | |
| | Hannaford | Hannaford | | | | | 4.99 | | | | | | | | | | w/ store card | |
| | | Hannaford | | | | | 7.99 | | | | | | | | | | w/o store card | |
| | Market Basket | n/i | US | | | | 4.99 | | | 5.49 | | | | | | | w/ store card | |
| | | n/i | US | | | | 5.49 | | | 6.99 | | | | | | | w/o store card | |
| | Met Foods | n/i | US | 4.99 | | | | | | | | | | | | | | |
| | Price Chopper | Chiapetti | AU | | | | 3.99 | | | 4.99 | 6.99 | | | | 9.99 | | | |
| | Price Rite | n/i | AU | | | | 3.99 | | | 4.49 | | | | | | | | |
| | Roche Bros. | Shepherd's Pride | US | | | | 6.99 | | | 7.99 | | | | | | | ABF | |
| | Shaw's | n/i | AU | | | | 4.99 | | | | 7.99 | | | | | | | |
| | Stop & Shop | n/i | AU | | | | 3.99 | | | 4.99 | | | | | 10.99 | | w/ store card | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | 12.99 | | | | | |
| | Trucchi's | n/i | US | 5.49 | | | | | | | | | | | | | | |
| | Wegman's | Wegman's | US | | | | | | | 7.99 | | | | | | | organic | |
| | Thomas Farms | US | | | | | | | 5.99 | | | | | | | | ABF | |
| Whole Foods NATInc | Atkins Ranch | NZ | | | | 8.99 | | | | | 12.99 | | | | | | ABF | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | Loin Chops | | Racks | | | Breast | Conditions | | | |
|-------------------|-----------------|------------------|--------|------------|------|-------|---------------|------|-------|------------|-------|---------|-------|-------|--------|------------|-------------|----------------|------------------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | | | Crown Roast | French | |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | | |
| MD | A&P Stores | n/i | AU | | | | 3.99 | | | | | | | | | | | w/ store card | |
| | ACME Market | Catelli | US | 4.99 | | | | | | | | | | 12.99 | | | | | |
| | AG New England | n/i | | | | | | | | | 9.99 | | | | | | | | |
| | Associated | n/i | US | 4.99 | 5.49 | 5.39 | | | | | | | | | | | | | |
| | Balducci's | n/i | US | | | | | | | | 17.99 | | | | | | | | |
| | Family Owned | n/i | | | | | | | | | 8.99 | | | | | | | | |
| | Food Lion | n/i | | | | | 4.99 | | | | | | | | | | | w/ store card | |
| | | n/i | | | | | 6.99 | | | | | | | | | | | w/o store card | |
| | Giant Eagle | Thomas Farms | US | | | | 5.99 | | | | | | | 15.99 | | | | ABF | |
| | Giant Food | n/i | AU | | | | 3.99 | | | | | | | | | | 10.99 | w/ store card | |
| | Graul's | n/i | US | | | | 8.99 | | | | | | | | | | | locally grown | |
| | Harris Teeter | n/i | US | | | | 6.99 | 6.99 | 6.99 | 8.99 | | | | | | | | w/ store card | |
| | | n/i | US | | | | 9.99 | 9.99 | 9.99 | 9.99 | | | | | | | | w/o store card | |
| | Martin's Food | Martin's | AU | | | | 3.99 | | | 4.99 | | | | | | | 10.99 | w/ store card | |
| | | Martin's | AU | | | | 6.99 | | | 7.99 | | | | | | | 16.29 | w/o store card | |
| | Price Rite | n/i | AU | | | | 3.99 | | | 4.49 | | | | | | | | | |
| | Redner's | Catelli | US | | | | | | | 6.98 | | | | | | | | w/ store card | |
| | | Catelli | US | | | | | | | 7.98 | | | | | | | | w/o store card | |
| | Safeway Eastern | Open Nature | AU | 3.99 | | | | | | 5.00 | | 7.99 | | | | | | | w/ store card |
| | Shop'n Save | Superior Farms | US | | | | 6.49 | 6.99 | | 8.99 | | | | | | | | | |
| | Shoppers | n/i | US | | | | 5.99 | | | | | | | | | | | | |
| | ShopRite | Nature's Reserve | AU | | | | 3.99 | | | | | | | | | | | | w/ store card; limit 1 |
| | | Nature's Reserve | AU | | | | 4.49 | | | | | | | | | | | | w/o store card |
| | | Nature's Reserve | AU | | | | | | | | | | | 9.99 | | | | | |
| The Fresh Market | n/i | | 6.99 | | | | | | | | | | 12.99 | | | | | | |
| Wegman's | Wegman's | US | | | | | | | 7.99 | | | | | | | | | organic | |
| | Thomas Farms | US | | | | | | | 5.99 | | | | | | | | | ABF | |
| Weis | n/i | | | | | | | | 6.99 | | | | | | | 12.99 | | w/ store card | |
| | n/i | AU | | | | 3.99 | | | | | | | | | | | | w/ store card | |
| Whole Foods MidAt | Atkins Ranch | NZ | 7.49 | | | 5.99 | | | 8.49 | | | | 19.99 | 19.99 | | | | | |
| | n/i | AU | 7.99 | | | | | | 8.99 | | | | 21.99 | | | | | organic | |
| ME | AG New England | n/i | | | | | | | | | 9.99 | | | | | | | | |
| | Hannaford | Hannaford | | | | | 4.99 | | | | | | | | | | | w/ store card | |
| | | Hannaford | | | | | 7.99 | | | | | | | | | | | w/o store card | |
| | Market Basket | n/i | US | | | | 4.99 | | | 5.49 | | | | | | | | w/ store card | |
| | n/i | US | | | | 5.49 | | | 6.99 | | | | | | | | | w/o store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | | | | Loin Chops | | Racks | | | Breast | Conditions |
|---------------------|--------------------|------------------|--------|------------|------|-------|---------------|------|-------|----------|------|-------|------------|-------|-------|-------------|--------|---------------|------------------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | | bone-in | bnls | Whole | Crown Roast | French | | |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | | |
| ME <i>(cont)</i> | Shaw's | n/i | AU | | | | 4.99 | | | | | 7.99 | | | | | | | |
| | Whole Foods NATInc | Atkins Ranch | NZ | | | | 8.99 | | | | | 12.99 | | | | | | | ABF |
| NH | AG New England | n/i | | | | | | | | | | 9.99 | | | | | | | |
| | Hannaford | Hannaford | | | | | 4.99 | | | | | | | | | | | | w/ store card |
| | Hannaford | Hannaford | | | | | 7.99 | | | | | | | | | | | | w/o store card |
| | Market Basket | n/i | US | | | | 4.99 | | | | 5.49 | | | | | | | | w/ store card |
| | Price Chopper | n/i | US | | | | 5.49 | | | | 6.99 | | | | | | | | w/o store card |
| | Shaw's | Chiapetti | AU | | | | 3.99 | | | | 4.99 | 6.99 | | | | 9.99 | | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | | | 12.99 | | | | |
| NJ | A&P Stores | n/i | AU | | | | 3.99 | | | | | | | | | 12.99 | | | w/ store card |
| | ACME Market | Catelli | US | 4.99 | | | | | | | 5.99 | | | | 12.99 | | | | |
| | Associated | n/i | US | 4.99 | 5.49 | 5.39 | | | | | | | | | | | | | |
| | Best Market | n/i | US | 4.97 | | 5.99 | | | | | | | | | | | | | |
| | Bravo | n/i | US | | | | 5.99 | | | | | 12.99 | | | | | | 3.99 | |
| | C-Town | n/i | US | | | | 5.99 | | | | | | | | | | | | |
| | Fairway Foods | n/i | AU | | | | | | | | | | | | 12.99 | | | | |
| | | n/i | US | | | | 6.99 | | | | | | | | | | | | |
| | Food Bazaar | n/i | US | 4.99 | | | | | | | | | | | | | | | |
| | Foodtown | Cedar Springs | US | | | | 5.99 | | | | 9.99 | | | | | | | | |
| | Key Food | n/i | US | 3.99 | 3.99 | 4.99 | | | | | 7.99 | | | | | | | | |
| | King's | King's | US | | | | 7.99 | | | | | | | | | | | | |
| | Met Foods | n/i | US | 4.99 | | | | | | | | | | | | | | | |
| | Pathmark | n/i | AU | | | | 3.99 | | | | | | | | 12.99 | | | | w/ store card |
| | Pioneer | n/i | US | 4.99 | | | | | | | | | | | | | | | |
| | Price Rite | n/i | AU | | | | 3.99 | | | | 4.49 | | | | | | | | |
| | ShopRite | Nature's Reserve | AU | | | | 3.99 | | | | | | | | | | | | w/ store card; limit 1 |
| | | Nature's Reserve | AU | | | | 4.49 | | | | | | | | | | | | w/o store card |
| | | Nature's Reserve | AU | | | | | | | | | | | 9.99 | | | | | |
| | Stop & Shop | n/i | AU | | | | 3.99 | | | | 4.99 | | | | | 10.99 | | | w/ store card |
| The Fresh Market | n/i | | 6.99 | | | | | | | | | | | 12.99 | | | | | |
| Wegman's | Wegman's | US | | | | | | | | 7.99 | | | | | | | | organic | |
| | Thomas Farms | US | | | | | | | | 5.99 | | | | | | | | ABF | |
| Weis | n/i | | | | | | | | | 6.99 | | | | | 12.99 | | | w/ store card | |
| | n/i | AU | | | | 3.99 | | | | | | | | | | | | w/ store card | |
| Whole Foods MidAt | Atkins Ranch | NZ | 7.49 | | | 5.99 | | | | 8.49 | | | | 19.99 | 19.99 | | | | |
| | n/i | AU | 7.99 | | | | | | | 8.99 | | | | 21.99 | | | | organic | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | Loin Chops | | Racks | | | Breast | Conditions | | | |
|---------------------|------------------|---------------|--------|------------|------|-------|---------------|------|-------|------------|------|---------|------|-------|--------|------------|-------------|------------------------|----------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | | | Crown Roast | French | |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | | |
| NJ <i>(cont)</i> | Whole Foods NE | Atkins Ranch | NZ | 9.99 | | | | | | | | 10.99 | | | 21.99 | | | ABF | |
| | | Coleman | US | 9.99 | | | | | | | | | | | | 21.99 | | | ABF |
| NY | A&P Stores | n/i | AU | | | | 3.99 | | | | | | | | | 12.99 | | w/ store card | |
| | Associated | n/i | US | 4.99 | 5.49 | 5.39 | | | | | | | | | | | | | |
| | Balducci's | n/i | US | | | | | | | | | 17.99 | | | | | | | |
| | Best Market | n/i | US | 4.97 | | 5.99 | | | | | | | | | | | | | |
| | Bravo | n/i | US | | | | 5.99 | | | | | 12.99 | | | | | | 3.99 | |
| | C-Town | n/i | US | | | | 5.99 | | | | | | | | | | | | |
| | D'Agostino's | D'Artagnan | | AU | | | | | | | | | | 19.99 | | | | | |
| | | Cedar Springs | | US | 5.99 | | | | | | | | | | | | | | |
| | DeCiccio's | n/i | US | 5.99 | | | | | | | | | | | | | | | |
| | Fairway Foods | n/i | | AU | | | | | | | | | | | | | 12.99 | | |
| | | n/i | | US | | | | 6.99 | | | | | | | | | | | |
| | Food Bazaar | n/i | US | 4.99 | | | | | | | | | | | | | | | |
| | Food Emporium | n/i | US | | | | 6.99 | | | | | | | | | | | | |
| | Foodtown | Cedar Springs | | US | | | 5.99 | | | | 9.99 | | | | | | | | |
| | Giunta's | n/i | US | 4.99 | | 5.99 | | | | | | | | | | | | | |
| | Gourmet Garage | n/i | US | 8.99 | | | | | | | | | | | | | | | |
| | Great American | n/i | US | 4.49 | | | | | | | | | | | | | | | |
| | Gristede's | n/i | AU | | | | 7.99 | 8.99 | 8.99 | | | | | 15.99 | | | | | |
| | Hannaford | Hannaford | | | | | 4.99 | | | | | | | | | | | | w/ store card |
| | | Hannaford | | | | | 7.99 | | | | | | | | | | | | w/o store card |
| | Key Food | n/i | US | 3.99 | 3.99 | 4.99 | | | | | 7.99 | | | | | | | | |
| | King Kullen | n/i | US | 4.89 | 4.89 | 4.99 | | | | | | | | | | | | | |
| | King's | King's | US | | | | 7.99 | | | | | | | | | | | | |
| | Met Foods | n/i | US | 4.99 | | | | | | | | | | | | | | | |
| | Metropolitan | n/i | US | 4.99 | | | | | | | | | | | | | | | |
| | North Shore | n/i | | | | | | | | | 7.99 | | | | | | | | |
| Peck's | n/i | US | | | | 5.99 | | | | | 6.99 | | | | | | | | |
| Pioneer | n/i | US | 4.99 | | | | | | | | | | | | | | | | |
| Price Chopper | Chiapetti | AU | | | | 3.99 | | | | 4.99 | | 6.99 | | | | 9.99 | | | |
| Price Rite | n/i | AU | | | | 3.99 | | | | 4.49 | | | | | | | | | |
| Shop'n Save | Superior Farms | US | | | | 6.49 | 6.99 | | | 8.99 | | | | | | | | | |
| ShopRite | Nature's Reserve | AU | | | | 3.99 | | | | | | | | | | | | w/ store card; limit 1 | |
| | Nature's Reserve | AU | | | | 4.49 | | | | | | | | | | | | w/o store card | |
| | Nature's Reserve | AU | | | | | | | | | | | 9.99 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | Loin Chops | | Racks | | | Breast | Conditions | | |
|---------------------|-------------------|---------------|--------|------------|------|-------|---------------|------|-------|------------|------|---------|-------|-------|--------|----------------|---------------------|--------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | | | Crown Roast | French |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | |
| NY <i>(cont)</i> | Stew Leonard's | Stew's Naked | US | | | | | | | 4.99 | | | | | | | ABF; w/ store card | |
| | | Stew's Naked | US | | | | | | | 7.99 | | | | | | | ABF; w/o store card | |
| | Stop & Shop | n/i | AU | | | | 3.99 | | | 4.99 | | | | | 10.99 | | w/ store card | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | 12.99 | | | | | |
| | Tops Market | n/i | | | | | 5.99 | 5.99 | 5.99 | | | | | | | | | |
| | Trade Fair | n/i | US | 4.99 | | | | | | | | | | | | | also Halal | |
| | Uncle Giuseppe's | n/i | US | 6.99 | | | | | | | | 12.99 | | | 24.99 | | | |
| | Wegman's | Wegman's | US | | | | | | | 7.99 | | | | | | | organic | |
| | | Thomas Farms | US | | | | | | | 5.99 | | | | | | | ABF | |
| | Weis | n/i | | | | | | | | 6.99 | | | | | 12.99 | | w/ store card | |
| | n/i | AU | | | | 3.99 | | | | | | | | | | w/ store card | | |
| Whole Foods NE | Atkins Ranch | NZ | 9.99 | | | | | | | 12.99 | | 10.99 | | | 21.99 | | ABF | |
| | Coleman | US | 9.99 | | | | | | | 12.99 | | | | | 21.99 | | ABF | |
| PA | A&P Stores | n/i | AU | | | | 3.99 | | | | | | | | 12.99 | | w/ store card | |
| | ACME Market | Catelli | US | 4.99 | | | | | | 5.99 | | | | 12.99 | | | | |
| | Associated | n/i | US | 4.99 | 5.49 | 5.39 | | | | | | | | | | | | |
| | Bravo | n/i | US | | | | 5.99 | | | | | 12.99 | | | | | 3.99 | |
| | C-Town | n/i | US | | | | 5.99 | | | | | | | | | | | |
| | Family Owned | n/i | | | | | | | | 8.99 | | | | | | | | |
| | Food Lion | n/i | | | | | 4.99 | | | | | | | | | | w/ store card | |
| | | n/i | | | | | 6.99 | | | | | | | | | | w/o store card | |
| | Foodtown | Cedar Springs | US | | | | 5.99 | | | 9.99 | | | | | | | | |
| | Fresh Grocer | n/i | | | | | 5.99 | | | 6.99 | | | | | | | | |
| | Giant Eagle | Thomas Farms | US | | | | 5.99 | | | 6.99 | | | | 15.99 | | | ABF | |
| | Giant Food Stores | Giant | AU | | | | 3.99 | | | 4.99 | | | | | 10.99 | | w/ store card | |
| | | Giant | AU | | | | 6.99 | | | 7.99 | | | | | 16.29 | | w/o store card | |
| | Karn's | n/i | US | | | | 6.99 | | | | | 12.99 | | | | | | |
| | Key Food | n/i | US | 3.99 | 3.99 | 4.99 | | | | 7.99 | | | | | | | | |
| | Martin's Food | Martin's | AU | | | | 3.99 | | | 4.99 | | | | | 10.99 | | w/ store card | |
| | | Martin's | AU | | | | 6.99 | | | 7.99 | | | | | 16.29 | | w/o store card | |
| | Pathmark | n/i | AU | | | | 3.99 | | | | | | | | 12.99 | | w/ store card | |
| | Price Chopper | Chiapetti | AU | | | | 3.99 | | | 4.99 | | 6.99 | | | 9.99 | | | |
| | Price Rite | n/i | AU | | | | 3.99 | | | 4.49 | | | | | | | | |
| Redner's | Catelli | US | | | | | | | 6.98 | | | | | | | w/ store card | | |
| | Catelli | US | | | | | | | 7.98 | | | | | | | w/o store card | | |
| Shop'n Save | Superior Farms | US | | | | 6.49 | 6.99 | | 8.99 | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | Loin Chops | | Racks | | | Breast | Conditions | | | |
|---------------------|--------------------|------------------|--------------|------------|------|-------|---------------|------|-------|------------|------|---------|------|-------|--------|------------|-------------|------------------------|---------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | | | Crown Roast | French | |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | | |
| PA <i>(cont)</i> | ShopRite | Nature's Reserve | AU | | | | 3.99 | | | | | | | | | | | w/ store card; limit 1 | |
| | | Nature's Reserve | AU | | | | 4.49 | | | | | | | | | | | w/o store card | |
| | | Nature's Reserve | AU | | | | | | | | | | 9.99 | | | | | | |
| | | ShurSave | n/i | | 4.99 | | | | | | | | | | | | | | |
| | | Sparkle | n/i | | | | 6.99 | | | | | | | | | | | | |
| | | The Fresh Market | n/i | | 6.99 | | | | | | | | | 12.99 | | | | | |
| | | Thorne's Market | n/i | | 4.99 | | | | | 7.99 | | | | | | | | | |
| | | Tops Market | n/i | | | | 5.99 | 5.99 | 5.99 | | | | | | | | | | |
| | | Wegman's | Wegman's | US | | | | | | 7.99 | | | | | | | | | organic |
| | | | Thomas Farms | US | | | | | | 5.99 | | | | | | | | | ABF |
| | Weis | n/i | | | | | | | 6.99 | | | | | | | 12.99 | | w/ store card | |
| | | n/i | AU | | | | 3.99 | | | | | | | | | | | w/ store card | |
| | Whole Foods MidAt | Atkins Ranch | NZ | 7.49 | | | 5.99 | | | | | | | 19.99 | 19.99 | | | | |
| | | n/i | AU | 7.99 | | | | | | | | | | 21.99 | | | | organic | |
| RI | Associated | n/i | US | 4.99 | 5.49 | 5.39 | | | | | | | | | | | | | |
| | Bravo | n/i | US | | | | 5.99 | | | | | 12.99 | | | | | | 3.99 | |
| | Dave's Market | n/i | US | 5.99 | | | | | | 7.99 | | | | | | | | | |
| | Price Rite | n/i | AU | | | | 3.99 | | | 4.49 | | | | | | | | | |
| | Shaw's | n/i | AU | | | | 4.99 | | | | 7.99 | | | | | | | | |
| | Stop & Shop | n/i | AU | | | | 3.99 | | | 4.99 | | | | | | 10.99 | | w/ store card | |
| | Whole Foods NATlnc | Atkins Ranch | NZ | | | | 8.99 | | | | | 12.99 | | | | | | ABF | |
| VT | AG New England | n/i | | | | | | | | | 9.99 | | | | | | | | |
| | Hannaford | Hannaford | | | | | 4.99 | | | | | | | | | | | w/ store card | |
| | | Hannaford | | | | | 7.99 | | | | | | | | | | | w/o store card | |
| | Price Chopper | Chiapetti | AU | | | | 3.99 | | | 4.99 | 6.99 | | | | 9.99 | | | | |
| | Shaw's | n/i | AU | | | | 4.99 | | | | 7.99 | | | | | | | | |
| | Tops Market | n/i | | | | 5.99 | 5.99 | 5.99 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | Loin Chops | | Racks | | | Breast | Conditions | | |
|---|--------------------|-------------------|--------|------------|------|-------|---------------|------|-------|------------|------|---------|-------|-------|--------|------------|---------------------|--------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | | | Crown Roast | French |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | |
| SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | | |
| AL | Ingle's | n/i | | | | | 7.98 | 7.98 | 7.98 | | | | | | | | w/ store card | |
| | | n/i | | | | | 8.98 | 8.98 | 8.98 | | | | | | | | w/o store card | |
| | Kroger Nashville | Private Selection | | 4.99 | | | | | | | | | | | | | w/ store card | |
| | Publix | GreenWise | AU | | | | 6.49 | | 6.49 | 6.99 | | | | | | | w/ store card; ABF | |
| | | GreenWise | AU | | | | 7.99 | | 7.99 | 8.49 | | | | | | | w/o store card; ABF | |
| | Rouses | Royal Farms | US | 6.99 | | | | | | | | | | | | | locally grown | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | 12.99 | | | | | |
| | Western | Superior | US | | | | | | | 8.99 | | | | | | | | |
| | | n/i | US | | | | | | | | | | | | | 16.99 | | |
| | Whole Foods Sth | Atkins Ranch | NZ | | | | | | | | | | | 19.99 | | 19.99 | | |
| | Winn-Dixie | n/i | US | | | | 5.99 | | | | | | | | | | w/ store card | |
| FL | Bravo Supermarket | n/i | AU | 3.99 | 4.39 | 4.19 | | | | | | | | | | | | |
| | Harris Teeter | n/i | US | | | | 6.99 | 6.99 | 6.99 | 8.99 | | | | | | | w/ store card | |
| | | n/i | US | | | | 9.99 | 9.99 | 9.99 | 9.99 | | | | | | | w/o store card | |
| | Hitchcock's | n/i | | | | | | | | 7.99 | | | | | | | | |
| | Lucky's Market | n/i | | 5.99 | | | | | | | | | | | | | | |
| | Publix | GreenWise | AU | | | | 6.49 | | 6.49 | 6.99 | | | | | | | w/ store card; ABF | |
| | | GreenWise | AU | | | | 7.99 | | 7.99 | 8.49 | | | | | | | w/o store card; ABF | |
| | Sedano's | n/i | US | 4.99 | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | 12.99 | | | | | |
| | Winn-Dixie | n/i | US | | | | 5.99 | | | | | | | | | | w/ store card | |
| GA | Bi-Lo | n/i | US | | | | 5.99 | | | | | | | | | | w/ store card | |
| | Food Lion | n/i | | | | | 4.99 | | | | | | | | | | w/ store card | |
| | | n/i | | | | | 6.99 | | | | | | | | | | w/o store card | |
| | Harris Teeter | n/i | US | | | | 6.99 | 6.99 | 6.99 | 8.99 | | | | | | | w/ store card | |
| | | n/i | US | | | | 9.99 | 9.99 | 9.99 | 9.99 | | | | | | | w/o store card | |
| | Ingle's | n/i | | | | | 7.98 | 7.98 | 7.98 | | | | | | | | w/ store card | |
| | | n/i | | | | | 8.98 | 8.98 | 8.98 | | | | | | | | w/o store card | |
| | Piggly Wiggly Car. | n/i | | | | | 7.99 | 7.99 | 7.99 | | | | | | | | | |
| | Publix | GreenWise | AU | | | | 6.49 | | 6.49 | 6.99 | | | | | | | w/ store card; ABF | |
| | | GreenWise | AU | | | | 7.99 | | 7.99 | 8.49 | | | | | | | w/o store card; ABF | |
| | Sprout's | n/i | NZ | 5.99 | | | | | | 6.99 | | | | | | | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | 12.99 | | | | | |
| | Whole Foods Sth | Atkins Ranch | NZ | | | | | | | | | | | 19.99 | | 19.99 | | |
| | Winn-Dixie | n/i | US | | | | 5.99 | | | | | | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | | | Loin Chops | | Racks | | | Breast | Conditions | |
|------------------|--------------------|-------------------|--------|------------|------|-------|---------------|------|-------|----------|------|------------|-------|-------|-------------|--------|--------|---------------------|---------------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | Crown Roast | French | | | |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | | |
| MS | AG of Baton Rouge | n/i | | 5.99 | | | | | | | | | | | | | | | |
| | Kroger Delta | Private Selection | | 5.99 | | | | | | | | | | | | | | | |
| | Rouses | Royal Farms | US | 6.99 | | | | | | | | | | 12.99 | | | | | w/ store card |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | | | | | | | locally grown |
| | Whole Foods Sth | Atkins Ranch | NZ | | | | | | | | | | | | 19.99 | 19.99 | | | |
| | Winn-Dixie | n/i | US | | | | 5.99 | | | | | | | | | | | | |
| NC | Bi-Lo | n/i | US | | | | 5.99 | | | | | | | | | | | | w/ store card |
| | Corner Market | n/i | US | | | | | 9.99 | 9.99 | | | | | | | | | | |
| | Farm Fresh | Superior | US | 5.99 | | | | | | | | | | | | | | | |
| | Food Lion | n/i | | | | | 4.99 | | | | | | | | | | | | w/ store card |
| | | n/i | | | | | 6.99 | | | | | | | | | | | | w/o store card |
| | Harris Teeter | n/i | US | | | | 6.99 | 6.99 | 6.99 | 8.99 | | | | | | | | | w/ store card |
| | | n/i | US | | | | 9.99 | 9.99 | 9.99 | 9.99 | | | | | | | | | w/o store card |
| | Ingle's | n/i | | | | | 7.98 | 7.98 | 7.98 | | | | | | | | | | w/ store card |
| | | n/i | | | | | 8.98 | 8.98 | 8.98 | | | | | | | | | | w/o store card |
| | Lowe's Foods | Chiapetti | | | | | 7.99 | | | | | | | | | | | | w/ store card |
| | Publix | GreenWise | AU | | | | 6.49 | | 6.49 | 6.99 | | | | | | | | | w/ store card; ABF |
| | GreenWise | AU | | | | 7.99 | | 7.99 | 8.49 | | | | | | | | | w/o store card; ABF | |
| The Fresh Market | n/i | | | 6.99 | | | | | | | | | | 12.99 | | | | | |
| SC | Bi-Lo | n/i | US | | | | 5.99 | | | | | | | | | | | | w/ store card |
| | Food Lion | n/i | | | | | 4.99 | | | | | | | | | | | | w/ store card |
| | | n/i | | | | | 6.99 | | | | | | | | | | | | w/o store card |
| | Harris Teeter | n/i | US | | | | 6.99 | 6.99 | 6.99 | 8.99 | | | | | | | | | w/ store card |
| | | n/i | US | | | | 9.99 | 9.99 | 9.99 | 9.99 | | | | | | | | | w/o store card |
| | Ingle's | n/i | | | | | 7.98 | 7.98 | 7.98 | | | | | | | | | | w/ store card |
| | | n/i | | | | | 8.98 | 8.98 | 8.98 | | | | | | | | | | w/o store card |
| | Lowe's Foods | Chiapetti | | | | | 7.99 | | | | | | | | | | | | w/ store card |
| | Piggly Wiggly Car. | n/i | | | | | 7.99 | 7.99 | 7.99 | | | | | | | | | | |
| | Publix | GreenWise | AU | | | | 6.49 | | 6.49 | 6.99 | | | | | | | | | w/ store card; ABF |
| | | GreenWise | AU | | | | 7.99 | | 7.99 | 8.49 | | | | | | | | | w/o store card; ABF |
| The Fresh Market | n/i | | | 6.99 | | | | | | | | | 12.99 | | | | | | |
| Whole Foods Sth | Atkins Ranch | NZ | | | | | | | | | | | | 19.99 | 19.99 | | | | |
| TN | Bi-Lo | n/i | US | | | | 5.99 | | | | | | | | | | | | w/ store card |
| | Food Lion | n/i | | | | | 4.99 | | | | | | | | | | | | w/ store card |
| | | n/i | | | | | 6.99 | | | | | | | | | | | | w/o store card |
| | Harris Teeter | n/i | US | | | | 6.99 | 6.99 | 6.99 | 8.99 | | | | | | | | | w/ store card |
| | | n/i | US | | | | 9.99 | 9.99 | 9.99 | 9.99 | | | | | | | | | w/o store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | Loin Chops | | Racks | | | Breast | Conditions | | |
|---------------------|------------------|-------------------|--------|------------|------|-------|---------------|------|-------|------------|-------|---------|-------|-------|--------|------------|---------------------|--------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | | | Crown Roast | French |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | |
| TN <i>(cont)</i> | Ingle's | n/i | | | | | 7.98 | 7.98 | 7.98 | | | | | | | | w/ store card | |
| | | n/i | | | | | 8.98 | 8.98 | 8.98 | | | | | | | | w/o store card | |
| | Kroger Delta | Private Selection | | 5.99 | | | | | | | | | | | | | w/ store card | |
| | Kroger Nashville | Private Selection | | 4.99 | | | | | | | | | | | | | w/ store card | |
| | Publix | GreenWise | AU | | | | 6.49 | | 6.49 | 6.99 | | | | | | | w/ store card; ABF | |
| | | GreenWise | AU | | | | 7.99 | | 7.99 | 8.49 | | | | | | | w/o store card; ABF | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | 12.99 | | | | | |
| Whole Foods Sth | Atkins Ranch | NZ | | | | | | | | | | | 19.99 | 19.99 | | | | |
| VA | Associated | n/i | US | 4.99 | 5.49 | 5.39 | | | | | | | | | | | | |
| | Balducci's | n/i | US | | | | | | | | 17.99 | | | | | | | |
| | Farm Fresh | Superior | US | 5.99 | | | | | | | | | | | | | | |
| | Food Lion | n/i | | | | | 4.99 | | | | | | | | | | w/ store card | |
| | | n/i | | | | | 6.99 | | | | | | | | | | w/o store card | |
| | Giant Food | n/i | AU | | | | 3.99 | | | 4.99 | | | | | 10.99 | | w/ store card | |
| | Harris Teeter | n/i | US | | | | 6.99 | 6.99 | 6.99 | 8.99 | | | | | | | w/ store card | |
| | | n/i | US | | | | 9.99 | 9.99 | 9.99 | 9.99 | | | | | | | w/o store card | |
| | Ingle's | n/i | | | | | 7.98 | 7.98 | 7.98 | | | | | | | | w/ store card | |
| | | n/i | | | | | 8.98 | 8.98 | 8.98 | | | | | | | | w/o store card | |
| | Lowe's Foods | Chiapetti | | | | | 7.99 | | | | | | | | | | w/ store card | |
| | Martin's Food | Martin's | AU | | | | 3.99 | | | 4.99 | | | | | 10.99 | | w/ store card | |
| | | Martin's | AU | | | | 6.99 | | | 7.99 | | | | | 16.29 | | w/o store card | |
| | Safeway Eastern | Open Nature | AU | 3.99 | | | | | | 5.00 | 7.99 | | | | | | w/ store card | |
| | Shoppers | n/i | US | | | | 5.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | 12.99 | | | | | |
| | Wegman's | Wegman's | US | | | | | | | 7.99 | | | | | | | organic | |
| | Thomas Farms | US | | | | | | | 5.99 | | | | | | | ABF | | |
| Whole Foods MidAt | Atkins Ranch | NZ | 7.49 | | | 5.99 | | | 8.49 | | | 19.99 | 19.99 | | | | | |
| | n/i | AU | 7.99 | | | | | | 8.99 | | | 21.99 | | | | organic | | |
| | n/i | AU | 7.99 | | | | | | 8.99 | | | 21.99 | | | | organic | | |
| WV | Food Lion | n/i | | | | | 4.99 | | | | | | | | | | w/ store card | |
| | | n/i | | | | | 6.99 | | | | | | | | | | w/o store card | |
| | Giant Eagle | Thomas Farms | US | | | | 5.99 | | | 6.99 | | | 15.99 | | | | ABF | |
| | Kroger Columbus | Superior | US | | | | 4.99 | | | | | | | | | | w/ store card | |
| | Martin's Food | Martin's | AU | | | | 3.99 | | | 4.99 | | | | 10.99 | | | w/ store card | |
| | | Martin's | AU | | | | 6.99 | | | 7.99 | | | | 16.29 | | | w/o store card | |
| | Shop'n Save | Superior Farms | US | | | | 6.49 | 6.99 | | 8.99 | | | | | | | | |
| Sparkle | n/i | | | | | 6.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | | Loin Chops | | Racks | | | Breast | Conditions | |
|----------------------------|-------------|------------|--------|------------|------|-------|---------------|------|-------|----------|------------|---------|-------|-------|-------------|--------|------------|--------------------------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | Crown Roast | | | French |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | |
| WV <i>(cont)</i> | Weis | n/i n/i | AU | | | | 3.99 | | | | | | | | | 12.99 | | w/ store card w/ store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | | | | Loin Chops | | Racks | | | Breast | Conditions |
|---|-------------------|------------------|--------|------------|------|-------|---------------|------|-------|----------|------|------|------------|-------|-------|-------------|---------------------|--------|------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | | bone-in | bnls | Whole | Crown Roast | French | | |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | | |
| MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | | | | |
| IA | County Market | n/i | | 4.99 | | | | | | | | | | | | | | | |
| | Hy-Vee | Strauss | US | 5.99 | | | | | | 7.99 | | | | | | | | | |
| | Jewel-Osco | Signature | | 4.77 | | | | | | | | | | | | | | | |
| | Schnuck's | n/i | | 7.99 | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | | 12.99 | | | | | |
| | Whole Foods MW | Atkins Ranch | NZ | 8.99 | | | | | | 12.99 | | | | 22.99 | 22.99 | | | | |
| IL | Angelo Caputo | Strauss | US | | 7.99 | 7.99 | 5.99 | | | 8.99 | | 9.99 | | | | | | | |
| | Berkot's | Chiapetti | US | 5.99 | | | | | | | | | | | | | | | |
| | Brookhaven | n/i | US | | | | 5.99 | | | 6.99 | | | | | | | | | |
| | Butera's Market | n/i | US | 4.99 | 4.99 | 5.99 | | | | | | | | | | | | | |
| | County Market | n/i | | 4.99 | | | | | | | | | | | | | | | |
| | Cub Foods | n/i | | | | | | 5.99 | 5.99 | | | | | | | | | | |
| | Dierberg's | Dierberg's | US | | | | 7.99 | | | | | | | | | | | | |
| | Fairplay Foods | n/i | US | | | | 4.99 | | | | | | | | | | | | |
| | Food 4 Less | n/i | | 4.99 | | | | | | | | | | | | | | | |
| | Fresh Thyme | n/i | | | | | | | | 5.99 | | | | | | | | | |
| | Garden Fresh | n/i | US | 4.99 | | | | | | | | | | | | | | | |
| | Heinen's | Heinen's | US | 5.99 | | | | | | | | | | | | | w/ store card | | |
| | | Heinen's | US | 7.99 | | | | | | | | | | | | | w/o store card | | |
| | | Shepherd's Pride | US | | | | | | | | | | | | | | w/ store card; ABF | | |
| | | Shepherd's Pride | US | | | | 7.99 | | | | | | | | | | w/o store card; ABF | | |
| | Hy-Vee | Strauss | US | 5.99 | | | 8.99 | | | 7.99 | | | | | | | | | |
| | Jewel-Osco | Signature | | 4.77 | | | | | | | | | | | | | | | |
| | Joe Caputo | n/i | US | 4.49 | | | | | | | | | | | | | | | |
| | Kroger Louisville | n/i | US | 4.99 | | | 5.99 | | | | | | | | | | w/ store card | | |
| | Meijer | n/i | | | | | 4.99 | | | | | | | | | | | | |
| | Pete's Market | n/i | US | 4.99 | | | | | | | | | | | | | | | |
| | Piggly Wiggly MW | n/i | US | | | | 5.99 | 6.49 | 6.99 | | | | | | | | | | |
| | Schnuck's | n/i | | 7.99 | | | | | | | | | | | | | | | |
| | Shop & Save Mrkt | n/i | US | 3.99 | 4.69 | 4.99 | | | | | | | | | | | | | |
| | Strack & VanTil | Chiapetti | US | 5.99 | | | | | | | | | | | | | | | |
| | Sullivan's | n/i | US | | | | | | | | 9.99 | | | | | | | | |
| | Sunset Foods | n/i | US | 6.99 | | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | | 12.99 | | | | | |
| | Tony's Finer Food | n/i | US | 4.99 | | | | | | | | | | | | | 3.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | Loin Chops | | Racks | | | Breast | Conditions | | |
|---------------------|--------------------|-------------------|--------|------------|------|-------|---------------|------|-------|------------|------|---------|-------|-------|--------|------------|----------------|----------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | | | Crown Roast | French |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | |
| IL <i>(cont)</i> | Treasure Island | Chiapetti | US | 4.79 | | 5.99 | 5.69 | | | 6.99 | | 9.99 | | | | | | |
| | | n/i | NZ | | | | | | | | | | 11.99 | | | | | |
| | Ultra Foods | Chiapetti | US | 5.99 | | | | | | | | | | | | | | |
| | Valli Produce | n/i | US | 4.49 | | | | | | 6.99 | | 8.99 | | | | | | |
| | Walt's Food Center | n/i | US | 4.99 | | | | | | | | | | | | | | |
| | Whole Foods MW | Atkins Ranch | NZ | 8.99 | | | | | | 12.99 | | | | 22.99 | 22.99 | | | |
| IN | Al's Supermarkets | Chiapetti | US | | | | 6.99 | | | | | | | | | | w/ store card | |
| | | Chiapetti | US | | | | 8.99 | | | | | | | | | | w/o store card | |
| | Food 4 Less | n/i | | 4.99 | | | | | | | | | | | | | | |
| | Jewel-Osco | Signature | | 4.77 | | | | | | | | | | | | | | |
| | Kroger Cincinnati | n/i | | 4.99 | | | | | | | | | | | | | w/ store card | |
| | Kroger Louisville | n/i | US | 4.99 | | | 5.99 | | | | | | | | | | w/ store card | |
| | Marsh | n/i | US | 7.99 | 7.99 | 7.99 | | | | | | | | | | | | |
| | Martin's | Martin's | US | | | | 7.99 | | | | | | | | | | | |
| | | Martin's | US | | | | 8.69 | | | | | | | | | | | w/ store card |
| | Meijer | n/i | | | | | 4.99 | | | | | | | | | | | w/o store card |
| | Schnuck's | n/i | | 7.99 | | | | | | | | | | | | | | |
| | Strack & VanTil | Chiapetti | US | 5.99 | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | | 12.99 | | | | |
| | Ultra Foods | Chiapetti | US | 5.99 | | | | | | | | | | | | | | |
| Walt's Food Center | n/i | US | 4.99 | | | | | | | | | | | | | | | |
| Whole Foods MW | Atkins Ranch | NZ | 8.99 | | | | | | 12.99 | | | | 22.99 | 22.99 | | | | |
| KY | Food Lion | n/i | | | | | 4.99 | | | | | | | | | | w/ store card | |
| | | n/i | | | | | 6.99 | | | | | | | | | | w/o store card | |
| | Kroger Cincinnati | n/i | | 4.99 | | | | | | | | | | | | | w/ store card | |
| | Kroger Delta | Private Selection | | 5.99 | | | | | | | | | | | | | w/ store card | |
| | Kroger Louisville | n/i | US | 4.99 | | | 5.99 | | | | | | | | | | w/ store card | |
| | Kroger Nashville | Private Selection | | 4.99 | | | | | | | | | | | | | w/ store card | |
| | Lucky's Market | n/i | | 5.99 | | | | | | | | | | | | | | |
| | Meijer | n/i | | | | | 4.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | | 12.99 | | | | |
| | Whole Foods MidAt | Atkins Ranch | NZ | 7.49 | | | 5.99 | | | 8.49 | | | | 19.99 | 19.99 | | | |
| | n/i | AU | 7.99 | | | | | | 8.99 | | | | 21.99 | | | | organic | |
| | n/i | AU | 7.99 | | | | | | 8.99 | | | | 21.99 | | | | organic | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | | Loin Chops | | Racks | | | Breast | Conditions | |
|----------------|-------------------|-------------------|--------|------------|------|-------|---------------|------|-------|----------|------------|---------|-------|-------|-------------|--------|------------|----------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | Crown Roast | | | French |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | |
| MI | Busch's | n/i | US | | | | 5.99 | | | | | | | | | | | |
| | D&W Fresh | n/i | US | | | | 4.99 | | | | | | | | | | | |
| | Family Fare | n/i | US | | | | 4.99 | | | | | | | | | | | |
| | Harding's | n/i | US | | | | 4.99 | | | | | | | | | | | |
| | Hiller's | n/i | US | 5.99 | | 8.99 | | | | | | | | | | | | locally grown |
| | Hollywood | n/i | US | | | | 5.99 | | | | | 5.99 | | | | | | |
| | Kroger Columbus | Superior | US | | | | 4.99 | | | | | | | | | | | w/ store card |
| | Kroger Michigan | Private Selection | US | 4.99 | | | | | | | | | | | | | | w/ store card |
| | Lucky's Market | n/i | | 5.99 | | | | | | | | | | | | | | |
| | Martin's | Martin's | US | | | | 7.99 | | | | | | | | | | | |
| | | Martin's | US | | | | 8.69 | | | | | | | | | | | w/ store card |
| | Meijer | n/i | | | | | 4.99 | | | | | | | | | | | |
| | Spartan Stores | n/i | | | | | 4.99 | | | | | | | | | | | |
| | Super One Foods | n/i | US | | | | | 7.97 | | | | | | | | | | |
| | Tadych's | Provimi | US | | | | 5.99 | | | | | | | | | | | |
| VG's Grocery | n/i | US | | | | 4.99 | | | | | | | | | | | | |
| Whole Foods MW | Atkins Ranch | NZ | 8.99 | | | | | | | 12.99 | | | | 22.99 | 22.99 | | | |
| MN | Coborn's | Musillami | US | 6.99 | | | | | | | | | | | | | | locally grown |
| | Cub Foods | n/i | | | | | | 5.99 | 5.99 | | | | | | | | | |
| | Festival | n/i | | | | | 7.99 | | | | | | | | | | | w/ store card |
| | | n/i | | | | | 9.99 | | | | | | | | | | | w/o store card |
| | Hy-Vee | Strauss | US | 5.99 | | | | | | 7.99 | | | | | | | | |
| | Kowalski's | Kowalski's | US | | | | 9.99 | 9.99 | | | | | | | | | | ABF |
| | Super One Foods | n/i | US | | | | | 7.97 | | | | | | | | | | |
| Whole Foods MW | Atkins Ranch | NZ | 8.99 | | | | | | | 12.99 | | | | 22.99 | 22.99 | | | |
| ND | Albertsons Mtn | n/i | AU | 5.99 | | | | | | | | 8.99 | | | | | | |
| | Coborn's | Musillami | US | 6.99 | | | | | | | | | | | | | | locally grown |
| | Super One Foods | n/i | US | | | | | 7.97 | | | | | | | | | | |
| NE | Hy-Vee | Strauss | US | 5.99 | | | | | | 7.99 | | | | | | | | |
| | Russ's Market | n/i | US | | | | 6.49 | | | | | | | | | | | |
| | Safeway Denver | Open Nature | AU | 5.99 | | | | | | 5.00 | | | | | | | | w/ store card |
| | Whole Foods MW | Atkins Ranch | NZ | 8.99 | | | | | | 12.99 | | | | 22.99 | 22.99 | | | |
| OH | Acme Fresh Market | Cedar Springs | | | | | 6.99 | | | | | | | 17.99 | | | | w/ store card |
| | | Cedar Springs | | | | | 7.99 | | | | | | | 19.99 | | | | w/o store card |
| | Buehler's Markets | n/i | | | | | 7.99 | | | 7.99 | | | | | | | | w/ store card |
| | | n/i | | | | | 9.99 | | | 9.99 | | | | | | | | w/o store card |
| | Cub Foods | n/i | | | | | | 5.99 | 5.99 | | | | | | | | | w/ store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | Loin Chops | | Racks | | | Breast | Conditions | | |
|---------------------|-------------------|------------------|--------|------------|------|-------|---------------|------|-------|------------|------|---------|-------|-------|--------|------------|---------------------|---------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | | | Crown Roast | French |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | |
| OH <i>(cont)</i> | Dave's Market | n/i | | | | | | 5.99 | 5.99 | | | | | | | | w/o store card | |
| | | n/i | | | | | | 6.99 | 6.99 | | | | | | | | w/ store card | |
| | Fishers Foods | Fishers | US | 5.99 | | | | | | | | | | | | | w/o store card | |
| | | Fishers | US | 9.99 | | | | | | | | | | | | | | |
| | Fresh Thyme | n/i | | | | | | | | 5.99 | | | | | | | | |
| | Giant Eagle | Thomas Farms | US | | | | 5.99 | | | | 6.99 | | | 15.99 | | | ABF | |
| | Heinen's | Heinen's | US | 5.99 | | | | | | | | | | | | | w/ store card | |
| | | Heinen's | US | 7.99 | | | | | | | | | | | | | w/o store card | |
| | | Shepherd's Pride | US | | | | | | | | | | | | | | w/ store card; ABF | |
| | | Shepherd's Pride | US | | | | 7.99 | | | | | | | | | | w/o store card; ABF | |
| | Kroger Cincinnati | n/i | | 4.99 | | | | | | | | | | | | | w/ store card | |
| | Kroger Columbus | Superior | US | | | | 4.99 | | | | | | | | | | w/ store card | |
| | Lucky's Market | n/i | | 5.99 | | | | | | | | | | | | | | |
| | Marsh | n/i | US | 7.99 | 7.99 | 7.99 | | | | | | | | | | | | |
| | Meijer | n/i | | | | | 4.99 | | | | | | | | | | | |
| | Shop'n Save | Superior Farms | US | | | | 6.49 | 6.99 | | | 8.99 | | | | | | | |
| | Sparkle | n/i | | | | | 6.99 | | | | | | | | | | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | | 12.99 | | | | |
| | Thorne's Market | n/i | | 4.99 | | | | | | | 7.99 | | | | | | | |
| | Weis | n/i | | | | | | | | | 6.99 | | | | | 12.99 | | w/ store card |
| | n/i | AU | | | | 3.99 | | | | | | | | | | | w/ store card | |
| Whole Foods MidAt | Atkins Ranch | NZ | 7.49 | | | 5.99 | | | | 8.49 | | | 19.99 | 19.99 | | | | |
| | n/i | AU | 7.99 | | | | | | | 8.99 | | | 21.99 | | | | organic | |
| | n/i | AU | 7.99 | | | | | | | 8.99 | | | 21.99 | | | | organic | |
| SD | Coborn's | Musillami | US | 6.99 | | | | | | | | | | | | | locally grown | |
| | Hy-Vee | Strauss | US | 5.99 | | | | | | 7.99 | | | | | | | | |
| | Safeway Denver | Open Nature | AU | 5.99 | | | | | | 5.00 | | | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | | Loin Chops | | Racks | | | Breast | Conditions | | |
|-------|-------------------|--------------|--------|------------|------|-------|---------------|------|-------|----------|------------|---------|-------|-------|-------------|--------|------------|--------|---------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | Crown Roast | | | French | |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | | |
| WI | Hy-Vee | Strauss | US | 5.99 | | | | | | | 7.99 | | | | | | | | |
| | Pick'n Save/Copps | n/i | US | | | | 6.99 | | | | | | | | | | | | w/ store card |
| | Piggly Wiggly MW | n/i | US | | | | 5.99 | 6.49 | 6.99 | | | | | | | | | | |
| | Schnuck's | n/i | | 7.99 | | | | | | | | | | | | | | | |
| | Sendik's | Sendik's | US | | | | 7.99 | | | | | | | | | | | | |
| | Sentry Foods | n/i | US | 6.49 | 6.49 | 6.49 | | | | | | | | | | | | | |
| | Super One Foods | n/i | US | | | | | 7.97 | | | | | | | | | | | |
| | Tadych's | Provimi | US | | | | 5.99 | | | | | | | | | | | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | | 12.99 | | | | | |
| | Trig's | n/i | US | 5.99 | | | | | | | | | | | | | | | |
| | Whole Foods MW | Atkins Ranch | NZ | 8.99 | | | | | | | 12.99 | | | | 22.99 | 22.99 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | Loin Chops | | Racks | | | Breast | Conditions | | |
|---|--------------------|-------------------|--------|------------|------|-------|---------------|------|-------|------------|------|---------|-------|-------|--------|---------------|-------------|--------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | | | Crown Roast | French |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | | | | |
| AR | Brookshire | n/i | | | | | | | 7.99 | | | | | | | | | |
| | G&W Foods | n/i | | | | | | 7.99 | 7.99 | 7.99 | | | | | | | | |
| | Harp's | Cedar Springs | US | | | | | 5.99 | | | | | | | | | | |
| | Kroger Delta | Private Selection | | 5.99 | | | | | | | | | | | | w/ store card | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | 12.99 | | | | | |
| Whole Foods SW | n/i | | 8.99 | | | | 8.99 | | | | | | 22.99 | 22.99 | | grass-fed | | |
| AZ | Safeway Phoenix | Open Nature | AU | | | | | | | | | | | | | | | |
| | Sprout's | n/i | NZ | 5.99 | | | | | | | | | | | | w/ store card | | |
| | Whole Foods SthPac | Atkiins Ranch | NZ | 7.99 | | | | | | | | | | | | | | |
| | | TK Ranch | NZ | 6.99 | | | | | | | | | | 19.99 | | | | |
| CO | Albertsons Mtn | n/i | AU | 5.99 | | | | | | | | 8.99 | | | | | | |
| | King Soopers | n/i | | | | | 5.99 | | | | | | | | | | | |
| | Lucky's Market | n/i | | 5.99 | | | | | | | | | | | | | | |
| | Safeway Denver | Open Nature | AU | 5.99 | | | | | | 5.00 | | | | | | w/ store card | | |
| | Sprout's | n/i | NZ | 5.99 | | | | | | 6.99 | | | | | | | | |
| | Whole Foods Mtn | n/i | NZ | 7.99 | | | | | | | | | | | | | | |
| KS | G&W Foods | n/i | | | | | | 7.99 | 7.99 | 7.99 | | | | | | | | |
| | Hy-Vee | Strauss | US | 5.99 | | | | | | | | | | | | | | |
| | Price Chopper | n/i | US | | | | | 7.99 | | | | | | | | | | |
| | Sprout's | n/i | NZ | 5.99 | | | | | | | | | | | | | | |
| | Sun Fresh | n/i | | | | | | 7.99 | | | | | | | | | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | | 12.99 | | | | |
| | Whole Foods Mtn | n/i | NZ | 7.99 | | | | | | | | | | | | | | |
| LA | Brookshire | n/i | | | | | | | | 7.99 | | | | | | | | |
| | Rouses | Royal Farms | US | 6.99 | | | | | | | | | | | | locally grown | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | | 12.99 | | | | |
| | Whole Foods SW | n/i | | 8.99 | | | | | | 10.99 | | | | | 22.99 | 22.99 | grass-fed | |
| | Winn-Dixie | n/i | US | | | | 5.99 | | | | | | | | | w/ store card | | |
| MO | County Market | n/i | | 4.99 | | | | | | | | | | | | | | |
| | Dierberg's | Dierberg's | US | | | | 7.99 | | | | | | | | | | | |
| | G&W Foods | n/i | | | | | 7.99 | 7.99 | 7.99 | | | | | | | | | |
| | Harp's | Cedar Springs | US | | | | 5.99 | | | | | | | | | | | |
| | Harter House | n/i | US | 7.99 | | | | | | | | | | | | | | |
| | Hy-Vee | Strauss | US | 5.99 | | | | | | 7.99 | | | | | | | | |
| | Kroger Delta | Private Selection | | 5.99 | | | | | | | | | | | | w/ store card | | |
| | Lucky's Market | n/i | | 5.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | Loin Chops | | Racks | | | Breast | Conditions | | |
|----------------------------|--------------------|---------------|--------|------------|------|-------|---------------|------|-------|------------|-------|---------|-------|-------|--------|------------|---------------|--------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | | | Crown Roast | French |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | |
| MO <i>(cont)</i> | Moser's | n/i | | | | | 7.99 | | | | | | | | | | | |
| | Price Chopper | n/i | US | | | | 7.99 | | | | | | | | | | | |
| | Pyramid Foods | n/i | US | 7.49 | | | | | | | | | | | | | | |
| | Schnuck's | n/i | | 7.99 | | | | | | | | | | | | | | |
| | Sprout's | n/i | NZ | 5.99 | | | | | | 6.99 | | | | | | | | |
| | Sun Fresh | n/i | | | | | 7.99 | | | | | | | | | | | |
| | Whole Foods MW | Atkins Ranch | NZ | 8.99 | | | | | | | 12.99 | | | 22.99 | 22.99 | | | |
| NM | King Soopers | n/i | | | | | 5.99 | | | | | | | | | | | |
| | Safeway Denver | Open Nature | AU | 5.99 | | | | | | 5.00 | | | | | | | w/ store card | |
| | Sprout's | n/i | NZ | 5.99 | | | | | | 6.99 | | | | | | | | |
| | Whole Foods Mtn | n/i | NZ | 7.99 | | | | | | | | | | | | | | |
| OK | Harp's | Cedar Springs | US | | | | 5.99 | | | | | | | | | | | |
| | Pyramid Foods | n/i | US | 7.49 | | | | | | | | | | | | | | |
| | Reasor's | n/i | | | | | | 7.48 | 7.48 | | | | | | | | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | 12.99 | | | | | |
| | Whole Foods SW | n/i | | 8.99 | | | | | | 10.99 | | | | 22.99 | 22.99 | | grass-fed | |
| | Sprout's | n/i | NZ | 5.99 | | | | | | 6.99 | | | | | | | | |
| TX | Brookshire | n/i | | | | | | | | 7.99 | | | | | | | 22.99 | |
| | H-E-B | H-E-B Natural | US | | | | 7.97 | | | | | | | | | | | |
| | Randalls/Tom Thumb | Open Nature | AU | | | | 4.99 | | | | | | | | | | w/ store card | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | 12.99 | | | | | |
| | Whole Foods SW | n/i | | 8.99 | | | | | | 10.99 | | | | 22.99 | 22.99 | | grass-fed | |
| | Sprout's | n/i | NZ | 5.99 | | | | | | 6.99 | | | | | | | | |
| UT | Albertsons Mtn | n/i | AU | 5.99 | | | | | | | | 8.99 | | | | | | |
| | King Soopers | n/i | | | | | 5.99 | | | | | | | | | | | |
| | Sprout's | n/i | NZ | 5.99 | | | | | | 6.99 | | | | | | | | |
| | Whole Foods Mtn | n/i | NZ | 7.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | Loin Chops | | Racks | | | Breast | Conditions | | |
|-------------------------------------|--------------------|-------------------|--------|------------|------|-------|---------------|------|-------|------------|-------|---------|------|-------|--------|------------|-------------|---------------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | | | Crown Roast | French |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | | | | | | |
| CA | Albertsons SoCal | Great Southern | AU | | | | | | | 5.99 | | | | | | 11.99 | | |
| | Andronico's | Superior | US | 9.99 | | | | | | | | | | 17.99 | | | | locally grown |
| | Bristol Farms | n/i | US | 4.69 | | | | | | | | | | | | | | grass-fed |
| | Holiday Market | Shepherd's Pride | US | 6.99 | | | | | | | | | | | | | | w/ store card |
| | Jensen's | Shepherd's Pride | US | 7.99 | | | | | | | | | | | | | | w/o store card |
| | Jensen's | Shepherd's Pride | US | | | | | | | 11.99 | | | | | | | | ABF |
| | Jensen's | Jensen's | US | 8.99 | 8.99 | 8.99 | | | | 10.99 | 10.99 | | | | | | | |
| | Jon's Marketplace | n/i | US | 4.99 | 4.99 | 4.99 | | | | | | | | | | | | |
| | Lucky | Superior | US | 5.99 | | | | | | | | | | | | | | locally grown |
| | Mar-Val Food | n/i | US | 4.99 | | | | | | | | | | | | | | |
| | Mollie Stone's | n/i | US | 6.99 | | | | | | 8.99 | | 13.99 | | | | | | |
| | Nugget Markets | Shepherd's Pride | US | 5.99 | | | | | | | | | | | | | | ABF; w/ store card |
| | Nugget Markets | Shepherd's Pride | US | 8.99 | | | | | | | | | | | | | | ABF; w/o store card |
| | Ralph's | Private Selection | US | 5.49 | | | | | | | | | | | | | | w/ store card |
| | Ray's Food Place | Superior | US | | | | | | | 8.99 | | | | | | | | |
| | Safeway NorCal | Open Nature | AU | | | | 4.99 | | | 5.00 | | 6.99 | | | | 10.99 | | w/ store card |
| | Save Mart | Superior | US | 5.99 | | | | | | 6.99 | | | | | | | | locally grown |
| | Sprout's | n/i | NZ | 5.99 | | | | | | 6.99 | | | | | | | | |
| | Stater Bros. | n/i | US | 5.99 | | | | | | | | | | | | | | |
| | The Fresh Market | n/i | | 6.99 | | | | | | | | | | 12.99 | | | | |
| | Vons/Pavilions | Open Nature | AU | | | | | | | 5.00 | | | | | | | | w/ store card |
| | Whole Foods SthPac | Atkiins Ranch | NZ | 7.99 | | | | | | 9.99 | | | | 19.99 | | | | |
| | Whole Foods SthPac | TK Ranch | NZ | 6.99 | | | | | | | | | | | | | | |
| HI | Foodland | n/i | | | | | | | | | | | | 9.99 | | | | |
| | Safeway NorCal | Open Nature | AU | | | | 4.99 | | | 5.00 | | 6.99 | | | | 10.99 | | w/ store card |
| | Whole Foods SthPac | Atkiins Ranch | NZ | 7.99 | | | | | | 9.99 | | | | 19.99 | | | | |
| | Whole Foods SthPac | TK Ranch | NZ | 6.99 | | | | | | | | | | | | | | |
| NV | Albertsons Mtn | n/i | AU | 5.99 | | | | | | | | 8.99 | | | | | | |
| | Safeway NorCal | Open Nature | AU | | | | 4.99 | | | 5.00 | | 6.99 | | | | 10.99 | | w/ store card |
| | Scolari's | Shepherd's Pride | US | 5.99 | | | | | | | 6.99 | | | | | | | ABF |
| | Sprout's | n/i | NZ | 5.99 | | | | | | 6.99 | | | | | | | | |
| | Vons/Pavilions | Open Nature | AU | | | | | | | 5.00 | | | | | | | | w/ store card |
| | Whole Foods SthPac | Atkiins Ranch | NZ | 7.99 | | | | | | 9.99 | | | | 19.99 | | | | |
| | Whole Foods SthPac | TK Ranch | NZ | 6.99 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | | | | Loin Chops | | Racks | | | Breast | Conditions |
|--|--|--|--|----------------------------------|------|--------------|---------------|------|-------|--|------|--------------|------------|------|-------|-------------|--|---------------|------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | | bone-in | bnls | Whole | Crown Roast | French | | |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | | | | | | | |
| AK | Alaskan & Proud Carrs/Safeway NW Fred Meyer Sea Mart Three Bears AK | n/i Open Nature n/i n/i Kirkland | AU | 4.88 | | | 7.99 | | | | 5.00 | | | 8.99 | | | | w/ store card | |
| ID | Albertsons Mtn Albertsons NW Fred Meyer Paul's Market Rosauer's Safeway Northwest Super 1 Foods Whole Foods Mtn Yoke's Fresh | n/i n/i n/i n/i Superior Open Nature Superior n/i Summit Creek | AU US AU US NZ US | 5.99 7.99 | | | 6.99 6.99 | | | 7.99 7.99 5.00 7.98 9.99 | | 8.99 7.99 | | | | | w/ store card | | |
| MT | Albertsons Mtn Lucky's Market Rosauer's Safeway Northwest Super 1 Foods | n/i n/i Superior Open Nature Superior | AU US AU US | 5.99 5.99 | | | | | | 7.99 7.99 5.00 7.98 | | 8.99 | | | | | w/ store card | | |
| OR | Albertsons NW Fred Meyer Haggen IGA Market Fresh Lamb's Market Market of Choice McKay's New Seasons Ray's Food Place Red Apple/Thriftway Rosauer's Roth's Quality Food Center Safeway Northwest | n/i n/i n/i n/i Anderson Ranch Anderson Ranch Anderson Ranch n/i Superior n/i Superior Anderson Ranch n/i Open Nature | US US US US US US US US US US US US AU | 11.99 | | 6.99 6.99 | 7.49 | | | 7.99 7.99 9.99 8.99 7.99 7.99 5.99 6.99 6.99 5.00 | | 7.99 | | | | | w/ store card locally grown ABF locally grown locally grown locally grown w/ store card w/ store card | | |
| WA | Albertsons NW Fred Meyer Haggen | n/i n/i n/i | | | | 6.99 6.99 | | | | 7.99 | | 7.99 | | | | | w/ store card | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

| State | Supermarket | Label | Origin | Leg Roasts | | | | | | | | Loin Chops | | Racks | | | Breast | Conditions |
|----------------------------|---------------------|--------------|--------|------------|------|-------|---------------|------|-------|----------|------|------------|------|-------|-------------|--------|--------|---------------|
| | | | | Bone-in | | | Semi-Boneless | | | Boneless | | bone-in | bnls | Whole | Crown Roast | French | | |
| | | | | Whole | Butt | Shank | Whole | Butt | Shank | Whole | Half | | | | | | | |
| WA <i>(cont)</i> | IGA Market Fresh | n/i | US | | | | | | | | 9.99 | | | | | | | |
| | Metropolitan | n/i | US | 8.99 | | | | | | | | | | | | | | |
| | New Seasons | n/i | US | | | | | | | | 9.99 | | | | | | | locally grown |
| | Quality Food Center | n/i | US | | | | 6.99 | | | | | | | | | | | w/ store card |
| | Red Apple/Thriftway | n/i | | | | | | | | | 8.99 | | | | | | | |
| | Rosauer's | Superior | US | | | | | | | 7.99 | 7.99 | | | | | | | |
| | Safeway Northwest | Open Nature | AU | | | | | | | 5.00 | | | | | | | | w/ store card |
| | Super 1 Foods | Superior | US | | | | | | | 7.98 | | | | | | | | |
| | The Markets | Superior | US | 6.98 | | | | | | | | | | | | | | |
| | Yoke's Fresh | Summit Creek | US | | | | | | | | 9.99 | | | | | | | |
| WY | Albertsons Mtn | n/i | AU | 5.99 | | | | | | | | 8.99 | | | | | | |
| | King Soopers | n/i | | | | | 5.99 | | | | | | | | | | | |
| | Lucky's Market | n/i | | 5.99 | | | | | | | | | | | | | | |
| | Safeway Denver | Open Nature | AU | 5.99 | | | | | | 5.00 | | | | | | | | w/ store card |

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 | |
| 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 | | | | 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 | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| 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 | | | | 1.49 | | | | | | | | | | | | |
| | | Perdue | | | | 1.58 | | | | | 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 | | | | | | | | 0.99 | | | | | | | | | |
| | Prestage Farms | | | 1.49 | | | | | | | | | | | | | | |
| | Tyson | | | | | | | 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 | | | 1.69 | | | | | | | | | | | | | |
| | | n/i | | | | | | | | 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 | | | | | | | |
| 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 | | | | | | | |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | | | | | | |
| CA | Albertsons SoCal | n/i | ABF | | | | | 2.49 | | | | | | | | | | |
| | Jon's Marketplace | Tyson | | | | | | 1.97 | | | | | | | | | | |
| | Mar-Val Food | Norbest | | 2.59 | | | | | | | | | | | | | | |
| | Mollie Stone's | n/i | | 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 | fresh | frozen | frsh/frzn | frozen | frozen | frozen | |
| 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 | | | | | | | | | | | | | | |
| | Safeway NW | Tyson | | | | | 1.99 | | | | | | | | | | | |
| | Target | Market Pantry | | | 0.99 | | | | | | | | | | | | | |
| | Walmart | n/i | | | 1.58 | | | | | | | | | | | | | |
| WA | Albertsons NW | Jennie-O | | | BOGO | | | | | | | | | | | | | |
| | | Tyson | | | | | | 2.49 | | | | | | | | | | |
| | Fred Meyer | Foster Farms | | 2.99 | | | | | | | | | | | | | | |
| | Harvest Foods | Foster Farms | | | | 1.48 | | | | | | | | | | | | |
| | | 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 | | | | | | | | | | | | | | |
| | Safeway NW | Tyson | | | | | | 1.99 | | | | | | | | | | |
| | Target | Market Pantry | | | 0.99 | | | | | | | | | | | | | |
| | The Markets | Honeysuckle | | | 1.95 | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |

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

Easter/Passover 2015
BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (<i>bnls</i>) | | | Round Roasts (<i>boneless</i>) | | | | | | Conditions | |
|--|------------------|---------------|-----|------------|-------|-----------------------------|-------------|------------|----------------------------------|-----------|-------------|----------|--------------|------|------------|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | |
| CT | A&P Stores | Woodson James | C | 9.99 | | | | | | 4.99 | | | 4.99 | | | |
| | Adams IGA | Angus | C | | | | | | | 4.99 | 4.99 | 5.99 | | | | |
| | | n/i | C | | | | | | | | | 6.99 | | | | |
| | | n/i | | 7.99 | | | 9.99 | | | | | | | | | |
| | AG New England | n/i | S | 6.99 | | | | | 3.49 | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |
| | Associated | n/i | C | | | | | | | | | | 4.99 | | | |
| | Best Market | Angus | C | 6.99 | | | | | | | | | | | | |
| | Big Y | Angus | C | 7.99 | | | | | | | | | | | | |
| | Bravo | n/i | C | | | | | | 3.99 | | | | 4.99 | 4.39 | | |
| | C-Town | n/i | C | | | | | | 3.99 | | | | 4.99 | 4.39 | 5.99 | |
| | Compare Foods | n/i | C | | | | | | 3.99 | | | | 4.99 | 4.49 | | |
| | Fairway Foods | n/i | C | | | 6.99 | | | | | | | | | | |
| | | n/i | P | 14.99 | | | | | | | | | | | | |
| | Food Bazaar | Swift | C | | | | | | | | | 4.49 | | | | |
| | Geissler's | Angus | C | 10.99 | | | | | | 4.99 | | 7.99 | | | 4.99 | |
| | Highland Park | Angus | C | 11.99 | | | | | | | | | | | | |
| | Key Food | n/i | C | | | | | | 3.49 | | | | 3.99 | 3.69 | | |
| | King's | King's | C | 7.99 | | | | | | | | | | | | |
| | | King's | P | 14.99 | | | | | | | | | | | | |
| | NSA Supermarkets | n/i | | 8.99 | | | | | | | | | 4.99 | | | |
| | Pioneer | n/i | C | | | | | | 3.99 | | | | 4.99 | | | |
| | Price Chopper | Angus | C | 9.99 | 10.99 | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | |
| | ShopRite | n/i | C | 5.99 | | | | | | | | | | | | |
| | | n/i | C | 8.99 | | | | | | | | | | | | w/ store card; limit 1 additional quantities |
| | | Angus | C | 6.99 | | | | | | | | | | | | w/ store card; limit 1 additional quantities |
| | | Angus | C | 9.99 | | | | | | | | | | | | |
| | | n/i | C | | | | | | | 4.99 | | | | | | |
| | | Angus | C | | | | | | | 5.49 | | | | | | |
| | | n/i | G | 5.99 | | | | | | | | | | | | AU; w/ store card; limit 1 |
| | | n/i | G | 8.99 | | | | | | | | | | | | AU; additional quantities |
| | Stew Leonard's | n/i | | 8.99 | | 7.99 | | | | | | | | | | w/ store card |
| | | n/i | | 11.99 | | | | | | | | | | | | w/o store card |
| | Stop & Shop | n/i | C | 7.99 | | | 10.99 | 5.99 | | 4.99 | | | 4.99 | | | w/ store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | |
|-------------------|--------------------|---------------|-------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|----------------------------|---------------------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | |
| CT (cont) | The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | |
| | Whole Foods NATl | n/i | | | | | | | | | | 8.99 | | | | | |
| DC | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | |
| | Giant Food | n/i | C | 7.99 | | | 10.99 | 5.99 | | 4.99 | | | 4.99 | | | w/ store card | |
| | Harris Teeter | HT Reserve | C | 10.99 | | 14.99 | 11.99 | | | | | | | | | | w/ store card |
| | | HT Reserve | C | 11.99 | | 19.99 | 16.99 | | | | | | | | | | w/o store card |
| | | HT Ranchers | C | 9.99 | | 12.99 | 10.99 | 10.99 | | | | | | | | | w/ store card |
| | | HT Ranchers | C | 10.99 | | 17.99 | 14.99 | 11.99 | | | | | | | | | w/o store card |
| | Safeway Eastern | n/i | C | 7.99 | | | | 7.99 | | | | | | | | w/ store card | |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | | |
| Whole Foods MidAt | n/i | | | 13.49 | | | | | | | | | | | | | |
| DE | A&P Stores | Woodson James | C | 9.99 | | | | | | 4.99 | | | 4.99 | | | | |
| | ACME Market | Lancaster | C | 8.99 | | | | | 5.49 | | | | | | | | |
| | Fresh Grocer | n/i | C | 4.99 | | | | | | | | | | | | | w/ \$25 purchase; limit 1 |
| | | n/i | C | 8.99 | | | | | | | 5.49 | | | | | | |
| | Giant Food | n/i | C | 7.99 | | | 10.99 | 5.99 | | 4.99 | | | 4.99 | | | w/ store card | |
| | Great Valu Markets | Angus | | | | | | | 3.99 | | | | | | 4.49 | | |
| | Harris Teeter | HT Reserve | C | 10.99 | | 14.99 | 11.99 | | | | | | | | | | w/ store card |
| | | HT Reserve | C | 11.99 | | 19.99 | 16.99 | | | | | | | | | | w/o store card |
| | | HT Ranchers | C | 9.99 | | 12.99 | 10.99 | 10.99 | | | | | | | | | w/ store card |
| | | HT Ranchers | C | 10.99 | | 17.99 | 14.99 | 11.99 | | | | | | | | | w/o store card |
| | Pathmark | Woodson James | C | 8.99 | | | | | | | 5.99 | 6.99 | | | | | |
| | Redner's | Angus | C | 6.98 | | | | | | 4.98 | | | | | | | w/ store card |
| | | Angus | C | 10.98 | | | | | | 6.28 | | | | | | | w/o store card |
| | Safeway Eastern | n/i | C | 7.99 | | | | 7.99 | | | | | | | | | w/ store card |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | | |
| | ShopRite | n/i | C | 5.99 | | | | | | | | | | | | | w/ store card; limit 1 |
| | | n/i | C | 8.99 | | | | | | | | | | | | | additional quantities |
| | | Angus | C | 6.99 | | | | | | | | | | | | | w/ store card; limit 1 |
| | | Angus | C | 9.99 | | | | | | | | | | | | | additional quantities |
| | | n/i | C | | | | | | | | 4.99 | | | | | | |
| Angus | | C | | | | | | | | 5.49 | | | | | | | |
| Shurfine | n/i | G | 5.99 | | | | | | | | | | | | | AU; w/ store card; limit 1 | |
| | n/i | G | 8.99 | | | | | | | | | | | | | AU; additional quantities | |
| | Angus | C | 10.99 | | | | | | | | 5.99 | | | | | | |
| | | | | | | | | | | | | | | | | | |

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

Easter/Passover 2015
BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | | |
|------------------|-------------------|-------------------|------|------------|-------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|---------------|----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | | |
| MA | Adams IGA | Angus | C | | | | | | | 4.99 | 4.99 | 5.99 | | | | | | |
| | | n/i | C | | | | | | | | | 6.99 | | | | | | |
| | | n/i | | 7.99 | | | | | | | | | | | | | | |
| | AG New England | n/i | S | 6.99 | | | | | 3.49 | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | | |
| | Big Y | Angus | C | 7.99 | | | | | | | | | | | | | | |
| | C-Town | n/i | C | | | | | | 3.99 | | | | 4.99 | 4.39 | 5.99 | | | |
| | Compare Foods | n/i | C | | | | | | 3.99 | | | | 4.99 | 4.49 | | | | |
| | Crosby's | Angus | C | 9.99 | | | | | | | | | | | | | w/ store card | |
| | | Angus | C | 14.99 | | | | | | | | | | | | | | w/o store card |
| | Donelan's | Donelan's | C | 9.99 | | | | 16.99 | | | 3.99 | | | | | | | |
| | Geissler's | Angus | C | 10.99 | | | | | | | 4.99 | | 7.99 | | | 4.99 | | |
| | Hannaford | Hannaford | C | | | | | | 4.49 | 4.49 | | | | | | | | w/ store card |
| | Market Basket | Angus | C | | | | | | 4.49 | | | | | | | | | w/ store card |
| | | Angus | C | | | | | | 4.99 | | | | | | | | | w/o store card |
| | Met Foods | n/i | C | | | | | | 3.99 | | | | | 4.99 | | | | |
| | NSA Supermarkets | n/i | | 8.99 | | | | | | | | | | 4.99 | | | | |
| | Price Chopper | Angus | C | 9.99 | 10.99 | | | | | | | | 6.99 | | | | 5.79 | |
| | Roche Bros. | n/i | C | 8.99 | | | | | | 7.99 | | | | | | | | |
| | Shaw's | Steakhouse Choice | C | 6.99 | | | | | | | | | | 4.99 | | | | |
| Star Market | Steakhouse Choice | C | | | | | | | | | | | 4.99 | | | | | |
| Stop & Shop | n/i | C | 7.99 | | | | 10.99 | 5.99 | | | | | 4.99 | | | | | w/ store card |
| The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | | | |
| Trucchi's | n/i | C | | | | | | | | | | | 4.99 | | | | | |
| | Angus | C | | | | | | | | | | | 4.99 | | | | | |
| Whole Foods NATl | n/i | | | | | | | | | | | | 8.99 | | | | | |
| MD | A&P Stores | Woodson James | C | 9.99 | | | | | | 4.99 | | | 4.99 | | | | | |
| | ACME Market | Lancaster | C | 8.99 | | | | | 5.49 | | | | | | | | | |
| | AG New England | n/i | S | 6.99 | | | | | 3.49 | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | | |
| | Associated | n/i | C | | | | | | | | | | 4.99 | | | | | |
| | Family Owned | n/i | | | | | | 8.99 | 4.49 | | | | | | 4.59 | | | |
| | | Angus | | | | | | | | | | | | | | | 5.49 | |
| | Giant Eagle | n/i | C | 8.99 | | | | | | | | 5.99 | | | | | | |
| | | Angus | C | 9.99 | | | | | | | | | | | | | | |
| | Giant Food | n/i | C | 7.99 | | | | 10.99 | 5.99 | | | | 4.99 | | | | | w/ store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | | |
|---------------------|--------------------|-------------------|------|------------|-------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|---------------|----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | | |
| MD <i>(cont)</i> | Graul's | Graul's | C | | | | 9.99 | | | | | | | 5.99 | | | | |
| | Great Valu Markets | Angus | | | | | | | 3.99 | | | | | | | 4.49 | | |
| | Harris Teeter | HT Reserve | C | 10.99 | | 14.99 | 11.99 | | | | | | | | | | | w/ store card |
| | | HT Reserve | C | 11.99 | | 19.99 | 16.99 | | | | | | | | | | | w/o store card |
| | | HT Ranchers | | 9.99 | | 12.99 | 10.99 | 10.99 | | | | | | | | | | w/ store card |
| | | HT Ranchers | | 10.99 | | 17.99 | 14.99 | 11.99 | | | | | | | | | | w/o store card |
| | Mars | n/i | C | | | | | | 3.99 | | | | | | | | | |
| | Martin's Food | n/i | C | 7.99 | | | 10.99 | 5.99 | 4.99 | 4.99 | | | | 4.99 | | | | w/ store card |
| | | n/i | C | 8.49 | | | 13.99 | 9.99 | 6.99 | 6.99 | | | | 6.99 | | | | w/o store card |
| | Redner's | Angus | C | 6.98 | | | | | 4.98 | | | | | | | | | w/ store card |
| | | Angus | C | 10.98 | | | | | 6.28 | | | | | | | | | w/o store card |
| | Safeway Eastern | n/i | C | 7.99 | | | | 7.99 | | | | | | | | | | w/ store card |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | | | |
| | Shop 'n Save | n/i | C | 8.99 | 9.99 | | | | | | | | | | | | | |
| | Shoppers | n/i | C | | | | | | 4.99 | | | | | | | | | |
| | Shurfine | Angus | C | 10.99 | | | | | | | 5.99 | | | | | | | |
| | The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | | |
| Weis | Angus | C | 6.88 | | | 14.99 | | | 4.49 | | | | 4.99 | | | 3.88 | w/ store card | |
| Whole Foods MidAt | n/i | | | 13.49 | | | | | | | | | | | | | | |
| ME | AG New England | n/i | S | 6.99 | | | | | 3.49 | | | | | | | | | |
| | Hannaford | Hannaford | C | | | | | | 4.49 | 4.49 | | | | | | | w/ store card | |
| | Market Basket | Angus | C | | | | | | 4.49 | | | | | | | | | w/ store card |
| | | Angus | C | | | | | | 4.99 | | | | | | | | | w/o store card |
| | Save-a-Lot | n/i | C | | | | | 3.99 | | | | | | | | | | |
| Shaw's | Steakhouse Choice | C | 6.99 | | | | | | 4.99 | | | | | | | | | |
| NH | AG New England | n/i | S | 6.99 | | | | | 3.49 | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | | |
| | Hannaford | Hannaford | C | | | | | | 4.49 | 4.49 | | | | | | | w/ store card | |
| | Market Basket | Angus | C | | | | | | 4.49 | | | | | | | | | w/ store card |
| | | Angus | C | | | | | | 4.99 | | | | | | | | | w/o store card |
| | Price Chopper | Angus | C | 9.99 | 10.99 | | | | | | | | 6.99 | | | 5.79 | | |
| | Save-a-Lot | n/i | C | | | | | 3.99 | | | | | | | | | | |
| | Shaw's | Steakhouse Choice | C | 6.99 | | | | | | 4.99 | | | | | | | | |
| | The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | | |
| Whole Foods NATl | n/i | | | | | | | | | | | 8.99 | | | | | | |

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

Easter/Passover 2015
BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | |
|------------------|--------------------|---------------|------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|----------------------------|------------------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | |
| NJ | A&P Stores | Woodson James | C | 9.99 | | | | | | 4.99 | | | | 4.99 | | | |
| | ACME Market | Lancaster | C | 8.99 | | | | | 5.49 | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | |
| | Associated | n/i | C | | | | | | | | | | | 4.99 | | | |
| | Best Market | Angus | C | 6.99 | | | | | | | | | | | | | |
| | Bravo | n/i | C | | | | | | 3.99 | | | | | 4.99 | 4.39 | | |
| | C-Town | n/i | C | | | | | | 3.99 | | | | | 4.99 | 4.39 | 5.99 | |
| | Compare Foods | n/i | C | | | | | | 3.99 | | | | | 4.99 | 4.49 | | |
| | Extra Supermarket | n/i | C | | | | | | | | 3.98 | | | | | | |
| | Fairway Foods | n/i | C | | | 6.99 | | | | | | | | | | | |
| | | n/i | P | 14.99 | | | | | | | | | | | | | |
| | Fine Fare | n/i | | | | | | | | 4.59 | | | | 4.99 | | 4.79 | |
| | Food Bazaar | Swift | C | | | | | | | | | | 4.49 | | | | |
| | Foodtown | n/i | C | 6.99 | | | | | | | | | | | | | limit 1 |
| | Great Valu Markets | Angus | | | | | | | 3.99 | | | | | | | 4.49 | |
| | Key Food | n/i | C | | | | | | 3.49 | | | | | 3.99 | 3.69 | | |
| | King's | King's | C | 7.99 | | | | | | | | | | | | | |
| | | King's | P | 14.99 | | | | | | | | | | | | | |
| | Met Foods | n/i | C | | | | | | 3.99 | | | | | 4.99 | | | |
| | Morton Williams | n/i | C | | | | | | 4.99 | | | | | 5.99 | 4.99 | | |
| | Murphy's | Angus | | 9.99 | | | | | | | | | | | | 5.99 | |
| | Pathmark | Woodson James | C | 8.99 | | | | | | | 5.99 | 6.99 | | | | | |
| | Pioneer | n/i | C | | | | | | 3.99 | | | | | 4.99 | | | |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | | |
| | ShopRite | n/i | C | 5.99 | | | | | | | | | | | | | w/ store card; limit 1 |
| | | n/i | C | 8.99 | | | | | | | | | | | | | additional quantities |
| | Angus | C | 6.99 | | | | | | | | | | | | | w/ store card; limit 1 | |
| | Angus | C | 9.99 | | | | | | | | | | | | | additional quantities | |
| | n/i | C | | | | | | | | 4.99 | | | | | | | |
| | Angus | C | | | | | | | | 5.49 | | | | | | | |
| | n/i | G | 5.99 | | | | | | | | | | | | | AU; w/ store card; limit 1 | |
| | n/i | G | 8.99 | | | | | | | | | | | | | AU; additional quantities | |
| Stop & Shop | n/i | C | 7.99 | | | | 10.99 | 5.99 | | 4.99 | | | 4.99 | | | w/ store card | |
| The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | | |
| Thriftway | n/i | | | | | | | | | 4.79 | | | | | 3.99 | | |
| Weis | Angus | C | 6.88 | | | | 14.99 | | | 4.49 | | | 4.99 | | 3.88 | w/ store card | |

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

Easter/Passover 2015
BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | |
|-----------|-------------------|------------------|-----|------------|-------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|---------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil |
| NJ | Western Beef | n/i | | | | | | | | | | | 4.99 | | | |
| (cont) | Whole Foods MidAt | n/i | | | 13.49 | | | | | | | | | | | |
| NY | A&P Stores | Woodson James | C | 9.99 | | | | | | 4.99 | | | 4.99 | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |
| | Associated | n/i | C | | | | | | | | | | 4.99 | | | |
| | Best Market | Angus | C | 6.99 | | | | | | | | | | | | |
| | Big M | 1893 Premium | | 7.99 | | | | | | 3.99 | | | | | | |
| | Bravo | n/i | C | | | | | | 3.99 | | | | 4.99 | 4.39 | | |
| | C-Town | n/i | C | | | | | | 3.99 | | | | 4.99 | 4.39 | 5.99 | |
| | Compare Foods | n/i | C | | | | | | 3.99 | | | | 4.99 | 4.49 | | |
| | D'Agostino's | 1932 Brand | C | 9.99 | | | | | | | | | | | | |
| | Fairway Foods | n/i | C | | | 6.99 | | | | | | | | | | |
| | | n/i | P | 14.99 | | | | | | | | | | | | |
| | Fine Fare | n/i | | | | | | | | 4.59 | | | 4.99 | | 4.79 | |
| | Food Bazaar | Swift | C | | | | | | | | | 4.49 | | | | |
| | Foodtown | n/i | C | 6.99 | | | | | | | | | | | | limit 1 |
| | Giunta's | n/i | C | | | | | | | | | | 4.99 | | | |
| | Great American | 1893 Premium | C | 7.99 | | | | | | | | | 4.49 | | 4.99 | |
| | Hannaford | Hannaford | C | | | | | | 4.49 | 4.49 | | | | | | w/ store card |
| | Key Food | n/i | C | | | | | | 3.49 | | | | 3.99 | 3.69 | | |
| | King Kullen | n/i | C | | | | | | 4.99 | | | | 4.99 | 5.29 | 5.99 | |
| | | Angus | C | | | | | | | | | | 5.99 | | | |
| | King's | King's | C | 7.99 | | | | | | | | | | | | |
| | | King's | P | 14.99 | | | | | | | | | | | | |
| | Met Foods | n/i | C | | | | | | 3.99 | | | | 4.99 | | | |
| | Metropolitan | n/i | C | | | | | | 3.99 | | | | 4.99 | | | |
| | Morton Williams | n/i | C | | | | | | 4.99 | | | | 5.99 | 4.99 | | |
| | North Shore | n/i | C | | | | | | | | | | | | 2.99 | |
| | | Chairman Reserve | C | | | | | | 4.99 | | | | | | | |
| | | North Shore | C | | | | | | | 5.99 | | | 5.99 | | | |
| | NSA Supermarkets | n/i | | 8.99 | | | | | | | | | 4.99 | | | |
| | Pathmark | Woodson James | C | 8.99 | | | | | | | 5.99 | 6.99 | | | | |
| | Peck's | Angus | C | 7.99 | | | | | | | | 6.99 | | | | |
| | Pioneer | n/i | C | | | | | | 3.99 | | | | 4.99 | | | |
| | Price Chopper | Angus | C | 9.99 | 10.99 | | | | | | | | 6.99 | | 5.79 | |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | |
| | Shop 'n Save | n/i | C | 8.99 | 9.99 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | |
|--------------|--------------------|------------------|------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|---------------|----------------------------|---------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | |
| NY (cont) | ShopRite | n/i | C | 5.99 | | | | | | | | | | | | w/ store card; limit 1 | |
| | | n/i | C | 8.99 | | | | | | | | | | | | additional quantities | |
| | | Angus | C | 6.99 | | | | | | | | | | | | w/ store card; limit 1 | |
| | | Angus | C | 9.99 | | | | | | | | | | | | additional quantities | |
| | | n/i | C | | | | | | | 4.99 | | | | | | | |
| | | Angus | C | | | | | | | 5.49 | | | | | | | |
| | | n/i | G | 5.99 | | | | | | | | | | | | AU; w/ store card; limit 1 | |
| | | n/i | G | 8.99 | | | | | | | | | | | | AU; additional quantities | |
| | | Stew Leonard's | n/i | | 8.99 | | 7.99 | | | | | | | | | w/ store card | |
| | | n/i | | 11.99 | | | | | | | | | | | | w/o store card | |
| | | Stop & Shop | n/i | C | 7.99 | | | 10.99 | 5.99 | | 4.99 | | | 4.99 | | | w/ store card |
| | | The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | |
| Tops Market | n/i | C | | | | | | | | | | 5.69 | | | w/ store card | | |
| Weis | Angus | C | 6.88 | | | | 14.99 | | 4.49 | | | 4.99 | | 3.88 | w/ store card | | |
| Western Beef | n/i | | | | | | | | | | | 4.99 | | | | | |
| PA | A&P Stores | Woodson James | C | 9.99 | | | | | | 4.99 | | | 4.99 | | | | |
| | ACME Market | Lancaster | C | 8.99 | | | | | 5.49 | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | |
| | Associated | n/i | C | | | | | | | | | | 4.99 | | | | |
| | Big M | 1893 Premium | | 7.99 | | | | | | | 3.99 | | | | | | |
| | Boyer Food | n/i | | | | | | | 4.97 | | | | 4.97 | 4.97 | 4.97 | | |
| | Bravo | n/i | C | | | | | | 3.99 | | | | 4.99 | 4.39 | | | |
| | C-Town | n/i | C | | | | | | 3.99 | | | | 4.99 | 4.39 | 5.99 | | |
| | Family Owned | n/i | | | | | | | 4.49 | 8.99 | | | | 4.59 | | | |
| | | Angus | | | | | | | | | | | | | 5.49 | | |
| | Fine Fare | n/i | | | | | | | | | | | 4.99 | | 4.79 | | |
| | Foodland | n/i | C | | | | | | | | | | 4.99 | | | | |
| | Foodtown | n/i | C | 6.99 | | | | | | | | | | | | limit 1 | |
| | Fresh Grocer | n/i | C | 4.99 | | | | | | | | | | | | w/ \$25 purchase; limit 1 | |
| | | n/i | C | 8.99 | | | | | | | 5.49 | | | | | | |
| | Giant Eagle | n/i | C | 8.99 | | | | | | | | 5.99 | | | | | |
| | | Angus | C | 9.99 | | | | | | | | | | | | | |
| | Giant Food Stores | n/i | C | 7.99 | | | 10.99 | 5.99 | 4.99 | 4.99 | | | 4.99 | | | w/ store card | |
| | | n/i | C | 8.49 | | | 13.99 | 9.99 | 6.99 | 6.99 | | | 6.99 | | | w/o store card | |
| | Great Valu Markets | Angus | | | | | | | 3.99 | | | | | | 4.49 | | |
| Karn's | n/i | C | | | | | | 3.99 | | | | 4.79 | 4.29 | 4.69 | | | |
| Key Food | n/i | C | | | | | | 3.49 | | | | 3.99 | 3.69 | | | | |

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

Easter/Passover 2015
BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | |
|-------------------|--------------------|-------------------|------|------------|-------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|---------------|----------------------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil |
| PA (cont) | Martin's Food | n/i | C | 7.99 | | | 10.99 | 5.99 | 4.99 | 4.99 | | | 4.99 | | | w/ store card |
| | | n/i | C | 8.49 | | | 13.99 | 9.99 | 6.99 | 6.99 | | | 6.99 | | | w/o store card |
| | Pathmark | Woodson James | C | 8.99 | | | | | | | 5.99 | 6.99 | | | | |
| | Price Chopper | Angus | C | 9.99 | 10.99 | | | | | | | 6.99 | | | 5.79 | |
| | Redner's | Angus | C | 6.98 | | | | | 4.98 | | | | | | | w/ store card |
| | | Angus | C | 10.98 | | | | | 6.28 | | | | | | | w/o store card |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | |
| | Shop 'n Save | n/i | C | 8.99 | 9.99 | | | | | | | | | | | |
| | ShopRite | n/i | C | 5.99 | | | | | | | | | | | | w/ store card; limit 1 |
| | | n/i | C | 8.99 | | | | | | | | | | | | additional quantities |
| | | Angus | C | 6.99 | | | | | | | | | | | | w/ store card; limit 1 |
| | | Angus | C | 9.99 | | | | | | | | | | | | additional quantities |
| | | n/i | C | | | | | | | | 4.99 | | | | | |
| | | Angus | C | | | | | | | | 5.49 | | | | | |
| | | n/i | G | 5.99 | | | | | | | | | | | | AU; w/ store card; limit 1 |
| | | n/i | G | 8.99 | | | | | | | | | | | | AU; additional quantities |
| | Shurfine | Angus | C | 10.99 | | | | | | | 5.99 | | | | | |
| | ShurSave | Angus | C | 7.99 | | | 12.99 | | 4.49 | | | | 4.99 | | 4.99 | w/ store card |
| | Sparkle | n/i | C | | | | | | | | | | | 4.49 | | |
| | The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | |
| Thorne's Market | 1893 Angus | C | 8.99 | | | | | | | | | | | | | |
| Thriftway | n/i | | | | | | | | | | | | | | 3.99 | |
| Tops Market | n/i | C | | | | | | | | | | | | | | |
| Weis | Angus | C | 6.88 | | | 14.99 | | | | 4.49 | | | 5.69 | | w/ store card | |
| Whole Foods MidAt | n/i | | | 13.49 | | | | | | | | | 4.99 | | 3.88 | w/ store card |
| RI | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |
| | Associated | n/i | C | | | | | | | | | | 4.99 | | | |
| | Bravo | n/i | C | | | | | | 3.99 | | | | 4.99 | 4.39 | | |
| | Compare Foods | n/i | C | | | | | | 3.99 | | | | 4.99 | 4.49 | | |
| | Dave's Marketplace | n/i | | | | | | | | | | | | | 4.99 | |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | |
| | Shaw's | Steakhouse Choice | C | 6.99 | | | | | | 4.99 | | | | | | |
| | Stop & Shop | n/i | C | 7.99 | | | 10.99 | 5.99 | | 4.99 | | | 4.99 | | | w/ store card |
| | Whole Foods NATl | n/i | | | | | | | | | | 8.99 | | | | |
| | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | |
|-------|----------------|-------------------|-----|------------|-------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|---------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil |
| VT | AG New England | n/i | S | 6.99 | | | | | 3.49 | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |
| | Hannaford | Hannaford | C | | | | | | 4.49 | 4.49 | | | | | | w/ store card |
| | Price Chopper | Angus | C | 9.99 | 10.99 | | | | | | | 6.99 | | | 5.79 | |
| | Shaw's | Steakhouse Choice | C | 6.99 | | | | | | 4.99 | | | | | | |
| | Tops Market | n/i | C | | | | | | | | | 5.69 | | | | w/ store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | |
|---|--------------------|-------------------|------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|---------------|---------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil |
| SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | |
| AL | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |
| | Food for Le\$\$ | n/i | S | | | | | | | | | | | 3.63 | | |
| | Greer's | Swift | S | | | | 13.88 | | 3.73 | | | | | 3.73 | | |
| | Hometown Markets | n/i | C | | | | | | | | 3.99 | | | | | |
| | Ingle's | Ingle's | C | 8.98 | | 12.98 | | | | | | | | | | |
| | | Ingle's | C | 11.98 | | 17.48 | | | | | | | | | | w/ store card |
| | Kroger Atlanta | n/i | C | 6.99 | | | 9.99 | | | | | | 5.99 | | | w/ store card |
| | Kroger Nashville | Private Selection | C | | | | | | 3.99 | | | | | | | w/ store card |
| | | n/i | C | 6.99 | | | | | | | | | | | | |
| | Lucky's | Black Canyon | | | 8.99 | | | | | | 3.99 | | | | | |
| | Piggly Wiggly HAC | n/i | S | | | | | | | | 3.99 | | | | | |
| | Piggly Wiggly Hchn | Black Canyon | | | | | | | | 3.99 | | | | | | |
| | Piggly Wiggly Inc. | Angus | | | | | | | | | | | | 4.99 | | |
| | Publix | Publix | C | 7.29 | | | 12.99 | 7.29 | | | | | | | | w/ store card |
| | | Publix | C | 11.99 | | | 15.99 | 13.69 | | | | | | | | w/ store card |
| | | GreenWise | A | 9.29 | | | | | | | | | | | | w/ store card |
| | Rouses | Texas Star | | 6.97 | | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | |
| | Shop Rite | Star Ranch | | | | | | | | | 3.49 | | | | | |
| The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | |
| Vowell's | Black Canyon | S | | | | | | | | 3.97 | | | | | | |
| Western | Angus | C | | | | | | | | | | | 4.99 | | | |
| | n/i | | | | | 9.99 | 9.99 | | | | | | | | | |
| Winn-Dixie | Winn-Dixie | | | | | | | 3.99 | | | | | | 3.99 | w/ store card | |
| FL | Albertsons Sthrn | n/i | | 6.98 | | | | | | | | | | 3.99 | BOGO | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |
| | Bravo Supermarket | n/i | S | | | | | 3.99 | | | | | | | | |
| | Greer's | Swift | S | | | | 13.88 | | 3.73 | | | | | 3.73 | | |
| | Harris Teeter | HT Reserve | C | 10.99 | | 14.99 | 11.99 | | | | | | | | w/ store card | |
| | | HT Reserve | C | 11.99 | | 19.99 | 16.99 | | | | | | | | w/ store card | |
| | | HT Ranchers | | 9.99 | | 12.99 | 10.99 | 10.99 | | | | | | | w/ store card | |
| | | HT Ranchers | | 10.99 | | 17.99 | 14.99 | 11.99 | | | | | | | w/ store card | |
| | Hitchcock's | Hitchcock's | | 8.99 | | | | | 4.69 | | | | | 4.69 | | |
| | J.H. Harvey's | n/i | C | | | | | 3.99 | | | | | | 3.99 | w/ store card | |
| | Piggly Wiggly Hchn | Black Canyon | | | | | | | | 3.99 | | | | | | |
| | Presidente | n/i | S | | | | | | | 2.98 | | | 4.58 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | |
|------------------|--------------------|--------------|------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|----------------|----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | |
| FL (cont) | Publix | Publix | C | 7.29 | | | 12.99 | 7.29 | | | | | | | | w/ store card | |
| | | Publix | C | 11.99 | | | 15.99 | 13.69 | | | | | | | | w/o store card | |
| | | GreenWise | A | 9.29 | | | | | | | | | | | | w/ store card | |
| | Sedano's | n/i | C | 7.99 | | | 6.99 | | | | | 3.49 | | | | | |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | | |
| | The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | |
| | Western Beef | n/i | | | | | | | | | | | | | 6.99 | | |
| | Whole Foods FL | n/i | C | 13.99 | | | | | | | | | | | | | |
| | Winn-Dixie | Winn-Dixie | | | | | | | 3.99 | | | | | 3.99 | | w/ store card | |
| GA | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | |
| | Bi-Lo | Gold Star | | | | | | | 3.99 | | | | | 3.99 | | w/ store card | |
| | Galaxy Foods | Tender Ridge | | | | | | | 3.28 | | | | | 3.58 | | | |
| | Harris Teeter | HT Reserve | C | 10.99 | | 14.99 | 11.99 | | | | | | | | | | w/ store card |
| | | HT Reserve | C | 11.99 | | 19.99 | 16.99 | | | | | | | | | | w/o store card |
| | | HT Ranchers | | 9.99 | | 12.99 | 10.99 | 10.99 | | | | | | | | | w/ store card |
| | | HT Ranchers | | 10.99 | | 17.99 | 14.99 | 11.99 | | | | | | | | | w/o store card |
| | IGA | n/i | | | | | | | | | | 3.99 | | | | | |
| | Ingle's | Ingle's | C | 8.98 | | 12.98 | | | | | | | | | | | w/ store card |
| | | Ingle's | C | 11.98 | | 17.48 | | | | | | | | | | | w/o store card |
| | Kroger Atlanta | n/i | C | 6.99 | | | 9.99 | | | | | | 5.99 | | | w/ store card | |
| | J.H. Harvey's | n/i | C | | | | | | 3.99 | | | | | 3.99 | | w/ store card | |
| | Piggly Wiggly Car. | n/i | | | | | | | | | | | 3.78 | | | | |
| | Piggly Wiggly HAC | n/i | S | | | | | | | | 3.99 | | | | | | |
| | Piggly Wiggly Hchn | Black Canyon | | | | | | | | 3.99 | | | | | | | |
| | Publix | Publix | C | 7.29 | | | 12.99 | 7.29 | | | | | | | | | w/ store card |
| | | Publix | C | 11.99 | | | 15.99 | 13.69 | | | | | | | | | w/o store card |
| GreenWise | | A | 9.29 | | | | | | | | | | | | | w/ store card | |
| Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | | | |
| Shop Rite | Star Ranch | | | | | | | | | 3.49 | | | | | | | |
| Sprout's | n/i | C | 7.99 | | | | | | | 5.49 | | | | | | | |
| The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | | |
| | Winn-Dixie | Winn-Dixie | | | | | | | 3.99 | | | | | 3.99 | | w/ store card | |
| MS | AG of Baton Rouge | n/i | | | | | | | | | | | | 3.99 | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | |
| | Corner Market | Angus | C | 9.99 | | | | | | | | 4.99 | | | | | |
| | Greer's | Swift | S | | | | 13.88 | | 3.73 | | | | | 3.73 | | | |
| | Kroger Delta | n/i | C | | | | | | 4.99 | | 4.99 | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | |
|------------------|---------------------------|-------------------------|-------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|----------------|----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | |
| MS (cont) | Mac's Fresh | n/i | S | | | | | | | | | | 3.99 | | | | |
| | Piggly Wiggly Hchn Rouses | Black Canyon Texas Star | | 6.97 | | | | | 3.99 | | | | | | 3.77 | | |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | | |
| | Superlo Foods | Angus | | | | | | | | | | | | 3.99 | | | |
| | The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | |
| | Vowell's | Black Canyon | S | | | | | | | | 3.97 | | | | | | |
| NC | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | |
| | Bi-Lo | Gold Star | | | | | | | 3.99 | | | | | 3.99 | | 3.88 | w/ store card |
| | Carlie C's IGA | n/i | | | | | | 4.18 | | | | | | 4.38 | | | |
| | Compare Foods | n/i | | | | | | | | | 3.99 | | | | | | |
| | Farm Fresh | Stockman&Dakota | C | | | | | | | | 4.99 | 4.99 | | | | 4.99 | |
| | | Stockman&Dakota | C | 9.99 | | | | | | | | | | | | | |
| | | n/i | C | 8.99 | | | | | | | | | | | | | |
| | Food Pride | n/i | | | | | | | | 3.99 | | | 4.99 | | | 3.99 | |
| | Galaxy Foods | Tender Ridge | | | | | | 3.28 | | | | | | | 3.58 | | |
| | Great Valu Market | Star Ranch | | | | | | | | | | 4.79 | | 4.79 | 4.69 | | |
| | | n/i | | | | | | | | | | | | 4.49 | | | |
| | Harris Teeter | HT Reserve | C | 10.99 | | | 14.99 | 11.99 | | | | | | | | | w/ store card |
| | | HT Reserve | C | 11.99 | | | 19.99 | 16.99 | | | | | | | | | w/o store card |
| | | HT Ranchers | | 9.99 | | | 12.99 | 10.99 | 10.99 | | | | | | | | w/ store card |
| | | HT Ranchers | | 10.99 | | | 17.99 | 14.99 | 11.99 | | | | | | | | w/o store card |
| | IGA | n/i | | | | | | | | | | | 3.99 | | | | |
| | Ingle's | Ingle's | C | 8.98 | | | 12.98 | | | | | | | | | w/ store card | |
| | | Ingle's | C | 11.98 | | | 17.48 | | | | | | | | | w/o store card | |
| | Kroger MidAtlntc | n/i | C | 6.99 | | | 12.99 | 10.99 | | | | | | | | 4.99 | w/ store card |
| | Lowe's Foods | n/i | | 9.99 | | | | | | | | | 3.99 | | | | w/ store card |
| | Piggly Wiggly Retail | n/i | | 7.69 | | | | | | | | | | | | 3.99 | |
| | Piggly Wiggly Stores | Preferred Angus | | | | | | | | | | 3.98 | | | | | |
| | Publix | Publix | C | 7.29 | | | | 12.99 | 7.29 | | | | | | | | w/ store card |
| Publix | | C | 11.99 | | | | 15.99 | 13.69 | | | | | | | | w/o store card | |
| | GreenWise | A | 9.29 | | | | | | | | | | | | | w/ store card | |
| Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | | | |
| The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | | |
| Winn-Dixie | Winn-Dixie | | | | | | | 3.99 | | | | | | 3.99 | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | |
|------------------|--------------------|--------------|-----|------------|-------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|----------------|----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | |
| SC | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | |
| | Bi-Lo | Gold Star | | | | | | | 3.99 | | | | | 3.99 | | w/ store card | |
| | Galaxy Foods | Tender Ridge | | | | | | | 3.28 | | | | | 3.58 | | | |
| | Harris Teeter | HT Reserve | | C | 10.99 | | 14.99 | 11.99 | | | | | | | | | w/ store card |
| | | HT Reserve | | C | 11.99 | | 19.99 | 16.99 | | | | | | | | | w/o store card |
| | | HT Ranchers | | | 9.99 | | 12.99 | 10.99 | 10.99 | | | | | | | | w/ store card |
| | | HT Ranchers | | | 10.99 | | 17.99 | 14.99 | 11.99 | | | | | | | | w/o store card |
| | IGA | n/i | | | | | | | | | | | 3.99 | | | | |
| | Ingle's | Ingle's | | C | 8.98 | | 12.98 | | | | | | | | | | w/ store card |
| | | Ingle's | | C | 11.98 | | 17.48 | | | | | | | | | | w/o store card |
| | Kroger Atlanta | n/i | | C | 6.99 | | | 9.99 | | | | | | 5.99 | | | w/ store card |
| | J.H. Harvey's | n/i | | C | | | | | | 3.99 | | | | | 3.99 | | w/ store card |
| | Lowe's Foods | n/i | | | 9.99 | | | | | | | | | 3.99 | | | w/ store card |
| | Piggly Wiggly Car. | n/i | | | | | | | | | | | | 3.78 | | | |
| | Publix | Publix | | C | 7.29 | | | 12.99 | 7.29 | | | | | | | | w/ store card |
| Publix | | | C | 11.99 | | | 15.99 | 13.69 | | | | | | | | w/o store card | |
| GreenWise | | | A | 9.29 | | | | | | | | | | | | w/ store card | |
| Save-a-Lot | n/i | | C | | | | | | 3.99 | | | | | | | | |
| The Fresh Market | n/i | | | 8.99 | | | | | | | | | | | | | |
| TN | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | |
| | Bi-Lo | Gold Star | | | | | | | 3.99 | | | | | 3.99 | | w/ store card | |
| | Chappell's | Star Ranch | | | | | | | | 3.98 | | | | | | | |
| | E.W. James | Black Canyon | | | | | | | 3.48 | | | | | 3.48 | | | |
| | Food Rite | Black Canyon | | S | | | | | | | 3.99 | | | | | | |
| | H.G. Hill | n/i | | | | 9.89 | | | | | | | | | | | |
| | | Black Canyon | | S | | | | | | | | 3.49 | | | | | |
| | Harris Teeter | HT Reserve | | C | 10.99 | | 14.99 | 11.99 | | | | | | | | | w/ store card |
| | | HT Reserve | | C | 11.99 | | 19.99 | 16.99 | | | | | | | | | w/o store card |
| | | HT Ranchers | | | 9.99 | | 12.99 | 10.99 | 10.99 | | | | | | | | w/ store card |
| | | HT Ranchers | | | 10.99 | | 17.99 | 14.99 | 11.99 | | | | | | | | w/o store card |
| | Ingle's | Ingle's | | C | 8.98 | | 12.98 | | | | | | | | | | w/ store card |
| | | Ingle's | | C | 11.98 | | 17.48 | | | | | | | | | | w/o store card |
| | Kroger Delta | n/i | | C | | | | | 4.99 | | 4.99 | | | | | w/ store card | |
| | Kroger MidAtlntc | n/i | | C | 6.99 | | 12.99 | 10.99 | | | | | | | 4.99 | | w/ store card |
| Kroger Nashville | Private Selection | | C | | | | | | 3.99 | | | | | | | w/ store card | |
| | n/i | | C | 6.99 | | | | | | | | | | | | | |
| Osborne's | n/i | | C | | | | | | | 3.99 | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | |
|-------------------|----------------------|------------------|------------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil |
| TN (cont) | Publix | Publix | C | 7.29 | | | 12.99 | 7.29 | | | | | | | | w/ store card |
| | | Publix | C | 11.99 | | | 15.99 | 13.69 | | | | | | | | w/o store card |
| | | GreenWise | A | 9.29 | | | | | | | | | | | | w/ store card |
| | | Save-a-Lot | n/i | | | | | | | 3.99 | | | | | | |
| | | Shop Rite | Star Ranch | C | | | | | | | 3.49 | | | | | |
| | | Superlo Foods | Angus | | | | | | | | | | | 3.99 | | |
| | | The Fresh Market | n/i | | 8.99 | | | | | | | | | | | |
| | | Twn&Cntry Grocer | n/i | S | | | | | | 3.99 | | | | | | |
| VA | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |
| | Associated | n/i | C | | | | | | | | | 4.99 | | | | |
| | Farm Fresh | Stockman&Dakota | C | | | | | | | 4.99 | 4.99 | | | | 4.99 | |
| | | Stockman&Dakota | C | 9.99 | | | | | | | | | | | | |
| | | n/i | C | 8.99 | | | | | | | | | | | | |
| | Fas-Chek | n/i | | | | | | | 3.99 | | 4.49 | | | | | |
| | Food Country USA | Butcher's Best | | | | | | | | | 3.99 | | | | | w/ store card |
| | | Butcher's Best | | | | | | | | | 5.99 | | | | | w/o store card |
| | Galaxy Foods | Tender Ridge | | | | | | | 3.28 | | | | | 3.58 | | |
| | Giant Food | n/i | C | 7.99 | | | 10.99 | 5.99 | | 4.99 | | | 4.99 | | | w/ store card |
| | Grant's | Black Canyon | | | | | | | | | 3.69 | | | | | |
| | Great Valu Market | Star Ranch | | | | | | | | | 4.79 | | 4.79 | 4.69 | | |
| | | n/i | | | | | | | | | | | 4.49 | | | |
| | Harris Teeter | HT Reserve | C | 10.99 | | 14.99 | 11.99 | | | | | | | | | w/ store card |
| | | HT Reserve | C | 11.99 | | 19.99 | 16.99 | | | | | | | | | w/o store card |
| | | HT Ranchers | | 9.99 | | 12.99 | 10.99 | 10.99 | | | | | | | | w/ store card |
| | | HT Ranchers | | 10.99 | | 17.99 | 14.99 | 11.99 | | | | | | | | w/o store card |
| | Ingle's | Ingle's | C | 8.98 | | 12.98 | | | | | | | | | | w/ store card |
| | | Ingle's | C | 11.98 | | 17.48 | | | | | | | | | | w/o store card |
| | Kroger MidAtlntc | n/i | C | 6.99 | | 12.99 | 10.99 | | | | | | | | 4.99 | w/ store card |
| | Lowe's Foods | n/i | | 9.99 | | | | | | | | | 3.99 | | | w/ store card |
| | Martin's Food | n/i | C | 7.99 | | | 10.99 | 5.99 | 4.99 | 4.99 | | | 4.99 | | | w/ store card |
| | | n/i | C | 8.49 | | | 13.99 | 9.99 | 6.99 | 6.99 | | | 6.99 | | | w/o store card |
| | Piggly Wiggly Stores | Preferred Angus | | | | | | | | | 3.98 | | | | | |
| | Safeway Eastern | n/i | C | 7.99 | | | | 7.99 | | | | | | | | w/ store card |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | |
| | Shoppers | n/i | C | | | | | | 4.99 | | | | | | | |
| The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | |
| Whole Foods MidAt | n/i | | | 13.49 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | | |
|--------------|----------------------|-------------------|------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|---------------|----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | | |
| WV | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | | |
| | Fas-Chek | n/i | | | | | | | 3.99 | | 4.49 | | | | | | | |
| | Food Country USA | Butcher's Best | | | | | | | | | 3.99 | | | | | | | w/ store card |
| | | Butcher's Best | | | | | | | | | 5.99 | | | | | | | w/o store card |
| | Food Fair | Black Canyon | | 7.99 | | | | | | | 3.99 | | | | | | | |
| | Foodland | Star Ranch | | | | | | | 4.69 | | | | | | | | | |
| | Galaxy Foods | Tender Ridge | | | | | | | 3.28 | | | | | 3.58 | | | | |
| | Giant Eagle | n/i | C | 8.99 | | | | | | | | 5.99 | | | | | | |
| | | Angus | C | 9.99 | | | | | | | | | | | | | | |
| | Grant's | Black Canyon | | | | | | | | | 3.69 | | | | | | | |
| | Great Valu Market | Star Ranch | | | | | | | | | | 4.79 | | 4.79 | 4.69 | | | |
| | | n/i | | | | | | | | | | | | 4.49 | | | | |
| | Kroger Columbus | Private Selection | C | 9.99 | | | | 14.99 | | | | | | | | | | w/ store card |
| | Kroger MidAtlntc | n/i | C | 6.99 | | | 12.99 | 10.99 | | | | | | | | | 4.99 | w/ store card |
| | Martin's Food | n/i | C | 7.99 | | | | 10.99 | 5.99 | 4.99 | 4.99 | | | 4.99 | | | | w/ store card |
| | | n/i | C | 8.49 | | | | 13.99 | 9.99 | 6.99 | 6.99 | | | 6.99 | | | | w/o store card |
| | Piggly Wiggly Stores | Preferred Angus | | | | | | | | | 3.98 | | | | | | | |
| | Riesbeck's | Hereford | | | | | | | | | | | | 4.99 | | | | |
| Save-a-Lot | n/i | C | | | | | | | 3.99 | | | | | | | | | |
| Shop 'n Save | n/i | C | 8.99 | 9.99 | | | | | | | | | | | | | | |
| Sparkle | n/i | C | | | | | | | | | | | | 4.49 | | | | |
| Weis | Angus | C | 6.88 | | | | 14.99 | | | 4.49 | | | 4.99 | | 3.88 | | w/ store card | |

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

Easter/Passover 2015
BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (<i>bnls</i>) | | | Round Roasts (<i>boneless</i>) | | | | | | Conditions |
|---|-----------------|------------------|------|------------|------|-----------------------------|-------------|------------|----------------------------------|-----------|-------------|----------|--------------|-----------------------|-----------------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | |
| MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | |
| IA | Affiliated MW | Star Ranch | | | 9.88 | | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | 4.49 | | | | | |
| | County Market | Rancher's Legend | C | 10.99 | | | | | 4.99 | | | | | | |
| | | Rancher's Legend | | 7.99 | | | | | | | | | | | |
| | Family Foods | Angus Pride | C | 8.99 | | | | | | 4.29 | | 6.99 | | | |
| | Fareway | n/i | C | | 7.99 | | 14.99 | | | | | | | | limit 2 |
| | | n/i | C | | 9.99 | | | | | | | | | | additional quantities |
| | Food Pride | Angus Pride | C | 8.99 | | | | | | 4.29 | | 6.99 | | | |
| | Hometown Foods | Star Ranch | C | | | | | | 4.49 | | | | | | |
| | Hy-Vee | Hy-Vee | C | 9.99 | | | | | 4.99 | | | | | | |
| | Jewel-Osco | Steakhouse | C | 6.47 | | 16.99 | | | 4.99 | | | | 4.99 | | limit 1 |
| | Maynard's | Star Ranch | C | | | | | | | 4.99 | | | | | |
| | No Frills | n/i | C | 6.99 | | | | | | 4.99 | | | | | |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | |
| | Schnuck's | Angus | C | | | | | | 4.49 | | | | 4.99 | | |
| Sunshine Foods | n/i | C | | | | | | | | | | 3.99 | | | |
| The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | |
| IL | Affiliated MW | Star Ranch | | | 9.88 | | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | 4.49 | | | | | |
| | Angelo Caputo | n/i | | 6.99 | | | 8.99 | | | | | | | | |
| | | Piedmontese | C | | | | | | | 6.99 | | | | | |
| | | Angus | C | 11.99 | | | | | | | | 5.99 | | | |
| | Berkot's | Berkot's | | | | | 7.99 | | | | | | | | |
| | | n/i | C | | | | | | | | | 4.99 | | | |
| | Brookhaven | Angus | C | | | | | | | 3.99 | | | | | |
| | Butera's Market | n/i | | 4.99 | | | | | | | | | | | |
| | | Angus | C | 8.99 | | | | | | 4.89 | 4.89 | | 5.29 | 4.49 | 4.99 |
| | County Market | Rancher's Legend | C | 10.99 | | | | | 4.99 | | | | | | |
| | | Rancher's Legend | | 7.99 | | | | | | | | | | | |
| | Cub Foods | Cub | C | 8.99 | | | | | 4.99 | | | | | | |
| | Fairplay Foods | Angus | C | | | | | | 3.49 | | | | 4.69 | | |
| | | n/i | | | | | 7.99 | | | | | | | | |
| | n/i | | 4.99 | | | | | | | | | | | | |
| Fareway | n/i | C | | 7.99 | | 14.99 | | | | | | | | Mexican | |
| | n/i | C | | 9.99 | | | | | | | | | | limit 2 | |
| Food Pride | Angus Pride | C | 8.99 | | | | | | 4.29 | | 6.99 | | | additional quantities | |

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

Easter/Passover 2015
BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | |
|--------------|--------------------|-------------------|-------------------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|----------------|---------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | |
| IL (cont) | Heinen's | Heinen's | A | 10.99 | | | | | | | | | | | | w/ store card | |
| | | Heinen's | A | 12.99 | | | | | | | | | | | | w/o store card | |
| | | Hy-Vee | Hy-Vee | C | 9.99 | | | | | 4.99 | | | | | | | |
| | | Jewel-Osco | Steakhouse | C | 6.47 | | 16.99 | | | 4.99 | | | 4.99 | | | | limit 1 |
| | | Jimenez | n/i | C | | | | | | 3.79 | | | | | | | |
| | | Kirby Foods IGA | IGA TableRite | | 7.99 | | | | | 3.99 | | | | | | | |
| | | Kroger Louisville | Private Selection | C | | | | | | 3.99 | | | 3.99 | | | | w/ store card |
| | | | Angus | C | 7.99 | | | | | | | | | | | | w/ store card |
| | | Mariano's Fresh | Angus | C | 7.99 | | | | | | | | | | | | |
| | | Meijer | Angus | C | 7.49 | | | | | 4.49 | | | | | | | |
| | | Pete's Market | Black Angus | C | | | | | | 4.99 | 4.99 | | | | | | |
| | | Piggly Wiggly MW | n/i | | 4.99 | 5.99 | | | | | | | | | | | Mexican |
| | | | Angus | C | 8.99 | | | | | | 4.49 | | | | | | |
| | | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | |
| | | Schnuck's | Angus | C | | | | | | 4.49 | | | | 4.99 | | | |
| | | Shop & Save Mrkt | n/i | C | | | | | | 3.79 | | | | 3.79 | 4.39 | | |
| | | Shop'n Save | Totally Angus | | | | | | | 4.98 | | | | | | | |
| | | Strack & VanTil | Angus | C | | | | | | | | 5.79 | | | | | |
| | | Sullivan's | n/i | C | | 10.99 | | | | | 4.49 | | | | | | |
| | | Sunset Foods | Angus | C | | | | 19.99 | | | | | | | | | |
| | The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | |
| | Tony's Finer Food | n/i | C | | | | | | | | | | 3.99 | 4.99 | | | |
| | Valli Produce | Black Angus | C | | | | | | | 4.49 | | | | | | | |
| | Walt's Food Center | Walt's | C | 8.99 | | | | | | | | | | | | | |
| | | Hereford | C | | | | | | | | | | 4.99 | | | | |
| IN | Al's Supermarkets | Chairman Reserve | C | 9.99 | | | | | 4.49 | | | | | | | w/ store card | |
| | | Chairman Reserve | C | 12.79 | | | | | 5.19 | | | | | | | w/o store card | |
| | | n/i | S | 8.99 | | | | | | | | | | | | w/ store card | |
| | | n/i | S | 11.79 | | | | | | | | | | | | w/o store card | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | |
| | IGA Spartan-Nash | Angus Pride | C | 8.99 | | | | | | | | | 3.99 | | | | |
| | Jay C | n/i | C | | | | | | 3.99 | | | | | | | | |
| | Jewel-Osco | Steakhouse | C | 6.47 | | 16.99 | | | 4.99 | | | 4.99 | | | | limit 1 | |
| | Kirby Foods IGA | IGA TableRite | | 7.99 | | | | | 3.99 | | | | | | | | |
| | Kroger Cincinnati | n/i | C | 7.99 | | | | | 3.99 | | | | | | | w/ store card | |
| | Kroger Louisville | Private Selection | C | | | | | | 3.99 | | | | 3.99 | | | w/ store card | |
| | | Angus | C | 7.99 | | | | | | | | | | | | w/ store card | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | |
|------------------|--------------------|-------------------|------|------------|-------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|----------------|----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil |
| IN (cont) | Martin's | Martin's | C | | | | | | | 4.99 | | | | | | w/ store card |
| | | Martin's | C | | | | | | | 5.98 | | | | | | w/o store card |
| | Meijer | Angus | C | 7.49 | | | | | 4.49 | | | | | | | |
| | New Market | n/i | | | 5.99 | | | | | | | | | | | |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | |
| | Schnuck's | Angus | C | | | | | | 4.49 | | | | | 4.99 | | |
| | Strack & VanTil | Angus | C | | | | | | | | 5.79 | | | | | |
| | The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | |
| | Walt's Food Center | Walt's | C | 8.99 | | | | | | | | | | | | |
| | Hereford | C | | | | | | | | | | 4.99 | | | | |
| | Wesselman's | Star Ranch | | | 6.99 | | | | 3.99 | 3.99 | | | | | | |
| KY | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |
| | Cox IGA | Star Ranch | | | | | | | 4.99 | | | | | | | w/ store card |
| | | Star Ranch | | | | | | | 5.99 | | | | | | | w/o store card |
| | E.W. James | Black Canyon | | | | | | | 3.48 | | | | | 3.48 | | |
| | Food Fair | Black Canyon | | 7.99 | | | | | | | 3.99 | | | | | |
| | Foodland | Star Ranch | | | | | | | 4.69 | | | | | | | |
| | Galaxy Foods | Tender Ridge | | | | | | | 3.28 | | | | | 3.58 | | |
| | IGA Spartan-Nash | Angus Pride | C | 8.99 | | | | | | | | | | 3.99 | | |
| | Kroger Cincinnati | n/i | C | 7.99 | | | | | 3.99 | | | | | | | w/ store card |
| | Kroger Delta | n/i | C | | | | | | 4.99 | | 4.99 | | | | | w/ store card |
| | Kroger Louisville | Private Selection | C | | | | | | 3.99 | | | | 3.99 | | | w/ store card |
| | | Angus | C | 7.99 | | | | | | | | | | | | w/ store card |
| | Kroger MidAtlntc | n/i | C | 6.99 | | 12.99 | 10.99 | | | | | | | | 4.99 | w/ store card |
| | Kroger Nashville | Private Selection | C | | | | | | 3.99 | | | | | | | w/ store card |
| | | n/i | C | 6.99 | | | | | | | | | | | | |
| | Meijer | Angus | C | 7.49 | | | | | 4.49 | | | | | | | |
| | Piggly Wiggly Hchn | Black Canyon | | | | | | | | | 3.99 | | | | | |
| | Remke Markets | n/i | | | | | | | | | | | | 3.99 | | w/ store card |
| | n/i | | | | | | | | | | | | 5.99 | | w/o store card | |
| Save-a-Lot | n/i | C | | | | | | 4.49 | | | | | | | | |
| The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | |
| Twn&Cntry Grocer | n/i | S | | | | | | 3.99 | | | | | | | | |
| | Whole Foods MidAt | n/i | | | 13.49 | | | | | | | | | | | |
| MI | Affiliated MW | Star Ranch | C | | 8.99 | | | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |

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

Easter/Passover 2015
BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | |
|-----------------|-------------------|-------------------|------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil |
| MI (cont) | Busch's | n/i | C | 8.99 | | | 7.99 | | | | | | | | | |
| | D&W Fresh | Preferred Angus | C | 7.99 | | | | | | | | | | | | |
| | Family Fare | Tender Ridge | C | 7.99 | 9.99 | | | | 4.99 | | | | | | | |
| | Food Pride | Angus Pride | C | 8.99 | | | | | | 3.99 | | | | | | |
| | Harding's | Tender Ridge | C | | | | | | | | 4.99 | | | 4.99 | | |
| | Hiller's | Hiller's | G | 8.99 | | | | | | | | | | | | |
| | | n/i | C | | | | | | | | 5.99 | 5.99 | | | | |
| | Kroger Columbus | Private Selection | C | 9.99 | | | 14.99 | | | | | | | | | w/ store card |
| | Kroger Michigan | n/i | C | 6.99 | | | | | | | | | | | | w/ store card |
| | Martin's | Martin's | C | | | | | | | | 4.99 | | | | | w/ store card |
| | | Martin's | C | | | | | | | | 5.98 | | | | | w/o store card |
| | Meijer | Angus | C | 7.49 | | | | | 4.49 | | | | | | | |
| | Plumbs/Duthlers | Angus | C | 5.99 | 6.49 | | | | | | | | | | 4.99 | |
| | Ric's Food Center | Star Ranch | C | | | | 7.99 | | | | | 4.99 | | | | |
| | Save-a-Lot | n/i | C | | | | | | | 3.99 | | | | | | |
| | Spartan Stores | Tender Ridge | C | | | | | | 4.99 | | | | | | | |
| Super One Foods | Black Angus | C | 6.96 | | | | | | | | | | | | | |
| Tadych's | Angus Pride | C | 7.98 | | | | | | | | | | 3.89 | | | |
| VG's Grocery | VG's | C | 7.99 | | | | | | | | | | | | | |
| MN | Affiliated MW | Star Ranch | C | | 9.88 | | | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |
| | Cash Wise | Hereford | C | | 8.48 | | | | | | | | | | | |
| | Coborn's | Hereford | C | | 8.99 | | | | | | | | | | | |
| | Cub Foods | Cub | C | 8.99 | | | | | 4.99 | | | | | | | |
| | Econofoods | Angus Pride | C | 8.99 | | | | | | | | 5.99 | | | | |
| | Family Fare | Angus Pride | C | 8.99 | | | | | | | | 5.97 | | | | |
| | Fareway | n/i | C | | 7.99 | | 14.99 | | | | | | | | | |
| | | n/i | C | | 9.99 | | | | | | | | | | | |
| | Festival | Black Angus | C | 9.99 | | | | | | | | | | | | |
| | | Black Angus | C | 11.99 | | | | | | | | | | | | |
| | Food Pride | Angus Pride | C | 8.99 | | | | | | 3.99 | | | | | | |
| | Hornbacher's | Stockman&Dakota | C | | 8.98 | | | | | 4.98 | | | | | | |
| | Hugo's | Angus Pride | C | 8.98 | | | | | | 4.68 | | 4.98 | | | | |
| | Hy-Vee | Hy-Vee | C | 9.99 | | | | | 4.99 | | | | | | | |
| | Marketplace Foods | Angus Pride | C | 10.98 | | | | | | | 4.98 | | | | | |
| Maynard's | Star Ranch | C | | | | | | | 4.99 | | | | | | | |
| Rainbow Foods | n/i | C | | 8.99 | | 7.99 | | | | | | | 4.99 | | | |

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

Easter/Passover 2015
BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (<i>bnls</i>) | | | Round Roasts (<i>boneless</i>) | | | | | | Conditions | |
|---------------------|-------------------|-----------------|-------|------------|------|-----------------------------|-------------|------------|----------------------------------|-----------|-------------|----------|--------------|------|----------------|----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil |
| MN <i>(cont)</i> | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | |
| | Sun Mart | Blackwell Angus | C | 8.99 | | | | | | | | 5.99 | | | | |
| | Sunshine Foods | n/i | C | | | | | | | | | | | 3.99 | | |
| | Super One Foods | Black Angus | C | 6.96 | | | | | | | | | | | | |
| | Teal's Market | Angus Pride | C | | | | | | | | 3.99 | | | | | |
| ND | Albertsons Mtn | Steakhouse | C | 6.99 | | | | | | | 4.49 | | | 3.99 | BOGO | |
| | Cash Wise | Hereford | C | | 8.48 | | | | | | | | | | | |
| | Coborn's | Hereford | C | | 8.99 | | | | | | | | | | | |
| | Dan's | Angus | C | | 9.99 | | | | | | | | | | | |
| | Econofoods | Angus Pride | C | 8.99 | | | | | | | | 5.99 | | | | |
| | Family Fare | Angus Pride | C | 8.99 | | | | | | | | 5.97 | | | | |
| | Food Pride | Angus Pride | C | 8.99 | | | | | | 3.99 | | | | | | |
| | Hornbacher's | Stockman&Dakota | C | | 8.98 | | | | | 4.98 | | | | | | |
| | Hugo's | Angus Pride | C | 8.98 | | | | | | 4.68 | | 4.98 | | | | |
| | Leevers | n/i | C | | | | | | | 4.48 | | 6.78 | | | | |
| | Marketplace Foods | Angus Pride | C | 10.98 | | | | | | | 4.98 | | | | | |
| | Super One Foods | Black Angus | C | 6.96 | | | | | | | | | | | | |
| | Teal's Market | Angus Pride | C | | | | | | | | 3.99 | | | | | |
| NE | Affiliated MW | Star Ranch | C | | 9.88 | | | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |
| | Bag'n Save | n/i | C | 6.99 | | | | | | 4.99 | | | | | | |
| | Fareway | n/i | C | | 7.99 | | 14.99 | | | | | | | | | |
| | | n/i | C | | 9.99 | | | | | | | | | | | |
| | Food Pride | Angus Pride | C | 8.99 | | | | | | 3.99 | | | | | | |
| | Hy-Vee | Hy-Vee | C | 9.99 | | | | | 4.99 | | | | | | | |
| | Russ's Market | Platte River | C | | | | | | 4.49 | | | | 4.99 | | | |
| | | Platte River | C | | | | | | 6.19 | | | | | | | |
| | Safeway Denver | n/i | C | | | | | | | | | | | | 5.99 | |
| Sun Mart | Blackwell Angus | C | 8.99 | | | | | | | | 5.99 | | | | | |
| OH | Acme Fresh Market | Angus | C | 7.99 | | | 13.99 | | | | | | 3.99 | | | w/ store card |
| | | Angus | C | 14.99 | | | 18.99 | | | | | | 5.99 | | | w/o store card |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |
| | Buehler's Market | Angus | C | 8.99 | | | | | | | 3.99 | | | | | w/ store card |
| | | Angus | C | 14.99 | | | | | | | | 6.99 | | | | w/o store card |
| | Chief Supermarket | Chief | C | 7.99 | | | | | | | | | | | | w/ store card |
| | Chief | C | 13.99 | | | | | | | | | | | | w/o store card | |
| Cub Foods | Cub | C | 8.99 | | | | | 4.99 | | | | | | | | w/o store card |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | |
|-------------------|----------------------|-------------------|------|------------|-------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|----------------|---------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | |
| OH (cont) | Fisher Foods | Fishers | C | 9.99 | | | | | | | | | | | | w/ store card | |
| | | Fishers | C | 10.99 | | | | | | | | | | | | w/o store card | |
| | Food Fair | Black Canyon | | 7.99 | | | | | | | 3.99 | | | | | | |
| | Foodland | Star Ranch | | | | | | | 4.69 | | | | | | | | |
| | Fresh Encounter | Community Market | | 7.99 | | | | | | | | | | | | w/ store card | |
| | | Community Market | | 13.99 | | | | | | | | | | | | w/o store card | |
| | Geyer's | Star Ranch | | | 8.99 | | | | | | | | | | 4.29 | | |
| | Giant Eagle | n/i | C | 8.99 | | | | | | | 5.99 | | | | | | |
| | | Angus | C | 9.99 | | | | | | | | | | | | | |
| | Heinen's | Heinen's | A | 10.99 | | | | | | | | | | | | w/ store card | |
| | | Heinen's | A | 12.99 | | | | | | | | | | | | w/o store card | |
| | IGA Spartan-Nash | Angus Pride | C | 8.99 | | | | | | | | | | 3.99 | | | |
| | Kroger Cincinnati | n/i | C | 7.99 | | | | | | 3.99 | | | | | | w/ store card | |
| | Kroger Columbus | Private Selection | C | 9.99 | | | | 14.99 | | | | | | | | w/ store card | |
| | Kroger MidAtlntc | n/i | C | 6.99 | | | 12.99 | 10.99 | | | | | | | | 4.99 | w/ store card |
| | Meijer | Angus | C | 7.49 | | | | | | 4.49 | | | | | | | |
| | Piggly Wiggly Stores | Preferred Angus | | | | | | | | | | 3.98 | | | | | |
| | Remke Markets | n/i | | | | | | | | | | | | | 3.99 | w/ store card | |
| | | n/i | | | | | | | | | | | | | 5.99 | w/o store card | |
| | Riesbeck's | Hereford | | | | | | | | | | | | 4.99 | | | |
| Save-a-Lot | n/i | C | | | | | | | 3.99 | | | | | | | | |
| Shop 'n Save | n/i | C | 8.99 | 9.99 | | | | | | | | | | | | | |
| Sparkle | n/i | C | | | | | | | | | | | | 4.49 | | | |
| The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | | |
| Thorne's Market | 1893 Angus | C | 8.99 | | | | | | | | 4.99 | | | | | | |
| Weis | Angus | C | 6.88 | | | | 14.99 | | | | 4.49 | | 4.99 | | 3.88 | w/ store card | |
| Whole Foods MidAt | n/i | | | 13.49 | | | | | | | | | | | | | |
| SD | Affiliated MW | Star Ranch | C | | 9.88 | | | | | | | | | | | | |
| | Buche Foods | n/i | | | | | | | | | 3.98 | | | | | | |
| | Coborn's | Hereford | C | | 8.99 | | | | | | | | | | | | |
| | Family Thrift | Angus Pride | C | 8.99 | | | | | | | | | 5.99 | | | | |
| | Fareway | n/i | C | | 7.99 | | 14.99 | | | | | | | | | | |
| | | n/i | C | | 9.99 | | | | | | | | | | | | |
| | Hy-Vee | Hy-Vee | C | 9.99 | | | | | 4.99 | | | | | | | | |
| | Ken's Super Fair | n/i | C | | 8.99 | | | | | | | | | | | w/ store card | |
| | | n/i | C | | 10.99 | | | | | | | | | | | w/o store card | |
| Lynn's Dakotamart | Dakotamart | C | | 7.98 | | | | | | | | | | | | | |

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

Easter/Passover 2015
BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | |
|------------------|-------------------|--------------|------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|--|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | |
| SD (cont) | Maynard's | Star Ranch | C | | | | | | | 4.99 | | | | | | w/ store card | |
| | Safeway Denver | n/i | C | | | | | | | | | | | 5.99 | | | |
| | Sunshine Foods | n/i | C | | | | | | | | | | 3.99 | | | | |
| | Teal's Market | Angus Pride | | | | | | | | 3.99 | | | | | | | |
| WI | Affiliated MW | Star Ranch | C | | 9.88 | | | | | | | | | | | w/ store card w/o store card Mexican | |
| | ALDI | n/i | C | | | | | | | 4.49 | | | | | | | |
| | Econofoods | Angus Pride | C | 8.99 | | | | | | | | 5.99 | | | | | |
| | Festival | Angus | C | | | | | 8.98 | | | | | | | | | |
| | | Angus | C | | | | | 12.99 | | | | | | | | | |
| | Gordy's | Tender Ridge | C | | 7.98 | | | | | | | | | | | | |
| | Hy-Vee | Hy-Vee | C | 9.99 | | | | | 4.99 | | | | | | | | |
| | Marketplace Foods | Angus Pride | C | 10.98 | | | | | | | 4.98 | | | | | | |
| | Pick'n Save/Copps | Angus | C | 7.99 | | | | | | | 4.49 | | | 4.49 | | | |
| | Piggly Wiggly MW | n/i | | 4.99 | 5.99 | | | | | | | | | | | | |
| | | Angus | C | 8.99 | | | | | | | 4.49 | | | | | | |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | | |
| | Schnuck's | Angus | C | | | | | | 4.49 | | | | | 4.99 | | | |
| | Sendik's | Sendik's | | | | | 8.99 | | | | | | | | | | |
| | Sentry Foods | Sentry | C | 8.99 | | | | | | | | | | 4.49 | | | |
| | Super One Foods | Black Angus | C | 6.96 | | | | | | | | | | | | | |
| | Tadych's | Angus Pride | C | 7.98 | | | | | | | | | | 3.89 | | | |
| The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | | |
| Trig's | n/i | | | | | | 7.99 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | |
|---|------------------|-----------------|------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|------------------------|----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | | | |
| AR | Affiliated MW | Star Ranch | C | | 8.99 | | | | | | | | | | | | |
| | Albertsons Sthrn | n/i | C | | | | | | 3.99 | | | | 3.99 | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | |
| | Brookshire | Angus | | | | | | | | | | | | 4.99 | | | |
| | | n/i | | S | 5.99 | | | | | | | | | | | | w/ store card |
| | | n/i | | S | 9.99 | | | | | | | | | | | | w/o store card |
| | G&W Foods | n/i | C | | | | | | | | | | | 3.98 | | | |
| | Harp's | n/i | C | | | | | | | | | | | 4.99 | | | |
| | Hay's | Black Canyon | | | | | | | | 4.48 | | | | | 4.48 | | |
| | | Sterling Silver | | C | | | | 13.98 | | | | | | | | | |
| | Kroger Delta | n/i | C | | | | | | 4.99 | | 4.99 | | | | | | w/ store card |
| | Mac's Fresh | n/i | | | | | | | | | | | 3.99 | | | | |
| | | n/i | | S | | | | | | | | | | 3.77 | | | |
| Piggly Wiggly Hchn | Black Canyon | | | | | | | | | 3.99 | | | | | | | |
| The Fresh Market | n/i | | | 8.99 | | | | | | | | | | | | | |
| Twn&Cntry Grocer | n/i | | S | | | | | | 3.99 | | | | | | | | |
| Whole Foods SW | Country Natural | | | | | | | | | | 6.99 | | | | | | |
| AZ | Albertsons SW | Steakhouse | C | 6.97 | | | | | BOGO | | | | BOGO | | | | |
| | Basha's | n/i | | | | | 6.99 | | | | | | | | | limit 1 | |
| | | n/i | | | | | | | | | 5.99 | | | | | | |
| | Fresh & Easy | Fresh & Easy | | 8.99 | | | | | | | | | | | | | |
| | Fry's | n/i | C | 4.99 | | | | | | | | | | | | w/ store card; limit 1 | |
| | | n/i | C | 5.99 | | | | | | | | | | | | additional quantities | |
| | Grocery Outlet | n/i | | | | | | 5.49 | | | | | | | | | |
| | Safeway Phoenix | Open Nature | G | | | | | | | | | | | | 6.99 | w/ store card | |
| n/i | | C | 6.99 | | | | 14.99 | | | | | | | 6.49 | | | |
| Smith's | n/i | | | | | | | | | | | | 3.99 | 3.99 | | | |
| Sprout's | n/i | C | 7.99 | | | | | | | 5.49 | | | | | | | |
| CO | Affiliated Foods | n/i | | | | | | | 4.49 | | | 3.99 | | | | | |
| | Affiliated MW | Star Ranch | | | 9.88 | | | | | | | | | | | | |
| | Albertsons Mtn | Steakhouse | C | 6.99 | | | | | | | 4.49 | | 3.99 | BOGO | | | |
| | Clark's | Angus | C | | | | | | | | | | 4.69 | | | | |
| | King Soopers | n/i | C | 5.99 | | | | | | | | | | | | w/ store card | |
| | Safeway Denver | n/i | C | | | | | | | | | | | 5.99 | | w/ store card | |
| | Sprout's | n/i | C | 7.99 | | | | | | | 5.49 | | | | | | |
| | Sun Mart | Blackwell Angus | | 8.99 | | | | | | | | 5.99 | | | | | |

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

Easter/Passover 2015
BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (<i>bnls</i>) | | | Round Roasts (<i>boneless</i>) | | | | | | Conditions | |
|----------------|------------------|------------------|------|------------|-------|-----------------------------|-------------|------------|----------------------------------|-----------|-------------|----------|--------------|------|---------------|----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil |
| KS | Affiliated Foods | n/i | | | | | | | 4.49 | | | 3.99 | | | | |
| | Affiliated Foods | n/i | | | | | | | 4.49 | | | 3.99 | | | | |
| | Affiliated MW | Star Ranch | | | 9.88 | | | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |
| | G&W Foods | n/i | C | | | | | | | | | | | 3.98 | | |
| | Hen House | Hereford | C | 10.99 | 12.99 | | 14.99 | | | | | | | | | |
| | Hy-Vee | Hy-Vee | C | 9.99 | | | | | 4.99 | | | | | | | |
| | Sprout's | n/i | C | 7.99 | | | | | | | 5.49 | | | | | |
| | The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | |
| | Woods | Hereford | C | | | | | | 3.99 | | | | | | | |
| LA | Albertsons Sthrn | n/i | C | | | | | | 3.99 | | | | 3.99 | | | |
| | Brookshire | Angus | | | | | | | | | | | 4.99 | | | |
| | | n/i | S | 5.99 | | | | | | | | | | | | w/ store card |
| | | n/i | S | 9.99 | | | | | | | | | | | | w/o store card |
| | LeBlanc's | Angus | C | | | | | | | | | | | 3.99 | | |
| | Mac's Fresh | n/i | | | | | | | | | | | 3.99 | | | |
| | | n/i | S | | | | | | | | | | | 3.77 | | |
| | Market Basket | MB Premium | | | | | | | | 4.69 | | | | | | |
| | Rouses | Texas Star | | 6.97 | | | | | | | | | | | | |
| | The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | |
| Whole Foods SW | Country Natural | | | | | | | | | 6.99 | | | | | | |
| Winn-Dixie | Winn-Dixie | | | | | | | 3.99 | | | | | | 3.99 | w/ store card | |
| MO | Affiliated MW | Star Ranch | | | 9.88 | | | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | |
| | County Market | Rancher's Legend | C | 10.99 | | | | | 4.99 | | | | | | | |
| | | Rancher's Legend | C | 7.99 | | | | | | | | | | | | |
| | G&W Foods | n/i | C | | | | | | | | | | | 3.98 | | |
| | Harp's | n/i | C | | | | | | | | | | | 4.99 | | |
| | Harter House | n/i | C | 8.99 | | | 8.99 | | | | | | | | | |
| | Hay's | Black Canyon | | | | | | | 4.48 | | | | | | 4.48 | |
| | | Sterling Silver | C | | | | 13.98 | | | | | | | | | |
| | Hen House | Hereford | C | 10.99 | 12.99 | | 14.99 | | | | | | | | | |
| | Hy-Vee | Hy-Vee | C | 9.99 | | | | | 4.99 | | | | | | | |
| | Kroger Delta | n/i | C | | | | | | 4.99 | | 4.99 | | | | | w/ store card |
| | Patricia's | n/i | S | | | | | | | | | | 3.99 | | | |
| Pyramid Foods | n/i | C | 8.99 | | | | | | | | | | | | | |
| Schnuck's | Angus | C | | | | | | 4.49 | | | | | | 4.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | |
|---------------------|----------------------------|---------------------|------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|----------------|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | |
| MO <i>(cont)</i> | Shop'n Save | Totally Angus | | | | | | | 4.98 | | | | | | | | |
| | Sprout's | n/i | C | 7.99 | | | | | | | 5.49 | | | | | | |
| | Tw'n&Cntry Grocer | n/i | S | | | | | | 3.99 | | | | | | | | |
| | Tw'n&Cntry Sprmkt Woods | Top Choice Hereford | C | | | | | | 3.99 | | | | | 4.69 | | | |
| NM | Affiliated Foods | n/i | | | | | | | 4.49 | | | 3.99 | | | | | |
| | Albertsons SW | Steakhouse | C | 6.97 | | | | | BOGO | | | | BOGO | | | | |
| | Basha's | n/i | | | | | 6.99 | | | | | | | | | limit 1 | |
| | King Soopers | n/i | C | 5.99 | | | | | | | 5.99 | | | | | w/ store card | |
| | Safeway Denver | n/i | C | | | | | | | | | | | | 5.99 | w/ store card | |
| | Smith's | n/i | | | | | | | | | | | | 3.99 | 3.99 | | |
| | Sprout's | n/i | C | 7.99 | | | | | | | 5.49 | | | | | | |
| OK | Affiliated Foods | n/i | | | | | | | 4.49 | | | 3.99 | | | | | |
| | Affiliated MW | Star Ranch | | | 9.88 | | | | | | | | | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | 4.99 | | |
| | Harp's | n/i | C | | | | | | | | | | | | | | |
| | John Brooks | n/i | S | | | | | | | | | 4.99 | | | | | |
| | | Hereford | | C | | | | | | 4.49 | | | | | | | |
| | Market Square | n/i | S | | | | | | | | | 3.99 | | | | | |
| | | Hereford | | C | | | | | | 4.59 | | | | | | | |
| | Nichol's | n/i | S | | | | | | | | | 3.99 | | | | | |
| | Pyramid Foods | n/i | C | 8.99 | | | | | | | | | | | | | |
| | Reasor's | n/i | | 9.98 | | | | | | | | | | | 3.98 | | |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | | |
| | Sprout's | n/i | C | 7.99 | | | | | | | | 5.49 | | | | | |
| The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | | |
| Whole Foods SW | Country Natural | | | | | | | | | | 6.99 | | | | | | |
| TX | Affiliated Foods | n/i | | | | | | | 4.49 | | | 3.99 | | | | | |
| | Albertsons Sthrn | n/i | C | | | | | | 3.99 | | | | 3.99 | | | | |
| | Albertsons SW | Steakhouse | C | 6.97 | | | | | BOGO | | | | BOGO | | | | |
| | ALDI | n/i | C | | | | | | | | 4.49 | | | | | | |
| | Brookshire | Angus | | | | | | | | | | | 4.99 | | | | |
| | | n/i | S | 5.99 | | | | | | | | | | | | w/ store card | |
| | | n/i | S | 9.99 | | | | | | | | | | | | w/o store card | |
| | Brookshire Bros. Food Town | Angus Pride | C | | | | | | | | | | | 4.99 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | |
|----------------|--------------------|---------------|-----|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|---------------|---------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | |
| TX (cont) | Gerlands Food Fair | n/i | | | | | | | | | | | | | | | |
| | H-E-B | n/i | C | 7.97 | | | | | | | | | | 4.49 | | | |
| | | H-E-B Natural | C | 9.97 | | | | | | | | | | | | | |
| | | H-E-B Prime | P | 12.97 | | | | | | | | | | | 4.97 | | |
| | Market Basket | MB Premium | | | | | | | | 4.69 | | | | | | | |
| | Market Place | n/i | C | | | | | 3.98 | | | | | | | 3.98 | | |
| | Market Square | n/i | S | | | | | | | | | 3.99 | | | | | |
| | | Hereford | C | | | | | 4.59 | | | | | | | | | |
| | Randall/Tom Thumb | Angus | C | 6.99 | | | 14.99 | 6.49 | | | | | | | | | w/ store card |
| | Save-a-Lot | n/i | C | | | | | 3.99 | | | | | | | | | |
| | Sprout's | n/i | C | 7.99 | | | | | | | 5.49 | | | | | | |
| | The Fresh Market | n/i | C | 8.99 | | | | | | | | | | | | | |
| | The United Family | Texas Beef | | | 6.97 | | | | | 4.69 | | | | | | | |
| | Vista Markets | Hereford | C | | | | | | | | 3.79 | | | | 4.49 | | |
| Whole Foods SW | Country Natural | | | | | | | | | 6.99 | | | | | | | |
| Williams | Angus | C | | | | | | | | 4.39 | | | | | | | |
| UT | Albertsons Mtn | Steakhouse | C | 6.99 | | | | | | | 4.49 | | | 3.99 | BOGO | | |
| | Albertsons SW | Steakhouse | C | 6.97 | | | | | BOGO | | | | BOGO | | | | |
| | Associated Food | n/i | | | | | | | | | | | 4.49 | 3.49 | | | |
| | Clark's | Angus | C | | | | | | | | | | | 4.69 | | | |
| | King Soopers | n/i | C | 5.99 | | | | | | | | | | | | w/ store card | |
| | Ream's | n/i | | | | | | | | | | | | 3.89 | | | |
| | Smith's | n/i | | | | | | | | | | | | 3.99 | 3.99 | | |
| | Sprout's | n/i | C | 7.99 | | | | | | | 5.49 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | |
|-------------------------------------|------------------|-----------------|------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|----------------|---------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | | | | |
| CA | Albertsons SoCal | n/i | C | 6.88 | | | | | | | | | | | | |
| | Baja Ranch | n/i | S | | | | | | | | | 4.99 | | | | |
| | Big Saver | n/i | | | | | | | | | | 4.99 | | | | |
| | Fresh & Easy | Fresh & Easy | | 8.99 | | | | | | | | | | | | |
| | Grocery Outlet | n/i | | | | | | 5.49 | | | | | | | | |
| | Holiday Market | Sterling Silver | | 8.99 | | | | | | | | | | | w/ store card | |
| | | Sterling Silver | | 11.99 | | | | | | | | | | | w/o store card | |
| | Lucky | Angus | C | 11.99 | | | | | | | | | | | | |
| | | n/i | C | 7.99 | | | | | | | | | | | | |
| | Raley's | Raley's | C | 7.99 | | | | | | | | | | | w/ store card | |
| | | Raley's | C | 12.99 | | | | | | | | | | | w/o store card | |
| | Ralph's | n/i | C | 5.88 | | | | | | | | | | | w/ store card | |
| | Ray's Food Place | Angus | C | 7.99 | | | | | | | | | | | | |
| | Safeway NorCal | n/i | C | 7.99 | 8.99 | | | | 3.99 | 3.99 | 3.99 | | | | 3.99 | w/ store card |
| | Save-a-Lot | n/i | C | | | | | | 3.99 | | | | | | | |
| Save Mart | n/i | | 6.99 | | | | | | | | | | | | | |
| Sprout's | n/i | C | 7.99 | | | | | | | 5.49 | | | | | | |
| Stater Bros. | n/i | | 5.77 | | | 12.99 | | | | 4.99 | | | | | | |
| Super A Foods | Harris Ranch | C | | | | | | | | | | | | 4.49 | | |
| The Fresh Market | n/i | | 8.99 | | | | | | | | | | | | | |
| Vons/Pavilions | n/i | C | | | | | | | | 5.99 | | | | | w/ store card | |
| HI | Foodland | Angus | C | 8.99 | | | | | | | | | | 6.79 | | |
| | KTA Super Stores | KTA | | 10.79 | | | | | | | | | | | | |
| | Safeway NorCal | n/i | C | 7.99 | 8.99 | | | | 3.99 | 3.99 | 3.99 | | | | 3.99 | w/ store card |
| | Times | n/i | C | 12.99 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | |
|-------|-----------------|--------------|-----|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|--|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil |
| NV | Albertsons Mtn | Steakhouse | C | 6.99 | | | | | | | 4.49 | | | 3.99 | BOGO | w/ store card w/o store card w/ store card w/ store card w/ store card |
| | Albertsons SW | Steakhouse | C | 6.97 | | | | | BOGO | | | | BOGO | | | |
| | Associated Food | n/i | | | | | | | | | | | 4.49 | 3.49 | | |
| | Grocery Outlet | n/i | | | | | | 5.49 | | | | | | | | |
| | MarketOn | 5 Star | | | | | | | | | | | | | 3.99 | |
| | Raley's | Raley's | C | 7.99 | | | | | | | | | | | | |
| | | Raley's | C | 12.99 | | | | | | | | | | | | |
| | Safeway NorCal | n/i | C | 7.99 | 8.99 | | | | 3.99 | 3.99 | 3.99 | | | | | |
| | Scolari's | Harris Ranch | | 7.99 | | | | | | | | | | | 3.99 | |
| | Smith's | n/i | | | | | | | | | | | | 3.99 | 3.99 | |
| | Sprout's | n/i | C | 7.99 | | | | | | | 5.49 | | | | | |
| | Vons/Pavilions | n/i | C | | | | | | | | 5.99 | | | | | |

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

Easter/Passover 2015
BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions |
|--|------------------|-------------------|-------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|---------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | | | |
| AK | AC Value Center | n/i | | | | | | | | | 5.18 | | | | |
| | Alaskan & Proud | n/i | | 8.48 | | | | | | | | 4.48 | | | |
| | Carrs/Safeway NW | Open Nature | G | | | | | | | | | | | 6.99 | w/ store card |
| | | n/i | C | | | | 7.99 | 4.99 | | | | | | | |
| | Fred Meyer | n/i | C | 7.99 | | | | 5.99 | | | | | | 5.99 | |
| | IGA Hometown | n/i | C | 7.99 | | | | | | 4.99 | | | | | |
| | Juneau Foodland | n/i | C | 8.49 | | | | | | 4.99 | | | | | |
| | Sea Mart | n/i | C | 7.99 | | | | | | 4.99 | | | | | |
| Three Bears AK | n/i | C | 10.99 | | | | | | | | | | | | |
| ID | Albertsons Mtn | Steakhouse | C | 6.99 | | | | | | | 4.49 | | | 3.99 | BOGO |
| | Albertsons NW | Steakhouse Choice | C | 6.97 | | | | | 5.99 | 3.99 | | | | | |
| | | Steakhouse Choice | C | | | | | | BOGO | | | | 4.49 | 3.49 | |
| | Associated Food | n/i | | | | | | | | | | | | | |
| | Family Foods | St Helens | | 7.98 | | | | | | | | | | | locally grown |
| | Fred Meyer | n/i | C | 6.99 | | | | | 4.99 | | | | | 5.99 | |
| | Harvest Foods | Angus | C | 6.98 | | | | | | | | 6.98 | | | |
| | IGA Markets | n/i | C | 6.99 | | | | | | | 4.69 | | | | |
| | Paul's Market | n/i | C | 7.99 | | | | | | | | | 3.99 | | |
| | Rosauer's | St Helens | C | 6.99 | | | | | | 3.99 | | | | | |
| | | Painted Hills | C | 10.99 | | | | | | | | | | | |
| | Safeway NW | Open Nature | G | | | | | | | | | | | 5.99 | w/ store card |
| | n/i | C | | | | 6.99 | 3.99 | | | | | | | | |
| Smith's | n/i | | | | | | | | | | | | 3.99 | 3.99 | |
| Super 1 Foods | St Helens | C | 6.98 | | | | | | | | | 6.98 | | | |
| Yoke's Fresh | Hereford | | 7.97 | | | | | | | | | | | | |
| MT | Albertsons Mtn | Steakhouse | C | 6.99 | | | | | | | 4.49 | | | 3.99 | BOGO |
| | Associated Food | n/i | | | | | | | | | | | 4.49 | 3.49 | |
| | Family Foods | St Helens | | 7.98 | | | | | | | | | | | locally grown |
| | Harvest Foods | Angus | C | 6.98 | | | | | | | | 6.98 | | | |
| | IGA Markets | n/i | C | 6.99 | | | | | | | 4.69 | | | | |
| | Reynolds | n/i | | | | | | | | | | | 4.49 | | |
| | Rosauer's | St Helens | C | 6.99 | | | | | | 3.99 | | | | | |
| | | Painted Hills | C | 10.99 | | | | | | | | | | | |
| | Safeway NW | Open Nature | G | | | | | | | | | | | 5.99 | w/ store card |
| | | n/i | C | | | | 6.99 | 3.99 | | | | | | | |
| Smith's | n/i | | | | | | | | | | | | 3.99 | 3.99 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | |
|---------------------|---------------------|-------------------|-----|------------|-------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|---------------|----------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | |
| MT <i>(cont)</i> | Super 1 Foods | St Helens | C | 6.98 | | | | | | | | 6.98 | | | | | |
| | Three Bears AK | n/i | C | | 11.19 | | | | | | | | | | | | |
| OR | Albertsons NW | Steakhouse Choice | C | 6.97 | | | | | 5.99 | 3.99 | | | | | | | |
| | | Steakhouse Choice | C | | | | | | BOGO | | | | | | | | |
| | Family Foods | St Helens | | 7.98 | | | | | | | | | | | | locally grown | |
| | Fred Meyer | n/i | C | 6.99 | | | | | 4.99 | | | | | | 5.99 | | |
| | Haggen | Double R Ranch | | C | | | | | 7.99 | | | | | | | | w/ store card |
| | | Double R Ranch | | C | | | | | 11.49 | | | | | | | | w/o store card |
| | | n/i | | C | | | | | 4.99 | | | | | | | | |
| | Harvest Foods | Angus | C | 6.98 | | | | | | | | 6.98 | | | | | |
| | IGA Markets | n/i | C | 6.99 | | | | | | | 4.69 | | | | | | |
| | IGA Market Fresh | Fresh to Market | | | | | | | 3.49 | | | | | | | | |
| | | St Helens | | | 6.99 | | | | | | | | | | | | w/ store card |
| | | St Helens | | | 8.99 | | | | | | | | | | | | w/o store card |
| | Lamb's Market | n/i | | P | 9.99 | | | | | | | | | | | | |
| | | Nature's Market | | A | | | | | | | | 4.69 | | | | | |
| | Market of Choice | Painted Hills | | A | | | | | | | | 6.99 | | | 6.99 | | |
| | McKay's | Signature Angus | | S | 5.99 | | | | | | | 4.99 | | | | | |
| | Metropolitan | n/i | | C | | | | 28.99 | | | | | | | | | ABF; local |
| | Quality Food Center | Angus | | C | | | | | | | 3.99 | 3.99 | | | | | w/ store card |
| | Ray's Food Place | Angus | | C | 7.99 | | | | | | | | | | | | |
| | Red Apple/Thriftwy | St Helens | | | 9.99 | | | | | | | 4.99 | | | | | locally grown |
| St Helens | | | C | 6.99 | | | | | | | 3.99 | | | | | | |
| Rosauer's | Painted Hills | | C | 10.99 | | | | | | | | | | | | | |
| | Painted Hills | | C | 14.99 | | | | | | | | | | | | | |
| Roth's | Painted Hills | | C | | | | | | | | | | | | | | |
| Safeway NW | Open Nature | | G | | | | | | | | | | | | 5.99 | w/ store card | |
| | n/i | | C | | | | | 6.99 | 3.99 | | | | | | | | |
| WA | Albertsons NW | Steakhouse Choice | C | 6.97 | | | | | 5.99 | 3.99 | | | | | | | |
| | | Steakhouse Choice | C | | | | | | BOGO | | | | | | | | |
| | Family Foods | St Helens | | 7.98 | | | | | | | | | | | | locally grown | |
| | Fred Meyer | n/i | C | 6.99 | | | | | 4.99 | | | | | | 5.99 | | |
| | Haggen | Double R Ranch | | C | | | | | 7.99 | | | | | | | | w/ store card |
| | | Double R Ranch | | C | | | | | 11.49 | | | | | | | | w/o store card |
| | | n/i | | C | | | | | 4.99 | | | | | | | | |
| | Harvest Foods | Angus | C | 6.98 | | | | | | | | 6.98 | | | | | |
| | IGA Markets | n/i | C | 6.99 | | | | | | | 4.69 | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

| State | Supermarket | Label | KEY | Rib Roasts | | Loin Roasts (bnls) | | | Round Roasts (boneless) | | | | | | Conditions | | | |
|---------------|---------------------|-----------------|------|------------|------|--------------------|-------------|------------|-------------------------|-----------|-------------|----------|--------------|------|------------|--------------|----------------|---------------|
| | | | | Bone In | Bnls | Filet Mignon | Tender loin | Strip Loin | Bottom Round | Top Round | Sirloin Tip | Top Butt | Eye or Round | Rump | | London Broil | | |
| WA (cont) | IGA Market Fresh | Fresh to Market | | | | | | | 3.49 | | | | | | | | | |
| | | St Helens | | 6.99 | | | | | | | | | | | | | w/ store card | |
| | | St Helens | | 8.99 | | | | | | | | | | | | | w/o store card | |
| | Meyers Group IGA | n/i | C | 7.99 | | | | | | | 4.69 | | | | | | | |
| | Quality Food Center | Angus | C | | | | | | | 3.99 | 3.99 | | | | | | w/ store card | |
| | Red Apple/Thrtwy | St Helens | | 9.99 | | | | | | 4.99 | | | | | | | locally grown | |
| | Rosauer's | St Helens | C | 6.99 | | | | | | 3.99 | | | | | | | | |
| | | Painted Hills | C | 10.99 | | | | | | | | | | | | | | |
| | Safeway NW | Open Nature | G | | | | | | | | | | | | | 5.99 | | w/ store card |
| | | n/i | C | | | | | | 6.99 | 3.99 | | | | | | | | |
| Super 1 Foods | St Helens | C | 6.98 | | | | | | | | | 6.98 | | | | | | |
| The Markets | n/i | | 6.98 | | | | | 4.98 | 5.98 | | | | | | | | limit 1 | |
| Yoke's Fresh | Hereford | | 7.97 | | | | | | | | | | | | | | | |
| WY | Affiliated MW | Star Ranch | C | | 9.88 | | | | | | | | | | | | | |
| | Albertsons Mtn | Steakhouse | C | 6.99 | | | | | | | 4.49 | | | | 3.99 | BOGO | | |
| | Associated Food | n/i | | | | | | | | | | | 4.49 | 3.49 | | | | |
| | IGA Markets | n/i | C | 6.99 | | | | | | | 4.69 | | | | | | | |
| | King Soopers | n/i | C | 5.99 | | | | | | | | | | | | | | w/ store card |
| | Safeway Denver | n/i | C | | | | | | | | | | | | | 5.99 | | w/ store card |
| | Smith's | n/i | | | | | | | | | | | | | 3.99 | 3.99 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015

SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | Conditions | | |
|--|-----------------|----------------|----------|----|----|----|-------------------------|------|------|----|------|----------------------|-------|---------|-------|-----------|-------|-----------------------|--------------|-------|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | Organic | | Cage-Free | | | Veg-Fed | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | Brown | White | Brown | White | Brown | | White | Brown |
| | | | | | | | | | | | | | | | | | | | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | | | | | | | | | |
| CT | A&P Stores | 4 Grain | | | x | | | | | | | | | | | | 2.99 | | | |
| | Associated | Eggland's Best | | | x | | | | | | 2.99 | | | | | | | | | |
| | Big Y | 4 Grain | | | x | | | | | | | | | | | 2.50 | | | | |
| | Bravo | Nature's Yoke | | | x | | | | | | | | 4.49 | | | | | | | |
| | Compare Foods | Eggland's Best | | | x | | | | | | 2.99 | | | | | | | | | |
| | Food Bazaar | Nature's Yoke | | | x | | | | | | | | | | | 2.99 | | | | |
| | King's | Eggland's Best | | | x | | | | | | 3.00 | | | | | | | 2 for \$3.00 | | |
| | Mrs. Green's | Mountainside | | | x | | | | | | | | 3.99 | | | | | | | |
| | NSA Supermarket | Eggland's Best | | | x | | | | | | 2.99 | | | | | | | | | |
| | Pioneer | 4 Grain | | | x | | | | | | 2.50 | | | | | | 2.50 | 2 for \$5.00 | | |
| | | Eggland's Best | | | x | | | | | | 2.50 | | | | | | | | 2 for \$5.00 | |
| | ShopRite | Eggland's Best | | | x | | | | | | 2.50 | | | | | | | | 2 for \$5.00 | |
| | | ShopRite | | | x | | | | 2.47 | | | | | | | | | | | |
| | | The Happy Egg | | | x | | | | | | | | | | | 3.99 | | | | |
| Target | Market Pantry | | | x | | | | 2.50 | | | | | | | | | | 2 for \$5.00 | | |
| | Market Pantry | | | x | | | 0.99 | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | | | | | | | | | 3.75 | | |
| DC | Harris Teeter | Harris Teeter | | | x | | | | | | | | | | | | | | | |
| | | Harris Teeter | | | x | | | 2.00 | | | | | | | | | | | | |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | 2 for \$4.00; limit 2 | | |
| | | Market Pantry | | | x | | | 0.99 | | | | | | | | | | 2 for \$5.00 | | |
| | Walmart | n/i | | | x | | | | | | | | | | | | | 3.75 | | |
| DE | A&P Stores | 4 Grain | | | x | | | | | | | | | | | | | 2.99 | | |
| | Fresh Grocer | Eggland's Best | | | x | | | | | | 2.50 | | | | | | | 2 for \$5.00 | | |
| | | ShopRite | | | x | | | 2.49 | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | x | | | | | | | | 3.67 | | | | | | | |
| | | Harris Teeter | | | x | | | 2.00 | | | | | | | | | | 2 for \$4.00; limit 2 | | |
| | Pathmark | 4 Grain | | | x | | | | | | | | | | | | 2.49 | | | |
| | Redner's | Redner's | | | x | | | 1.50 | | | | | | | | | | 2 for \$3.00 | | |
| | ShopRite | Eggland's Best | | | x | | | | | | 2.50 | | | | | | | 2 for \$5.00 | | |
| | | ShopRite | | | x | | | | 2.47 | | | | | | | | | | | |
| | | The Happy Egg | | | x | | | | | | | | | | 3.99 | | | | | |
| Shurfine | Best Yet | | | x | | | 2.29 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015

SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | Conditions | | | | |
|---------------------|-----------------|----------------|----------|----|----|----|-------------------------|------|------|------|----|----------------------|----|----|---------|-------|-----------|-------|------------|---|-------|-------|-------|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | | Organic | | Cage-Free | | | Veg-Fed | | | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | 12 | 18 | 12 | White | Brown | White | Brown | | White | Brown | White | Brown |
| | | | | | | | | | | | | | | | | | | | | | | | |
| DE <i>(cont)</i> | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | 2 for \$5.00 | | | |
| | Market Pantry | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | | | |
| MA | Big Y | 4 Grain | | | x | | | | | | | | | | | | 2.50 | | | 2 for \$5.00 2 for \$5.00 2 for \$5.00 | | | |
| | Compare Foods | Eggland's Best | | x | | | | | | | | 2.99 | | | | | | | | | | | |
| | Market Basket | Land O Lakes | | | x | | | | | | | | | | | | | 1.99 | | | | | |
| | Met Foods | 4 Grain | | | x | | | | | | | 2.50 | | | | | | | 2.50 | | | | |
| | | Eggland's Best | | | x | | | | | | | 2.50 | | | | | | | | | | | |
| | NSA Supermarket | Eggland's Best | | | x | | | | | | | 2.99 | | | | | | | | | | | |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | | | | |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | | | | |
| | Wegman's | Wegman's | | | x | | | | | | | | | | 3.99 | | | | | | | | |
| MD | A&P Stores | 4 Grain | | | x | | | | | | | | | | | | | | 2.99 | 2 for \$4.00; limit 2 2 for \$5.00 2 for \$3.00 2 for \$5.00 | | | |
| | Associated | Eggland's Best | | x | | | | | | | | 2.99 | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | x | | | | | 3.67 | | | | | | | | | | | | | |
| | | Harris Teeter | | | x | | | 2.00 | | | | | | | | | | | | | | | |
| | Mars | Land O Lakes | | | x | | | | | | | | | | | | | 2.50 | | | | | |
| | Redner's | Redner's | | | x | | 1.50 | | | | | | | | | | | | | | | | |
| | ShopRite | Eggland's Best | | | x | | | | | | | 2.50 | | | | | | | | | | | |
| | | ShopRite | | | x | | | 2.47 | | | | | | | | | | | | | | | |
| | | The Happy Egg | | | x | | | | | | | | | | | | 3.99 | | | | | | |
| | Shurfine | Best Yet | | | x | | | 2.29 | | | | | | | | | | | | | | | |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | | | | |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | | | |
| | Wegman's | Wegman's | | | x | | | | | | | | | | 3.99 | | | | | | | | |
| | Weis | | | | | | | | | | | | | | | | | | | | | | |
| ME | Market Basket | Land O Lakes | | | x | | | | | | | | | | | | | | 1.99 | 2 for \$5.00 | | | |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | | | | |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | | | |
| NH | Market Basket | Land O Lakes | | | x | | | | | | | | | | | | | | 1.99 | 2 for \$5.00 | | | |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | | | | |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015

SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | Conditions | | | | | |
|------------------|-----------------|----------------|----------|----|----|----|-------------------------|----|----|------|----|----------------------|-------|---------|---------|-----------|---------|---------|------------|-------|--------------|----------------|--------------|------|
| | | | | | | | White | | | | | Omega-3 | | Organic | | Cage-Free | | Veg-Fed | | | | | | |
| | | | JM | XL | LG | MD | 12 | 18 | 20 | 30 | 60 | White | Brown | White | Brown | White | Brown | White | | Brown | | | | |
| | | | | | | | | | | | | 12 | 18 | 12 | 12 pack | 12 pack | 12 pack | | | | | | | |
| NY (cont) | Gourmet Garage | McMahon | | | x | | | | | | | | | | | | 3.49 | | | | | | | |
| | King Kullen | Safest Choice | | | x | | | | | 2.99 | | | | | | | | | | | pasteurized | | | |
| | King's | Eggland's Best | | | x | | | | | | | | 3.00 | | | | | | | | 2 for \$3.00 | | | |
| | Met Foods | 4 Grain | | | x | | | | | | | | 2.50 | | | | | | | 2.50 | 2 for \$5.00 | | | |
| | | Eggland's Best | | | x | | | | | | | | 2.50 | | | | | | | | 2 for \$5.00 | | | |
| | Metropolitan | Eggland's Best | | | x | | | | | | | | 2.50 | | | | | | | | 2 for \$5.00 | | | |
| | | 4 Grain | | | x | | | | | | | | 2.50 | | | | | | | | 2.50 | 2 for \$5.00 | | |
| | Mrs. Green's | Mountainside | | | x | | | | | | | | | | | | | | | | | | | |
| | North Shore | Sauder's | | | x | | | | | | | | | | | | | | | | | | | |
| | NSA Supermarket | Eggland's Best | | | x | | | | | | | | 2.99 | | | | | | | | | | | |
| | Pathmark | 4 Grain | | | x | | | | | | | | | | | | | | | | | 2.49 | | |
| | Peck's | Brey's Farm | | | x | | | | | * | | | | | | | | | | | | 20% off; local | | |
| | Pioneer | 4 Grain | | | x | | | | | | | | 2.50 | | | | | | | | | 2.50 | 2 for \$5.00 | |
| | | Eggland's Best | | | x | | | | | | | | 2.50 | | | | | | | | | | 2 for \$5.00 | |
| | ShopRite | Eggland's Best | | | x | | | | | | | | 2.50 | | | | | | | | | | 2 for \$5.00 | |
| | | ShopRite | | | x | | | | | | | | | 2.47 | | | | | | | | | | |
| | | The Happy Egg | | | x | | | | | | | | | | | | | | | | | | 3.99 | |
| | Target | Market Pantry | | | x | | | | | | | | | | | | | | | | | | 2.50 | |
| | Market Pantry | | | x | | | | | | | | | 0.99 | | | | | | | | | | 0.99 | |
| Tops Market | Eggland's Best | | | x | | | | | | | | | 3.00 | | | | | | | | | | 3.00 | |
| | Tops | | | x | | | | | | | | | 2.50 | | | | | | | | | | 2.50 | |
| Uncle Giuseppe's | Land O Lakes | | | x | | | | | | | | | | | | | | | | | | | 2.99 | |
| Walmart | n/i | | | x | | | | | | | | | | | | | | | | | | | 3.75 | |
| Wegman's | Wegman's | | | x | | | | | | | | | | | | | | | | | | | 3.99 | |
| Weis | Eggland's Best | | | x | | | | | | | | | 2.50 | | | | | | | | | | 2.50 | |
| PA | A&P Stores | 4 Grain | | | x | | | | | | | | | | | | | | | | | | 2.99 | |
| | Associated | Eggland's Best | | | x | | | | | | | | 2.99 | | | | | | | | | | | 2.99 |
| | Boyer Food | Land O Lakes | | | x | | | | | | | | | | | | | | | | | | 2.97 | |
| | | Eggland's Best | | | x | | | | | | | | 2.50 | | | | | | | | | | | 2.50 |
| | | n/i | | | x | | | | | | | | 1.50 | | | | | | | | | | | 1.50 |
| | Bravo | Nature's Yoke | | | x | | | | | | | | | | | | | | | | | | | 4.49 |
| | Compare Foods | Eggland's Best | | | x | | | | | | | | 2.99 | | | | | | | | | | | 2.99 |
| | Foodtown | Land O Lakes | | | x | | | | | | | | | | | | | | | | | | | 2.99 |
| | | Eggland's Best | | | x | | | | | | | | | 3.59 | | | | | | | | | | 3.59 |
| | Fresh Grocer | Eggland's Best | | | x | | | | | | | | | 2.50 | | | | | | | | | | 2.50 |
| | ShopRite | | | x | | | | | | | | | | | | | | | | | | | 2.49 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015

SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | Conditions | | |
|---|--------------------|-------------------|--------------------|----|----|----|-------------------------|------|------|------|------|----------------------|-------|---------|---------|-----------|---------|--------------|--------------|-----------------------|
| | | | | | | | White | | | | | Omega-3 | | Organic | | Cage-Free | | | Veg-Fed | |
| | | | JM | XL | LG | MD | 12 | 18 | 20 | 30 | 60 | White | Brown | White | Brown | White | Brown | | White | Brown |
| | | | | | | | | | | | | 12 | 18 | 12 | 12 pack | 12 pack | 12 pack | | | |
| SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV | | | | | | | | | | | | | | | | | | | | |
| AL | Dollar General Mkt | n/i | | | x | | | | | 1.65 | | | | | | | | | | |
| | Food Giant | Best Choice | | | | | | x | | 1.50 | | | | | | | | | 2 for \$3.00 | |
| | Kroger Atlanta | Kroger | | | x | | | | | 1.25 | | | | | | | | | | 4 for \$5.00 |
| | | Kroger | Simple Truth | | | x | | | | | | 1.99 | | | | | | | | |
| | | Kroger Nashville | Kroger | | | x | | | | 1.25 | | | | | | | 2.50 | 2.50 | | 2 for \$5.00 |
| | Kroger Nashville | Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | 4 for \$5.00 |
| | | Piggly Wiggly HAC | Crystal Farms | | | x | | | | | 1.88 | | | | | | | | | 2 for \$5.00 |
| | Sprout's | Sprout's | | | x | | | | | | | 2.50 | | | | | 2.50 | | | |
| | Target | Market Pantry | | | x | | | | | | | 2.50 | | | | | | | | 2 for \$5.00 |
| | | Market Pantry | | | x | | | | | 0.99 | | | | | | | | | | |
| | Vowell's | Best Choice | | | | | | x | | 1.99 | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | | | 3.75 | | | | | | | | | |
| Winn-Dixie | Eggland's Best | | x | | | | | | | | | 2.50 | | | | | | | | |
| FL | Albertsons Sthrn | Eggland's Best | | | x | | | | | | | | 2.49 | | | | | | | |
| | Dollar General Mkt | n/i | | | x | | | | 1.65 | | | | | | | | | | | |
| | Food Giant | Best Choice | | | | | | x | 1.50 | | | | | | | | | | 2 for \$3.00 | |
| | GFS Marketplace | GFS | | | x | | | | | | | 3.49 | | | | | | | | |
| | | Harris Teeter | Harris Teeter | | | x | | | | | | | 3.67 | | | | | | | |
| | Harris Teeter | Harris Teeter | | | x | | | | | | 2.00 | | | | | | | | | 2 for \$4.00; limit 2 |
| | | Hitchcock's | Essential Everyday | | | x | | | | 1.99 | | | | | | | | | | |
| | J.H. Harvey | Eggland's Best | | x | | | | | | | | 2.50 | | | | | | | | |
| | Lucky's Market | 4 Grain | | | x | | | | | | | 2.50 | | | | | | | 2 for \$5.00 | |
| | Sedano's | Nellie's | | x | x | | | | | | | | | | | | | 2.50 | | 2 for \$5.00 |
| | | Target | Market Pantry | | | x | | | | | 2.50 | | | | | | | | | 2 for \$5.00 |
| | Target | Market Pantry | | | x | | | | | 0.99 | | | | | | | | | | |
| | | Walmart | n/i | | | x | | | | | | 3.75 | | | | | | | | |
| Western Beef | Essential Everyday | | | x | | | | 1.50 | | | | | | | | | | 2 for \$3.00 | | |
| Winn-Dixie | Eggland's Best | | x | | | | | | | | | 2.50 | | | | | | | | |
| GA | Bi-Lo | Eggland's Best | | x | | | | | | | | | 2.50 | | | | | | | |
| | Dollar General Mkt | n/i | | | x | | | | 1.65 | | | | | | | | | | | |
| | Food Giant | Best Choice | | | | | | x | 1.50 | | | | | | | | | | 2 for \$3.00 | |
| | Harris Teeter | Harris Teeter | | | x | | | | | | 2.00 | | | 3.67 | | | | | | 2 for \$4.00; limit 2 |
| | | Harris Teeter | | | x | | | | | | | | | | | | | | | |
| IGA | KJ Farms | | | x | | | | 1.50 | | | | | | | | | | 2 for \$3.00 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 07-25, 2014

**Easter/Passover 2015
 SHELL EGGS**

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | Conditions | | | | | |
|---------------|--|--------------------|----------|----|------|----|-------------------------|------|------|------|------|----------------------|-------|---------|-------|-----------|-------|------------|---------|-------|--------------|-----------------------|-----------------------|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | Organic | | Cage-Free | | | Veg-Fed | | | | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | Brown | White | Brown | White | Brown | | White | Brown | | | |
| | | | | | | | | | | | | | | | | | | | | | 12 pack | | |
| GA (cont) | Kroger Atlanta Kroger Simple Truth J.H. Harvey Piggly Wiggly HAC Sprout's Target Walmart Winn-Dixie | Kroger | | | x | | 1.25 | | | | | | | | | | | | | | 4 for \$5.00 | | |
| | | Kroger | | | x | | | 1.99 | | | | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | | | 2.50 | 2.50 | | | 2 for \$5.00 | |
| | | Eggland's Best | | x | | | | | | | 2.50 | | | | | | | | | | | | |
| | | Crystal Farms | | | x | | 1.88 | | | | | | | | | | | | | | | | |
| | | Sprout's | | | x | | | | | | 2.50 | | | 3.99 | 3.99 | | 2.50 | | | | | | |
| | | Market Pantry | | | x | | | | | | 2.50 | | | | | | | | | | | 2 for \$5.00 | |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | | |
| n/i | | | x | | | | | | | | | | | | | | | | | 3.75 | | | |
| | | Eggland's Best | | x | | | | | | 2.50 | | | | | | | | | | | | | |
| MS | AG Baton Rouge Dollar General Mkt Food Giant Kroger Delta Kroger Simple Truth Target Market Pantry Market Pantry Vowell's Walmart Winn-Dixie | Shurfine | | | x | | 0.99 | | | | | | | | | | | | | | limit 2 | | |
| | | Shurfine | | | x | | 1.79 | | | | | | | | | | | | | | | additional quantities | |
| | | n/i | | | x | | 1.65 | | | | | | | | | | | | | | | | |
| | | Best Choice | | | | x | 1.50 | | | | | | | | | | | | | | | 2 for \$3.00 | |
| | | Kroger | | | x | | 1.25 | | | | | | | | | | | | | | | 4 for \$5.00 | |
| | | Kroger | | | x | | | | | 2.49 | | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | | | 2 for \$5.00 | |
| | | Market Pantry | | | x | | | | | | 2.50 | | | | | | | | | | | 2 for \$5.00 | |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | | |
| | | Best Choice | | | | x | 1.99 | | | | | | | | | | | | | | | | |
| | | n/i | | x | | | | | | | | | | | | | | | | | 3.75 | | |
| | | Eggland's Best | | x | | | | | | 2.50 | | | | | | | | | | | | | |
| NC | Bi-Lo Dollar General Mkt Farm Fresh Farm Fresh Wild Harvest Great Valu Markets Harris Teeter Harris Teeter IGA Kroger MdAtlntc Kroger Simple Truth Piggly Wiggly Rtl | Eggland's Best | | x | | | | | | | 2.50 | | | | | | | | | | | | |
| | | n/i | | | x | | 1.65 | | | | | | | | | | | | | | | | |
| | | Farm Fresh | | | x | | 0.99 | | | | | | | | | | | | | | | | |
| | | Farm Fresh | | | x | | | | | 3.99 | | | | | | | | | | | | | |
| | | Wild Harvest | | | x | | | | | | 2.99 | | | | | | | 2.99 | | | | | |
| | | Essential Everyday | | | x | | 1.79 | | | | | | | | | | | | | | | | |
| | | Harris Teeter | | | x | | | | | | | | | | | | | | | | | | |
| | | Harris Teeter | | | x | | | | | | | | | | | | | | | | | | |
| | | Harris Teeter | | | x | | | | | | 2.00 | | | | | | | | | | | | 2 for \$4.00; limit 2 |
| | | KJ Farms | | | x | | 1.50 | | | | | | | | | | | | | | | | 2 for \$3.00 |
| Kroger | | | x | | | | | | 1.79 | | | | | | | | | | | | | | |
| Kroger | | | x | | | | | | 1.99 | | | | | | | | | | | | | | |
| Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | | | | 2 for \$5.00 | | |
| Piggly Wiggly | | | | x | 1.33 | | | | | | | | | | | | | | | | 3 for \$4.00 | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015

SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | Conditions | | |
|---------------------|--------------------|----------------|----------|----|----|------|-------------------------|------|------|------|----|----------------------|-------|---------|-------|-----------|-------|------------|---------|---|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | Organic | | Cage-Free | | | Veg-Fed | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | Brown | White | Brown | White | Brown | | White | Brown |
| | | | | | | | | | | | | | | | | | | | | |
| NC <i>(cont)</i> | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | 2 for \$5.00 |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | |
| SC | Bi-Lo | Eggland's Best | | x | | | | | | | | 2.50 | | | | | | | | 2 for \$4.00; limit 2 2 for \$3.00 4 for \$5.00 2 for \$5.00 2 for \$5.00 |
| | Dollar General Mkt | n/i | | | x | | 1.65 | | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | x | | | 2.00 | | 3.67 | | | | | | | | | | |
| | | Harris Teeter | | | x | | | | | | | | | | | | | | | |
| | IGA | KJ Farms | | | x | | 1.50 | | | | | | | | | | | | | |
| | Kroger Atlanta | Kroger | | | x | | 1.25 | | | | | | | | | | | | | |
| | | Kroger | | | x | | | 1.99 | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | 2.50 | 2.50 | | | | |
| | J.H. Harvey | Eggland's Best | | x | | | | | | | | 2.50 | | | | | | | | |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | |
| | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | |
| TN | Bi-Lo | Eggland's Best | | x | | | | | | | | 2.50 | | | | | | | | 2 for \$3.00 2 for \$4.00; limit 2 4 for \$5.00 2 for \$5.00 4 for \$5.00 2 for \$5.00 4 for \$5.00 2 for \$5.00 2 for \$5.00 |
| | Dollar General Mkt | n/i | | | x | | 1.65 | | | | | | | | | | | | | |
| | Food City | Food Club | | | x | | | 2.98 | | | | | | | | | | | | |
| | Food Giant | Best Choice | | | | x | 1.50 | | | | | | | | | | | | | |
| | GFS Marketplace | GFS | | | x | | | | | 3.49 | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | x | | | | | 3.67 | | | | | | | | | | |
| | | Harris Teeter | | | x | | | 2.00 | | | | | | | | | | | | |
| | Kroger Delta | Kroger | | | x | | 1.25 | | | | | | | | | | | | | |
| | | Kroger | | | x | | | 2.49 | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | 2.50 | 2.50 | | | | |
| | Kroger MdAtlntc | Kroger | | | x | | | 1.79 | | | | | | | | | | | | |
| | | Kroger | | | x | | | 1.99 | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | 2.50 | 2.50 | | | | |
| | Kroger Nashville | Kroger | | | x | | 1.25 | | | | | | | | | | | | | |
| | | Kroger | | | x | | | 1.99 | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | 2.50 | 2.50 | | | | |
| | Super Dollar | Valu Time | | | | x | | 2.49 | | | | | | | | | | | | |
| Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | | |
| | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | |
| Twncntry Grocer | Best Choice | | | x | | 1.69 | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015
SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | | Conditions | | | | | | |
|----------|--------------------|--------------------|----------|----|----|------|-------------------------|------|------|------|----|----------------------|----|-------|---------|-------|-----------|-------|---------|------------|-------|--|--|--------------|-----------------------|--|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | | Organic | | Cage-Free | | Veg-Fed | | | | | | | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | | Brown | White | Brown | White | Brown | White | | Brown | | | | | |
| | | | | | | | | | | | | 12 | 18 | 12 | 12 pack | | 12 pack | | 12 pack | | | | | | | |
| VA | Associated | Egglard's Best | | x | | | | | | | | 2.99 | | | | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | x | | 1.65 | | | | | | | | | | | | | | | | | | | |
| | Farm Fresh | Farm Fresh | | | x | | 0.99 | | | 3.99 | | | | | | | | | | | | | | | | |
| | | Wild Harvest | | | x | | | | | | | 2.99 | | | | | | | | 2.99 | | | | | | |
| | Food City | Food Club | | | x | | | 2.98 | | | | | | | | | | | | | | | | | | |
| | Food Country USA | Dutt & Wagner | x | | | | 1.99 | | | | | | | | | | | | | | | | | | | |
| | Grant's | n/i | | | | x | 1.25 | | | | | | | | | | | | | | | | | 4 for \$5.00 | | |
| | Great Valu Markets | Essential Everyday | | | x | | 1.79 | | | | | | | | | | | | | | | | | | | |
| | Harris Teeter | Harris Teeter | | | x | | | | | 3.67 | | | | | | | | | | | | | | | | |
| | | Harris Teeter | | | x | | | 2.00 | | | | | | | | | | | | | | | | | 2 for \$4.00; limit 2 | |
| | Kroger MdAtIntc | Kroger | | | x | | 1.79 | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | x | | 1.99 | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | | | 2.50 | 2.50 | | | | | | 2 for \$5.00 | |
| | Super Dollar | Valu Time | | | | x | 2.49 | | | | | | | | | | | | | | | | | | | |
| | Target | Market Pantry | | | x | | 2.50 | | | | | | | | | | | | | | | | | | 2 for \$5.00 | |
| | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | | | | | | | |
| Wegman's | Wegman's | | | x | | | | | | | | | | 3.99 | | | | | | | | | | | | |
| WV | Dollar General Mkt | n/i | | | x | | 1.65 | | | | | | | | | | | | | | | | | | | |
| | Food Country USA | Dutt & Wagner | x | | | | 1.99 | | | | | | | | | | | | | | | | | | | |
| | Foodland | Hillandale | | | | x | 1.99 | | | | | | | | | | | | | | | | | | | |
| | Grant's | n/i | | | | x | 1.25 | | | | | | | | | | | | | | | | | | 4 for \$5.00 | |
| | Great Valu Markets | Essential Everyday | | | x | | 1.79 | | | | | | | | | | | | | | | | | | | |
| | Kroger Columbus | Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | | | | | | 2 for \$5.00 | |
| | | Kroger | | | x | | 1.99 | | | | | | | | | | | | | | | | | | | |
| | Kroger MdAtIntc | Kroger | | | x | | 1.79 | | | | | | | | | | | | | | | | | | | |
| | | Kroger | | | x | | 1.99 | | | | | | | | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | | | 2.50 | 2.50 | | | | | | 2 for \$5.00 | |
| | Target | Market Pantry | | | x | | 2.50 | | | | | | | | | | | | | | | | | | 2 for \$5.00 | |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | | | | | | |
| | Weis | Egglard's Best | | | x | | | | | | | 2.50 | | | | | | | | | | | | | 2 for \$5.00 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015

SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | Conditions | |
|---|-----------------|----------------|----------|----|----|------|-------------------------|------|----|------|------|----------------------|-------|---------|---------|-----------|---------|---------|--------------|-------------------|
| | | | | | | | White | | | | | Omega-3 | | Organic | | Cage-Free | | Veg-Fed | | |
| | | | JM | XL | LG | MD | 12 | 18 | 20 | 30 | 60 | White | Brown | White | Brown | White | Brown | White | | Brown |
| | | | | | | | | | | | | 12 | 18 | 12 | 12 pack | 12 pack | 12 pack | | | |
| MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | | | | | | | | | | |
| IA | Affiliated MW | Shurfine | | | x | | 0.98 | | | | | | | | | | | | | |
| | Fareway | Sparboe Farms | | | x | | 0.99 | | | | | | | | | | | | limit 2 | |
| | Hometown Foods | Shurfresh | | | x | | 0.99 | | | | | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | | x | | 1.28 | | | | | | | | | | | | | limit 2 |
| | | Full Circle | | | x | | | | | | 2.77 | | | | | | | | | |
| | Jewel-Osco | Jewel | | | x | | free | | | | | | | | | | | | | w/ bacon purchase |
| | | Eggland's Best | | | x | | | | | | | 3.99 | | | | | | | | |
| | | Safest Choice | | | x | | 3.00 | | | | | | | | | | | | | pasteurized |
| | Maynard's | Shurfine | | | x | | 0.99 | | | | | | | | | | | | | |
| | Quillin's | Shurfresh | | | x | | 0.99 | | | | | | | | | | | | | |
| | Sunshine Foods | Shurfine | | | x | | 0.98 | | | | | | | | | | | | | limit 4 |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | 2 for \$5.00 |
| Market Pantry | | | | x | | 0.99 | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | | | | | | | | | | | 3.75 | |
| IL | Affiliated MW | Shurfine | | | x | | 0.98 | | | | | | | | | | | | | |
| | Angelo Caputo's | Eggland's Best | | | x | | | | | | 3.99 | | | | | | | | | |
| | Borowiak's IGA | IGA | | | | x | 0.88 | | | | | | | | | | | | limit 3 | |
| | Brookhaven | Dutch Farms | | | x | | 1.69 | | | | | | | | | | | | | |
| | Butera Market | n/i | | | x | | | 1.99 | | | | | | | | | | | limit 1 | |
| | Cermak's | Dutch Farms | | x | | | 2.00 | | | | | | | | | | | | 2 for \$4.00 | |
| | Cub Foods | Cub | | | x | | | 1.99 | | | | | | | | | | | | |
| | Dierberg's | Eggland's Best | | | x | | | | | 2.50 | | | | | | | | | 2 for \$5.00 | |
| | Fairplay Foods | Dutch Farms | | | x | | 1.69 | | | | | | | | | | | | | |
| | | Dutch Farms | | | | x | 1.49 | | | | | | | | | | | | | |
| | | Dutch Farms | | x | | | 1.79 | | | | | | | | | | | | | |
| | | Dutch Farms | | x | | | 1.99 | | | | | | | | | | | | | |
| | Fareway | Sparboe Farms | | | x | | 0.99 | | | | | | | | | | | | limit 2 | |
| | Food 4 Less | Kroger | | | x | | 1.25 | | | | | | | | | | | | 4 for \$5.00 | |
| | Fresh Thyme | Dutch Farms | | | x | | 1.99 | | | | | | | | | | | | or brown | |
| | Garden Fresh | Dutch Farms | | x | | | 1.69 | | | | | | | | | | | | | |
| | GFS Marketplace | GFS | | | x | | | | | | 3.49 | | | | | | | | | |
| Heinen's | Heinen's | | | x | | | | | | | | | | 2.49 | | | | | | |
| Hy-Vee | Hy-Vee | | | x | | 1.28 | | | | | | | | | | | | | limit 2 | |
| | Full Circle | | | x | | | | | | 2.77 | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 07-25, 2014

**Easter/Passover 2015
 SHELL EGGS**

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | | Conditions | | |
|---------------------|--|----------------|----------|----|----|------|-------------------------|------|----|------|------|----------------------|----|-------|---------|-------|-----------|-------|---------|------------|--------------|--------------|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | | Organic | | Cage-Free | | Veg-Fed | | | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | | Brown | White | Brown | White | Brown | White | | Brown | |
| | | | | | | | | | | | | 12 | 18 | 12 | 12 pack | | 12 pack | | 12 pack | | | |
| IL <i>(cont)</i> | Walt's Food Cntr <i>(continued)</i> | Dutch Farms | | | x | | 1.69 | | | | | | | | | | | | | | additional | |
| | | Rose Acres | | x | | | 1.69 | | | | | | | | | | | | | | | |
| | | Rose Acres | x | | | | 1.89 | | | | | | | | | | | | | | | |
| | | Dutch Farms | | x | | | 1.69 | | | | | | | | | | | | | | | |
| | | Dutch Farms | x | | | | 1.89 | | | | | | | | | | | | | | | |
| IN | Al's Supermarket | Dutch Farms | | | | x | 0.99 | | | | | | | | | | | | | | limit 2 | |
| | | Dutch Farms | | | x | | 1.50 | | | | | | | | | | | | | | 2 for \$3.00 | |
| | Dollar General Mkt | n/i | | | x | | 1.65 | | | | | | | | | | | | | | | |
| | Food 4 Less | Kroger | | | x | | 1.25 | | | | | | | | | | | | | | 4 for \$5.00 | |
| | Fresh Thyme | Dutch Farms | | | x | | 1.99 | | | | | | | | | | | | | | or brown | |
| | GFS Marketplace | GFS | | | x | | | | | 3.49 | | | | | | | | | | | | |
| | Jay C | Simple Truth | | | x | | | | | | | | | | | 2.49 | 2.49 | | | | | |
| | Kirby Foods IGA | Dutch Farms | | | x | | 1.29 | | | | | | | | | | | | | | | |
| | | IGA | | | x | | 1.29 | | | | | | | | | | | | | | | |
| | Kroger Central | Kroger | | | x | | 1.25 | | | | | | | | | | | | | | 4 for \$5.00 | |
| | | Simple Truth | | | x | | | | | | | | | | | 2.50 | 2.50 | | | | 2 for \$5.00 | |
| | Kroger Cincinnati | Kroger | | | x | | 1.25 | | | | | | | | | | | | | | 4 for \$5.00 | |
| | | Kroger | | | x | | | 1.99 | | | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | 2.50 | 2.50 | | | | | 2 for \$5.00 |
| | Kroger Louisville | Kroger | | | x | | | 1.99 | | | | | | | | | | | | | | |
| | Kroger Louisville | Kroger | | | x | | | 2.50 | | | | | | | | | | | | | | 2 for \$5.00 |
| | | Simple Truth | | | x | | | | | | | | | | | 2.50 | 2.50 | | | | | 2 for \$5.00 |
| | Martin's | Eggland's Best | | x | | | | | | | | 2.50 | | | | | | | | | | 2 for \$5.00 |
| | Meijer | Meijer | | | x | | 0.99 | | | | | | | | | | | | | | | limit 4 |
| | | Eggland's Best | | | x | | | | | | | 2.29 | | | | | | | | | | |
| | New Market | Eggland's Best | | | x | | | | | | | 2.69 | | | | | | | | | | |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | | | 2 for \$5.00 |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | | 3.75 | | | | | | | | | | | | |
| Walt's Food Cntr | Eggland's Best | | | x | | | | | | | 3.79 | | | | | | | | | | | |
| | Phil's Fresh | | | x | | | | | | | | | | | | 2.50 | | | | | 2 for \$5.00 | |
| | Safest Choice | | | x | | 2.50 | | | | | | | | | | | | | | | pasteurized | |
| | Dutch Farms | | | x | | | | | | | | | | | | 2.50 | | | | | 2 for \$5.00 | |
| | Rose Acres | | | x | | 1.39 | | | | | | | | | | | | | | | limit 2 | |
| | Rose Acres | | | x | | 1.69 | | | | | | | | | | | | | | | additional | |
| | Dutch Farms | | | x | | 1.39 | | | | | | | | | | | | | | | limit 2 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015
SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | | Conditions | | |
|---------------------|--|---------------------------|----------------|----|----|----|-------------------------|------|----|------|------|----------------------|----|-------|---------|-------|-----------|-------|---------|-----------------------|--------------|--------------|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | | Organic | | Cage-Free | | Veg-Fed | | | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | | Brown | White | Brown | White | Brown | White | | Brown | |
| | | | | | | | | | | | | 12 | 18 | 12 | 12 pack | | 12 pack | | 12 pack | | | |
| IN <i>(cont)</i> | Walt's Food Cntr <i>(continued)</i> | Dutch Farms | | | x | | 1.69 | | | | | | | | | | | | | additional | | |
| | | Rose Acres | | x | | | 1.69 | | | | | | | | | | | | | | | |
| | | Rose Acres | | x | | | 1.89 | | | | | | | | | | | | | | | |
| | | Dutch Farms | | | x | | 1.69 | | | | | | | | | | | | | | | |
| | | Dutch Farms | | x | | | 1.89 | | | | | | | | | | | | | | | |
| | | Wesselman's Country Fresh | | | | x | 1.19 | | | | | | | | | | | | | | | |
| KY | Cox IGA | IGA | | | x | | 1.50 | | | | | | | | | | | | | 2 for \$3.00; limit 2 | | |
| | Dollar General Mkt | n/i | | | x | | 1.65 | | | | | | | | | | | | | | | |
| | Food City | Food Club | | | x | | 2.98 | | | | | | | | | | | | | | | |
| | Food Giant | Best Choice | | | | x | 1.50 | | | | | | | | | | | | | | 2 for \$3.00 | |
| | Foodland | Hillandale | | | | x | 1.99 | | | | | | | | | | | | | | | |
| | GFS Marketplace | GFS | | | x | | | | | 3.49 | | | | | | | | | | | | |
| | Kroger Cincinnati | Kroger | Kroger | | | x | | 1.25 | | | | | | | | | | | | | | 4 for \$5.00 |
| | | Kroger | Kroger | | | x | | 1.99 | | | | | | | | | | | | | | |
| | | Kroger | Simple Truth | | | x | | | | | | | | | 2.50 | 2.50 | | | | | 2 for \$5.00 | |
| | Kroger Delta | Kroger | Kroger | | | x | | 1.25 | | | | | | | | | | | | | | 4 for \$5.00 |
| | | Kroger | Kroger | | | x | | 2.49 | | | | | | | | | | | | | | |
| | | Kroger | Simple Truth | | | x | | | | | | | | | 2.50 | 2.50 | | | | | 2 for \$5.00 | |
| | Kroger Louisville | Kroger | | | x | | 1.99 | | | | | | | | | | | | | | | |
| | Kroger Louisville | Kroger | Kroger | | | x | | 2.50 | | | | | | | | | | | | | | 2 for \$5.00 |
| | | Kroger | Simple Truth | | | x | | | | | | | | | 2.50 | 2.50 | | | | | 2 for \$5.00 | |
| | Kroger MdAtIntc | Kroger | Kroger | | | x | | 1.79 | | | | | | | | | | | | | | |
| | | Kroger | Kroger | | | x | | 1.99 | | | | | | | | | | | | | | |
| | | Kroger | Simple Truth | | | x | | | | | | | | | 2.50 | 2.50 | | | | | 2 for \$5.00 | |
| | Kroger Nashville | Kroger | Kroger | | | x | | 1.25 | | | | | | | | | | | | | | 4 for \$5.00 |
| | | Kroger | Kroger | | | x | | 1.99 | | | | | | | | | | | | | | |
| | | Kroger | Simple Truth | | | x | | | | | | | | | 2.50 | 2.50 | | | | | 2 for \$5.00 | |
| | Lucky's Market | Hillandale | | | x | | | | | | 2.50 | | | | | | | | | | 2 for \$5.00 | |
| | Meijer | Meijer | Meijer | | | x | | 0.99 | | | | | | | | | | | | | | limit 4 |
| | | Meijer | Eggland's Best | | | x | | | | | | 2.29 | | | | | | | | | | |
| Remke Markets | Remke | Eggland's Best | | | x | | | | | | 2.00 | | | | | | | | | 2 for \$4.00 | | |
| | Remke | Remke | | | x | | 1.29 | | | | | | | | | | | | | limit 2 | | |
| Target | Market Pantry | Market Pantry | | | x | | 2.50 | | | | | | | | | | | | | 2 for \$5.00 | | |
| | Market Pantry | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | |
| Twn&Cntry Grocer | Best Choice | Best Choice | | | x | | 1.69 | | | | | | | | | | | | | | | |
| Walmart | n/i | n/i | | | x | | | | | 3.75 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015

SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | Conditions | | |
|---------------------|---------------------|--------------------|----------|----|----|------|-------------------------|------|----|------|----|----------------------|-------|---------|-------|-----------|-------|------------|---------|--|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | Organic | | Cage-Free | | | Veg-Fed | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | Brown | White | Brown | White | Brown | | White | Brown |
| | | | | | | | | | | | | | | | | | | | | |
| MN <i>(cont)</i> | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | 2 for \$5.00 |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | |
| ND | Albertsons Mtn | Eggland's Best | | | x | | | | | | | 2.49 | | | | | | | | pasteurized w/ \$30 purchase; limit 1 limit 1 2 for \$5.00 |
| | | Safest Choice | | | x | | 4.49 | | | | | | | | | | | 3.19 | | |
| | | Land O Lakes | | x | | | | | | | | | | | | | | | | |
| | Cash Wise | Food Club | | | x | | free | | | | | | | | | | | | | |
| | Coborn's | Food Club | | | x | | 1.29 | | | | | | | | | | | | | |
| | Hugo's | Our Family | | | x | | | 2.49 | | | | | | | | | | | | |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | |
| | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | |
| NE | Affiliated MW | Shurfine | | | x | | 0.98 | | | | | | | | | | | | | locally grown 2 for \$5.00 limit 2 limit 2 2 for \$5.00 |
| | Baker's | Baker's | | | x | | 0.99 | 1.99 | | | | | | | | | 2.50 | 2.50 | | |
| | | Simple Truth | | | x | | | | | | | | | | | | | | | |
| | Fareway | Sparboe Farms | | | x | | 0.99 | | | | | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | | x | | 1.28 | | | | | | | | | | | | | |
| | | Full Circle | | | x | | | | | | | 2.77 | | | | | | | | |
| | Russ's Market | Best Choice | | x | | | 1.89 | | | | | | | | | | | | | |
| | Eggland's Best | | | x | | | | | | | | | | | | | 2.89 | | | |
| Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | | |
| | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | |
| OH | Acme Fresh Mrkt | Acme | | | x | | 1.50 | | | | | | | | | | | | | 2 for \$3.00 or brown 4 for \$5.00 2 for \$5.00 4 for \$5.00 2 for \$5.00 |
| | Cub Foods | Cub | | | x | | | 1.99 | | | | | | | | | | | | |
| | Dollar General Mrkt | n/i | | | x | | 1.65 | | | | | | | | | | | | | |
| | Foodland | Hillandale | | | | x | | 1.99 | | | | | | | | | | | | |
| | Fresh Thyme | Dutch Farms | | | x | | 1.99 | | | | | | | | | | | | | |
| | Geyer's | Essential Everyday | | | x | | 1.68 | | | | | | | | | | | | | |
| | GFS Marketplace | GFS | | | x | | | | | 3.49 | | | | | | | | | | |
| | Heinen's | Heinen's | | | x | | | | | | | | | | | | 2.49 | | | |
| | Kroger Central | Kroger | | | x | | 1.25 | | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | |
| | Kroger Cincinnati | Kroger | | | x | | 1.25 | | | | | | | | | | | | | |
| | Kroger | | | x | | | 1.99 | | | | | | | | | | | | | |
| | Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015
SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | | Conditions | | | |
|---------------|------------------|--------------------|----------|----|----|----|-------------------------|------|------|------|----|----------------------|------|----|---------|-------|-----------|-------|---------|------------|--------------|--------------|-------|
| | | | | | | | White | | | | | Omega-3 | | | Organic | | Cage-Free | | Veg-Fed | | | | |
| | | | JM | XL | LG | MD | 12 | 18 | 20 | 30 | 60 | 12 | 18 | 12 | White | Brown | White | Brown | White | | Brown | White | Brown |
| | | | | | | | | | | | | | | | 12 pack | | 12 pack | | 12 pack | | | | |
| OH (cont) | Kroger Columbus | Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | | 2 for \$5.00 | | |
| | Kroger MdAtlntc | Kroger | | | x | | | | | 1.99 | | | | | | | | | | | | | |
| | | Kroger | | | x | | | | | 1.79 | | | | | | | | | | | | | |
| | Lucky's Market | Kroger | | | x | | | | | 1.99 | | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | | | 2.50 | 2.50 | | | 2 for \$5.00 | |
| | Meijer | Hillandale | | | x | | | | | | | | | | | | | 2.50 | 2.50 | | | 2 for \$5.00 | |
| | | Meijer | | | x | | | | 0.99 | | | | | | | | | | | | | limit 4 | |
| | Remke Markets | Egglan's Best | | | x | | | | | | | | 2.29 | | | | | | | | | | |
| | | Egglan's Best | | | x | | | | | | | | 2.00 | | | | | | | | | 2 for \$4.00 | |
| | Target | Remke | | | x | | | | 1.29 | | | | | | | | | | | | | limit 2 | |
| Market Pantry | | | | x | | | | 2.50 | | | | | | | | | | | | | 2 for \$5.00 | | |
| Walmart | Market Pantry | | | x | | | | 0.99 | | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | | | | | | | | | | | | | 3.75 | | |
| Weis | Egglan's Best | | | x | | | | | | | | 2.50 | | | | | | | | | 2 for \$5.00 | | |
| SD | Affiliated MW | Shurfine | | | x | | | 0.98 | | | | | | | | | | | | | | | |
| | Buche Foods | Shurfine | | | x | | | 0.99 | | | | | | | | | | | | | | | |
| | Coborn's | Food Club | | | x | | | 1.29 | | | | | | | | | | | | | | | |
| | Fareway | Sparboe Farms | | | x | | | 0.99 | | | | | | | | | | | | | limit 2 | | |
| | Hy-Vee | Hy-Vee | | | x | | | | 1.28 | | | | | | | | | | | | | limit 2 | |
| | | Full Circle | | | x | | | | | | | | 2.77 | | | | | | | | | | |
| | Ken's Super Fair | Shurfine | | | x | | | 0.99 | | | | | | | | | | | | | | | |
| | Maynard's | Shurfine | | | x | | | 0.99 | | | | | | | | | | | | | | | |
| | Sunshine Foods | Shurfine | | | x | | | 0.98 | | | | | | | | | | | | | limit 4 | | |
| | Target | Market Pantry | | | x | | | | 2.50 | | | | | | | | | | | | | 2 for \$5.00 | |
| Market Pantry | | | | x | | | | 0.99 | | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | | | | | | | | | | | | | 3.75 | | |
| WI | Affiliated MW | Shurfine | | | x | | | 0.98 | | | | | | | | | | | | | | | |
| | Festival | Festival | | | x | | | 0.98 | | | | | | | | | | | | | | limit 1 | |
| | | Phil's Fresh | | | x | | | | | | | | | | | | 2.39 | 2.39 | | | | | |
| | GFS Marketplace | GFS | | | x | | | | | | | | | | | | | | | | 3.49 | | |
| | Gordy's | Essential Everyday | | | x | | | 0.97 | | | | | | | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | | x | | | | 1.28 | | | | | | | | | | | | | limit 2 | |
| | | Full Circle | | | x | | | | | | | | 2.77 | | | | | | | | | | |
| | Pick'n Save | Roundy's | | | x | | | | 1.98 | | | | | | | | | | | | | | |
| | Piggly Wiggly MW | n/i | | | x | | | | 1.99 | | | | | | | | | | | | | | |
| Quillin's | Shurfresh | | | x | | | 0.99 | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015

SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | Conditions | | |
|---|------------------|-----------------|----------|----|----|------|-------------------------|------|------|------|------|----------------------|-------|---------|---------|-----------|---------|------------|-----------------------|--------------|
| | | | | | | | White | | | | | Omega-3 | | Organic | | Cage-Free | | | Veg-Fed | |
| | | | JM | XL | LG | MD | 12 | 18 | 20 | 30 | 60 | White | Brown | White | Brown | White | Brown | | White | Brown |
| | | | | | | | | | | | | 12 | 18 | 12 | 12 pack | 12 pack | 12 pack | | | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | | | | | | | | | | |
| AR | Affiliated MW | Shurfine | | | x | | 0.99 | | | | | | | | | | | | | |
| | Albertsons Sthrn | Egglard's Best | | | x | | | | | | 2.49 | | | | | | | | | |
| | Cranford's | Egglard's Best | | x | | | | | | 1.98 | | | | | | | | | | |
| | Food Giant | Best Choice | | | | x | 1.50 | | | | | | | | | | | | 2 for \$3.00 | |
| | G&W Foods | Clearly Organic | | x | | | | | | | | | 3.69 | | | | | | | |
| | Harps | Egglard's Best | | x | | | | | | 2.50 | | | | | | | | | 2 for \$5.00 | |
| | Hay's | Best Choice | | | x | | 1.67 | | | | | | | | | | | | 3 for \$5.00 | |
| | Kroger Delta | Kroger | | | x | | 1.25 | | | | | | | | | | | | 4 for \$5.00 | |
| | | Kroger | | | x | | | 2.49 | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | 2.50 | 2.50 | | | | 2 for \$5.00 |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | 2 for \$5.00 |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | |
| Twn&Cntry Grocer | Best Choice | | | x | | 1.69 | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | |
| AZ | Albertsons SW | Albertsons | | | x | | 1.99 | | | | | | | | | | | | limit 2 | |
| | | Albertsons | | | x | | free | | | | | | | | | | | | w/ qualified purchase | |
| | Basha's | Chino Valley | | | x | | | | | | | | | 3.99 | | | 3.99 | | | |
| | El Super | Hickman's | | | | x | 2.49 | | | | | | | | | | | | | |
| | Food City | Food City | | | x | | free | | | | | | | | | | | | w/ qualified purchase | |
| | | Food City | | | | x | | | | 7.27 | | | | | | | | | | |
| | Fresh & Easy | Wild Oats | | | x | | | | | | | | | 2.50 | 2.50 | | | | 2 for \$5.00 | |
| | Fry's | Fry's | | | x | | 0.99 | | | | | | | | | | | | limit 2 | |
| | | Fry's | | | x | | 1.99 | | | | | | | | | | | | limit 4 | |
| | | Simple Truth | | | x | | | | | | | | | 2.50 | 2.50 | | | | | 2 for \$5.00 |
| | Los Altos | Sunshine | | | x | | | | 1.99 | | | | | | | | | | | |
| | Smith's | Smith's | | | x | | 1.25 | | | | | | | | | | | | 4 for \$5.00 | |
| | Simple Truth | | | x | | | | | | | | | 2.50 | 2.50 | | | | | 2 for \$5.00 | |
| Sprout's | Sprout's | | | x | | | | | | 2.50 | | 3.99 | 3.99 | | | | | | 2.50 | |
| Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | 2 for \$5.00 | |
| | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | |
| CO | Affiliated Foods | Shurfine | | | x | | 1.50 | | | | | | | | | | | | 2 for \$3.00 | |
| | Affiliated MW | Shurfine | | | x | | 0.98 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015

SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | Conditions | | |
|---------------------|------------------|-----------------|----------|----|----|------|-------------------------|------|------|------|------|----------------------|----|-------|---------|-------|-----------|-------|------------|--|-------|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | | Organic | | Cage-Free | | | Veg-Fed | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | | Brown | White | Brown | White | Brown | | White | Brown |
| | | | | | | | | | | | | 12 | 18 | 12 | 12 pack | | 12 pack | | | 12 pack | |
| LA <i>(cont)</i> | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | 2 for \$5.00 | |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | |
| | Winn-Dixie | Eggland's Best | | x | | | | | | | 2.50 | | | | | | | | | | |
| MO | Affiliated MW | Shurfine | | | x | | 0.98 | | | | | | | | | | | | | limit 2 2 for \$3.00 locally grown 2 for \$5.00 2 for \$5.00 3 for \$5.00 limit 2 4 for \$5.00 2 for \$5.00 4 for \$5.00 2 for \$5.00 2 for \$5.00 1.99 2.49 2.89 1.79 2.50 0.99 2.50 1.69 1.67 2.49 n/i 3.75 1.99 1.49 | |
| | C&R Supermarket | Shurfine | | | x | | 0.98 | | | | | | | | | | | | | | |
| | Food Giant | Best Choice | | | | x | 1.50 | | | | | | | | | | | | | | |
| | G&W Foods | Clearly Organic | | x | | | | | | | | | | 3.69 | | | | | | | |
| | Gerbe's | Gerbe's | | | x | | 0.99 | 1.99 | | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | 2.50 | 2.50 | | | | |
| | Harps | Eggland's Best | | x | | | | | | | 2.50 | | | | | | | | | | |
| | Hay's | Best Choice | | | x | | 1.67 | | | | | | | | | | | | | | |
| | Hen House | Hen House | | | x | | 1.99 | | | | | | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | | x | | 1.28 | | | | | | | | | | | | | | |
| | | Full Circle | | | x | | | | | | 2.77 | | | | | | | | | | |
| | Kroger Central | Kroger | | | x | | 1.25 | | | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | 2.50 | 2.50 | | | | |
| | Kroger Delta | Kroger | | | x | | 1.25 | | | | | | | | | | | | | | |
| | | Kroger | | | x | | | 2.49 | | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | 2.50 | 2.50 | | | | |
| | Lucky's Market | Martin Family | | | x | | | | | | | | | | | | 2.50 | | | | |
| | Price Chopper | Eggland's Best | | x | | | | | | | 1.99 | | | | | | | | | | |
| | Pyramid Foods | Eggland's Best | | x | | | | | | | 2.49 | | | | | | | | | | |
| | | Land O Lakes | | | x | | | | | | 2.89 | | | | | | | | | | |
| | Shop'n Save | Shoppers Value | | | | x | | 1.79 | | | | | | | | | | | | | |
| | | Wild Harvest | | | x | | | | | | | | | | | | 3.49 | | | | |
| | Sprout's | Sprout's | | | x | | | | | | 2.50 | | | 3.99 | 3.99 | | 2.50 | | | | |
| | Sun Fresh | n/i | | | x | | 0.99 | | | | | | | | | | | | | | |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | | |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | |
| | Twn&Cntry Grocer | Best Choice | | | x | | 1.69 | | | | | | | | | | | | | | |
| Twn&Cntry Sprmrk | Best Choice | | | x | | 1.67 | | | | | | | | | | | | | | | |
| | Best Choice | | | x | | 2.49 | | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | | |
| Woods | Eggland's Best | | x | | | | | | | 1.99 | | | | | | | | | | | |
| | Best Choice | | | x | | 1.49 | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 07-25, 2014

**Easter/Passover 2015
 SHELL EGGS**

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | Conditions | | | | | | | | |
|----------|--------------------|----------------|----------|----|----|---------|-------------------------|------|------|------|----|----------------------|--|---------|---------|---------|-----------|-------|------------|---------|-------|--|------|--------------|-----------------------|--------------|--------------------------|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | | Organic | | Cage-Free | | | Veg-Fed | | | | | | | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | | Brown | White | Brown | White | Brown | | White | Brown | | | | | | |
| | | | | | | | | | | | | 12 pack | | 12 pack | | 12 pack | | | | | | | | | | | |
| NM | Affiliated Foods | Shurfine | | | x | | 1.50 | | | | | | | | | | | | | | | | | 2 for \$3.00 | | | |
| | Albertsons SW | Albertsons | | | x | | | 1.99 | | | | | | | | | | | | | | | | | limit 2 | | |
| | | Albertsons | | | x | | free | | | | | | | | | | | | | | | | | | w/ qualified purchase | | |
| | Basha's | Chino Valley | | | x | | | | | | | | | | | | | | | | | | 3.99 | | 3.99 | | |
| | Dollar General Mkt | n/i | | | x | | 1.65 | | | | | | | | | | | | | | | | | | | | |
| | King Soopers | King Soopers | | | x | | 1.67 | | | | | | | | | | | | | | | | | | | 3 for \$5.00 | |
| | | King Soopers | | | x | | | 2.50 | | | | | | | | | | | | | | | | | | 2 for \$5.00 | |
| | | Simple Truth | | | x | | | | | | | | | | | | | | | | | | | 2.50 | 2.50 | 2 for \$5.00 | |
| | Los Altos | Sunshine | | | x | | | | 1.99 | | | | | | | | | | | | | | | | | | |
| | Smith's | Smith's | | | x | | 1.25 | | | | | | | | | | | | | | | | | | | 4 for \$5.00 | |
| | | Simple Truth | | | x | | | | | | | | | | | | | | | | | | | 2.50 | 2.50 | 2 for \$5.00 | |
| | Sprout's | Sprout's | | | x | | | | | | | 2.50 | | | | 3.99 | 3.99 | | | | | | | 2.50 | | | |
| Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | | | | | | | 2 for \$5.00 | | |
| | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | | | | | | | |
| OK | Affiliated Foods | Shurfine | | | x | | 1.50 | | | | | | | | | | | | | | | | | | 2 for \$3.00 | | |
| | Affiliated MW | Shurfine | | | x | | 0.98 | | | | | | | | | | | | | | | | | | | | |
| | Buy for Le\$\$ | Shurfine | | | x | | 0.98 | | | | | | | | | | | | | | | | | | | limit 3 | |
| | Dollar General Mkt | n/i | | | x | | 1.65 | | | | | | | | | | | | | | | | | | | | |
| | Harps | Eggland's Best | | | x | | | | | | | 2.50 | | | | | | | | | | | | | | 2 for \$5.00 | |
| | Homeland | Best Choice | | | x | | 1.99 | | | | | | | | | | | | | | | | | | | | |
| | John Brooks | Shurfine | | | x | | 1.50 | | | | | | | | | | | | | | | | | | | 2 for \$3.00 | |
| | Market Square | Shurfine | | | x | | 1.50 | | | | | | | | | | | | | | | | | | | 2 for \$3.00 | |
| | Nichol's | Best Choice | | | x | | .50 off | | | | | | | | | | | | | | | | | | | on two dozen | |
| | Pyramid Foods | Eggland's Best | | | x | | | | | | | 2.49 | | | | | | | | | | | | | | | |
| | | Land O Lakes | | | x | | | | | | | 2.89 | | | | | | | | | | | | | | | |
| | Reasor's | Eggland's Best | | | x | | | | | | | 2.19 | | | | | | | | | | | | | | | |
| | | Shurfine | | | x | | 1.25 | | | | | | | | | | | | | | | | | | | | 4 for \$5.00 |
| | Sprout's | Sprout's | | | x | | | | | | | 2.50 | | | | 3.99 | 3.99 | | | | | | | 2.50 | | | |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | | | | | | | | 2 for \$5.00 |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | | | | | | |
| | Terry's Market | Parade | | | | x | | | | | | | | | | | | | | | | | | | | | w/\$10 purchase; limit 2 |
| Walmart | n/i | | | x | | | | | | | | | | | | | | | | | | | | | | | |
| Williams | Best Choice | | | x | | .50 off | | | | | | | | | | | | | | | | | | | | on two dozen | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015
 SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | Conditions | | | | |
|-------------------|------------------|------------------|----------|----|----|------|-------------------------|------|------|------|------|----------------------|------|-------|---------|-------|-----------|-------|------------|---------|--------------|-----------------------|--------------|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | | Organic | | Cage-Free | | | Veg-Fed | | | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | | Brown | White | Brown | White | Brown | | White | Brown | | |
| | | | | | | | | | | | | 12 | 18 | 12 | 12 pack | | 12 pack | | | 12 pack | | | |
| TX | Affiliated Foods | Shurfine | | | x | | 1.50 | | | | | | | | | | | | | | 2 for \$3.00 | | |
| | Albertsons Sthrn | Eggland's Best | | | x | | | | | | 2.49 | | | | | | | | | | | | |
| | Albertsons SW | Albertsons | | | x | | | 1.99 | | | | | | | | | | | | | | limit 2 | |
| | | Albertsons | | | x | | free | | | | | | | | | | | | | | | w/ qualified purchase | |
| | Brookshire Bros. | Brookshire Bros. | | | x | | | 1.99 | | | | | | | | | | | | | | | |
| | El Rancho | El Rancho | | | | x | | | | | | | | | | | | | | | | | |
| | Food Town | Happy Hen | x | | | | 1.66 | | | | | | | | | | | | | | | | |
| | Foodarama | Maxim's | | | x | | 1.49 | | | | | | | | | | | | | | | | |
| | Homeland | Best Choice | | | x | | 1.99 | | | | | | | | | | | | | | | | |
| | Los Altos | Sunshine | | | x | | | | 1.99 | | | | | | | | | | | | | | |
| | Kroger Southwest | Kroger | | | x | | 1.25 | | | | | | | | | | | | | | | 4 for \$5.00 | |
| | | Kroger | | | x | | | 1.99 | | | | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | | | | 2 for \$5.00 |
| | Market Basket | Happy Hen | x | | | | 1.50 | | | | | | | | | | | | | | | | 2 for \$3.00 |
| | Market Square | Shurfine | | | x | | 1.50 | | | | | | | | | | | | | | | | 2 for \$3.00 |
| | Minyard's | Best Choice | x | | | | 1.25 | | | | | | | | | | | | | | | | 4 for \$5.00 |
| | Sellers Bros. | Kieke's | | | x | | | 2.77 | | | | | | | | | | | | | | | |
| Sprout's | Sprout's | | | x | | | | | | 2.50 | | | 3.99 | 3.99 | | | 2.50 | | | | | | |
| Target | Market Pantry | | | x | | | | 2.50 | | | | | | | | | | | | | | 2 for \$5.00 | |
| | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | | | |
| The United Family | Red River | | | x | | 1.97 | | | | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | | 3.75 | | | | | | | | | | | | | |
| UT | Albertsons Mtn | Eggland's Best | | | x | | | | | | | 2.49 | | | | | | | | | | | |
| | | Safest Choice | | | x | | 4.49 | | | | | | | | | | | | | | | 3.19 | |
| | | Land O Lakes | | x | | | | | | | | | | | | | | | | | | | |
| | Albertsons SW | Albertsons | | | x | | | 1.99 | | | | | | | | | | | | | | | |
| | | Albertsons | | | x | | free | | | | | | | | | | | | | | | | |
| | Associated Food | Western Family | | | x | | 1.25 | | | | | | | | | | | | | | | 4 for \$5.00 | |
| | Clark's | Western Family | | | x | | 1.50 | | | | | | | | | | | | | | | 2 for \$3.00 | |
| | Harmon's | Harmon's | | | x | | 1.67 | | | | | | | | | | | | | | | 3 for \$5.00 | |
| | | Harmon's | | | x | | 1.25 | | | | | | | | | | | | | | | 4 for \$5.00 | |
| | King Soopers | King Soopers | | | x | | 1.67 | | | | | | | | | | | | | | | 3 for \$5.00 | |
| | | King Soopers | | | x | | | 2.50 | | | | | | | | | | | | | | 2 for \$5.00 | |
| | Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | | | | 2 for \$5.00 | |
| Rancho Markets | Oakdell | | | | x | | | | | 2.99 | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015
SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | | Conditions | | | | | | | | |
|---------------------|-------------|----------------|---------------|----|----|----|-------------------------|----|----|----|------|----------------------|------|-------|---------|-------|-----------|-------|---------|------------|-------|--|--|--|--|--|-----------------------|--------------|
| | | | | | | | White | | | | | Omega-3 | | | Organic | | Cage-Free | | Veg-Fed | | | | | | | | | |
| | | | JM | XL | LG | MD | 12 | 18 | 20 | 30 | 60 | White | | Brown | White | Brown | White | Brown | White | | Brown | | | | | | | |
| | | | | | | | | | | | | 12 | 18 | 12 | 12 pack | | 12 pack | | 12 pack | | | | | | | | | |
| UT <i>(cont)</i> | Ream's | Western Family | | | x | | | | | | free | | | | | | | | | | | | | | | | w/ qualified purchase | |
| | | Western Family | | | x | | | | | | 1.09 | | | | | | | | | | | | | | | | | |
| | | Smith's | Smith's | | | x | | | | | 1.25 | | | | | | | | | | | | | | | | | 4 for \$5.00 |
| | | | Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | | | | | | | | 2 for \$5.00 |
| | | Sprout's | Sprout's | | | x | | | | | | | 2.50 | | | | | 3.99 | 3.99 | | | | | | | | | |
| | | Target | Market Pantry | | | x | | | | | | | 2.50 | | | | | | | | | | | | | | | 2 for \$5.00 |
| | | | Market Pantry | | | x | | | | | 0.99 | | | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | | | | | | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015
 SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | Conditions | |
|-------------------------------------|--------------------|------------------|----------|----|----|----|-------------------------|----|------|------|------|----------------------|-------|-------|---------|---------|-----------|-----------------------|------------|---------|
| | | | | | | | White | | | | | Omega-3 | | | Organic | | Cage-Free | | | Veg-Fed |
| | | | JM | XL | LG | MD | 12 | 18 | 20 | 30 | 60 | White | Brown | White | Brown | White | Brown | White | | Brown |
| | | | | | | | | | | | | 12 | 18 | 12 | 12 pack | 12 pack | 12 pack | | | |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | | | | | | | | | | |
| CA | Big Saver | Trafficanda | | | | x | | | | 4.49 | | | | | | | | | | |
| | Bristol Farms | California Ranch | | | x | | | | 2.99 | | | | | | | | | | | |
| | Cardenas | n/i | | x | | | | | | 3.79 | | | | | | | | | | |
| | Chavez | Chavez | | | x | | | | 3.99 | | | | | | | | | | | |
| | Dollar General Mkt | n/i | | | x | | | | 2.85 | | | | | | | | | | | |
| | El Super | n/i | | | | x | | | | 2.97 | | | | | | | | | | |
| | El Tapatio | n/i | | | | x | | | 1.69 | | | | | | | | | | | |
| | Foodland Mercado | n/i | | | x | | | | | 2.79 | | | | | | | | | | |
| | Fresh & Easy | Wild Oats | | | x | | | | | | | | 2.50 | 2.50 | | | | 2 for \$5.00 | | |
| | Jon's Marketplace | n/i | | | x | | | | 2.99 | | | | | | | | | limit 2 | | |
| | | n/i | | | x | | | | 3.49 | | | | | | | | | | | |
| | K.V. Mart | California Ranch | | | | x | | | | 2.50 | | | | | | | | 2 for \$5.00 | | |
| | La Bonita | La Bonita | | x | | | | | | 3.49 | | | | | | | | | | |
| | Lucky | Sunnyside | | | x | | | | 3.99 | | | | | | | | | | | |
| | Mar-Val Food | Mar-Val | | | x | | | | 2.50 | | | | | | | | | 2 for \$5.00 | | |
| | | Nulaid | | | x | | | | 2.50 | | | | | | | | | 2 for \$5.00 | | |
| | Mi Pueblo | California Ranch | | | | x | | | | 3.49 | | | | | | | | | | |
| | Mollie Stone's | Mollie Stone's | | | x | | | | BOGO | | | | | | | | | | | |
| | Murphy's | Petaluma Farms | | | | x | | | 1.79 | | | | | | | | | | | |
| | Nugget Markets | Olivera | | | x | | | | | 3.50 | | | | | | | | 2 for \$7; local | | |
| | R-Ranch | n/i | | | | x | | | 2.50 | | | | | | | | | 2 for \$5.00 | | |
| | Ralph's | Simple Truth | | | x | | | | | | | | 3.49 | 3.49 | | | | w/ store card | | |
| | | Kroger | | | x | | | | | 3.49 | | | | | | | | | | |
| | Rancho San Migue | n/i | | | x | | | | 1.98 | | | | | | | | | | | |
| | Save Mart | Sunnyside | | | x | | | | free | | | | | | | | | w/ qualified purchase | | |
| | Sprout's | Sprout's | | | x | | | | | | 2.50 | | 3.99 | 3.99 | | 2.50 | | | | |
| | Super A Foods | Farmer's Gems | | | x | | | | 3.99 | | | | | | | | | | | |
| | Super King | n/i | | | x | | | | | 2.99 | | | | | | | | limit 2 | | |
| | Superior | n/i | | x | | | | | 2.99 | | | | | | | | | | | |
| | Target | Market Pantry | | | x | | | | 3.50 | | | | | | | | | 2 for \$7.00 | | |
| | | Market Pantry | | | x | | | | 1.49 | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | | 4.95 | | | | | | | | | |
| HI | Don Quijote | Ka-Lei | | x | | | | | 4.99 | | | | | | | | | Island | | |
| | Foodland | Safest Choice | | | x | | | | 4.99 | | | | | | | | | Mainland; pasteurized | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015
 SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | | Conditions | |
|---------|-----------------------|----------------|----------|----|----|------|-------------------------|------|------|----|----|----------------------|----|-------|---------|-------|-----------|-------|---------|---|-------|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | | Organic | | Cage-Free | | Veg-Fed | | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | | Brown | White | Brown | White | Brown | White | | Brown |
| | | | | | | | | | | | | 12 | 18 | 12 | 12 pack | | 12 pack | | 12 pack | | |
| HI | Target | Market Pantry | | | x | | | 4.50 | | | | | | | | | | | | 2 for \$9.00 | |
| | | Market Pantry | | | x | | 3.29 | | | | | | | | | | | | | Mainland | |
| | Times Supermarket | Sunnyside | | | x | | 2.29 | | | | | | | | | | | | | Mainland | |
| NV | Albertsons Mtn | Eggland's Best | | | x | | | | | | | 2.49 | | | | | | | | pasteurized limit 2 w/ qualified purchase 4 for \$5.00 2 for \$5.00 4 for \$5.00 2 for \$5.00 2 for \$5.00 | |
| | | Safest Choice | | | x | | 4.49 | | | | | | | | | | | | | | |
| | | Land O Lakes | | x | | | | | | | | | | | | | | | 3.19 | | |
| | Albertsons SW | Albertsons | | | x | | 1.99 | | | | | | | | | | | | | | |
| | | Albertsons | | | x | | free | | | | | | | | | | | | | | |
| | Associated Food | Western Family | | | x | | 1.25 | | | | | | | | | | | | | | |
| | Dollar General Market | n/i | | | x | | 1.65 | | | | | | | | | | | | | | |
| | El Super | n/i | | | x | | | | 3.49 | | | | | | | | | | | | |
| | Fresh & Easy | Wild Oats | | | x | | | | | | | | | | | 2.50 | 2.50 | | | | |
| | Scolari's | Willamette | | | x | | BOGO | | | | | | | | | | | | | | |
| | Smith's | Smith's | | | x | | 1.25 | | | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | 2.50 | 2.50 | | | | |
| | Sprout's | Sprout's | | | x | | | | | | | 2.50 | | | 3.99 | 3.99 | | 2.50 | | | |
| Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | | | |
| | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 07-25, 2014

**Easter/Passover 2015
 SHELL EGGS**

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | Conditions | | | |
|--|-----------------|--------------------|----------|----|----|------|-------------------------|------|----|----|----|----------------------|-------|---------|-------|-----------|-------|------------|--------------|--------------|--------------|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | Organic | | Cage-Free | | | Veg-Fed | | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | Brown | White | Brown | White | Brown | | White | Brown | |
| | | | | | | | | | | | | 12 pack | | 12 pack | | 12 pack | | | | | |
| NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY | | | | | | | | | | | | | | | | | | | | | |
| AK | AC Value Center | Essential Everyday | | | x | | | 2.98 | | | | | | | | | | | | | |
| | Alaskan & Proud | Western Family | | | x | | 1.78 | | | | | | | | | | | | | | |
| | Fred Meyer | Fred Meyer | | | x | | 2.50 | | | | | | | | | | | | 2 for \$5.00 | | |
| | | Simple Truth | | | x | | | | | | | | | 2.79 | 2.79 | | | | | | |
| | IGA Hometown | IGA | | | x | | 1.69 | | | | | | | | | | | | | | |
| | Juneau Foodland | IGA | | | x | | 1.69 | | | | | | | | | | | | | | |
| | Sea Mart | Western Family | | | x | | 3.50 | | | | | | | | | | | | 2 for \$7.00 | | |
| | Target | Market Pantry | | | x | | 4.50 | | | | | | | | | | | | | 2 for \$9.00 | |
| | | Market Pantry | | | x | | 3.29 | | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | 2.08 | | | | | | | | | | | | | | |
| ID | Albertsons Mtn | Eggland's Best | | | x | | | | | | | 2.49 | | | | | | | | | |
| | | Safest Choice | | | x | | 4.49 | | | | | | | | | | | | | pasteurized | |
| | | Land O Lakes | | x | | | | | | | | | | | | | | | | 3.19 | |
| | Albertsons NW | Wild Harvest | | | x | | | | | | | 2.99 | | | | | | | | | |
| | Associated Food | Western Family | | | x | | 1.25 | | | | | | | | | | | | | 4 for \$5.00 | |
| | Fred Meyer | Fred Meyer | | | x | | 2.00 | | | | | | | | | | | | | 2 for \$4.00 | |
| | | Simple Truth | | | x | | | | | | | | | 2.50 | 2.50 | | | | | 2 for \$5.00 | |
| | Harvest Foods | Western Family | | | x | | 1.48 | | | | | | | | | | | | | limit 2 | |
| | IGA Markets | IGA | | | x | | 1.59 | | | | | | | | | | | | | | |
| | Paul's Market | Western Family | | | x | | 0.98 | | | | | | | | | | | | | limit 2 | |
| | | Western Family | | | x | | 1.33 | | | | | | | | | | | | | | |
| | Smith's | Smith's | | | x | | 1.25 | | | | | | | | | | | | | | 4 for \$5.00 |
| | | Simple Truth | | | x | | | | | | | | | 2.50 | 2.50 | | | | | | 2 for \$5.00 |
| | Stokes Market | Western Family | | | x | | 1.25 | | | | | | | | | | | | | | 4 for \$5.00 |
| | Target | Market Pantry | | | x | | 2.50 | | | | | | | | | | | | | | 2 for \$5.00 |
| | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | | | | | | | | | | | | |
| MT | Albertsons Mtn | Eggland's Best | | | x | | | | | | | | 2.49 | | | | | | | | |
| | | Safest Choice | | | x | | 4.49 | | | | | | | | | | | | | | pasteurized |
| | | Land O Lakes | | x | | | | | | | | | | | | | | | | | 3.19 |
| | Associated Food | Western Family | | | x | | 1.25 | | | | | | | | | | | | | | 4 for \$5.00 |
| | Harvest Foods | Western Family | | | x | | 1.48 | | | | | | | | | | | | | | limit 2 |
| | IGA Markets | IGA | | | x | | 1.59 | | | | | | | | | | | | | | |
| | Lucky's Market | Naturally Nested | | | x | | | | | | | | 2.50 | | | | | | | | 2 for \$5.00 |
| Reynold's | Western Family | | | x | | 1.25 | | | | | | | | | | | | | | 4 for \$5.00 | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015
SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | | | Conditions | |
|---------------------|------------------|------------------|----------|----|----|------|-------------------------|------|----|------|----|----------------------|----|-------|---------|-------|-----------|-------|---------|---------------------|-----------------------|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | | Organic | | Cage-Free | | Veg-Fed | | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | | Brown | White | Brown | White | Brown | White | | Brown |
| | | | | | | | | | | | | 12 | 18 | 12 | | | | | | | |
| MT <i>(cont)</i> | Smith's | Smith's | | | x | | 1.25 | | | | | | | | | | | | | | 4 for \$5.00 |
| | | Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | | 2 for \$5.00 |
| | Stokes Market | Western Family | | | x | | 1.25 | | | | | | | | | | | | | | 4 for \$5.00 |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | | 2 for \$5.00 |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | |
| OR | Albertsons NW | Wild Harvest | | | x | | | | | | | 2.99 | | | | | | | | | |
| | Fred Meyer | Fred Meyer | | | x | | | 2.00 | | | | | | | | | | | | | 2 for \$4.00 |
| | | Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | | 2 for \$5.00 |
| | Haggen | Alfresco | | | x | | | | | | | | | | | | | 4.99 | | | |
| | | Naturally Nested | | | x | | | | | | | | | | | | | 2.99 | | | |
| | Harvest Foods | Western Family | | | x | | 1.48 | | | | | | | | | | | | | | limit 2 |
| | IGA Markets | IGA | | | x | | 1.59 | | | | | | | | | | | | | | |
| | Lamb's Market | Willamette | | | x | | 1.50 | | | | | | | | | | | | | | 2 for \$3.00; limit 2 |
| | Market of Choice | Wilcox | | | | | | | | | | | | | | | | | 1.99 | | |
| | McKay's | Willamette | | | x | | | 2.99 | | | | | | | | | | | | | |
| | New Seasons | New Seasons | | | x | | | | | | | | | | | | 2.50 | | | | |
| | | Stiebrs | | | x | | 1.50 | | | | | | | | | | | | | | 2 for \$3.00 |
| | Quality Food | QFC | | | x | | 1.79 | | | | | | | | | | | | | | w/ store card |
| | | QFC | | | x | | | 2.49 | | | | | | | | | | | | | w/ store card |
| | | Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | | 2 for \$5.00 |
| | | Naturally Nested | | | x | | | | | | | | | | | | | 2.50 | | | 2 for \$5.00 |
| | Red Apple/Thrtwy | n/i | | | x | | 2.00 | | | | | | | | | | | | | | 2 for \$4.00 |
| Roth's | Willamette | | | x | | 2.00 | | | | | | | | | | | | | | 2 for \$4.00; local | |
| Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | | 2 for \$5.00 | |
| | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | | | |
| | Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | |
| | Whole Foods NW | Nature Fed | | | x | | | | | | | | | | | | 3.50 | | | | 2 for \$7.00 |
| WA | Albertsons NW | Wild Harvest | | | x | | | | | | | 2.99 | | | | | | | | | |
| | Fred Meyer | Fred Meyer | | | x | | | 2.00 | | | | | | | | | | | | | 2 for \$4.00 |
| | | Simple Truth | | | x | | | | | | | | | | | | 2.50 | 2.50 | | | 2 for \$5.00 |
| | Haggen | Alfresco | | | x | | | | | | | | | | | | | 4.99 | | | |
| | | Naturally Nested | | | x | | | | | | | | | | | | | 2.99 | | | |
| | Harvest Foods | Western Family | | | x | | 1.48 | | | | | | | | | | | | | | limit 2 |
| | IGA Markets | IGA | | | x | | 1.59 | | | | | | | | | | | | | | |
| | Meyers Group IGA | IGA | | | x | | 1.59 | | | | | | | | | | | | | | |

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 07-25, 2014

Easter/Passover 2015

SHELL EGGS

| State | Supermarket | Label | Egg Size | | | | Conventional Shell Eggs | | | | | Specialty Shell Eggs | | | | | | Conditions | | |
|---------------------|------------------|------------------|----------|----|----|------|-------------------------|------|------|----|------|----------------------|-------|---------|-------|-----------|-------|------------|--------------|---|
| | | | JM | XL | LG | MD | White | | | | | Omega-3 | | Organic | | Cage-Free | | | Veg-Fed | |
| | | | | | | | 12 | 18 | 20 | 30 | 60 | White | Brown | White | Brown | White | Brown | | White | Brown |
| | | | | | | | | | | | | | | | | | | | | |
| WA <i>(cont)</i> | New Seasons | New Seasons | | | x | | | | | | | | | | | | | | | 2 for \$3.00 w/ store card w/ store card 2 for \$5.00 2 for \$5.00 2 for \$4.00 limit 2 2 for \$5.00 |
| | | Stiebrs | | | x | | 1.50 | | | | | | | | | | 2.50 | | | |
| | Quality Food | QFC | | | x | | 1.79 | | | | | | | | | | | | | |
| | | QFC | | | x | | | 2.49 | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | 2.50 | 2.50 | | | |
| | | Naturally Nested | | | x | | | | | | | | | | | | 2.50 | | | |
| | Red Apple/Thrtwy | n/i | | | x | | 2.00 | | | | | | | | | | | | | |
| | Saars Market | Oakdell | | | | x | | | | | 6.97 | | | | | | | | | |
| | Target | Market Pantry | | | x | | | 2.50 | | | | | | | | | | | | |
| | | Market Pantry | | | x | | 0.99 | | | | | | | | | | | | | |
| The Markets | n/i | | | | x | BOGO | | | | | | | | | | | | | | |
| Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | |
| Whole Foods NW | Nature Fed | | | x | | | | | | | | | | | | 3.50 | | | 2 for \$7.00 | |
| WY | Albertsons Mtn | Egglan's Best | | | x | | | | | | | 2.49 | | | | | | | | pasteurized 3.19 4 for \$5.00 3 for \$5.00 2 for \$5.00 2 for \$5.00 2 for \$4.00 4 for \$5.00 2 for \$5.00 |
| | | Safest Choice | | | x | | 4.49 | | | | | | | | | | | | | |
| | | Land O Lakes | | x | | | | | | | | | | | | | | | | |
| | Associated Food | Western Family | | | x | | 1.25 | | | | | | | | | | | | | |
| | King Soopers | King Soopers | | | x | | 1.67 | | | | | | | | | | | | | |
| | | King Soopers | | | x | | | 2.50 | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | 2.50 | 2.50 | | | |
| | Lucky's Market | Naturally Nested | | | x | | | | | | | 2.00 | | | | | | | | |
| | Smith's | Smith's | | | x | | 1.25 | | | | | | | | | | | | | |
| | | Simple Truth | | | x | | | | | | | | | | | 2.50 | 2.50 | | | |
| Walmart | n/i | | | x | | | | | 3.75 | | | | | | | | | | | |