

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears	
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..
																		Red	Yellow	
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																				
CT	A&P Stores	n/i		2.99					1.00	1.00	0.75									
		n/i	O										2.49	2.49			2.49	2.49	2.49	
		Fair Trade	O				3.99													
		Ocean Spray				2.99														
	Adams IGA	n/i		2.50							0.75			1.49			1.49	1.49	1.49	
		n/i	O														1.79		1.79	
		Darling							1.00											
	AG New England	n/i									0.50	0.50	0.99	0.99						
		Halos							1.66											
	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55							1.39	
	Associated	n/i						5.99	1.33	1.33	0.50	0.45				1.49			1.49	
		n/i	O	4.99													1.49	1.49		
	Balducci's	n/i									1.49									
		Rushing River																	1.99	
	Best Market	n/i		2.97	1.47		2.97	4.97	1.32	1.26	0.94	0.39		1.27			0.97	0.97	0.97	
		Dole		2.97																
	Big Y	n/i					4.79				1.66			1.48			1.48	1.48	1.48	
		n/i	O	3.99								1.99					2.29	2.29	1.99	
		Darling							1.20											
		Del Monte		2.98																
	Bravo	n/i					2.50		1.33		0.50			1.29			1.29	1.29	1.49	
		Dole		2.50																
	Compare Foods	n/i			2.00			4.99	1.66	1.00		0.75		0.99				0.99	0.99	
		n/i	O															1.49		
	C-Town	n/i							1.33		0.50			1.29			1.29	1.29	1.49	
		Dole		2.50																
	Fairway Foods	n/i		2.50					1.00		0.83	0.50	0.99				0.99		0.99	
		n/i	O															0.83	1.00	
	Food Bazaar	n/i		2.99							0.63						0.99		0.99	
		Ocean Spray				2.50														
	Food Emporium	n/i		3.99			2.99													
		n/i	O								0.63			2.99						
	Geissler's	n/i		1.99	2.50		2.50	6.99	1.00		1.00			1.49			1.49			
	Highland Park	n/i		2.50			2.50		1.20					1.49			1.49		1.49	
	Key Food	n/i					2.99				0.63					2.99			1.49	
		n/i	O								1.25	1.80								

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears				
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..		
																		Red	Yellow			
CT <i>(cont)</i>	Key Food <i>(continued)</i>	POM			2.50																	
	King's	Tropicana							1.66													
	Marc's	n/i																				
		Darling								1.00												
		n/i																				
		Ocean Spray				1.50																
	Mrs. Green's	n/i	O																			
		n/i			2.99																	
	NSA Supermrkts	Del Monte			1.99																	
		n/i				2.00			4.99													
		n/i		O																		
		Ocean Spray					2.00															
	Pioneer	n/i				2.50				1.33	1.33	0.80										
		n/i		O	4.99							1.50										
		Ocean Spray					2.50															
		Del Monte			2.99																	
	Price Chopper	n/i										1.00	0.90		1.49						1.49	
	Price Rite	n/i				1.49				1.20					0.80							0.80
	Save-a-Lot	n/i			1.29						0.93	0.93	0.93									0.79
	ShopRite	n/i			2.99	1.67	2.50	1.99		1.00		0.75			1.49						1.99	0.80
		n/i		O											1.79							
	Stew Leonard's	n/i						2.99	3.99	1.66												1.29
	Stop & Shop	n/i			2.99	2.50		2.99		1.66	1.00	0.87	0.90	1.69	1.69	1.69						1.69
	n/i		O				3.99															
	Ocean Spray					2.50																
	POM				2.50																	
	Nature's Promise																				1.66	
Target	n/i					1.99			1.20													
The Fresh Market	n/i						3.33															
Walmart	Halos								1.19													
	n/i																					
Whole Foods NATl	n/i		O										1.49									
	n/i																					
Whole Foods NE	n/i																					
	n/i		O																			

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple each	Pome-Granate each	Cran-Berry 12 oz. bag	Blue-Berry 6 oz	Ches-Nuts per lb.	Citrus Fruits - per pound				Apples - per pound						Pears per lb..		
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			
																		Red		Yellow	
DE <i>(cont)</i>	Harris Teeter	n/i			3.50	2.00	2.99		1.20		1.33	0.50	0.99	0.99	0.99			0.99	1.79		
	HT Farmers Market			2.99							1.20	0.90			1.79	1.79	2.49	0.99		1.59	
	Ocean Spray					2.00															
	n/i	O									0.99		2.49	2.49				1.79	1.79		
	Pathmark	n/i			2.99						0.75	1.00			1.99						1.99
	Del Monte			2.99																	
	Redner's	n/i		2.50					0.99									0.83	0.83	1.28	
	n/i	O									1.00										
	Safeway Eastern	n/i			2.99		3.99		1.67		0.90	0.90		0.99			1.99	0.99	0.99		1.99
	n/i	O												1.99							1.99
	Dole			2.50																	
	Safeway Farms					2.99															
	Save-a-Lot	n/i		1.29							0.93	0.93	0.93						0.79		0.79
	ShopRite	n/i		2.99	1.67	2.50	1.99		1.00		0.75			1.49		1.99		0.80		1.49	
n/i	O												1.79								
Shurfine	n/i				2.50					0.62	0.80		1.49			1.49	1.49	1.49		1.49	
Del Monte			2.50																		
Target	n/i				1.99				1.20												
Walmart	Halos								1.19												
n/i													1.16								
MA	Adams IGA	n/i		2.50							0.75			1.49			1.49	1.49	1.49	1.79	
	n/i	O																1.79			
	Darling								1.00												
	AG New England	n/i									0.50	0.50	0.99	0.99							
	Halos			1.49	0.59				1.66		0.86	1.55								1.39	
	ALDI	n/i					4.79		0.86	0.86	0.55										
	Big Y	n/i								1.66				1.48			1.48	1.48	1.48		
	n/i	O		3.99							1.99							2.29	2.29	1.99	
	Darling								1.20												
	Del Monte			2.98																	
	Compare Foods	n/i			2.00				4.99	1.66	1.00			0.99				0.99		0.99	
	n/i	O																1.49			
	C-Town	n/i								1.33		0.50		1.29			1.29	1.29	1.29		1.49
	Dole			2.50																	
Crosby's	n/i		2.99								0.75						0.99		0.99		
n/i	O									1.99			1.99			1.99				1.99	
Ocean Spray					1.99				1.20												

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears				
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..			
																		Red	Yellow				
DE (cont)	Donelan's	n/i	O	2.50			2.50		1.00											1.19			
		n/i																					
		Ocean Spray				1.99																	
	Geissler's	n/i		1.99	2.50		2.50	6.99	1.00		1.00			1.49				1.49					
	Hannaford	n/i		2.49	2.00				1.00		0.55							0.99	0.99		0.99		
	Market Basket	n/i		2.50	2.00				1.00		1.00												
		Ocean Spray					1.50																
	Met Foods	n/i						5.99	1.20	1.33	1.00			0.99					0.99	0.99	1.99		
		n/i	O	4.99														1.99	1.99	1.99			
		Ocean Spray					2.50																
	NSA Supermrkts	Del Monte		1.99																			
		n/i				2.00			4.99			0.90			0.99					0.99	0.99	1.29	
		n/i	O																	1.99		1.99	
		Ocean Spray					2.00																
	Price Chopper	n/i										1.00	0.90		1.49				1.49			1.49	
	Price Rite	n/i				1.49				1.20					0.80					0.80			
	Roche Bros.	n/i							6.99	1.00	1.00	1.49											
		n/i	O									1.99			2.49								
		Paradise Meadows					2.50																
	Save-a-Lot	n/i			1.29							0.93	0.93	0.93							0.79	0.79	
	Shaw's	n/i			2.50	2.50		2.50		1.20	1.20	1.29								1.29	1.29	1.29	1.49
		n/i	O												1.99					1.99	1.99	1.99	
		Ocean Spray					2.50																
	Star Market	n/i			2.99	2.50		2.50		1.20	1.20	1.49								1.49	1.49	1.49	1.49
		n/i	O											1.99	1.99					1.99	1.99	1.99	
		Ocean Spray					2.50																
Stop & Shop	n/i			2.99	2.50		2.99		1.66	1.00	0.87	0.90	1.69	1.69	1.69					1.69	1.69	1.49	
	n/i	O					3.99																
	Ocean Spray					2.50																	
	POM				2.50																		
	Nature's Promise																		1.66	1.66			
Target	n/i					1.99			1.20														
The Fresh Market	n/i						3.33																
Trucchi's	n/i			1.99			1.99																
Walmart	Halos								1.19														
	n/i													1.16									

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears						
									each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji		Gala	Brae burn	Honey Crisp	Granny Smith	Delicious	
																								Red	Yellow
DE <i>(cont)</i>	Wegman's	Darling							0.99																
	Whole Foods NATl	n/i n/i	O										1.49												
MD	A&P Stores	n/i n/i	O	2.99					1.00	1.00	0.75														
		Fair Trade	O				3.99						2.49	2.49				2.49	2.49	2.49					
	ACME Markets	Ocean Spray				2.99																			
		n/i	O	2.99						0.80				1.49					1.49						
		n/i	O											2.49				2.49	2.49						
		Ocean Spray				2.50																			
	AG New England	n/i										0.50	0.50	0.99	0.99										
		Halos								1.66															
	ALDI	n/i		1.49	0.59					0.86	0.86	0.55	1.55									1.39			
	Associated	n/i							5.99	1.33	1.33	0.50	0.45						1.49			1.49			
		n/i	O	4.99																1.49	1.49				
	Balducci's	n/i										1.49										1.99			
		Rushing River																							
	Family Owned	n/i								1.00	1.00	0.62			0.99										
	Food Lion	n/i		2.59						1.00		0.75			0.99				0.96	0.96		1.49			
	Giant Eagle	Sunkist										0.60													
		n/i				2.50		3.00	6.99					1.35	0.99	0.99			0.99			1.59			
	Giant Food	n/i		2.99	2.50			2.99		1.66	1.00	0.87	0.90	1.69	1.69	1.69					1.69	1.69	1.49		
		n/i	O					3.99																	
		Ocean Spray					2.50																		
		POM				2.50																			
		Nature's Promise																	1.66	1.66					
	Graul's	n/i		2.99											1.29										
Great Valu Market	n/i						3.49		1.33	1.33	1.25	0.80			1.29				1.29	1.29	1.69				
	Del Monte			2.50																					
Harris Teeter	n/i				3.50	2.00	2.99		1.20		1.33	0.50	0.99	0.99	0.99				0.99	1.79					
	HT Farmers Market			2.99							1.20	0.90		1.79	1.79	2.49			0.99		1.59				
	Ocean Spray					2.00																			
	n/i	O									0.99		2.49	2.49					1.79	1.79					
Mars	n/i	O						4.99	1.66		0.87	0.80		0.99					0.99	1.00	1.29				
	n/i										1.66														
	Halos								1.66																

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			
																		Red		Yellow	per lb..
each	each	12 oz. bag	6 oz	per lb.																	
MD <i>(cont)</i>	Martin's Food	n/i	O	2.99			2.99		1.66	1.20	0.87	0.90	1.69	1.69	1.69	2.79	1.69	1.69	1.69	1.49	
		n/i						3.99													
		POM			2.50																
		Ocean Spray				2.00															
		Nature's Promise																1.66	1.66		
	Price Rite	n/i			1.49				1.20					0.80				0.80			
	Redner's	n/i		2.50					0.99									0.83	0.83	1.28	
		n/i	O								1.00										
	Safeway Eastern	n/i			2.99		3.99		1.67			0.90	0.90		0.99			1.99	0.99	0.99	
		n/i	O												1.99						1.99
		Dole			2.50																
		Safeway Farms					2.99														
	Save-a-Lot	n/i			1.29						0.93	0.93	0.93							0.79	0.79
	ShopRite	n/i			2.99	1.67	2.50	1.99	1.00			0.75			1.49		1.99		0.80		1.49
		n/i	O												1.79						
	Shop'n Save	n/i					2.50		6.99	0.80	1.00										1.59
		Sunkist										1.00									
		Del Monte			3.99																
	Shoppers Food	n/i			2.99			2.99		1.00		1.12	0.90					1.69	1.69		
		n/i	O											1.99				1.99	1.99		
Shurfine	n/i					2.50					0.62	0.80		1.49			1.49	1.49	1.49		
	Del Monte			2.50																	
Target	n/i					1.99			1.20												
The Fresh Market	n/i						3.33														
Walmart	Halos								1.19												
	n/i													1.16							
Wegman's	Darling								0.99												
Weis	n/i			BOGO					1.20	1.17	1.00	0.90		1.00		2.48	1.99	0.98		1.99	
	n/i	O												1.66							
	Cutie								1.00												
Whole Foods MATl	n/i	O											1.99								
	n/i											0.83									
ME	AG New England	n/i									0.50	0.50	0.99	0.99							
		Halos							1.66												
	Hannaford	n/i		2.49	2.00				1.00		0.55						0.99	0.99		0.99	
	Market Basket	n/i		2.50	2.00				1.00		1.00										
	Ocean Spray					1.50															

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears	
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..
																		Red	Yellow	
NJ (cont)	Bravo	n/i					2.50		1.33		0.50			1.29			1.29	1.29		1.49
	Dole			2.50																
	Compare Foods	n/i			2.00			4.99	1.66	1.00		0.75		0.99				0.99		0.99
	n/i		O															1.49		
	C-Town	n/i							1.33			0.50		1.29			1.29	1.29		1.49
	Dole			2.50																
	Fairway Foods	n/i		2.50					1.00		0.83	0.50	0.99				0.99			0.99
	n/i		O															0.83	1.00	
	Fine Fare	n/i							5.99					1.29			1.29	0.99		1.49
	Food Basics	n/i		1.98						0.99		0.75	0.50	1.28			1.28	1.28		1.28
	Food Bazaar	n/i		2.99								0.63						0.99		0.99
	Ocean Spray					2.50														
	Foodtown	n/i				2.50		2.00	5.99	1.00		0.75		1.69	1.69		1.69	1.69	1.69	
	Donio Farms		L				2.50													
	Great Valu Market	n/i						3.49		1.33	1.33	1.25	0.80		1.29			1.29	1.29	1.69
	Del Monte			2.50																
	Key Food	n/i						2.99				0.63					2.99			1.49
	n/i		O									1.25	1.80							
	POM					2.50														
	Tropicana									1.66										
	King's	n/i															1.99			
	Met Foods	n/i									1.33	1.00							0.99	0.99
	n/i		O	4.99													1.99	1.99		
	Ocean Spray					2.50														
	Morton Williams	n/i		3.99					5.99	2.00			1.00		1.79					1.49
	n/i		O												1.99			1.99		
	Mrs. Green's	n/i										1.25		1.79	1.79					1.79
n/i			2.99																	
Murphy's	n/i						2.99	5.99	2.00			1.00		1.69			1.69			
Ocean Spray					2.50															
Pathmark	n/i				2.99						0.75	1.00		1.99					1.99	
Del Monte			2.99																	
Pioneer	n/i				2.50				1.33	1.33	0.80					1.49			1.49	
n/i		O	4.99								1.50					1.99	1.99	1.99		
Ocean Spray						2.50														
Del Monte			2.99																	
Price Rite	n/i				1.49				1.20					0.80					0.80	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hannukah 2014

prices in \$US per pound unless otherwise noted.

FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears			
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..		
																		Red	Yellow			
NJ <i>(cont)</i>	Save-a-Lot	n/i		1.29							0.93	0.93	0.93						0.79		0.79	
	ShopRite	n/i		2.99	1.67	2.50	1.99			1.00		0.75			1.49		1.99		0.80		1.49	
	Stop & Shop	n/i	O	2.99	2.50		2.99			1.66	1.00	0.87	0.90	1.69	1.69	1.69				1.69	1.69	1.49
		n/i	O				3.99															
	Ocean Spray	POM			2.50																	
		Nature's Promise																		1.66	1.66	
	Target	n/i				1.99				1.20												
	The Fresh Market	n/i					3.33															
	Thriftway	n/i								0.80				1.29	1.29	1.29						1.49
		n/i	O																	1.99		
	Walmart	Scarlett's											0.90									
		Halos								1.19												
	Wegman's	n/i													1.16							
		Darling								0.99												
Weis	n/i			BOGO					1.20	1.17	1.00	0.90		1.00		2.48	1.99	0.98			1.99	
	n/i	O												1.66								
Cutie	n/i			1.99	2.50				1.00													
	n/i										0.75	0.50							1.49	0.99	1.49	
Whole Foods NE	n/i																		1.99		0.99	
Whole Foods MAtl	n/i	O											1.99									
	n/i	O																				
NY	A&P Stores	n/i		2.99						1.00	1.00	0.75										
		n/i	O											2.49	2.49				2.49	2.49	2.49	
	Fair Trade	Ocean Spray				2.99		3.99														
		n/i	O	2.99						0.80					1.49					1.49		
	ACME Markets	n/i	O												2.49					2.49	2.49	
		Ocean Spray				2.50																
	ALDI	n/i		1.49	0.59					0.86	0.86	0.55	1.55									1.39
	Associated	n/i							5.99	1.33	1.33	0.50	0.45							1.49		1.49
		n/i	O	4.99																1.49	1.49	
	Balducci's	n/i										1.49										
Rushing River																						1.99

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hannukah 2014

prices in \$US per pound unless otherwise noted.

FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
NY (cont)	Best Market	n/i		2.97	1.47		2.97	4.97	1.32	1.26	0.94	0.39		1.27			0.97	0.97		0.97	
	Dole			2.97																	
	Big M	Del Monte		1.99																	
		n/i			2.99						0.67			1.49				1.49	1.49	1.69	
	Bravo	n/i					2.50		1.33		0.50			1.29			1.29	1.29		1.49	
		Dole			2.50																
	Compare Foods	n/i			2.00			4.99	1.66	1.00			0.75	0.99				0.99		0.99	
		n/i	O															1.49			
	C-Town	n/i							1.33		0.50			1.29			1.29	1.29		1.49	
		Dole			2.50																
	D'Agostino's	n/i		3.99	1.99		2.99	5.99	1.20		1.00	1.50									
		n/i	O											2.49							2.49
	DeCiccio's	n/i			2.99		2.99	5.99	1.33		0.55	0.85		1.69							
		n/i	O																1.89		1.99
		Del Monte			2.99																
	Fairway Foods	n/i			2.50					1.00		0.83	0.50	0.99				0.99			0.99
		n/i	O																0.83	1.00	
	Fine Fare	n/i							5.99						1.29			1.29	0.99		1.49
	Food Basics	n/i			1.98					0.99		0.75	0.50		1.28			1.28	1.28		1.28
	Food Bazaar	n/i			2.99							0.63							0.99		0.99
		Ocean Spray					2.50														
	Food Emporium	n/i			3.99			2.99													
		n/i	O									0.63			2.99						
	Foodtown	n/i				2.50		2.00	5.99	1.00		0.75			1.69	1.69		1.69	1.69	1.69	1.69
		Donio Farms	L				2.50														
	Giunta's	n/i			2.00					1.33		0.50									
Great American	n/i								1.00												
	Ocean Spray				2.00	2.00											1.29	1.29	1.29	1.29	
Gristede's	n/i			4.99	1.99		3.99	9.99	2.33		1.00	1.99									
Hannaford	n/i			2.49	2.00				1.00		0.55						0.99	0.99		0.99	
Key Food	n/i						2.99				0.63					2.99				1.49	
	n/i	O									1.25	1.80									
	POM				2.50																
	Tropicana								1.66												
King's	n/i																1.99				
King Kullen	n/i				1.99		4.99														

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears			
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..		
																		Red	Yellow			
NY (cont)	Met Foods	n/i								1.33	1.00							0.99	0.99			
		n/i	O	4.99														1.99	1.99			
		Ocean Spray			2.50																	
	Metropolitan	n/i			2.50					1.33	0.75	0.75									1.99	
		n/i	O	3.99															1.99	1.99		
		Ocean Spray				2.50																
	Morton Williams	n/i		3.99				5.99	2.00			1.00		1.79							1.49	
		n/i	O											1.99					1.99			
	Mrs. Green's	n/i	O										1.79	1.79							1.79	
		n/i		2.99																		
	North Shore	n/i		2.00	1.67					1.33		0.56	1.25	0.69	0.69				2.49		0.69	0.99
		Ocean Spray				1.50																
	NSA Supermrkts	Del Monte		1.99																		
		n/i			2.00				4.99						0.99				0.99	0.99	1.29	
		n/i	O																1.99		1.99	
		Ocean Spray				2.00																
	Pathmark	n/i			2.99							0.75	1.00		1.99							1.99
		Del Monte		2.99																		
	Peck's	n/i										0.75							1.49	1.49	1.49	
		n/i	O																	1.79		
	Pioneer	n/i			2.50					1.33	1.33	0.80							1.49			1.49
		n/i	O	4.99								1.50							1.99	1.99	1.99	
		Ocean Spray				2.50																
		Del Monte		2.99																		
	Price Chopper	n/i										1.00	0.90		1.49				1.49			1.49
	Price Rite	n/i				1.49						1.20			0.80						0.80	
	Save-a-Lot	n/i		1.29							0.93	0.93	0.93							0.79	0.79	
	ShopRite	n/i		2.99	1.67	2.50	1.99			1.00		0.75			1.49		1.99		0.80		1.49	
		n/i	O												1.79							
	Shop'n Save	n/i				2.50			6.99	0.80	1.00											1.59
	Sunkist										1.00											
	Del Monte		3.99																			
Stew Leonard's	n/i						2.99	3.99	1.66										1.29		1.29	
Stop & Shop	n/i		2.99	2.50			2.99		1.66	1.00	0.87	0.90	1.69	1.69	1.69				1.69	1.69	1.49	
	n/i	O					3.99															
	Ocean Spray				2.50																	

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
NY <i>(cont)</i>	Stop & Shop <i>(continued)</i>	POM Nature's Promise			2.50													1.66	1.66		
	Target	n/i				1.99				1.20											
	The Fresh Market	n/i					3.33														
	Tops Market	n/i	L							1.00				1.00				1.00	1.00	1.00	
		Halos			1.99						1.33			1.00							
	Trade Fair	n/i											1.00						0.99		
		n/i	O																1.66		
	Uncle Giuseppe's	n/i	O									2.00		1.99	1.99	1.99		1.99	1.99		
		n/i				2.50			6.99				0.56	0.90							1.69
	Walmart	Halos								1.19											
		n/i													1.16						
	Wegman's	Darling								0.99											
	Weis	n/i			BOGO					1.20	1.17	1.00	0.90		1.00		2.48	1.99	0.98		1.99
	n/i	O												1.66							
	Whole Foods NE	Cutie							1.00												
		n/i																			
		n/i	O														1.99				
PA	A&P Stores	n/i		2.99					1.00	1.00	0.75										
		n/i	O										2.49	2.49				2.49	2.49	2.49	
		Fair Trade	O				3.99														
		Ocean Spray				2.99															
	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55								1.39	
	Associated	n/i						5.99	1.33	1.33	0.50	0.45					1.49			1.49	
		n/i	O	4.99															1.49	1.49	
	Big M	Del Monte		1.99																	
		n/i			2.99									1.49					1.49	1.49	1.69
	Bottom Dollar	n/i		0.98	2.48	1.88			0.80		0.87								0.87	0.87	
	Boyer's	n/i			2.00		3.50	5.97	0.99	1.32	0.79	0.79		1.47			1.47	1.47	1.47	1.47	
		n/i	L											0.83					0.83	0.83	
	Bravo	n/i					2.50			1.33		0.50			1.29			1.29	1.29		1.49
	Dole			2.50																	
C-Town	n/i							1.33		0.50			1.29				1.29	1.29		1.49	
	Dole			2.50																	
Family Owned	n/i								1.00	1.00	0.62			0.99							
Fine Fare	n/i							5.99						1.29			1.29	0.99		1.49	

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
PA <i>(cont)</i>	Food Basics	n/i		1.98					0.99		0.75	0.50		1.28			1.28	1.28		1.28	
	Food Lion	n/i		2.59					1.00		0.75			0.99			0.96	0.96		1.49	
	Foodland	Sunkist									0.45										
		Halos								1.66											
		n/i					3.00	6.99	1.00			0.80		1.59			1.59	1.59	1.59		
	Foodtown	n/i			2.50		2.00	5.99	1.00		0.75		1.69	1.69			1.69	1.69	1.69		
		Donio Farms	L			2.50															
	Fresh Grocer	n/i			2.99		1.99		1.00		0.75	0.75				1.99					
	Giant Eagle	Sunkist									0.60										
		n/i				2.50	3.00	6.99				1.35	0.99	0.99			0.99			1.59	
	Giant Food Stores	n/i			2.99		2.99		1.66	1.20	0.87	0.90	1.69	1.69	1.69	2.79	1.69	1.69	1.69	1.49	
		n/i	O				3.99														
		POM				2.50															
		Ocean Spray					2.00														
		Nature's Promise																1.66	1.66		
	Great Valu Market	n/i					3.49		1.33	1.33	1.25	0.80			1.29			1.29	1.29	1.69	
		Del Monte			2.50																
	Karn's	Halos							1.33												1.49
		Ocean Spray				2.50															
		Spring Leaf	O												2.66						
		n/i	O				3.49				1.25		2.66								
		n/i				2.50	2.50		1.66		1.00						1.49				1.49
	Key Food	n/i					2.99				0.63					2.99					1.49
		n/i	O								1.25	1.80									
		POM				2.50															
		Tropicana							1.66												
	Kuhn's	n/i			2.99								0.99	0.99	0.99	0.99	0.99	0.99	0.99	0.99	1.29
		Sunkist							1.66		0.50	0.80									
Martin's Food	n/i			2.99		2.99		1.66	1.20	0.87	0.90	1.69	1.69	1.69	2.79	1.69	1.69	1.69	1.49		
	n/i	O				3.99															
	POM				2.50																
	Ocean Spray					2.00															
	Nature's Promise																1.66	1.66			
Pathmark	n/i				2.99					0.75	1.00		1.99							1.99	
	Del Monte			2.99																	
Price Chopper	n/i									1.00	0.90		1.49				1.49			1.49	
Price Rite	n/i				1.49				1.20				0.80					0.80			

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			
																		Red		Yellow	per lb..
each	each	12 oz. bag	6 oz	per lb.																	
PA <i>(cont)</i>	Redner's	n/i	O	2.50					0.99									0.83	0.83	1.28	
	Save-a-Lot	n/i		1.29							0.93	1.00							0.79		0.79
	Shop'n Save	n/i	O			2.50		6.99	0.80	1.00										1.59	
	Sunkist	n/i									1.00										
	Del Monte	n/i	O	3.99																	
	ShopRite	n/i		2.99	1.67	2.50	1.99		1.00		0.75			1.49		1.99		0.80		1.49	
	n/i	n/i	O			2.50							1.79								
	Shurfine	n/i									0.62	0.80		1.49			1.49	1.49	1.49		
	Del Monte	n/i	O	2.50																	
	ShurSave	Del Monte		2.99			2.99				0.50										1.29
	Darling	n/i	O						1.20												
	n/i	n/i					2.99				1.00	1.00		1.29			1.29	1.29	1.29		
	Sparkle	n/i	L	1.99					1.33	1.33	0.62	0.60							0.99	0.99	0.99
	Target	n/i					1.99			1.20											
	The Fresh Market	n/i	O					3.33													
	Thorne's Market	Del Monte		1.99																	
	n/i	n/i	O			2.99				1.00		1.50							1.49	1.49	1.69
	Thriftway	n/i								0.80				1.29	1.29	1.29					1.49
	n/i	n/i	L																		
	Scarlett's	n/i											0.90						1.99		
Tops Market	n/i	O							1.00					1.00				1.00	1.00		
Halos	n/i								1.33		1.00										
Dole	n/i	O	1.99																		
Walmart	Halos								1.19												
n/i	n/i	O												1.16							
Wegman's	Darling								0.99												
Weis	n/i	O	BOGO						1.20	1.17	1.00	0.90		1.00		2.48	1.99	0.98		1.99	
n/i	Cutie								1.00					1.66							
Whole Foods MATl	n/i	O											1.99								
n/i	n/i																				
RI	ALDI	n/i	O	1.49	0.59				0.86	0.86	0.55	1.55								1.39	
	Associated	n/i							5.99	1.33	1.33	0.50	0.45						1.49		1.49
	n/i	n/i		4.99															1.49	1.49	
	Bravo	n/i					2.50			1.33		0.50			1.29			1.29	1.29		1.49
Dole	n/i	O	2.50																		

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
RI <i>(cont)</i>	Compare Foods	n/i	O		2.00			4.99	1.66	1.00		0.75		0.99				0.99		0.99	
		n/i																	1.49		
	Dave's	n/i	O	2.50	2.50		2.50		1.00		1.29	1.00				1.99	0.99	0.99	0.99	0.99	
	Price Rite	n/i				1.49				1.20				0.80					0.80		
	Save-a-Lot	n/i	O	1.29							0.93	0.93	0.93						0.79		0.79
	Shaw's	n/i			2.50	2.50		2.50		1.20	1.20	1.29						1.29	1.29	1.29	1.49
			n/i	O										1.99				1.99	1.99	1.99	
	Ocean Spray						2.50														
	Stop & Shop	n/i	O	2.99	2.50		2.99		1.66	1.00	0.87	0.90	1.69	1.69	1.69				1.69	1.69	1.49
		n/i						3.99													
		Ocean Spray		O																	
		POM					2.50														
	Nature's Promise		O															1.66	1.66		
Target	n/i						1.99		1.20												
Walmart	Halos		O						1.19												
	n/i													1.16							
Whole Foods NATl	n/i		O										1.49								
	n/i																				
		n/i																			
VT	AG New England	n/i	O								0.50	0.50	0.99	0.99							
		Halos								1.66											
	ALDI	n/i	O	1.49	0.59				0.86	0.86	0.55	1.55								1.39	
	Hannaford	n/i			2.49	2.00				1.00		0.55						0.99	0.99		0.99
	Price Chopper	n/i	O								1.00	0.90		1.49				1.49		1.49	
	Shaw's	n/i			2.50	2.50		2.50		1.20	1.20	1.29						1.29	1.29	1.29	1.49
			n/i	O										1.99				1.99	1.99	1.99	
	Ocean Spray						2.50														
Tops Market	n/i	L						1.00					1.00				1.00	1.00	1.00		
	Halos								1.33		1.00										
	Dole			1.99																	

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears	
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..
																		Red	Yellow	
SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV																				
AL	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55							1.39	
	Dollar General Mrkt	n/i									0.66		0.75	0.75			0.75	0.75	0.75	
	Earth Fare	Cuties		2.00					0.98											
	Food for Le\$\$	Del Monte			2.00				1.40		0.80		1.68				1.68		1.48	
	Food Giant	n/i	O											0.88	0.88			0.88	0.88	
	Food Giant	n/i					2.97			1.33			0.99					0.67		
	Greer's Markets	Halos		2.50																
	Ingle's	Del Monte																		
	Kroger Atlanta	n/i	O	2.50	0.99				1.00				1.00	1.00			1.00	1.00	1.00	
	Kroger Nashville	n/i	O	2.00	0.99		3.50		1.33	1.16	0.87		2.49	2.49						
	Lucky's	n/i	O	2.99			2.99		1.33					1.99					1.99	
	Piggly Wiggly HAC	Halos		2.49					1.66										1.49	
	Piggly Wiggly Hchn	Del Monte		2.95			2.97						0.99					0.62		
	Piggly Wiggly Inc	n/i		2.99			2.99		1.33					0.99			1.99	0.99	0.99	
	Piggly Wiggly JTM	Dole																		
	Publix	n/i	O				2.50		1.60	0.83	1.00	0.60	0.99	0.83	0.99		0.99	0.83	0.83	
	Ramey's	n/i		2.99					1.20				0.99	0.99				1.29	1.49	
	Rouses	n/i												2.49						
		Del Monte																		
		n/i								0.83		0.75						0.79	0.99	
		n/i									0.98			1.39				0.68	1.49	
		Tropicana									0.63									
		Ocean Spray				1.99														

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears			
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious				
																		Red		Yellow	per lb..	
each	each	12 oz. bag	6 oz	per lb.																		
AL <i>(cont)</i>	Rouses <i>(continued)</i>	Naturipe	O			3.99	2.99															
		Dole		2.50																		
		POM			1.50																	
		Save-a-Lot	n/i	1.29							0.93	0.93	0.93							0.79	0.79	
		Shop Rite	n/i	2.50							1.00	0.62										
		Target	n/i			1.99				1.20												
		The Fresh Market	n/i				3.33															
		United Grocery	n/i																	0.79	0.79	
		Vowell's	n/i								1.16	0.69		0.99						0.69	0.99	1.29
		Del Monte		2.29																		
		Walmart	Halos							1.19												
			n/i												1.16							
		Western Market	Halos							1.20												
		n/i	3.99				3.00			1.00	1.25			0.99		1.99			0.99			
	Ocean Spray				2.29																	
	Whole Foods Sth	n/i	O										1.99									
	Winn-Dixie	n/i					2.99		1.29	1.29	0.50		1.98	0.99		1.98	0.99	0.99	0.99	0.99		
	Dole			2.98																		
	Cuties								1.15													
FL	Albertson's Sthrn	n/i	O	2.50			2.99		1.60	1.00	1.29			1.49			0.99	0.99		1.29		
		n/i												1.99								
		Cuties							1.33													
	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55								1.39		
	Bravo Sprmrkt	n/i									0.63					0.83		0.83				
	Dollar General Mrkt	n/i									0.66			0.75	0.75		0.75	0.75		0.75		
		Cuties							0.98													
	Earth Fare	Del Monte		2.00																		
		n/i				2.00				1.40	0.80											
		n/i	O											1.68			1.68			1.48		
	Food Giant	n/i					2.97				1.33	0.62		0.99					0.67			
		Halos								1.33												
		Del Monte		2.50																		
Greer's Markets	n/i										0.75											
Harris Teeter	n/i				3.50	2.00	2.99	1.20			1.33	0.50	0.99	0.99	0.99			0.99	1.79			
	HT Farmers Market			2.99							1.20	0.90		1.79	1.79	2.49		0.99		1.59		
	Ocean Spray					2.00																
	n/i		O								0.99		2.49	2.49					1.79	1.79		

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears			
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..		
																		Red	Yellow			
FL <i>(cont)</i>	Hitchcock's	n/i	L																			
		n/i		2.99							1.00	0.40						1.49	0.99	0.99	1.49	
	J.H. Harvey's	Cuties							1.66													
		n/i					2.99				0.83	0.91	0.73		0.83					0.75		
		Dole			2.99		1.99															
	Piggly Wiggly Hchn	n/i		2.95			2.97				1.00	0.62		0.99						0.62		
	Presidente	n/i		2.00																		
	Publix	n/i				2.50				1.20		0.75		0.99	0.99					1.29	1.49	
		n/i	O												2.49							
		Del Monte			2.99																	
	Save-a-Lot	n/i		1.29							0.93	0.93	0.93							0.79	0.79	
	Sedano's	n/i										0.63								0.99	0.99	1.19
		Del Monte			2.00																	
	Target	n/i					1.99			1.20												
	The Fresh Market	n/i						3.33														
Walmart	Halos								1.19													
	n/i													1.16								
Western Beef	n/i			2.00				4.99		1.00	0.75	0.60	0.99	0.99					0.99	0.99		
Whole Foods FL	n/i	O									0.75				1.99							
	n/i																					
	Heller Bros.		L									0.83										
Winn-Dixie	n/i						2.99			1.29	1.29	0.50	1.98	0.99			1.98	0.99	0.99	0.99	0.99	
	Dole			2.98																		
	Cuties								1.15													
GA	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55									1.39	
	Bi-Lo	n/i					2.99		1.29	1.29	0.50		1.98	0.99			1.98	0.99	0.99	0.99		
		Dole		2.98																		
		Cuties							1.15													
	Dollar General Mrkt	n/i									0.66		0.75	0.75					0.75	0.75	0.75	
		Cuties							0.98													
	Earth Fare	Del Monte		2.00																		
		n/i				2.00			1.40		0.80											
		n/i	O										1.68					1.68			1.48	
	Food Depot	n/i		0.98								0.66								0.70		
Food Giant	n/i					2.97			1.33	1.33	0.62		0.99						0.67			
	Halos																					
	Del Monte			2.50																		

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears			
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
GA (cont)	Food Lion	n/i		2.59					1.00		0.75			0.99			0.96	0.96		1.49	
	Galaxy Food	Halos							1.20												
		Del Monte		2.98																	
		n/i					2.98				0.75		1.28		1.28			0.60			
	Harris Teeter	n/i			3.50	2.00	2.99		1.20		1.33	0.50	0.99	0.99	0.99			0.99	1.79		
		HT Farmers Market		2.99							1.20	0.90		1.79	1.79	2.49		0.99		1.59	
		Ocean Spray				2.00															
		n/i		O							0.99		2.49	2.49				1.79	1.79		
	IGA	n/i																1.00	1.00		
	Ingle's	n/i					2.99		1.40	1.00	0.63	0.60									
		Ocean Spray				1.98															
		Del Monte			2.98																
		n/i		O														1.99	1.66		
	J.H. Harvey's	Cuties							1.66												
		n/i						2.99			0.83	0.91	0.73		0.83			0.75			
		Dole			2.99		1.99														
	Kroger Atlanta	n/i			2.50	0.99				1.00				1.00	1.00		1.00	1.00	1.00	1.00	0.99
		n/i		O				3.50						2.49	2.49						
	Piggly Wiggly Car.	n/i			2.99						1.00		0.60		1.39				1.00		1.39
	Piggly Wiggly HAC	n/i										0.53	0.50						0.53		0.99
		n/i									1.13										
		Halos								1.33											
	Piggly Wiggly Hchn	n/i			2.95			2.97			1.00	0.62		0.99					0.62		
	Piggly Wiggly JTM	n/i								1.60	0.83	1.00	0.60		0.83	0.99		0.99	0.83	0.83	1.49
	Publix	n/i					2.50			1.20		0.75		0.99	0.99				1.29		1.49
		n/i		O											2.49						
	Del Monte			2.99																	
Quality Foods	n/i										0.75							0.80			
Save-a-Lot	n/i			1.50						1.00	0.62			0.99				0.62	0.99		
Shop Rite	n/i			2.50						1.00	0.62										
Sprout's Market	n/i			0.98			2.50					0.75	0.98	0.98			0.98	0.98			
	n/i		O									0.75	1.48	1.48							
	Halos								1.20												
Target	n/i					1.99			1.20												
The Fresh Market	n/i						3.33														
United Grocery	n/i																	0.79		0.79	

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			
																		Red		Yellow	per lb..
GA <i>(cont)</i>	Walmart	Halos							1.19												
	Wayfield's	n/i								0.83	0.83	0.50		1.16					1.19		
	Whole Foods Sth	n/i	O						1.66				1.99							0.99	0.99
	Winn-Dixie	n/i					2.99		1.29	1.29	0.50		1.98	0.99		1.98	0.99		0.99	0.99	
	Dole Cuties								1.15												
MS	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55									1.39
	AG Baton Rouge	n/i		2.50							0.50									0.99	
	Corner Market	Halos							1.66											0.99	
		n/i																		0.99	
	Del Monte			2.99																	
	Dollar General Mkt	n/i									0.66		0.75	0.75				0.75	0.75		0.75
	Cuties								0.98												
	Food Giant	n/i					2.97			1.33	0.62		0.99							0.67	
	Halos								1.33												
	Del Monte			2.50																	
	Greer's Markets	n/i									0.75										
	Kroger Delta	n/i		0.99	0.99		2.50		1.33			0.89		0.99							0.99
	n/i		O										1.29								
	Mac's Fresh	n/i									0.99	0.99								0.99	1.39
	Halos								1.66												
	Del Monte			1.99																	
	Piggly Wiggly Hchn	n/i		2.95				2.97			1.00	0.62		0.99						0.62	
Ramey's	n/i									0.83		0.75							0.79	0.99	
Rouses	n/i										0.98		1.39						0.68	1.49	
Tropicana											0.63										
Ocean Spray					1.99																
Naturipe		O			3.99	2.99															
Dole			2.50																		
POM					1.50																
Save-a-Lot	n/i		1.29							0.93	0.93	0.93							0.79	0.79	
Superlo Foods	n/i		2.50																1.00	1.00	
Target	n/i					1.99		1.20													
The Fresh Market	n/i						3.33														

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple each	Pome-Granate each	Cran-Berry 12 oz. bag	Blue-Berry 6 oz	Ches-Nuts per lb.	Citrus Fruits - per pound				Apples - per pound						Pears per lb..						
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious							
																		Red		Yellow					
NC <i>(cont)</i>	Ingle's	n/i					2.99		1.40	1.00	0.63	0.60													
		Ocean Spray				1.98																			
		Del Monte		2.98																					
		n/i	O																1.99	1.66					
		Just \$ave Foods	n/i					2.97		0.95		0.74							1.97						
		Del Monte		2.97																					
		Kroger MidAtlantic	n/i	2.50						0.96		0.75	0.75		0.80				1.99						
		n/i	O												1.49									1.49	
		Lowe's Foods	n/i							0.99	0.74	BOGO			0.77				0.97	1.77					1.79
		Del Monte		3.98																					
		n/i	L																						
		Piggly Wiggly Retail	n/i	1.00																					
		Piggly Wiggly Strs	Ocean Spray							1.00															
		n/i										0.75													
		Publix	n/i			2.50				1.20		0.75		0.99	0.99										1.49
		n/i	O												2.49										
	Del Monte		2.99																						
	Save-a-Lot	n/i	1.29																						
	Target	n/i				1.99			1.20	0.93	0.93	0.93												0.79	
	The Fresh Market	n/i					3.33																		
	United Grocery	n/i																						0.79	
	Walmart	Halos							1.19																
	n/i														1.16										
	Whole Foods Sth	n/i	O										1.99												
SC	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55												1.39	
	Bi-Lo	n/i					2.99		1.29	1.29	0.50		1.98	0.99			1.98	0.99	0.99	0.99					
		Dole		2.98																					
		Cuties							1.15																
		Dollar General Mkt	n/i								0.66		0.75	0.75					0.75	0.75					0.75
		Cuties							0.98																
		Earth Fare	Del Monte	2.00																					
		n/i				2.00			1.40		0.80														
		n/i	O											1.68						1.68					1.48
		Food Lion	n/i	2.59						1.00		0.75			0.99					0.96	0.96				1.49
	Galaxy Food	Halos							1.20																
	Del Monte		2.98																						
	n/i						2.98				0.75		1.28		1.28									0.60	

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
SC (cont)	Harris Teeter	n/i			3.50	2.00	2.99		1.20		1.33	0.50	0.99	0.99	0.99			0.99	1.79		
		HT Farmers Market		2.99								1.20	0.90		1.79	1.79	2.49		0.99		1.59
		Ocean Spray				2.00															
	IGA	n/i	O									0.99		2.49	2.49				1.79	1.79	
		Ingle's						2.99		1.40	1.00	0.63	0.60						1.00	1.00	
		Ocean Spray					1.98														
	J.H. Harvey's	Del Monte		2.98															1.99	1.66	
		n/i	O							1.66											
		Cuties						2.99			0.83	0.91	0.73		0.83				0.75		
	Kroger Atlanta	Dole		2.99		1.99															
		n/i		2.50	0.99					1.00				1.00	1.00			1.00	1.00	1.00	0.99
	Lowe's Foods	n/i	O					3.50						2.49	2.49						
		Del Monte		3.98						0.99	0.74	BOGO			0.77		0.97	1.77			1.79
	Piggly Wiggly Car.	n/i	L																0.79		
		Publix		2.99							1.00		0.60		1.39				1.00		1.39
	Quality Foods	n/i					2.50			1.20		0.75		0.99	0.99				1.29		1.49
		Del Monte		2.99											2.49						
		n/i										0.75							0.80		
		Save-a-Lot		1.29							0.93	0.93	0.93						0.79		0.79
		Target					1.99			1.20											
The Fresh Market	n/i					3.33															
Walmart	Halos							1.19													
Whole Foods Sth	n/i													1.16							
	n/i	O											1.99								
TN	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55								1.39	
	Bi-Lo	n/i					2.99		1.29	1.29	0.50		1.98	0.99			1.98	0.99	0.99	0.99	
		Dole		2.98																	
	Chappell's	Cuties								1.15											
		n/i									1.00	0.62							0.62		
	Del Monte		2.48																		
Dollar General Mkt	n/i										0.66	0.75	0.75				0.75	0.75	0.75		
	Cuties								0.98											0.75	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hannukah 2014

prices in \$US per pound unless otherwise noted.

FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears						
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..					
																		Red	Yellow						
TN (cont)	Earth Fare	Del Monte	O	2.00																					
		n/i			2.00					1.40		0.80												1.48	
	E.W. James	Cuties								1.10															
		n/i										1.00										0.66	0.66	0.99	
	Food City	Del Monte			2.99																				
		n/i			2.50																				
	Food Country USA	n/i						2.98														0.80	0.80		
		Halos								1.40															
	Food Giant	n/i						2.97																	
		Halos								1.33															
	Food Lion	Del Monte			2.50																				
		n/i			2.59					1.00					0.99							0.96	0.96		1.49
	Food Rite	n/i																					0.60	0.99	
		Halos								1.33															
	Harris Teeter	Del Monte			1.99																				
		n/i				3.50	2.00	2.99		1.20		1.33	0.50	0.99	0.99	0.99						0.99	1.79		
	HT Farmers Market	HT Farmers Market			2.99							1.20	0.90		1.79	1.79	2.49					0.99			1.59
		Ocean Spray					2.00																		
	H.G. Hills	n/i		O																			1.79	1.79	
		n/i			1.99																		0.50		
	IGA	Halos																							
		n/i			2.49																			0.75	
	Ingle's	Halos																							
		n/i						2.99		1.40	1.00	0.63	0.60												
Ocean Spray	Ocean Spray					1.98																			
	Del Monte			2.98																					
Kroger Delta	n/i		O																			1.99	1.66		
	n/i			0.99	0.99		2.50		1.33			0.89		0.99										0.99	
Kroger MidAtlantic	n/i		O											1.29											
	n/i			2.50					0.96		0.75	0.75			0.80		1.99								
Kroger Nashville	n/i		O												1.49									1.49	
	n/i			2.00	0.99				1.33	1.16	0.87													1.99	
Lucky's	n/i		O				2.99							1.99										1.99	
	n/i			2.99							0.49	0.75										1.00	1.00	1.49	
	Halos											1.66													
	Del Monte			2.49																					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hannukah 2014

prices in \$US per pound unless otherwise noted.

FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears	
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		
																		Red		Yellow
each	each	12 oz. bag	6 oz	per lb.																
TN <i>(cont)</i>	Osborne's	n/i		1.99							0.50							0.50		
	Publix	Halos				2.50				1.33								1.29		1.49
		n/i	O							1.20			0.99	0.99				2.49		
		Del Monte		2.99																
		Save-a-Lot	n/i	1.29							0.93	0.93	0.93						0.79	0.79
		Shop Rite	n/i	2.50							1.00	0.62								
		Super Dollar	n/i							1.33				1.29						
		Superlo Foods	n/i	2.50														1.00	1.00	
		Target	n/i			1.99				1.20										
		The Fresh Market	n/i				3.33													
		Town&Cntry Grcr	n/i	1.99						1.66		0.49	0.48					0.49		
		United Grocery	Halos		1.33															
		Walmart	n/i							1.19								0.79		0.79
	Whole Foods Sth	n/i	O										1.99	1.16						
VA	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55								1.39
	Associated	n/i	O					5.99	1.33	1.33	0.50	0.45					1.49			1.49
		n/i		4.99														1.49	1.49	
	Balducci's	n/i									1.49									1.99
		Rushing River																		0.75
	Dollar General Mkt	n/i									0.66		0.75	0.75			0.75	0.75		0.75
		Cuties								0.98										
	Farm Fresh	n/i		2.50							1.25	0.79	0.79							0.99
		Halos								1.33										
	Fas-Chek	n/i								1.00	1.00									
	Food City	n/i		2.50								0.50								
	Food Country USA	n/i					2.98				0.75	0.75						0.80	0.80	
		Halos								1.40										
	Food Lion	n/i		2.59						1.00		0.75		0.99			0.96	0.96		1.49
	Galaxy Food	Halos								1.20										
	Del Monte		2.98																	
	n/i					2.98					0.75		1.28	1.28			0.60			
Giant Food	n/i	O	2.99	2.50			2.99		1.66	1.00	0.87	0.90	1.69	1.69	1.69		1.69	1.69	1.49	
	n/i						3.99													
	Ocean Spray				2.50															

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears			
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..		
																		Red	Yellow			
VA <i>(cont)</i>	Giant Food <i>(continued)</i>	POM			2.50																	
	Grant's	Nature's Promise		2.99														1.66	1.66			
	Great Valu Market	n/i																				
		Chiquita		2.49																		
		Ocean Spray				2.49																
	Harris Teeter	n/i			3.50	2.00	2.99															
		HT Farmers Market		2.99																		
		Ocean Spray				2.00																
		n/i	O											2.49	2.49					1.79	1.79	
	Ingle's	n/i					2.99			1.40	1.00	0.63	0.60									
		Ocean Spray					1.98															
		Del Monte		2.98																		
		n/i	O																		1.99	1.66
	Kroger MidAtlantic	n/i		2.50						0.96		0.75	0.75		0.80		1.99					
		n/i	O												1.49							
	Lowe's Foods	n/i								0.99	0.74	BOGO			0.77		0.97	1.77				
		Del Monte		3.98																		
		n/i	L																			
	Martin's Food	n/i		2.99				2.99		1.66	1.20	0.87	0.90	1.69	1.69	1.69	2.79	1.69	1.69	1.69	1.49	
		n/i	O					3.99														
		POM				2.50																
		Ocean Spray					2.00															
		Nature's Promise																			1.66	1.66
Piggly Wiggly Retail	n/i		1.00																			
Piggly Wiggly Strs	Ocean Spray								1.00													
	n/i										0.75											
Safeway Eastern	n/i				2.99		3.99		1.67		0.90	0.90		0.99		1.99	0.99	0.99				
	n/i	O												1.99						1.99		
	Dole		2.50																			
	Safeway Farms					2.99																
Save-a-Lot	n/i		1.29							0.93	0.93	0.93								0.79	0.79	
Shoppers Food	n/i		2.99				2.99		1.00		1.12	0.90					1.69	1.69	1.69			
	n/i	O											1.99							1.99	1.99	
Super Dollar	n/i													1.29								
Target	n/i					1.99			1.33													
The Fresh Market	n/i						3.33		1.20													

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			
																		Red		Yellow	
each	each	12 oz. bag	6 oz	per lb.														per lb..			
VA (cont)	Walmart	Halos							1.19												
	Wegman's	n/i												1.16							
	Whole Foods MAtl	Darling							0.99												
		n/i	O										1.99								
		n/i										0.83									
WV	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55								1.39	
	Dollar General Mkt	n/i									0.66		0.75	0.75			0.75	0.75		0.75	
		Cuties							0.98												
	Fas-Chek	n/i							1.00	1.00											
	Foodland	n/i				2.50														1.59	
		Del Monte			3.99																
		Sunkist																			
	Food Fair	n/i							1.20	1.00	0.75	0.75				1.29		0.80	0.80		
		Del Monte			2.50																
	Food Lion	n/i			2.59				1.00		0.75			0.99			0.96	0.96		1.49	
	Galaxy Food	Halos							1.20												
		Del Monte			2.98																
		n/i						2.98					1.28		1.28				0.60		
	Giant Eagle	Sunkist																			
		n/i											1.35	0.99	0.99			0.99		1.59	
	Grant's	n/i			2.99																
	Great Valu Market	n/i								1.00		1.00			1.00				1.00	0.99	1.49
		Chiquita			2.49																
		Ocean Spray					2.49														
	Kroger Columbus	n/i			1.00					1.20		0.75	1.00						1.00		
	n/i		O								1.20			1.68							
Kroger MidAtlantic	n/i			2.50					0.96		0.75	0.75		0.80		1.99					
	n/i		O											1.49						1.49	
Martin's Food	n/i			2.99					1.66	1.20	0.87	0.90	1.69	1.69	1.69	2.79	1.69	1.69	1.69	1.49	
	n/i		O																		
	POM				2.50																
	Ocean Spray					2.00															
	Nature's Promise																1.66	1.66			
Piggly Wiggly Strs	Ocean Spray								1.00												
	n/i										0.75										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hannukah 2014

prices in \$US per pound unless otherwise noted.

FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears					
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..				
																		Red	Yellow					
WV (cont)	Riesbeck's	n/i	L	2.99	0.99						0.67													
		n/i																		0.80	0.80			
		Darlings									1.00													
	Save-a-Lot	n/i			1.29								0.93	0.93	0.93								0.79	0.79
	Shop'n Save	n/i					2.50		6.99	0.80	1.00													1.59
		Sunkist																						
		Del Monte			3.99																			
	Sparkle	n/i		1.99						1.33	1.33	0.62	0.60									0.99	0.99	0.99
	Target	n/i				1.99				1.20														
	Walmart	Halos								1.19														
	n/i													1.16										
Weis	n/i		O	BOGO					1.20	1.17	1.00	0.90												1.99
	n/i														1.00		2.48	1.99	0.98					
	Cutie									1.00					1.66									

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..
																		Red	Yellow	
MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI																				
IA	Affiliated MW	Dole		3.49																
		Ocean Spray				1.99														
		n/i			1.69								0.78	0.78	0.78		0.78	0.78		
	ALDI	Halos							0.80											
	County Market	n/i		1.49	0.59				0.86	0.86	0.55	1.55							1.39	
		n/i									1.00	0.80	1.49	1.49	1.49		1.49	0.83	0.83	
		Del Monte		2.99																
		Sunkist									0.50									
	Dahl's	n/i									0.50	0.50	0.99	0.99			0.99	0.99		
		Dole		1.99																
		Cuties							1.00											
	Family Foods	Chiquita		2.00																
		n/i									0.88									
		n/i	O																1.33	
	Fareway	n/i							1.00			0.50		0.88						
		n/i	O								0.75									
	Food Pride	n/i			1.99							0.79			0.80			0.80		
		Halos							1.33		1.00	0.80								
	Hometown Foods	n/i		2.99			2.99						0.88	0.88	0.88				1.39	
		Halos							1.33											
		Ocean Spray				1.99														
		Dole		2.99																
	Hy-Vee	Cuties							1.50											
		Twin Lakes				1.99														
		POM			2.50															
		Sunkist									1.22									
		n/i									0.88			0.68						
		Del Monte		1.99																
	Jewel-Osco	n/i		1.99				4.99	1.10	0.99	0.99		1.49	1.49		1.99			0.89	
		n/i	O											1.79					1.49	
		POM			2.00															
		Ocean Spray				1.50														
	Maynard's	n/i			1.50				0.88	0.88										
		Halos							1.33											
		Ocean Spray				1.99														

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears	
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..
																		Red	Yellow	
IA <i>(cont)</i>	No Frills	n/i																		
		POM		2.00																
		Halos								1.29										
		Del Monte		2.99																
	Quillin's	Chiquita		1.79																
		n/i										1.29								
	Save-a-Lot	n/i		1.29							0.96	0.96	0.96						0.99	0.99
	Schnuck's	Cuties								1.20										
		n/i		1.88								0.75	0.90	1.50	1.50	1.50		1.50	1.50	1.50
	Sunshine Foods	n/i												0.99	0.99	0.99		0.99		
		POM			1.69															
		Dole		2.99																
	Ocean Spray				1.99															
	Halos								1.33											
Target	n/i				1.99				1.20											
The Fresh Market	n/i						3.33													
Walmart	Halos								1.19											
	n/i													1.16						
Whole Foods MW	n/i											0.98								
IL	Affiliated MW	Dole		3.49																
		Ocean Spray				1.99														
		n/i			1.69								0.78	0.78	0.78		0.78	0.78		
		Halos								0.80										
	ALDI	n/i	n/i	1.49	0.59					0.86	0.86	0.55	1.55		0.69					1.39
	Angelo Caputo	n/i		0.99				2.99			0.89	0.89						0.79	0.79	
		n/i	O																1.23	
		Cuties								1.00										
	Berkot's	n/i		0.99	0.99					1.00	1.29	1.29	1.29	1.49	1.49	1.49	1.49	1.49	1.49	1.29
		Ocean Spray				1.99														
	Borowiak's IGA	n/i		2.99								0.62				1.88		0.88	0.88	
		Halos								1.00										
Brookhaven	n/i		0.89	0.99							0.99	0.49			0.89				0.89	
Butera	Sunkist											0.66								
	Halos								1.66											
	Ocean Spray				1.99															
	n/i							4.99		0.99		0.59	0.99	0.99	0.99		0.99	0.99	1.29	

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
IL (cont)	Jimenez	n/i			1.39						0.79	0.49	0.89	0.89			0.89	0.79	0.79	0.79	
	Joe Caputo's	n/i		1.79		0.98					0.59			0.79				0.49	0.49	0.79	
		n/i	O												0.90						
	Kirby IGA	Halos							1.33												
		n/i		2.99							0.75										
	Kroger Central	Cuties							1.33												
		n/i		1.99	0.99						1.00	0.80									0.99
	Kroger Louisville	n/i		2.00	0.99				1.33		0.99			0.80				0.80	0.99		0.99
		n/i	O											1.79							1.79
	Mariano's	Del Monte		3.00																	
		n/i			2.00																
	Meijer	n/i		1.49					1.16		0.63	0.60	0.88	0.88		1.88	0.88	0.88			
	Pete's Market	n/i		1.50						0.98	0.50		0.88	0.88				0.88	0.88		
	Piggly Wiggly MW	n/i	O															1.50			1.66
		n/i													1.00		2.49	0.15	0.99		1.29
		Dole		1.69											1.49		1.49	1.49	1.49		
		Sunkist										1.00									
		Halos																			
		Ocean Spray	L			1.99															
		POM			1.89																
	Save-a-Lot	n/i		1.29						0.96	0.96	0.96							0.99		0.99
	Schnuck's	Cuties																			
		n/i		1.88							0.75	0.90	1.50	1.50	1.50		1.50	1.50	1.50	1.50	1.50
Schuetter's	n/i		2.99							0.75	1.35		1.29		2.59		0.83	0.83			
Shop'n Save	n/i		1.97							0.88	1.00	0.98	0.98								
	Halos																				
	Ocean Spray				2.50																
Shop & Save	Halos																				
	Sunkist																				
	n/i												0.49						0.49	0.89	
	n/i	O																	1.16		
	Del Monte		1.99																		
	POM			0.69																	
Strack & VanTil	Cuties																				
	n/i		2.99	2.50						1.29											
	n/i	O				4.00			1.69					1.66		1.89				1.49	
	Ocean Spray				2.00																

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears					
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..				
																		Red	Yellow					
IL (cont)	Sullivan's	Cuties		1.78					1.83															
		n/i																				1.29		
		Ocean Spray				1.99																	1.49	
	Sunset Foods	n/i		2.99	1.69					1.99	1.20	1.49	1.29										2.99	
		n/i	O																				1.99	
	Target	n/i				1.99				1.20														
	The Fresh Market	n/i					3.33																	
	Tony's	n/i		2.00					4.99			0.99	0.99										1.29	
		n/i	O											1.49									0.99	
		Cuties								1.00														
		Del Monte			0.99																			
	Ultra Foods	n/i		1.88	2.50							1.49	0.50											0.99
		Cuties								1.33														
		Ocean Spray				2.00																		
	Valli Produce	n/i		0.99									0.89											0.89
		Halos								1.16														
	Walmart	Halos								1.19														
	n/i												1.16											
Walt's	n/i		0.99				2.99					0.99	0.60										0.99	
	Ocean Spray				0.99																			
	Cuties								1.00															
Whole Foods MW	n/i												0.98											
Woodman's	Halos		1.50						1.33			0.50												
	Paradise Meadow				0.99																			
	n/i	O																					0.83	
	n/i		2.00		1.50								0.40			0.83								
	n/i	O																					0.83	
IN	Al's Supermarkets	n/i							1.00															
		Del Monte		1.99																				
	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55											1.39	
	Dollar General Mkt	n/i												0.75	0.75							0.75	0.75	
		Cuties								0.98														
	Earth Fare	Del Monte		2.00																				
	n/i				2.00				1.40		0.80													
	n/i	O											1.68									1.68		
Food 4 Less	n/i		0.89						1.16															

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears			
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious				
																		Red		Yellow	per lb..	
IN <i>(cont)</i>	Fresh Thyme	n/i		2.00							0.57	0.50	0.88	1.00							1.00	
		n/i	O								1.49		1.33	1.33	1.33		1.33	1.00	1.00		1.77	
	Harvest Market	n/i									0.75			0.99				0.99	0.99			
	IGA Houchen's	n/i		2.49								1.66	0.75	0.70					0.75			
		Halos									1.33											
	IGA Spartan-Nash	n/i		2.99							1.20								1.00	1.00		
	Jay C	n/i		1.49							1.00	1.33	0.62	0.80				1.99				
	Jewel-Osco	n/i		1.99					4.99		1.10	0.99	0.99		1.49	1.49		1.99				0.89
		n/i	O												1.79							1.49
		POM				2.00																
		Ocean Spray					1.50															
	Kirby IGA	Halos									1.33											
		n/i			2.99																	
	Kroger Central	Cuties									1.33											
		n/i			1.99	0.99																
	Kroger Cincinnati	n/i			1.99																	
		n/i	O																			
		Cuties									1.33											
	Kroger Louisville	n/i			2.00	0.99					1.33									0.80	0.99	0.99
		n/i	O																	1.79		1.79
	Marsh	n/i						2.50							0.99	0.99				0.99	0.99	
		Halos									1.11											
	Martin's	Halos									1.50											
		n/i				1.99					1.20				1.69	1.69		1.99				
		Del Monte			2.99																	
	Meijer	n/i									1.16		0.63	0.60	0.88	0.88		1.88	0.88	0.88		
	New Market	n/i											0.67	0.70	1.48		1.99	1.48	1.00	1.00		
	Save-a-Lot	n/i			1.29							0.96	0.96	0.96					0.99			0.99
	Schnuck's	Cuties									1.20											
		n/i			1.88								0.75	0.90	1.50	1.50	1.50		1.50	1.50	1.50	1.50
Strack & VanTil	Cuties									1.00												
	n/i			2.99	2.50							1.29										
	n/i	O				4.00									1.66		1.89				1.49	
	Ocean Spray					2.00																
Target	n/i					1.99				1.20												
The Fresh Market	n/i						3.33															

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears				
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..		
																		Red	Yellow			
IN <i>(cont)</i>	Ultra Foods	n/i		1.88	2.50														0.99	0.83	0.99	
		Cuties								1.33	1.49	0.50										
		Ocean Spray				2.00																
	Walmart	Halos								1.19												
		n/i												1.16								
	Walt's	n/i		0.99			2.99					0.99	0.60		0.99				0.99		1.39	
	Ocean Spray					0.99																
	Cuties									1.00												
Wesselman's	n/i											0.60	0.75	1.49				1.49	1.49	1.49		
	Dole			1.99																		
	Halos									1.33												
	Whole Foods MW	n/i										0.98										
KY	ALDI	n/i		1.49	0.59					0.86	0.86	0.55	1.55								1.39	
	Cox IGA	n/i		2.99						1.20									1.00	1.00		
	Dollar General Mkt	n/i										0.66		0.75	0.75			0.75	0.75		0.75	
		Cuties								0.98												
	Earth Fare	Del Monte		2.00						1.40		0.80										
		n/i				2.00								1.68				1.68			1.48	
		n/i	O																			
	E.W. James	Cuties								1.10												
		n/i										1.00							0.66	0.66	0.99	
		Del Monte			2.99																	
	Foodland	n/i					2.50														1.59	
		Del Monte			3.99																	
		Sunkist											1.00									
	Food City	n/i			2.50								0.50									
	Food Fair	n/i								1.20	1.00	0.75	0.75				1.29		0.80	0.80		
		Del Monte			2.50																	
	Food Giant	n/i						2.97						0.99						0.67		
	Halos									1.33												
	Del Monte			2.50																		
Food Lion	n/i			2.59						1.00		0.75		0.99			0.96	0.96			1.49	
Galaxy Food	Halos								1.20													
	Del Monte			2.98																		
	n/i						2.98						1.28		1.28				0.60			
IGA	n/i			2.49															0.75			
	Halos								1.33													

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears	
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..
																		Red	Yellow	
KY <i>(cont)</i>	IGA Spartan-Nash	n/i		2.99					1.20									1.00	1.00	
	Kroger Cincinnati	n/i		1.99							0.75	0.60	0.60				1.99			
		n/i	O											1.69						
		Cuties								1.33										
	Kroger Delta	n/i		0.99	0.99		2.50		1.33			0.89								0.99
		n/i	O							1.33			1.29							
	Kroger Louisville	n/i		2.00	0.99				1.33		0.99				0.80			0.80	0.99	0.99
		n/i	O											1.79						1.79
	Kroger MidAtlantic	n/i		2.50					0.96		0.75	0.75			0.80		1.99			
		n/i	O											1.49						1.49
	Kroger Nashville	n/i		2.00	0.99				1.33	1.16	0.87									
		n/i	O					2.99						1.99						1.99
	Meijer	n/i							1.16		0.63	0.60	0.88	0.88		1.88	0.88	0.88		
	New Market	Halos							1.23											
		Sweet Scarletts										0.70								
		n/i											1.48	1.48			1.00	1.00		
	Piggly Wiggly Hchr	n/i		2.95				2.97			1.00	0.62		0.99				0.62		
	Remke	n/i										0.75	1.25							0.99
		Dole			1.99															
		Halos								1.33										
Save-a-Lot	n/i		1.29							0.96	0.96	0.96					0.99		0.99	
Shop'n Save	n/i					2.50			0.80											
Super Dollar	n/i								1.33					1.29						
Target	n/i					1.99			1.20											
The Fresh Market	n/i						3.33													
Town&Cntry Grcr	n/i		1.99						1.66		0.49	0.48					0.49			
	Halos								1.33											
United Grocery	n/i																0.79		0.79	
ValuMarket	Halos								1.33											
	n/i										0.75		1.29	1.29	1.29	1.29	1.29	1.29	1.29	
Walmart	Halos								1.19											
	n/i													1.16						
Whole Foods MATl	n/i	O											1.99							
	n/i											0.83								

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
MI	Affiliated MW	n/i					2.99						0.89	0.89	0.89		0.89			0.99	
		Halos							1.33												
		POM			1.29																
		Dole			2.99																
	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55								1.39	
	Busch's	Halos							1.33												
		n/i							1.20											1.29	
	D&W Fresh	Halos							1.33												
		n/i													1.99	1.29	1.29	1.29			
	Family Fare	Halos							1.33												
		n/i									0.75						1.29	1.29	1.29		
		n/i		L										0.83		2.49	0.83	0.83	0.83		
		n/i		O							1.66										
		Del Monte			2.99																
	Food Pride	n/i			2.99							0.60			0.99	1.99	0.99				
	Harding's	n/i		L						1.00		0.75				1.33					
		n/i																			
		Del Monte			2.50																
	Hiller's	n/i																		0.99	
	Hollywood	Darling								1.20											
		n/i			2.99							0.60	1.18	1.18	1.18	2.49	1.18	1.18	1.18	1.49	
	Kroger Central	Cuties								1.33											
		n/i			1.99	0.99						0.80								0.99	
	Kroger Columbus	n/i			1.00					1.20		0.75	1.00						1.00		
		n/i		O								1.20			1.68						
	Kroger Michigan	n/i			1.88					1.33		0.50	0.40		0.99		2.49				
	n/i		O											1.68							
Martin's	Halos								1.50												
	n/i				1.99				1.20		0.79		1.69	1.69		1.99					
	Del Monte			2.99																	
Meijer	n/i								1.16		0.63	0.60	0.88	0.88		1.88	0.88	0.88			
Plumb/Duthler's	n/i			2.50					1.20		0.75	0.75		0.99			0.99	0.99	1.33		
	n/i		L											1.00			1.00	1.00			
Polly's Market	n/i			1.88					0.96		0.75		0.88	0.88	0.88		0.88	0.88	0.88		
	n/i		L														0.83	0.83			
Ric's Food Center	n/i		L											0.66			0.66	0.66			
	n/i			2.69					0.80												

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears	
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		
																		Red		Yellow
each	each	12 oz. bag	6 oz	per lb.																
	Save-a-Lot	n/i		1.29						0.96	0.96	0.96						0.99		0.99
	Spartan Stores	n/i		1.99	2.50				1.00		0.75	0.62		0.99				0.99	0.99	1.00
		n/i	L											0.83				0.83	0.83	
	Super One Foods	n/i					2.50		1.31						0.97					
		Chiquita		2.47																
	Tadych's	n/i			2.00						0.80				0.99			0.99		
		Halos							1.33											
	Target	n/i				1.99			1.20											
		Halos							1.33		0.75					1.33		0.88	0.88	
		Del Monte		1.99																
	VG's Grocery	Halos							1.33											
		n/i									1.00						1.29	1.29	1.29	
		n/i	L										0.83			0.83	0.83	0.83		
		Del Monte		2.99																
	Valuland	n/i								0.62	0.60									1.29
		n/i	L										0.66		1.88		0.66	0.66		
		Del Monte		2.49																
	Walmart	Halos							1.19											
		n/i												1.16						
	Whole Foods MW	n/i										0.98								
MN	Affiliated MW	n/i					2.99						0.89	0.89	0.89		0.89	0.89		0.99
		Halos							1.33											
		POM			1.29															
		Dole		2.99																
	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55								1.39
	Cash Wise	n/i							1.32					0.98			0.98	0.99		
	Coborn's	n/i									0.99	0.99								
	Cub Foods	n/i			1.50						1.00		1.49		1.49	1.99				0.99
		n/i	O									1.77		1.66						
		Halos							1.33											
		Del Monte		2.99																
	Econofoods	Halos							1.33											
		n/i			2.50						0.88	0.88		1.00	1.99		1.00			
		Del Monte		2.99																
	Family Fare	Halos							1.32											
		n/i			2.50						0.77	0.77			1.00	1.88		1.00		

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears			
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious				
																		Red		Yellow	per lb..	
MN <i>(cont)</i>	Sun Mart	Halos		2.99	2.50				1.33													
	Sunshine Foods	n/i											0.99	0.99	1.00	1.99		1.00				
		POM				1.69																
		Dole			2.99																	
	Super One Foods	Ocean Spray					1.99															
		Halos								1.33												
	Target	n/i						2.50		1.31						0.97						
		Chiquita			2.47																	
	Teal's	n/i					1.99			1.20												
		Halos								1.33												
Walmart	n/i										0.69	0.69			1.00							
	Halos								1.19													
Whole Foods MW	n/i													1.16								
	n/i											0.98										
ND	Albertson's Mtn	Halos							1.33													
		n/i								1.29	1.29		1.49	1.49							1.29	
		POM			2.50																	
	Cash Wise	n/i	O												1.99							
		n/i								1.32						0.98		0.98				
		n/i										0.99	0.99					0.99				
	Dan's	Tropicana										0.87										
		Mott's													1.00		1.00	1.00	1.00			
		n/i			1.65	1.50		2.50														
	Family Fare	Halos								1.32												
		n/i										0.77	0.77			1.00	1.88	1.00				
		n/i	O													2.50						
	Food Pride	Del Monte			2.50																	
		n/i			2.99							0.75	0.60			0.99	1.99	0.99				
	Hornbacher's	n/i								1.33		0.68	0.98		0.88							
n/i		O											1.88				1.88					
Hugo's	Ocean Spray					2.00																
	Halos								1.33													
	n/i	O									1.98								1.88			
	n/i																					
	Del Monte			2.98								0.78										

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears			
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious				
																		Red		Yellow	per lb..	
ND <i>(cont)</i>	Leever's	n/i	O		1.99						0.88	0.60	0.99	0.99		1.99				1.29		
		Halos							1.33													
		Chiquita		2.99																		
	Marketplace	n/i		2.98	2.00	1.48			1.29			0.68	0.68			0.88		0.88	0.88			
		n/i										1.00										
	Super One Foods	n/i						2.50	1.31							0.97						
		Chiquita		2.47																		
Target	n/i				1.99		1.20															
Teal's	Halos						1.33															
	n/i									0.69	0.69			1.00								
Walmart	Halos							1.19														
	n/i													1.16								
NE	Affiliated MW	n/i	O				2.99						0.89	0.89	0.89		0.89	0.89		0.99		
		Halos							1.33													
		POM			1.29																	
		Dole		2.99																		
	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55									1.39	
	Apple Market	n/i									0.50	0.50	1.29	1.29				0.99			1.49	
		Sunkist										1.33										
		Cuties							0.99													
		Del Monte		1.98																		
	No Frills	n/i										0.88	0.61			0.99	1.99	0.99	0.99			
	Bag'n Save	POM				2.00																
		Halos							1.29													
		Del Monte		2.99																		
		POM				2.00																
	Baker's	n/i				0.99		2.99	1.66	1.33	0.66					0.80		1.99			0.99	
		Ocean Spray					2.50															
	Fareway	n/i							1.00							0.88						
	n/i									0.75												
Food Pride	n/i	2.99								0.75	0.60			0.99	1.99	0.99						
Hy-Vee	Cuties						1.50															
	Twin Lakes				1.99																	
	POM			2.50																		
	Sunkist									1.22												
	n/i									0.88					0.68							
	Del Monte	1.99																				

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears							
									each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit		Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious	
																								Red	Yellow
NE <i>(cont)</i>	Natural Grocers	n/i	O							2.59	1.39		1.25								1.29				
	Russ's Market	n/i		1.49			2.50				0.59	0.90	0.99	0.79							1.29				
	Safeway Denver	n/i		2.50	2.99		2.99			1.67		1.49	0.90					1.99	0.99	0.99		1.99			
		n/i	O																						
	Sun Mart	Cuties								1.00															
		Safeway Farms					2.99																		
	Target	Halos		2.99	2.50					1.33		0.88	0.88		1.00	1.99			1.00						
	Walmart	n/i					1.99			1.20															
Whole Foods MW	Halos								1.19																
		n/i										0.98		1.16											
OH	Acme Fresh	Sunkist									0.87														
		Scarlett's											0.80												
		Halos								1.66															
	ALDI	n/i	L				3.00							1.69			1.69	1.69	1.69						
		n/i																0.83	0.83						
	Bottom Dollar	n/i		1.49	0.59				0.86	0.86	0.55	1.55									1.39				
	Buehler's	n/i		0.98	2.48	1.88				0.80		0.87							0.87	0.87					
		n/i		2.99								0.75		1.29		1.99			1.29	1.29					
	Chief	Halos						2.99		1.63															
		Fair Trade																							
	Cub Foods	n/i							1.33		0.75			0.97				0.97	0.97						
	Dave's Market	n/i										1.00		1.49	1.49	1.99						0.99			
		n/i	O										1.77		1.66										
	Dollar General Mkt	Halos							1.33																
	Earth Fare	Del Monte			2.99																				
n/i				2.99		1.99			1.66						1.99	0.99	0.99	0.99	0.99						
Fisher Foods	Cuties								0.98		0.66		0.75	0.75			0.75	0.75			0.75				
	Del Monte			2.00																					
	n/i	O							1.40		0.80		1.68								1.48				
	n/i	O							1.20		0.75	0.40									1.49				
	n/i	O																1.99	1.99						

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears			
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..		
																		Red	Yellow			
OH (cont)	Foodland	n/i				2.50															1.59	
		Del Monte Sunkist		3.99																		
	Food Fair	n/i								1.20	1.00	0.75	0.75				1.29		0.80	0.80		
		Del Monte		2.50																		
	Fresh Encounter	n/i		2.99						1.00								1.29	1.29	1.29		
	Fresh Thyme	n/i		2.00										0.88	1.00						1.00	
	Geyer's	n/i	O											1.33	1.33	1.33		1.33	1.00	1.00	1.77	
		n/i	L								1.00	0.97	0.60	1.29	1.29	1.29			0.99	0.99	1.29	
	Giant Eagle	n/i																				
		Halos Sunkist									1.66											
	Heinen's	n/i				2.50		3.00	6.99				1.35	0.99	0.99				0.99			1.59
		n/i			2.50						1.67		1.00					2.49				1.39
	IGA Spartan-Nash	n/i	O											1.99	1.99	1.99			1.99			
		n/i			2.99						1.20									1.00	1.00	
	Kroger Central	Cuties									1.33											
		n/i			1.99	0.99							1.00	0.80								0.99
	Kroger Cincinnati	n/i			1.99								0.60					1.99				
		n/i	O												1.69							
	Kroger Columbus	Cuties									1.33											
		n/i			1.00						1.20		0.75	1.00						1.00		
	Kroger MidAtlantic	n/i																				
		n/i	O		2.50						0.96		0.75	0.75		0.80		1.99				
	Lucky's Market	n/i													1.49							1.49
		n/i	O									1.48	0.99					0.77	0.77	0.77		
	Marc's	Darling									1.00											
		n/i				1.00			4.99				0.75	0.99	0.99	0.99				0.99	0.99	
Marsh	Del Monte Ocean Spray			2.50		1.50																
	n/i						2.50					0.83	0.99	0.99					0.99	0.99		
Meijer	Halos									1.11												
	n/i									1.16		0.63	0.60	0.88	0.88		1.88	0.88	0.88			

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			
																		Red		Yellow	per lb..
each	each	12 oz. bag	6 oz	per lb.																	
OH <i>(cont)</i>	Remke	n/i									0.75	1.25								0.99	
		Dole		1.99																	
		Halos								1.33											
	Riesbeck's	n/i	L	2.99	0.99							0.67									
		n/i																	0.80	0.80	
		Darlings								1.00											
	Save-a-Lot	n/i		1.29							0.93	0.93	0.93								0.79
	Shop'n Save	n/i				2.50			6.99	0.80	1.00										1.59
		Sunkist										1.00									
		Del Monte		3.99																	
	Sparkle	n/i		1.99						1.33	1.33	0.62	0.60							0.99	0.99
	Target	n/i				1.99				1.20											
	The Fresh Market	n/i						3.33													
	Thorne's Market	Del Monte		1.99																	
		n/i				2.99						1.50								1.49	1.49
Walmart	Halos								1.19												
	n/i													1.16							
Weis	n/i		BOGO						1.20	1.17	1.00	0.90		1.00		2.48	1.99		0.98		
	n/i	O												1.66							
	Cutie								1.00												
Whole Foods MATl	n/i	O											1.99								
	n/i																			0.83	
SD	Affiliated MW	n/i					2.99						0.89	0.89	0.89		0.89	0.89		0.99	
		Halos								1.33											
		POM			1.29																
		Dole		2.99																	
	Buche Foods	n/i				1.98							0.88	0.88	0.88		0.88	0.88		0.98	
		Ocean Spray																			
		Halos								0.80											
	Coborn's	n/i									0.99	0.99					0.99				
	Family Thrift	Halos								1.33											
		n/i			2.50							0.88	0.88		1.00	1.99			1.00		
	Del Monte		2.99																		
Fareway	n/i								1.00			0.50		0.88							
	n/i	O									0.75										
Hy-Vee	Cuties								1.50												
	Twin Lakes					1.99															

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears			
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
SD <i>(cont)</i>	Hy-Vee <i>(continued)</i>	POM			2.50																
		Sunkist																			
	Ken's Super Fair	n/i														0.68					
		Del Monte		1.99																	
		Halos								0.80											
	Lynn's Dakotamart	Ocean Spray					1.99														
		Tropicana										0.79									
		n/i						2.99											0.89		1.39
		Dole		2.99																	
	Maynard's	Chiquita		2.99																	
		Halos								0.99											
		Ocean Spray					1.99														
		POM				1.29															
	Safeway Denver	n/i																			
		n/i		2.50	2.99			2.99						0.99				1.99	0.99	0.99	1.99
		Cuties									1.00										
	Sunshine Foods	Safeway Farms					2.99														
		n/i											0.99	0.99	0.99		0.99				
		POM				1.69															
		Dole		2.99																	
Target	Ocean Spray					1.99															
	Halos								1.33												
Teal's	n/i					1.99				1.20											
	Halos								1.33												
Walmart	n/i										0.69	0.69			1.00						
	Halos								1.19												
WI	Affiliated MW	n/i					2.99						0.89	0.89	0.89		0.89	0.89		0.99	
		Halos								1.33											
	POM				1.29																
	Dole		2.99																		
	ALDI	n/i	1.49	0.59					0.86	0.86	0.55	1.55								1.39	
Cermak	n/i										0.25								0.50		

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears			
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious				
																		Red		Yellow	per lb..	
WI <i>(cont)</i>	Econofoods	Halos			2.50				1.33			0.88	0.88			1.00	1.99		1.00			
		n/i																				
		Del Monte			2.99																	
	Festival	n/i										0.50							0.98			
	Gordy's	n/i													0.98				0.98			
		Halos								1.33												
	Hy-Vee	Cuties								1.50												
		Twin Lakes					1.99															
		POM				2.50																
		Sunkist										1.22										
		n/i										0.88				0.68						
		Del Monte			1.99																	
	Marketplace	n/i			2.98	2.00	1.48			1.29		0.68	0.68			0.88		0.88	0.88	0.88		
		n/i		O								1.00										
	Pick'n Save/Copps	Cuties								1.20												
		n/i				2.50									1.29					1.29		1.49
		n/i		O											1.29							
	Piggly Wiggly MW	Hableman Bros.		L			2.50															
		n/i		O																1.50		1.66
		n/i								1.66		0.75			1.00		2.49			0.15	0.99	1.29
		Dole			1.69											1.49			1.49	1.49	1.49	
		Sunkist										1.00										
		Halos								2.33												
		Ocean Spray		L			1.99															
		POM				1.89																
	Quillin's	Chiquita			1.79																	
		n/i										1.29										
	Save-a-Lot	n/i			1.29							0.96	0.96	0.96						0.99		0.99
Schnuck's	Cuties								1.20													
	n/i			1.88								0.75	0.90	1.50	1.50	1.50		1.50	1.50	1.50	1.50	
Sendik's	n/i			2.50					1.20				0.50	0.99	0.99	0.99	1.69				1.29	
Sentry Foods	Halos								1.33													
	n/i				1.50		2.50				1.00	0.75	0.60			0.99		0.99	0.99			
	Chiquita			2.99																		
Super One Foods	n/i						2.50		1.31						0.97							
	Chiquita			2.47																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hannukah 2014

prices in \$US per pound unless otherwise noted.

FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
WI <i>(cont)</i>	Tadych's	n/i			2.00						0.80					0.99			0.99		
		Halos							1.33												
	Target	n/i				1.99			1.20												
	The Fresh Market	n/i					3.33														
	Trig's	n/i		2.44			2.99		1.33		0.50	0.60			0.99						
	Walmart	Halos							1.19												
		n/i												1.16							
	Whole Foods MW	n/i										0.98									
	Woodman's	Halos		1.50					1.33		0.50										
		Paradise Meadow				0.99															
	n/i		O																		
	n/i			2.00		1.50						0.40		0.83							

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..
																		Red	Yellow	
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																				
AR	Affiliated MW	n/i					2.99						0.89	0.89	0.89		0.89	0.89		0.99
		Halos							1.33											
		POM			1.29															
		Dole		2.99																
	Albertson's Sthrn	n/i		1.99			3.99							0.79				0.99		1.29
		n/i	O														1.69			
		Halos							0.90											
	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55								1.39
	Bill's Fresh	n/i								1.00	0.78	0.78							0.78	
	Brookshire's	n/i		2.50					1.66		0.99	0.60	1.29	1.29		1.39				
	Cranford's	n/i								1.33	0.75	0.78						0.99	0.99	
		Halos							1.66											
	Edward's	n/i								1.16	0.50								1.16	1.16
		Del Monte		1.48																
	Food Giant	n/i					2.97			1.33	0.62		0.99						0.67	
		Halos							1.33											
		Del Monte		2.50																
	G&W Foods	n/i									0.50								1.09	
		Halos							1.33											
	Harp's	n/i		2.99			2.99				0.75	0.75							0.75	0.99
	Hay's	Halos							0.99											
		n/i								0.99	0.50								0.99	
		Del Monte		2.00																
	Kroger Delta	n/i		0.99	0.99		2.50		1.33				0.89		0.99					0.99
		n/i	O										1.29							
	Mac's Fresh	n/i								0.99	0.99								0.99	1.39
		Halos							1.66											
		Del Monte		1.99																
	Marvin's	n/i		2.50							0.67	0.67							0.89	1.29
	Piggly Wiggly Hchn	n/i		2.95			2.97			1.00	0.62		0.99						0.62	
	Pyramid Foods	n/i		1.99	0.99						0.62	0.62	0.99	0.99					0.62	1.29
		Halos							1.00											
	Rehkopf's	n/i									0.99								0.69	1.29
		Del Monte		2.99																
	Save-a-Lot	n/i		1.29							0.62			0.99					0.79	0.99
	Super 1 Foods	n/i		1.98						1.00	0.88	0.40							0.88	

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
AR <i>(cont)</i>	Target	n/i				1.99			1.20												
	The Fresh Market	n/i					3.33														
	Town&Cntry Grcr	n/i		1.99					1.66		0.49	0.48						0.49			
	Walmart	Halos							1.33												
	Whole Foods SW	n/i	O						1.19					1.16						1.48	
AZ	Albertsons SW	Cuties					1.99		1.66		1.49										
		n/i											0.99						0.99		
	Basha's	n/i	O						0.92				2.99	2.99						1.99	
		Cuties																			
		n/i		O	1.15																
	El Super	n/i																			
	Food City	n/i								0.50										0.50	
	Fresh & Easy	n/i				1.50															
	Fry's	Halos							1.33	1.33											
		n/i			0.87	0.99								0.99	0.99		1.99	0.99	0.99	0.99	0.99
	Los Altos	n/i								0.50	0.33		0.79	0.79							
	Lowe's	n/i									0.77	0.30					1.49		0.49		
	Natural Grocers	n/i	O								2.59	1.39	1.25							1.29	
	Safeway Phoenix	n/i			1.99	2.99		2.99				1.49	0.90		0.99		1.99		0.99	0.99	
		Halos								0.92											1.99
		n/i	O					2.99													
	Smart & Final	n/i			1.99							0.40									
	Smith's	n/i			2.99	2.50		3.99		1.33	1.33	0.99									0.99
		n/i	L											0.99			0.99	0.99	0.99		
	Sprout's Market	n/i			0.98			2.50				0.96	0.55	0.88					0.88		
	n/i	O										0.75	0.98	0.98							
Target	Halos								1.20												
Walmart	n/i					1.99			1.20												
	Halos								1.19												
	n/i													1.16							
Whole Foods SPc	n/i	O											1.49								

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears				
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith		Delicious			
																			Red	Yellow	per lb..	
				each	each	12 oz. bag	6 oz	per lb.														
CO	Affiliated MW	Dole		3.49																		
		Ocean Spray				1.99																
		n/i			1.69								0.78	0.78	0.78		0.78	0.78				
		Halos								0.80												
	Affiliated Foods	n/i		2.99																	1.29	
		Halos								1.50												
	Albertson's Mtn	Halos								1.66												
		n/i										1.29	1.29	1.49	1.49							1.29
		POM				2.50																
	Clark's	n/i	O																			
		n/i										1.29	0.79	0.99				2.49		0.99		
		Cuties								1.33												
	King Soopers	Ocean Spray					1.50															
		n/i	O		1.99					1.00			0.67	0.50								
		n/i						3.99					1.00									
		Ocean Spray					2.50	2.99														
	Lowe's	n/i											0.77	0.30			1.49		0.49			
	Lucky's Market	n/i										1.48	0.99						0.77	0.77	0.77	
		n/i	O											0.98								
	Natural Grocers	n/i	O									2.59	1.39		1.25						1.29	
Safeway Denver	n/i	O		2.50	2.99		2.99		1.67			1.49	0.90					1.99	0.99	0.99		
	n/i	O													1.99						1.99	
	Cuties								1.00													
Safeway Farms	n/i					2.99																
	n/i	O		0.98			2.50				1.20	0.96	0.55	0.88				0.88				
	n/i											0.75	0.98	0.98								
Sun Mart	Halos								1.20													
	Halos								1.33													
	n/i			2.99	2.50							0.88	0.88		1.00	1.99		1.00				
Target	n/i					1.99			1.20													
Walmart	Halos								1.19													
	n/i													1.16								
Whole Foods Mntn	n/i	O									1.49											
KS	Affiliated MW	Dole		3.49																		
		Ocean Spray				1.99																
		n/i				1.69								0.78	0.78	0.78		0.78	0.78			
		Halos								0.80												

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears							
									each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit		Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious	
																								Red	Yellow
KS <i>(cont)</i>	Walmart	Halos							1.19																
	Whole Foods Mntn Woods	n/i n/i Halos Ocean Spray	O	2.50							1.49 0.50	0.50					0.98			0.98	1.28				
						1.99				1.32															
LA	AG Baton Rouge	n/i		2.50							0.50									0.99					
	Albertson's Sthrn	n/i		1.99			3.99				1.29			0.79						0.99	1.29				
		n/i	O																1.69						
	Breaux Mart	Halos							0.90																
	Brookshire's	n/i		2.49							0.75														
	Kroger Southwest	n/i		2.50					1.66		0.99	0.60	1.29	1.29			1.39								
		n/i	O	2.00	2.00		2.50			1.33		0.50					1.48				0.99				
		n/i												1.00											
	LeBlanc's	Halos									0.96														
	Mac's Fresh	n/i		2.50							0.55									0.99					
		n/i								1.66	0.99	0.99								0.99	1.39				
		Halos																							
	Market Basket	Del Monte		1.99																					
	Piggly Wiggly	n/i									0.69									0.89	0.89				
		n/i		2.99							0.67														
	Rouses	Ocean Spray				1.99																			
		n/i										0.98			1.39					0.68	1.49				
		Tropicana										0.63													
		Ocean Spray					1.99																		
		Naturipe	O				3.99	2.99																	
	Dole		2.50																						
	POM				1.50																				
Save-a-Lot	n/i		1.29							0.93	0.62	0.93		0.99					0.79	0.99	0.79				
Super 1 Foods	n/i		1.98							1.00	0.88	0.40							0.88						
Target	n/i					1.99			1.20																
The Fresh Market	n/i						3.33																		
Walmart	Halos								1.19																
	n/i													1.16											
Whole Foods SW	n/i										0.66														
	n/i	O																			1.48				

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears							
									each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit		Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious	
																								Red	Yellow
LA (cont)	Winn-Dixie	n/i					2.99		1.29	1.29	0.50		1.98	0.99		1.98	0.99	0.99	0.99						
		Dole Cuties		2.98					1.15																
MO	Affiliated MW	Dole Ocean Spray		3.49		1.99																			
		n/i Halos			1.69				0.80					0.78	0.78	0.78		0.78	0.78						
	Apple Market	n/i Sunkist									0.50	0.50	1.29	1.29					0.99		1.49				
		Cuties							0.99		1.33														
	C&R Supermarket	Del Monte		1.98																					
		Dole Ocean Spray		2.88			1.99							0.78	0.78	0.78		0.78	0.78						
	County Market	Halos			3.49	1.49		3.99		1.66															
		n/i											0.99	0.99							1.19				
		n/i Del Monte		2.99							1.00	0.80	1.49	1.49	1.49		1.49	1.49	0.83	0.83					
	Country Mart	Sunkist									0.50									0.99					
		Cuties		2.50						1.33															
	Dierberg's	n/i								1.20		0.50	0.50												
		n/i Halos						2.97		1.33	1.33	0.62		0.99						0.67					
	G&W Foods	Del Monte		2.50																					
		n/i Halos								1.33		0.50								1.09					
	Gerbe's	n/i Ocean Spray				0.99		2.99		1.66	1.33	0.66			0.80		1.99				0.99				
		n/i			2.99		2.50					0.75	0.75						0.75		0.99				
	Harp's	n/i			2.99			2.99				0.50	0.50						0.50						
		Harter House										0.50	0.50						0.50						
	Hay's	Dole			2.49							0.50	0.50						0.50						
Halos									1.33		0.50	0.50						0.50							
Halos									0.99		0.50							0.99							
Hen House	n/i			2.00							0.99	0.50						0.99							
	n/i			3.49							BOGO	BOGO					0.99	0.99							
			O										1.89	1.89			1.89		1.89						

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
MO <i>(cont)</i>	Town&Cntry Grcr	n/i		1.99					1.66		0.49	0.48						0.49			
		Halos							1.33												
	Town&Cntry Smrk	Rio Star									0.50	0.50						0.50			
		Sage																1.29	1.29	1.49	
		n/i		2.48							1.29			1.29	1.29						
	Walmart	Halos							1.20												
		Halos							1.19												
Whole Foods MW Woods	n/i											0.98		1.16							
	n/i			2.50							0.50	0.50				0.98		0.98	1.28		
	Halos								1.32												
	Ocean Spray					1.99															
NM	Affiliated Foods	n/i		2.99							1.29			0.89				0.89		1.29	
		Halos							1.50												
	Albertsons SW	Cuties					1.99		1.66		1.49							0.99			
		n/i											0.99					0.99			
		n/i	O										2.99	2.99						1.99	
	Basha's	Cuties							0.92												
		n/i		1.15							0.99	0.77	0.99	0.99		1.99		0.99			
		n/i	O										1.99	1.99							
	Dollar General Mkt	n/i									0.66		0.75	0.75			0.75	0.75		0.75	
		Cuties								0.98											0.75
	John Brooks	n/i									0.99			0.99						0.69	1.29
		Halos								1.50											
	King Soopers	n/i		1.99						1.00		0.67	0.50								
		n/i	O					3.99				1.00									
		Ocean Spray				2.50		2.99													
	Lawrence Bros.	n/i										0.88						0.79		0.99	
	Los Altos	n/i									0.50	0.33		0.79	0.79						
Lowe's	n/i										0.77	0.30				1.49		0.49			
Market Square	n/i										0.79							0.69			
Natural Grocers	n/i	O								2.59	1.39		1.25							1.29	
Safeway Denver	n/i		2.50	2.99			2.99		1.67		1.49	0.90		0.99			1.99	0.99	0.99		
	n/i	O												1.99						1.99	
	Cuties								1.00												
	Safeway Farms					2.99															

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..
																		Red	Yellow	
NM (cont)	Smith's	n/i	L	2.99	2.50		3.99		1.33	1.33	0.99						0.99	0.99	0.99	0.99
	Sprout's Market	n/i		0.98			2.50				1.20	0.96	0.55	0.88	0.99			0.88		
		n/i	O									0.75	0.98	0.98						
	Target	Halos				1.99			1.20											
	Walmart	Halos							1.19											
	Whole Foods Mntrn	n/i	O									1.49		1.16						
OK	Affiliated MW	Dole		3.49																
		Ocean Spray					1.99													
		n/i			1.69								0.78	0.78	0.78		0.78	0.78		
		Halos							0.80											
	Affiliated Foods	n/i		2.99							1.29			0.89				0.89	1.29	
		Halos							1.50											
	ALDI	n/i		1.49	0.59				0.86	0.86	0.55	1.55							1.39	
	Buy for Le\$\$	n/i			1.97						0.63	0.63						0.38		
		Dole			2.50															
	Country Mart	n/i		2.50															0.99	
		Cuties																		
	Dollar General Mkt	n/i									0.66		0.75	0.75			0.75	0.75	0.75	
		Cuties								0.98										
	Harp's	n/i		2.99				2.99				0.75	0.75						0.75	
	Homeland Stores	n/i		2.39								0.89	0.72							
		Great Plains													1.16		1.16	1.16		
	La Michoacana	n/i												0.20						
	Market Square	n/i									0.99			0.99				0.69	1.29	
		Halos								1.50										
	Marvin's	n/i		2.50								0.67	0.67					0.89	1.29	
Natural Grocers	n/i	O								2.59	1.39		1.25							
Nichols	n/i										0.42	0.42			2.69		0.42	1.29		
	Halos								2.00											
Pyramid Foods	n/i		1.99	0.99							0.62	0.62	0.99	0.99				0.62	1.29	
	Halos								1.00											
Reasor's	n/i		1.98								0.88									
Rehkopf's	n/i										0.99						0.69	1.29		
	Del Monte			2.99																

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears			
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
OK <i>(cont)</i>	Save-a-Lot	n/i	O	1.29						0.93	0.62	0.93		0.99				0.79	0.99	0.79	
	Sprout's Market	n/i		0.98			2.50				1.20	0.96	0.55	0.88				0.88			
		n/i											0.75	0.98	0.98						
	Halos									1.20											
	Target	n/i					1.99			1.20											
	Terry's	n/i			1.99										0.63				0.63		
	The Fresh Market	n/i						3.33													
	Walmart	Halos								1.19											
		n/i													1.16						
	Warehouse Market	n/i													0.89						
Whole Foods SW	n/i	O									0.66										
	n/i																				
Williams	n/i										0.42	0.42						0.42			
	Halos			1.06																1.48	
TX	Affiliated Foods	n/i	O	2.99							1.29			0.89				0.89		1.29	
		Halos								1.50						0.89					1.29
	Albertson's Sthrn	n/i			1.99			3.99				1.29			0.79				0.99		1.29
		n/i																1.69			
	Halos									0.90											
	Albertsons SW	Cuties								1.66		1.49									
		n/i						1.99						0.99						0.99	
		n/i												2.99	2.99						1.99
	ALDI	n/i			1.49	0.59					0.86	0.86	0.55	1.55							1.39
	Arlan's	n/i			2.99							0.79						1.99		0.59	
	Brookshire's	n/i			2.50						1.66	0.99	0.60		1.29	1.29		1.39			
	Brookshire Bros.	n/i														0.99					
		Halos									1.66										
		Tropicana											0.99								
	Diamond IGA	n/i											0.89							0.69	
		Del Monte				2.99															
El Ahorro	n/i			2.50								0.50									
El Rio Grande	n/i			0.99																	
Fiesta Mart	n/i												0.88								
Food Town	n/i										0.50	0.39							0.76		
Foodarama	n/i			0.96	1.50					1.25	0.67	0.67									
Garlands Food Fair	n/i																	0.88	0.88		

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple each	Pome-Granate each	Cran-Berry 12 oz. bag	Blue-Berry 6 oz	Ches-Nuts per lb.	Citrus Fruits - per pound				Apples - per pound					Pears per lb..					
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith		Delicious				
																			Red	Yellow			
TX <i>(cont)</i>	H-E-B	n/i		1.48							0.67	0.77	0.98	0.98							0.98		
		H-E-B								1.66	1.66												
			n/i	O				3.98							1.47								
		Homeland Stores	n/i		2.39							0.89	0.72										
			Great Plains												1.16			1.16	1.16				
		Kroger Southwest	n/i		2.00	2.00		2.50		1.33		0.50					1.48						0.99
			n/i	O											1.00								
			Halos									0.96											
		La Fiesta	n/i			1.99				1.75	1.25	0.69	0.67							0.77	0.77		
		La Michoacana	n/i												0.20								
		Lawrence Bros.	n/i									0.88								0.79			0.99
		Los Altos	n/i									0.50	0.33	0.79	0.79								
		Lowe's	n/i										0.77	0.30				1.49		0.49			
		Market Basket	n/i									0.69								0.89	0.89		
		Market Place	n/i		2.88							0.68			0.68					0.68			
		Market Square	n/i									0.99			0.99					0.69			1.29
			Halos							1.50													
		Minyard's	n/i			1.50				2.00		1.38	0.75	0.78	0.99				0.78	0.99	0.78		
			Del Monte		3.49																		
		Natural Grocers	n/i	O								2.59	1.39	1.25									1.29
		Randall/TomThumb	n/i		2.50	2.99		2.99				0.79	0.90		0.99				1.79	0.99	0.99		
			n/i	O											1.99				1.99				1.99
			Halos							1.00													
			Safeway Farms				2.99																
		Rehkopf's	n/i									0.99								0.69			1.29
			Del Monte		2.99																		
		Save-a-Lot	n/i		1.29							0.93	0.62	0.93	0.99					0.79	0.99	0.79	
	Sprout's Market	n/i		0.98			2.50				1.20	0.96	0.55	0.88				0.88					
		n/i	O										0.75	0.98	0.98								
		Halos							1.20														
	Super 1 Foods	n/i		1.98							1.00	0.88	0.40						0.88				
	Target	n/i				1.99			1.20														
	Terry's	n/i		1.99										0.63					0.63				
	The Fresh Market	n/i					3.33																
	The United Family	n/i										0.67					1.47	0.67	0.67			0.97	
		Halos							0.95														

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears			
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious				
																		Red		Yellow	per lb..	
each	each	12 oz. bag	6 oz	per lb.																		
TX <i>(cont)</i>	Vista Markets	Halos							1.50												0.99	
	Walmart	Halos							1.19					0.79								
	Whole Foods SW	n/i									0.66			1.16							1.48	
UT	Albertson's Mtn	Halos							1.66												1.29	
		n/i								1.29	1.29		1.49	1.49								
		POM			2.50																	
	Albertsons SW	n/i	O											1.99								
		Cuties							1.66		1.49											
		n/i					1.99						0.99						0.99			
		n/i	O										2.99	2.99							1.99	
	Associated Food	n/i		1.65							1.29	0.99	0.69	0.99	1.29	1.29	2.49	1.29	0.99	0.99	0.99	
		Ocean Spray				2.50																
		Cuties							1.33													
		Sunkist										0.79										
	Clark's	n/i									1.29	0.79		0.99			2.49		0.99			
		Cuties							1.33													
		Ocean Spray				1.50																
	Harmon's	Halos							1.29													
		n/i			1.80	1.50						0.58	0.98	1.18	1.18				1.18			0.98
		Ocean Spray				2.50																
		n/i	O												1.98							
	King Soopers	n/i			1.99					1.00												
		n/i						3.99														
	Ocean Spray				2.50		2.99															
Natural Grocers	n/i	O								2.59	1.39		1.25								1.29	
Rancho Markets	n/i			1.50						0.99	0.25	0.33							0.33		0.69	
Ream's	Cuties							1.26														
	n/i			1.65	1.33								0.40	0.79			1.39				0.79	
Smith's	n/i			2.99	2.50		3.99		1.33	1.33	0.99										0.99	
	n/i	L												0.99				0.99	0.99		0.99	
Sprout's Market	n/i			0.98			2.50			1.20	0.96	0.55	0.88					0.88				
	n/i	O										0.75	0.98	0.98								
	Halos								1.20													
Target	n/i					1.99			1.20													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hannukah 2014

prices in \$US per pound unless otherwise noted.

FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			
																		each		each	12 oz. bag
UT (cont)	Walmart Whole Foods Mntn	Halos n/i n/i	O						1.19					1.16							

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..
																		Red	Yellow	
SOUTHWESTERN U.S. - CA,HI,NV																				
CA	Albertsons SthCal	n/i				1.99					0.69		0.88	0.88			0.99		0.99	
		Del Monte		2.99																
		Halos							1.33											
	Andronico's	n/i	O								1.69		2.50	2.50			2.50			
	Arteaga	n/i											0.59	0.50						
		Cuties							1.32											
	Baja Ranch	n/i									0.25			0.50			0.25	0.20	0.50	
	Bestway	n/i		0.95							0.20	0.33						0.25	0.25	
	Big Saver	n/i		0.95	0.50						0.69	0.50	0.33						0.25	
	Bristol Farms	n/i	L							2.49	1.29									
		n/i	O										1.99							
	Cardenas	n/i		0.60							0.66		0.69				0.69	0.50		
	Chavez	n/i											0.99	1.19					1.39	
	Dollar General Mkt	n/i											0.75	0.75			0.75	0.75	0.75	
		Cuties							0.98											
	El Super	n/i		1.85							0.50			0.44	0.50			0.33	0.50	
	El Tapatio	n/i		2.50								0.37	0.50	0.50				0.50	0.50	
	Food 4 Less	n/i		1.50					1.00					0.79						
	Foodland IGA	n/i									0.20	0.30	0.50	0.50	0.25			0.50	0.33	
	Fresh & Easy	n/i			1.50															
	Holiday Market	n/i											0.99			1.29				
		n/i	O										1.29	1.29				2.00		
		Cuties								1.50										
	Jensen's	n/i										1.40		1.49				1.49		
		n/i	O	1.79																
	Jon's Market	n/i		1.50	0.99			1.49		0.50	0.33		0.50	0.33				0.50	0.50	
	K.V. Mart	n/i									0.40	0.50	0.33				0.33	0.33	0.50	
	La Bonita	n/i		1.50							0.25									
	La Superior	n/i		1.98						1.28	0.49			0.98				0.33	0.98	
	Lucky	Cuties								1.20				0.79						
		Del Monte		2.99																
		POM			BOGO															
		Ocean Spray				2.50														
		n/i									0.69					1.79			1.29	
		n/i	O											1.79						

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears			
									Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious				
																		Red		Yellow	per lb..	
CA <i>(cont)</i>	Lunardi's	n/i	O		2.50					2.99			1.99	1.99	1.99							
		n/i		3.99		2.50	3.50		1.33	1.99	0.99		1.49	1.49	0.99	1.99	1.49	0.99	0.99	1.49		
	Mar-Val	n/i	L							1.49	0.79											
		n/i														0.99	0.99			0.99		
		n/i	O										0.99	1.99			1.99					
		Cuties								1.66												
	Mi Pueblo	n/i			2.50							0.79			0.50						0.99	
	Mollie Stone	n/i	O											1.49								
		n/i	L							1.66	1.66	0.69										
		n/i			3.99							0.89						1.49				
	Murphy's Markets	n/i	O							1.66		0.99		1.99	1.99							
		n/i												0.99				0.99				
	Northgate	n/i			0.60							0.33										
		Halos								1.66												
	Nugget Markets	n/i	L							1.48	1.66											
		n/i																				
	Pavilions/Vons	n/i			2.50	2.99								1.28				1.28	0.98			
		n/i												1.99	0.99			1.99	0.99	0.99		
		Halos								1.00												1.99
		n/i	O																			
		Safeway Farms					2.99															
	Raley's	n/i						3.99				0.99			1.49							1.49
		Bee Sweet								1.33												
	Ralph's	n/i			1.80	2.00	2.50	2.99				0.99						0.99				0.99
		n/i	O					3.99				1.00										
		Cuties								0.90												
	Rancho San Migue	n/i			1.99					1.33		0.37		0.39	0.39							
	Ray's Food Place	n/i								1.49	1.29	0.79	0.80					1.69				
		n/i	O									1.49			1.69							1.69
	Rio Ranch	n/i			1.50						0.50			0.79	0.79			0.79	0.33			0.50
R Ranch	n/i			2.00						0.25				0.33	0.25							
Safeway NCal	n/i			2.99	2.99				1.67		1.49	0.99	1.99	0.99			1.99	0.99	0.99			
	n/i	O												1.99							1.99	
	Cuties								1.00													
	Safeway Farms					2.99																
Save-a-Lot	n/i			1.99							0.50								0.69		0.69	
Save Mart	Cuties								1.66													
	n/i						2.99				0.69						1.89				0.99	

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears				
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..		
																		Red	Yellow			
CA <i>(cont)</i>	Save Mart <i>(continued)</i>	POM			1.50																	
		Ocean Spray				2.50																
		n/i	O										1.50	1.50				1.50	1.50	1.50		
		Del Monte			3.50																	
		Smart & Final			1.99																	
		Sprout's Market			0.98			2.50														
		n/i	O																			
		Halos									1.20											
		Stater Bros.	Cuties								1.00											
		n/i			1.50									0.99	0.99	0.99			1.25		1.25	
		Ocean Spray					2.50															
		Super A Foods	n/i		0.90										0.33	0.33						
		Superior	n/i		1.25										0.19	0.50	0.44					
		Target	n/i				1.99				1.20											
The Fresh Market	n/i					3.33																
Vallarta	n/i				0.89			2.79		0.79	0.20		0.79	0.50				0.33		0.79		
Walmart	Halos								1.19													
n/i														1.16								
Whole Foods NCal	n/i	O											1.99									
Whole Foods SPc	n/i	O											1.49									
HI	Don Quijote	n/i						3.99		2.29										1.49		
		Maui Gold	L	1.65																		
		Sunkist											1.16									
		Foodland																				
		n/i	L	1.85																		
		n/i				2.99															1.39	
		KTA Super Stores																			1.49	
		n/i																				
		Dole			1.65																	
		n/i	O													1.99						
		Safeway NCal			2.99	2.99										1.99				1.99	0.99	0.99
n/i	O													1.99								
Cuties																						
Safeway Farms						2.99																
Target	n/i					1.99																
Times/Big Save			1.65		3.50	3.00	3.99													1.79		
Dole			1.65																			
Whole Foods SPc	n/i	O											1.49									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hannukah 2014

prices in \$US per pound unless otherwise noted.

FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears					
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..				
																		Red	Yellow					
NV <i>(cont)</i>	Sprout's Market	n/i	O	0.98			2.50				1.20	0.96	0.55	0.88					0.88					
		n/i												0.75	0.98	0.98								
	Target	Halos	O			1.99				1.20														
	Walmart	n/i								1.20														
		Halos								1.19														
		n/i																						
Whole Foods NCal	n/i	O											1.99											
Whole Foods SPc	n/i	O											1.49											

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..
																		Red	Yellow	
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																				
AK	AC Value Center	n/i							1.00		1.29					3.49				
	Alaskan & Proud	n/i		3.98						1.20	0.98	0.99				1.18	0.88		0.88	
		n/i	O											1.66					1.68	
	Carrs/Safeway	n/i		3.99			3.99		2.33	1.66	1.99	1.40		1.49	1.99	2.49	1.49	1.49	2.69	
		n/i	O											2.49						
		POM				3.99														
	Ocean Spray						3.49													
	Fred Meyer	n/i		3.00				3.50		1.00	1.00	0.98		0.99	0.99	0.99				
		n/i	O									1.49								1.99
	IGA Hometown	n/i								1.67										1.19
	Juneau Foodland	n/i								1.66										0.99
Omni	n/i		4.99						2.66		1.99				2.49	1.99	1.99		2.99	
Sitka Seamart	n/i								1.39										1.43	
	n/i	O																	1.93	
Three Bears	n/i		3.99							1.68										
Walmart	Halos								1.19											
	n/i													1.16						
ID	Albertson's Mtn	Halos							1.66											
		n/i								1.29	1.29		1.49	1.49					1.29	
		POM				2.50														
		n/i	O											1.99						
	Albertsons NW	n/i	O				4.49		2.50		1.99			0.88		3.49				
		n/i					3.33				1.69		1.00						1.00	
		n/i	L													2.99				
		Halos								1.11										
		Bee Sweet									1.11									
	Associated Food	n/i		1.65							1.29	0.99	0.69	0.99	1.29	1.29	2.49	1.29	0.99	0.99
		Ocean Spray					2.50													
		Cuties								1.33										
		Sunkist										0.79								
	Family Foods	n/i		1.19								0.58	0.66	0.99	0.78					1.19
Fred Meyer	n/i		3.00				3.50		1.00	1.00	0.98		0.99	0.99	0.99					
	n/i	O									1.49								1.99	
Harvest Foods	n/i		3.99						1.33		0.60					1.99				
	Ocean Spray					2.00														

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears			
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
ID (cont)	IGA Markets	n/i							1.33						0.69	1.49				1.19	
		Halos							1.40												
	Natural Grocers	n/i	O							2.59	1.39		1.25							1.29	
	Paul's Market	n/i			1.50						0.78										
		Ocean Spray					1.67														
		Cuties								1.66	0.69										
	Rosauer's	n/i		1.80							0.49		0.89	0.89							0.89
		n/i	O										1.49								
		Halos								1.20											
		Sweet Scarletts										0.55									
		Ocean Spray					2.00														
	Safeway NW	n/i		2.99				2.99		1.33	1.33	1.49	0.88	0.99		1.99	1.99	0.99	0.99		1.99
		n/i	O																		
		POM				2.99															
		Ocean Spray					2.99														
	Smith's	n/i		2.99	2.50			3.99		1.33	1.33	0.99									0.99
	n/i	L											0.99			0.99	0.99	0.99			
Super 1 Foods	n/i											0.42									
	Halos								1.33												
Target	n/i					1.99			1.20												
Walmart	Halos								1.19												
	n/i												1.16								
Whole Foods Mtn	n/i	O									1.49										
Yoke's Fresh	Halos								0.99												
	Del Monte			1.98																	
	Rising C Ranch									1.50											
	n/i												0.98							0.98	
MT	Albertson's Mtn	Halos							1.66												
		n/i								1.29	1.29		1.49	1.49						1.29	
		POM				2.50															
	Associated Food	n/i	O											1.99							
		n/i		1.65							1.29	0.99	0.69	0.99	1.29	1.29	2.49	1.29	0.99	0.99	0.99
	Ocean Spray					2.50															
	Cuties								1.33												
	Sunkist										0.79										
Family Foods	n/i			1.19							0.58	0.66	0.99	0.78						1.19	

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears			
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
MT <i>(cont)</i>	Harvest Foods	n/i		3.99					1.33		0.60					1.99					
		Ocean Spray				2.00															
	IGA Markets	n/i							1.33						0.69	1.49				1.19	
		Halos							1.40												
	Natural Grocers	n/i	O							2.59	1.39		1.25							1.29	
	Reynold's	n/i		1.85							0.69	0.37	0.99			2.49					
		Ocean Spray				2.50															
		Cuties							1.33												
	Rosauer's	n/i		1.80							0.49		0.89	0.89							0.89
		n/i	O										1.49								
		Halos							1.20												
		Sweet Scarletts										0.55									
		Ocean Spray				2.00															
	Safeway NW	n/i		2.99				2.99		1.33	1.33	1.49	0.88		0.99		1.99	1.99	0.99	0.99	
		n/i	O				2.99														1.99
		POM																			
	Ocean Spray				2.99																
Smith's	n/i		2.99	2.50			3.99		1.33	1.33	0.99									0.99	
	n/i	L											0.99			0.99	0.99	0.99			
Super 1 Foods	n/i											0.42									
	Halos								1.33												
Target	n/i					1.99			1.20												
Three Bears	n/i										1.29									0.99	
Walmart	Halos								1.19												
	n/i													1.16							
OR	Albertsons NW	n/i	O				4.49		2.50		1.99			0.88		3.49					
		n/i					3.33				1.69		1.00							1.00	
		n/i	L													2.99					
		Halos							1.11												
		Bee Sweet								1.11											
	Family Foods	n/i		1.19							0.58	0.66	0.99	0.78						1.19	
	Fred Meyer	n/i		3.00			3.50		1.00	1.00	0.98		0.99	0.99	0.99						
		n/i	O								1.49									1.99	
	Haggen/TOP Food	n/i					3.00		1.67	1.98	0.39										
		Dole			2.00																
Harvest Foods	n/i		3.99					1.33		0.60						1.99					
	Ocean Spray				2.00																

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound					Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..
																		Red	Yellow	
OR (cont)	IGA Markets	n/i							1.33						0.69	1.49				1.19
		Halos							1.40											
	IGA Market Fresh	n/i									0.89		0.60	0.60	0.60		0.60	0.60		0.99
		n/i	O								1.49									
		Bee Sweet									1.00									
		POM			2.50															
		Sweet Scarletts									1.33	0.60								
		Dole			2.00															
	Lamb's Markets	Cuties								0.99										
		n/i			1.50						0.99									
		n/i	L										0.99							
	Market of Choice	n/i									1.00		0.49							
		n/i	O							1.99	2.60									
		Rising C Ranch	L								1.66	1.49								
		Del Monte			2.00															
		Rogue Valley	O																	
	McKay's	n/i								1.33		0.69					1.29			
		Del Monte			2.00															
	Natural Grocers	n/i	O								2.59	1.39		1.25						
	New Seasons	n/i			1.85						1.99	1.29								
		n/i	O										1.49	1.49						
	QFC	n/i			2.99			2.50		1.20	1.20						1.88			
		n/i	L										1.28	1.28				1.28		1.29
		n/i	O									1.00								1.79
	Ray's Food Place	n/i								1.49	1.29	0.79	0.80				1.69			
		n/i	O									1.49			1.69					1.69
Red Apple/Thriftwy	n/i				2.50						1.33									
	Del Monte			2.50																
	Ocean Spray					2.00														
Rosauer's	n/i			1.80							0.49		0.89	0.89					0.89	
	n/i	O											1.49							
	Halos								1.20											
	Sweet Scarletts											0.55								
	Ocean Spray					2.00														
Roth's	n/i	L											0.79							
	n/i	O											1.39			1.49				
	n/i			1.85						1.33	1.49									

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears							
									each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji		Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..
																								Red	Yellow	
OR <i>(cont)</i>	Safeway NW	n/i	O	2.99	2.99	2.99	2.99		1.33	1.33	1.49	0.88		0.99		1.99	1.99	0.99	0.99	1.99						
	Target	n/i		1.20			1.19		1.28	1.16																
	Walmart	Halos																								
	Whole Foods NW	n/i																								
		n/i																								
WA	Albertsons NW	n/i	O				4.49		2.50		1.99		0.88		3.49					1.00						
		n/i	L				3.33		1.00		1.69		1.00		2.99											
		n/i	L				1.11		1.11		0.66		0.99		0.78						0.99	0.99	0.99	1.19		
	Family Foods	n/i																							1.19	0.58
	Fred Meyer	n/i	O				3.00		3.50		1.00		1.00		0.98						0.99	0.99	0.99	1.99		
		n/i	O				1.67		1.98		0.39		1.49		1.99						0.39	1.67	1.98	0.39		
	Haggen/TOP Food	n/i																							3.00	
		Dole	2.00				1.33		0.60		1.99															
	Harvest Foods	n/i	3.99																							
		Ocean Spray	2.00				1.33		0.60		1.49															
	IGA Markets	n/i											0.69		1.49						1.19					
		Halos	O				1.40		0.89		0.60		0.60		0.60						0.60	0.60	0.60	0.99		
	IGA Market Fresh	n/i																							1.49	
		Bee Sweet	O				1.00		1.33		0.60		1.99		1.49						1.29	1.99	1.29			
		POM																						2.50		
		Sweet Scarletts	O				2.00		1.33		0.60		1.99		1.49						1.29	1.99	1.29			
		Dole																						2.00		
	Metropolitan	n/i	O				2.50		1.99		1.49		1.49		1.49						1.29	1.99	1.29			
		n/i																								
Meyers Group IGA	n/i	O	1.66	0.79	1.29	1.49	1.49	1.29	1.99	1.29																
	Halos																									
Natural Grocers	n/i	O	1.85	1.99	1.29	1.49	1.49	1.29	1.99	1.29																
New Seasons	n/i																									
	n/i	O	1.69	1.29	1.49	1.49	1.49	1.29	1.99	1.29																
PCC Natural	n/i																									
	n/i	L	1.69	1.29	1.49	1.49	1.49	1.29	1.99	1.29																
	n/i																									

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears				
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..			
																		Red	Yellow				
WA <i>(cont)</i>	QFC	n/i	L	2.99			2.50		1.20	1.20						1.88							
		n/i												1.28	1.28			1.28				1.29	
		n/i	O																			1.79	
	Red Apple/Thriftwy	n/i			2.50																		
	Del Monte Ocean Spray			2.50			2.00																
	Rosauer's	n/i	O	1.80									0.89	0.89									0.89
		n/i											1.49										
		Halos								1.20													
		Sweet Scarletts Ocean Spray					2.00						0.55										
	Saar's	n/i	O	1.98							1.33	0.68		0.48	0.48	0.48		0.48					0.48
	Safeway NW	n/i		2.99				2.99		1.33	1.33	1.49	0.88		0.99		1.99	1.99	0.99	0.99			1.99
		n/i	O																				1.99
		POM Ocean Spray				2.99		2.99															
	Save-a-Lot	n/i	O	1.99								0.50											0.69
	Super 1 Foods	n/i												0.42									
		Halos								1.33													
	Target	n/i	O				1.99			1.20													
	The Markets	Cuties									1.49												
		n/i	O	2.50								0.78		0.58		0.78							
		Ocean Spray						1.98															
	Town & Country	n/i	O	2.98	2.50							1.98					2.78						
		n/i											1.48										
	Walmart	Halos	O							1.19													
	n/i														1.16								
Whole Foods NW	n/i	O									1.28												
Yoke's Fresh	Halos								0.99														
	Del Monte	O	1.98																				
	Rising C Ranch											1.50											
	n/i	O											0.98				0.98					0.99	

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

Christmas/Hannukah 2014
FRUITS

State	Supermarket	Label	Key	Pine-Apple	Pome-Granate	Cran-Berry	Blue-Berry	Ches-Nuts	Citrus Fruits - per pound				Apples - per pound						Pears		
				each	each	12 oz. bag	6 oz	per lb.	Clemen-tines	Tanger-ines	Navel Oranges	Grape fruit	Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		per lb..	
																		Red	Yellow		
WY	Affiliated MW	n/i					2.99						0.89	0.89	0.89		0.89			0.99	
		Halos							1.33												
		POM			1.29																
		Dole		2.99																	
	Albertson's Mtn	Halos							1.66												
		n/i								1.29	1.29		1.49	1.49							1.29
		POM			2.50																
		n/i	O											1.99							
	Associated Food	n/i		1.65							1.29	0.99	0.69	0.99	1.29	1.29	2.49	1.29	0.99	0.99	0.99
		Ocean Spray				2.50															
		Cuties								1.33											
		Sunkist									0.79										
	IGA Markets	n/i								1.33					0.69	1.49					1.19
		Halos								1.40											
	King Soopers	n/i		1.99						1.00		0.67	0.50								
		n/i	O					3.99				1.00									
		Ocean Spray				2.50		2.99													
	Natural Grocers	n/i	O								2.59	1.39		1.25							1.29
	Safeway Denver	n/i		2.50	2.99			2.99		1.67		1.49	0.90		0.99			1.99	0.99	0.99	
		n/i	O												1.99						1.99
	Cuties								1.00												
	Safeway Farms				2.99																
Smith's	n/i		2.99	2.50			3.99		1.33	1.33	0.99									0.99	
	n/i	L											0.99			0.99	0.99	0.99			
Walmart	Halos								1.19												
	n/i													1.16							