

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

Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																						
CT	A&P Stores	n/i			3.00					1.00		1.33			0.99							
		n/i	O	2.00																		
	Green Way Diamond		O		3.00										3.00							11.99
		n/i		1.50	2.50	1.50					0.49		0.99			0.79		0.40		0.50		
	Adams IGA	n/i	O	2.19	3.99										2.99							9.99
		Diamond																				
	AG New England	Natural Directions									0.60										0.40	
		n/i		1.15									1.69									
	ALDI	n/i		0.59							0.26					0.43					0.17	
	Associated	n/i		1.50							0.50		1.50	0.99		0.79					0.40	
	Best Market	n/i			1.97	1.47	1.47	3.97			0.39	0.47	0.65		2.97	0.47	0.67	0.30	0.49	0.39		
		Green Giant		0.97		1.27													0.39	0.39		
	Big Y	n/i			1.59				2.99	0.69	0.75				1.99	0.89		0.50		0.79		
		Grimmway Farms		1.50																		
	Bravo	n/i	O	1.98																	1.00	
		n/i		1.50	1.29						0.50	0.49	1.49	0.99		0.50					0.34	
	Compare Foods	n/i			1.79										1.29							
		C-Town	n/i	1.19	1.50	1.29					0.40		1.29	0.79	0.33		0.30		0.40			
	Fairway Foods	n/i	O			1.79					0.50	0.49	1.49	0.99		0.50					0.34	
		n/i									1.00					1.33						
	Food Bazaar	n/i	O								0.50					0.69					10.99	
n/i														1.49								
Food Emporium	n/i		0.99			0.99	2.99				0.49	1.00	0.49		0.49					0.29		
	Dole																					
Geissler's	n/i	O	1.99											1.99								
	n/i		1.50	1.99		0.99						0.99		0.89								
Highland Park	Prince Edward																0.40					
	Diamond																		9.99	9.99		
Key Food	n/i		1.50		1.50	1.79			0.69			1.49			0.89							
	n/i	O											2.50									
Earthbound	Prince Edward															0.50	0.50	0.50	0.50			
	n/i	O	2.50	3.99						1.33									1.00			
	n/i											1.99		0.99	0.99					0.99		

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State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
CT <i>(cont)</i>	King's	n/i																				
		n/i	O	2.00																		
	Marc's	Aunt Mid's	O																			
		n/i																				7.99
		Green Giant		1.29																		
	Mrs. Green's	n/i	O			1.99					0.99					1.29						
	NSA Supermrkts	n/i		0.99		1.29	1.49				0.35		1.29	0.69		0.69		0.36			0.40	
		n/i	O								1.16					1.49						9.99
		Diamond																				9.99
	Pioneer	n/i		1.50						0.99	0.50		1.50	0.99		0.79						
		n/i	O													1.99						
	Price Chopper	n/i							3.49	0.99	1.29		1.99		2.49	0.89	BOGO		BOGO			
		Nature's Garden																				11.20
		Green Giant		1.50																		
	Price Rite	n/i									0.43											7.99
		Diamond																				
	Save-a-Lot	n/i		0.99												0.66	0.50		0.50	0.27		
	Biggins																		0.37			
ShopRite	n/i		1.25	1.67								0.99	0.99		0.69		0.50		0.50			
	n/i	O													1.50							
Stew Leonard's	n/i							2.99												0.60		
Stop & Shop	n/i		1.25	2.50				1.99		1.00		1.69			0.79				0.60	BOGO	8.92	
	Nature's Promise																		1.00	1.00		
	Stop & Shop													1.49			0.50					
Target	n/i																			0.40		
The Fresh Market	n/i							2.98														
Walmart	n/i																					
Whole Foods NATl	n/i	O											1.99		1.99							
DC	ALDI	n/i		0.59						0.26					0.43					0.17		
	Giant Food	n/i		1.25	2.50			1.99		1.00		1.69			0.79					BOGO	8.92	
		Nature's Promise															1.00		0.60	1.00		
		Giant												1.49			0.50					
	Harris Teeter	n/i								0.62		1.79	1.50	2.79	0.49					0.35		
		HT Farmers Market		1.50	2.50	0.99	3.99					1.67			0.89					0.60		
	n/i	O	2.67										2.00	1.99								
Safeway Eastern	n/i				1.50	1.49				0.66		1.99			1.49					0.99		
	n/i	O											1.99									

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State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts			
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																				lb.	lb.		
DC <i>(cont)</i>	Safeway Eastern <i>(continued)</i>	Safeway Farms		1.25																			
		O Organics	O		3.99										2.29								
		Save-a-Lot	n/i	0.99							0.50					0.66	0.50		0.50	0.27			
		Target	Biggins																	0.37			
		Walmart	n/i														0.59			0.40			
DE	A&P Stores	n/i			3.00					1.00		1.33			0.99						0.40		
		n/i	O	2.00																			
		Green Way	O		3.00										3.00								11.99
	A&P Stores	n/i								1.00		1.33									0.60		
		n/i	O	2.00																			
		Green Way	O		3.00																		
	ACME Markets	Green Giant																					
		n/i						2.99								0.99							
	Food Lion	n/i		1.40	2.50	0.99		2.99		0.62	0.39	1.49			0.69	0.60					0.39		
	Fresh Grocer	n/i		1.50	1.67	1.69				0.83		0.99	0.99		0.50		0.40				0.38		
	Giant Food	n/i		1.25	2.50			1.99		1.00		1.69			0.79						0.60	BOGO	8.92
		Nature's Promise																					
		Giant												1.49		1.00		1.00	1.00				
	Great Valu Market	Green Giant		1.50												0.60					0.40		
		n/i				1.69										0.69							7.99
		Diamond																					
	Harris Teeter	n/i								0.62		1.79	1.50	2.79	0.49						0.35		
		HT Farmers Market		1.50	2.50	0.99	3.99					1.67			0.89						0.60		
		n/i	O	2.67										2.00	1.99								
	Pathmark	n/i		1.50	2.99						0.80				0.69							0.50	
Redner's	n/i			2.00						0.43		1.48		0.68	0.60						0.59		
	Grimmway Farms		1.50																				
Safeway Eastern	n/i				1.50	1.49				0.66		1.99			1.49						0.99		
	n/i	O											1.99										
	Safeway Farms		1.25																				
	O Organics	O		3.99										2.29									
Save-a-Lot	n/i		0.99							0.50					0.66	0.50		0.50	0.27				
	Biggins																			0.37			
ShopRite	n/i		1.25	1.67						0.83		0.99	0.99		0.69		0.50			0.50			
	n/i	O												1.50									

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				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.
DE <i>(cont)</i>	Shurfine	n/i		0.99	2.00	1.50	1.69			0.67		1.69			0.99		0.50				
		Green Giant																	0.50		
	Target	n/i																	0.40		
	Walmart	n/i													0.59						
MA	Adams IGA	n/i		1.50	2.50	1.50				0.49		0.99			0.79		0.40		0.50		
		n/i	O	2.19	3.99									2.99							9.99
	AG New England	Natural Directions								0.60									0.40		
		n/i		1.15								1.69									
	ALDI	n/i		0.59						0.26					0.43				0.17		
	Big Y	n/i				1.59		2.99	0.69	0.75				1.99	0.89		0.50		0.79		
		Grimmway Farms		1.50																1.00	
		n/i	O	1.98																1.00	
	Compare Foods	n/i		1.19		1.50				0.40		1.29	0.79		0.33		0.30		0.40		
	C-Town	n/i		1.50	1.29					0.50	0.49	1.49	0.99			0.50			0.34		
		n/i	O			1.79									1.29						
	Crosby's	n/i		1.50							0.75		1.29	1.99			0.60				
		n/i	O												1.99						
	Donelan's	Prince Edward															0.40				
		n/i		1.49			1.29								0.99	0.69					
		n/i	O							1.39											
	Geissler's	n/i		1.50	1.99		0.99						0.99			0.89					
		Prince Edward																0.40			
		Diamond																		9.99	9.99
	Hannaford	n/i					1.49		2.99		0.60		1.29				0.49	0.40	0.49	0.49	
	Nature's Place	O											1.99								
Market Basket	n/i			1.50	1.00	1.29			0.69					2.99					0.69		
Met Foods	n/i		1.50						0.99			1.50	0.99		0.79				0.40		
	n/i	O								1.99			2.99	1.99					1.99		
NSA Supermrkts	n/i		0.99		1.29	1.49				0.35		1.29	0.69		0.69		0.36		0.40		
	n/i	O								1.16				1.49							
	Diamond																		9.99	9.99	
Price Chopper	n/i							3.49	0.99	1.29		1.99		2.49	0.89	BOGO		BOGO			
	Nature's Garden																			11.20	11.20
	Green Giant			1.50																	
Price Rite	n/i									0.43											
	Diamond																				7.99

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				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
MA <i>(cont)</i>	Roche Bros.	Prince Edward			3.00			2.99				0.99			0.99				0.54			
		n/i													1.99	1.33		1.33	1.33			
		Full Circle	O	2.99																	11.39	
	Save-a-Lot	Green Valley			0.99						0.50					0.66	0.50	0.50	0.29			
		n/i			1.25		1.49			0.79	0.66		0.99			0.79		0.40	0.50			
	Shaw's	n/i	O	1.79												1.75	1.16	1.16	1.16			
		Wild Harvest	O											1.99							11.99	7.99
		Diamond																			11.99	7.99
	Star Market	Diamond																				
		Wild Harvest	O											1.99								
		n/i			1.25		1.49			0.79			0.99			0.79		0.50	0.50			
	Stop & Shop	n/i	O	1.79													1.16		1.16	1.16		
		n/i			1.25	2.50			1.99		1.00		1.69			0.79		0.60	BOGO			8.92
		Nature's Promise														1.00		1.00	1.00			
	Target	Stop & Shop													1.49			0.50				
		n/i																	0.40			
	The Fresh Market	n/i						2.98														
	Trucchi's	n/i								0.79						0.99		0.60				
Walmart	n/i														0.59							
Wegman's	Wegman's																0.40			10.86	6.99	
Whole Foods NATl	n/i	O											1.99		1.99							
MD	A&P Stores	n/i			3.00					1.00		1.33			0.99				0.40			
		n/i	O	2.00																		
		Green Way	O		3.00										3.00							11.99
	ACME Markets	Diamond																				
		Green Giant							2.99							0.99		BOGO	BOGO			
	AG New England	n/i																	0.40			
		Natural Directions			1.15						0.60		1.69									
	ALDI	n/i			0.59					0.26					0.43				0.17			
	Associated	n/i			1.50						0.50		1.50	0.99	0.79				0.40			
		Family Owned					1.50				0.50							0.50				
Food Lion	n/i			1.40	2.50	0.99		2.99	0.62	0.39	1.49			0.69	0.60			0.39				

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				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet
MD <i>(cont)</i>	Giant Eagle	n/i				2.00						1.33	0.99		0.99	0.60		0.60			
	Farmer's Market																		0.50		
	Giant Food	n/i		1.25	2.50			1.99				1.69			0.79			0.60	BOGO		8.92
	Nature's Promise															1.00		1.00	1.00		
	Giant													1.49			0.50				
	Graul's	n/i		0.99	1.50			2.99													
	n/i		O																	0.60	
	Great Valu Market	Green Giant		1.50													0.60			0.40	
	n/i					1.69										0.69					7.99
	Diamond																				
	Harris Teeter	n/i									0.62		1.79	1.50	2.79	0.49				0.35	
	HT Farmers Market			1.50	2.50	0.99	3.99						1.67			0.89				0.60	
	n/i		O	2.67										2.00		1.99					
	Mars	Green Giant		1.50	2.00												0.60				
	n/i												1.49					0.50		0.49	
	n/i		O	1.99	2.99																
	Diamond																				13.99
	Martin's Food	n/i		1.25	2.50	1.25		1.99			BOGO		1.69			0.79		0.50		BOGO	11.99
	n/i		O			3.49															8.92
	Nature's Promise																1.00		1.00	1.00	
	Giant														1.99						
	Price Rite	n/i									0.43										
	Diamond																				7.99
	Redner's	n/i			2.00						0.43		1.48			0.68	0.60			0.59	
	Grimmway Farms			1.50																	
	Safeway Eastern	n/i				1.50	1.49				0.66		1.99			1.49				0.99	
n/i		O											1.99								
Safeway Farms			1.25																		
O Organics		O		3.99										2.29							
Save-a-Lot	n/i		0.99							0.50					0.66	0.50		0.50	0.27		
Biggins																			0.37		
ShopRite	n/i		1.25	1.67						0.83		0.99	0.99		0.69		0.50		0.50		
n/i		O												1.50							
Shop'n Save	n/i			2.50	1.50	1.79						1.33		2.69	0.99				0.25		
Green Giant																0.80		0.80			
Shoppers Food	n/i		1.25	3.00				2.99		0.67			2.50		0.49				0.99		
Wild Harvest		O	1.50																		

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				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																			lb.	lb.	
MD <i>(cont)</i>	Shurfine	n/i		0.99	2.00	1.50	1.69			0.67		1.69			0.99		0.50				
		Green Giant																	0.50		
	Target	n/i																	0.40		
	The Fresh Market	n/i						2.98													
	Walmart	n/i														0.59					
	Wegman's	Wegman's															0.40			10.86	6.99
Weis	n/i							2.99	0.99	BOGO		1.79	0.79			0.62		0.62			
		n/i	O	1.67		BOGO															
ME	AG New England	Natural Directions								0.60										0.40	
		n/i		1.15								1.69									
	Hannaford	n/i					1.49	2.99		0.60		1.29					0.49	0.40	0.49	0.49	
		Nature's Place	O											1.99							
	Market Basket	n/i			1.50	1.00	1.29		0.69					2.99						0.69	
	Save-a-Lot	n/i		0.99											0.66	0.50		0.50	0.27		
		Biggins																		0.37	
	Shaw's	n/i		1.25		1.49			0.79	0.66		0.99			0.79		0.40		0.50		
		n/i	O	1.79											1.75	1.16		1.16	1.16		
		Wild Harvest	O											1.99							11.99
	Diamond																				
	Target	n/i																	0.40		
	Walmart	n/i														0.59					
	Whole Foods NATl	n/i	O										1.99		1.99						
NH	AG New England	Natural Directions								0.60										0.40	
		n/i		1.15								1.69									
	ALDI	n/i		0.59						0.26					0.43					0.17	
	Hannaford	n/i					1.49	2.99		0.60		1.29					0.49	0.40	0.49	0.49	
		Nature's Place	O											1.99							
	Market Basket	n/i			1.50	1.00	1.29		0.69					2.99						0.69	
	Price Chopper	n/i						3.49	0.99	1.29		1.99		2.49	0.89	BOGO		BOGO			
		Nature's Garden																		11.20	11.20
		Green Giant		1.50																	
	Save-a-Lot	n/i		0.99											0.66	0.50		0.50	0.27		
	Biggins																		0.37		
Shaw's	n/i		1.25		1.49				0.79	0.66		0.99		0.79		0.40		0.50			
	n/i	O	1.79											1.75	1.16		1.16	1.16			
	Wild Harvest	O											1.99								
	Diamond																		11.99	7.99	

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

Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts			
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																						lb.	lb.
NH <i>(cont)</i>	Target	n/i																					
	The Fresh Market	n/i						2.98															
	Walmart	n/i														0.59				0.40			
NJ	A&P Stores	n/i			3.00					1.00		1.33			0.99						0.40		
		n/i	O	2.00																			
		Green Way	O		3.00									3.00								11.99	
		Diamond																					
		ACME Markets	Green Giant						2.99							0.99			BGOG		BOGO		
			n/i													0.43					0.17		
		ALDI	n/i		0.59						0.26					0.79						0.40	
		Associated	n/i		1.50						0.50		1.50	0.99		0.79						0.40	
		Best Market	n/i			1.97	1.47	1.47	3.97		0.39	0.47	0.65		2.97	0.47	0.67	0.30	0.49		0.39		
			Green Giant		0.97		1.27											0.39				0.39	
		Bottom Dollar	n/i				0.67															0.32	
		Bravo	n/i		1.50	1.29					0.50	0.49	1.49	0.99			0.50					0.34	
			n/i	O			1.79									1.29							
		Compare Foods	n/i		1.19		1.50				0.40		1.29	0.79		0.33		0.30				0.40	
		C-Town	n/i		1.50	1.29					0.50	0.49	1.49	0.99		0.50						0.34	
			n/i	O			1.79									1.29							
		Extra Markets	n/i										1.28	0.48								0.29	
		Fairway Foods	n/i								0.50					0.69						10.99	
			n/i	O												1.49							
		Fine Fare	n/i		0.99						0.50	0.33	1.50	0.50		0.50		0.40				0.33	
		Food Basics	n/i				0.99	1.28			0.60		1.48			0.68		0.29				0.40	
		Food Bazaar	n/i				0.99	0.99	2.99			0.49	1.00	0.49		0.49						0.29	
			Dole		0.99																		
		Foodtown	M&M Farms	L							0.50												
			n/i			2.50				0.99		0.49		0.99			1.29					1.29	
			n/i	O												1.79							
			Foxy				1.50																
		Green Giant		1.25					0.99														
	Great Valu Market	Green Giant		1.50												0.60					0.40		
		n/i				1.69									0.69								
		Diamond																			7.99		
	Key Food	n/i	O	2.50	3.99					1.33											1.00		
		n/i										1.99			0.99	0.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts	
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																			lb.	lb.	
NJ <i>(cont)</i>	Key Food <i>(continued)</i>	Green Giant		2.00																	
	King's	Earthbound	O												1.33						
		n/i																0.60			
	Met Foods	n/i	O	2.00																	
		n/i								0.79					1.49						
	Morton Williams	n/i	O												0.99						
	Mrs. Green's	n/i	O	1.99		1.99			0.79	0.49					0.79	0.99				0.40	
	Murphy's	n/i			2.50										0.99					1.99	
		n/i	O	1.59																	
	Pathmark	n/i		1.50	2.99						0.80					0.69					0.50
	Pioneer	n/i		1.50						0.99	0.50		1.50	0.99		0.79					
		n/i	O													1.99					
	Price Rite	n/i									0.43										
		Diamond																			7.99
	Save-a-Lot	n/i		0.99							0.50					0.66	0.50		0.50	0.27	
		Biggins																		0.37	
	ShopRite	n/i		1.25	1.67						0.83		0.99	0.99		0.69		0.50		0.50	
		n/i	O													1.50					
	Stop & Shop	n/i		1.25	2.50				1.99		1.00		1.69			0.79			0.60	BOGO	8.92
		Nature's Promise															1.00		1.00	1.00	
	Stop & Shop													1.49			0.50				
Target	n/i																		0.40		
The Fresh Market	n/i							2.98													
Thriftway	n/i							1.99		0.75											
	n/i	O																	0.60		
Walmart	n/i															0.59					
Wegman's	Wegman's																0.40			10.86	
Weis	n/i				BOGO			2.99	0.99	BOGO		1.79	0.79				0.62		0.62	6.99	
	n/i	O	1.67																		
Western Beef	n/i		1.50							0.40		1.33			0.69				0.50		
NY	A&P Stores	n/i			3.00					1.00		1.33			0.99				0.40		
		n/i	O	2.00																	
		Green Way	O		3.00										3.00						
		Diamond																		11.99	
	ALDI	n/i		0.59						0.26					0.43				0.17		
Associated	n/i		1.50						0.50		1.50	0.99		0.79				0.40			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																						lb.
NY <i>(cont)</i>	Best Market	n/i			1.97	1.47	1.47	3.97		0.39	0.47	0.65		2.97	0.47	0.67	0.30	0.49	0.39			
	Green Giant			0.97		1.27											0.39		0.39			
	Big M	n/i		1.50		1.50									0.79							
	Bravo	n/i		1.50	1.29					0.50	0.49	1.49	0.99			0.50			0.34			
		n/i	O			1.79									1.29							
	Compare Foods	n/i		1.19		1.50				0.40		1.29	0.79		0.33		0.30		0.40			
	C-Town	n/i		1.50	1.29					0.50	0.49	1.49	0.99			0.50			0.34			
		n/i	O			1.79									1.29							
	D'Agostino's	n/i				1.49				0.66		1.13					0.50	0.60				
		n/i	O												1.79							
	DeCiccio's	n/i		1.50	2.50	2.00		3.99		0.33		0.99			0.79		0.40		0.40			
		n/i	O		1.79										1.99							
	Fairway Foods	n/i									0.50				0.69							10.99
		n/i	O												1.49							
	Fine Fare	n/i		0.99							0.50	0.33	1.50	0.50	0.50		0.40		0.33			
	Food Basics	n/i				0.99	1.28				0.60		1.48		0.68		0.29		0.40			
	Food Bazaar	n/i				0.99	0.99	2.99				0.49	1.00	0.49	0.49				0.29			
		Dole		0.99																		
	Food Emporium	n/i	O	1.99											1.99							
	Foodtown	M&M Farms	L								0.50											
		n/i			2.50				0.99			0.49		0.99		1.29			1.29			
		n/i	O												1.79							
		Foxy				1.50																
		Green Giant		1.25						0.99												
	Giunta's	n/i			1.50					0.69	0.38		1.00		0.59				0.40			
	Great American	n/i		1.25		1.29					0.45		1.49		0.79		0.40		0.40			
	Gristede's	n/i									0.99				1.29		0.60					
	Hannaford	n/i					1.49	2.99			0.60		1.29			0.49	0.40	0.49	0.49			
		Nature's Place	O											1.99								
	Key Food	n/i	O	2.50	3.99						1.33								1.00			
	n/i											1.99		0.99	0.99							
	Green Giant		2.00															0.99				
	Earthbound	O												1.33								
King's	n/i																0.60					
	n/i	O	2.00																			
King Kullen	n/i											0.99			0.89			0.50				

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts	
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.
NY <i>(cont)</i>	Met Foods	n/i							0.79				1.49		0.99				0.40		
		n/i	O																1.99		
	Metropolitan	n/i		1.50					0.99			1.50	0.99		0.79				0.40		
		n/i	O												1.49				1.49		
	Morton Williams	n/i		1.99				3.99	0.79	0.49					0.79	0.99					
	Mrs. Green's	n/i	O			1.99				0.99					1.29			0.89	0.60		
	NSA Supermrkts	n/i		0.99		1.29	1.49				0.35		1.29	0.69	0.69		0.36		0.40		
		n/i	O								1.16				1.49						
		Diamond																		9.99	9.99
	North Shore	n/i		1.50	1.99					0.49			0.66	1.99	0.49	0.50					
	Pathmark	n/i		1.50	2.99						0.80				0.69				0.50		
	Peck's	n/i			2.50						0.66		1.50		0.79				0.40		
		n/i	O	2.00																	
	Pioneer	n/i		1.50						0.99	0.50		1.50	0.99	0.79						
		n/i	O												1.99						
	Price Chopper	n/i						3.49	0.99	1.29			1.99		2.49	0.89	BOGO		BOGO		
		Nature's Garden																		11.20	11.20
		Green Giant		1.50																	
	Price Rite	n/i									0.43										
		Diamond																			7.99
	Save-a-Lot	n/i		0.99							0.50					0.66	0.50		0.50	0.27	
		Biggins																		0.37	
	Shop'n Save	n/i			2.50	1.50	1.79						1.33		2.69	0.99				0.25	
		Green Giant														0.80		0.80			
ShopRite	n/i		1.25	1.67						0.83		0.99	0.99		0.69		0.50		0.50		
	n/i	O												1.50							
Stew Leonard's	n/i							2.99											0.60		
Stop & Shop	n/i		1.25	2.50				1.99		1.00		1.69		0.79				0.60	BOGO		
	Nature's Promise														1.00		1.00	1.00			
	Stop & Shop												1.49			0.50			0.40		
Target	n/i																				
The Fresh Market	n/i							2.98													
Tops Market	n/i		1.25	2.50	1.25	0.99				BOGO		1.99	0.99		0.99	BOGO		BOGO	BOGO	6.99	
Trade Fair	n/i										0.45	0.66			0.40		0.26		0.25		
Uncle Giuseppe's	Goodness Gardens													1.99							
	n/i										0.29	1.33		2.49	0.99				0.99		

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans lb.
NY <i>(cont)</i>	Uncle Giuseppe's <i>(continued)</i>	n/i Green Giant	O	1.50	3.99																	
	Walmart	n/i																				
	Weis	n/i				BOGO		2.99	0.99	BOGO												
	Wegman's	n/i	O	1.67																		
	Wegman's	Wegman's																			10.86	6.99
PA	A&P Stores	n/i			3.00					1.00		1.33			0.99							
		n/i	O	2.00																		
		Green Way	O		3.00										3.00							
	ACME Markets	Diamond Green Giant																			11.99	
		n/i						2.99								0.99						
	ALDI	n/i		0.59						0.26						0.43					0.17	
	Associated	n/i		1.50						0.50		1.50	0.99			0.79					0.40	
	Big M	n/i		1.50		1.50										0.79						
	Bottom Dollar	n/i				0.67															0.32	
	Boyer's	Huntsinger Farms	L														0.50	0.50	0.50	0.50		
		n/i		1.50	2.50	1.50		3.97	0.67	0.67	0.57	1.47				0.77						
	Bravo	n/i		1.50	1.29					0.50	0.49	1.49	0.99				0.50				0.34	
		n/i	O			1.79										1.29						
	C-Town	n/i		1.50	1.29					0.50	0.49	1.49	0.99				0.50				0.34	
		n/i	O			1.79										1.29						
	Family Owned	n/i				1.50					0.50							0.50				
	Fine Fare	n/i		0.99							0.50	0.33	1.50	0.50		0.50		0.40			0.33	
	Food Basics	n/i				0.99	1.28				0.60	0.33	1.48			0.68		0.29			0.40	
	Food Lion	n/i		1.40	2.50	0.99		2.99		0.62	0.39	1.49				0.69	0.60				0.39	
	Foodland	n/i		1.50	2.50	1.50				0.50	0.59	1.99	1.29			0.99					0.29	
		Diamond																			13.99	6.99
	Foodtown	M&M Farms	L								0.50											
		n/i			2.50				0.99		0.49			0.99			1.29				1.29	
		n/i	O													1.79						
		Foxy				1.50																
		Green Giant			1.25				0.99													
	Fresh Grocer	n/i		1.50	1.67	1.69					0.83		0.99	0.99		0.50		0.40			0.38	
	GFS Marketplace	n/i														0.80						
	Giant Eagle	n/i				2.00							1.33	0.99		0.99	0.60		0.60			
	Farmer's Market																				0.50	

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
PA <i>(cont)</i>	Giant Food Stores	n/i		1.25	2.50	1.25		1.99		BOGO		1.69			0.79		0.50		BOGO		8.92	
		n/i	O			3.49											1.00		1.00	1.00		
	Nature's Promise Giant													1.99								
	Great Valu Market	Green Giant		1.50													0.60			0.40		
		n/i				1.69										0.69						7.99
	Karn's	Diamond																				
		n/i			2.50			1.79				0.59	0.99		2.49	0.79				0.50		
	Key Food	n/i	O								1.16				1.79	1.66				1.00		
		Green Giant		1.25													0.70		0.70	0.59		
		n/i	O	2.50	3.99						1.33									1.00		
		n/i											1.99			0.99	0.99					
	Kuhn's	Green Giant		2.00																0.99		
		Earthbound	O													1.33						
	Martin's Food	n/i		1.29								1.59	0.99	2.00	0.69				0.39	9.99		
	Pathmark	n/i		1.25	2.50	1.25		1.99			BOGO		1.69					0.50		BOGO		8.92
		n/i	O			3.49											1.00		1.00	1.00		
	Price Chopper	Nature's Promise Giant													1.99							
		n/i		1.50	2.99						0.80				0.69					0.50		
	Price Rite	n/i							3.49	0.99	1.29		1.99		2.49	0.89	BOGO		BOGO		11.20	11.20
		Green Giant		1.50																		
	Redner's	Diamond									0.43											7.99
		n/i			2.00						0.43		1.48		0.68	0.60				0.59		
	Save-a-Lot	Grimmway Farms		1.50																		
		n/i		0.99							0.50				0.66	0.50		0.50		0.27		
	Shop'n Save	Biggins																		0.37		
		n/i			2.50	1.50	1.79						1.33		2.69	0.99				0.25		
	ShopRite	Green Giant														0.80		0.80				
		n/i	O	1.25	1.67						0.83		0.99	0.99	0.69		0.50		0.50			
	Shurfine	n/i									0.67		1.69			1.50						
		n/i		0.99	2.00	1.50	1.69								0.99		0.50					
ShurSave	Green Giant																		0.50			
	Green Giant																		0.40			
		n/i		0.99	2.00	1.29	1.99					1.33			0.99							

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
PA <i>(cont)</i>	Sparkle	n/i		1.50		1.79				0.33		1.99			0.79							
	Target	n/i																			0.40	
	The Fresh Market	n/i						2.98														
	Thorne's Market	n/i		1.50		1.50									0.79		BOGO				0.37	
	Thriftway	n/i						1.99		0.75											0.60	
			O																			
	Tops Market	n/i		1.25	2.50	1.25	0.99				BOGO	1.99	0.99		0.99	BOGO		BOGO	BOGO		6.99	
	Walmart	n/i														0.59						
	Wegman's	Wegman's																0.40		10.86	6.99	
Weis	n/i				BOGO		2.99	0.99	BOGO		1.79	0.79					0.62		0.62			
		n/i	O	1.67																		
RI	ALDI	n/i		0.59						0.26					0.43						0.17	
	Associated	n/i		1.50						0.50		1.50	0.99		0.79						0.40	
	Bravo	n/i		1.50	1.29					0.50	0.49	1.49	0.99			0.50					0.34	
			O			1.79									1.29							
	Compare Foods	n/i		1.19		1.50				0.40		1.29	0.79		0.33		0.30				0.40	
	Dave's	n/i				1.49				0.50	0.49	0.99			0.99							
		Diamond																			13.99	9.99
		Bolthouse Farms			1.25																	
	Price Rite	n/i									0.43											7.99
		Diamond																				
	Save-a-Lot	n/i		0.99							0.50				0.66	0.50		0.50	0.27			
		Biggins																				0.37
	Shaw's	n/i		1.25		1.49				0.79	0.66		0.99		0.79		0.40				0.50	
		n/i		O	1.79										1.75	1.16		1.16	1.16			
		Wild Harvest		O										1.99								
		Diamond																			11.99	7.99
Stop & Shop	n/i		1.25	2.50			1.99			1.00		1.69		0.79			0.60	BOGO			8.92	
	Nature's Promise													1.49	1.00		1.00	1.00				
	Stop & Shop																				0.40	
	Target	n/i																				
	Walmart	n/i														0.59						
	Whole Foods NATl	n/i	O										1.99		1.99							
VT	AG New England	Natural Directions								0.60										0.40		
		n/i		1.15								1.69										
	ALDI	n/i		0.59						0.26					0.43					0.17		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts	
																				lb.	lb.	
VT <i>(cont)</i>	Hannaford	n/i					1.49	2.99		0.60		1.29				0.49	0.40	0.49	0.49			
		Nature's Place	O											1.99								
	Price Chopper	n/i						3.49	0.99	1.29		1.99		2.49	0.89	BOGO		BOGO				
		Nature's Garden																			11.20	11.20
		Green Giant			1.50																	
	Shaw's	n/i		1.25		1.49			0.79	0.66		0.99			0.79		0.40		0.50			
		n/i	O	1.79											1.75	1.16		1.16	1.16			
	Wild Harvest	O												1.99						11.99	7.99	
	Diamond																					
	Tops Market	n/i		1.25	2.50	1.25	0.99			BOGO		1.99	0.99		0.99	BOGO		BOGO	BOGO		6.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts	
SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV																						
AL	ALDI	n/i		0.59						0.26					0.43							
	Dollar General Mkt	n/i								0.50						0.50		0.50				
		Dole				1.00							1.00									
		Earth Fare	n/i	O							1.00		2.98				1.28		1.28			0.60
		Food for Le\$\$	n/i								0.42											
		Food Giant	n/i		1.19						0.60		1.67	0.50		0.79						0.50
			Best Choice																			0.26
			Stone Mountain																			9.99
		Greer's Markets	Best Choice								0.63											0.37
			n/i								0.56											0.49
		Ingle's	Georgia Pecan Co.																			9.30
			n/i			1.98		2.98								0.68	0.40					0.29
			n/i	O												1.18						
		Just \$ave Foods	n/i					1.49						0.97								0.24
			Grimmway Farms		1.27																	
		Kroger Atlanta	n/i										1.49	1.99		0.59						
			n/i	O			2.50							0.99								
			Simple Truth	O			2.29															0.40
		Kroger Nashville	Heritage Farms																			0.19
			Simple Truth																			7.99
			Simple Truth	O											1.50							0.66
			n/i		1.00		0.99		2.99							0.59						0.50
		Lucky's	n/i		1.29						0.53						0.50					
		Piggly Wiggly HAC	Green Giant		1.25																	
			n/i									0.49				0.55						0.24
			n/i	L										1.99								
			Stone Mountain	L																		9.99
	Piggly Wiggly Hchn	n/i		1.19						0.65		1.67	2.50		0.49						0.25	
		Bergeron																			6.65	
	Piggly Wiggly Inc	n/i			1.29	1.49						1.69			0.69	0.56					0.37	
	Piggly Wiggly JTM	n/i			1.49							1.69										
	Publix	GreenWise	O	1.69																		
		n/i		1.25		0.99		3.49				1.67	2.00		0.59						0.60	
		Herbal Garden	O											2.49								
	Ramey's	n/i								0.50	0.39										0.49	
		Best Choice																			0.28	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts			
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																				lb.	lb.		
AL <i>(cont)</i>	Rouses	Ocean Mist	L			1.19						1.59											
		Rouses				1.99																0.58	
		n/i							3.79														0.44
		Save-a-Lot		n/i		0.99						0.50					0.66	0.50				0.50	0.27
				Biggins																			0.37
		Shop Rite		n/i		0.99								1.79									0.31
		Target		n/i																			0.40
		The Fresh Market		n/i						2.98													
		Vowell's		n/i				1.29				0.40		1.67				0.39					0.25
				n/i													0.79						0.36
				Green Giant																			0.28
		Best Choice																					
	Walmart	n/i														0.59							
	Western Market	Green Giant		1.29						0.53						0.50				0.50	0.36		
		n/i				1.39	1.99	1.99			0.49												
	Winn-Dixie	n/i		1.50	2.50	1.28	1.66	3.47				1.25	2.49		0.77	0.60			0.60	0.60			
FL	Albertson's Sthrn	n/i	O	1.25	2.50	1.29	1.99	3.99	0.99	0.63		1.29	2.99	2.00	0.79						0.37		
		n/i		1.99																		1.00	
		ALDI		n/i	0.59							0.26				0.43							0.17
		Bravo Supmrkt	n/i								0.43	0.48		2.98		1.79	0.40					0.25	
		Dollar General Mrkt	n/i								0.50						0.50			0.50	0.29		
			Dole										1.00										
		Earth Fare	n/i	O							1.00												
		Food Giant	n/i		1.19							0.60			0.50		0.79						0.60
			Best Choice																				0.26
			Stone Mountain																				9.99
		Greer's Markets	Best Choice								0.63												0.37
			n/i								0.56												0.49
		GFS Marketplace	n/i													0.80							
		Harris Teeter	n/i								0.62		1.79	1.50	2.79	0.49						0.35	
			HT Farmers Market	O	1.50	2.50	0.99	3.99					1.67			0.89						0.60	
		n/i	2.67											2.00	1.99								
	Hitchcock's	Diamond																			11.99	7.99	
		n/i				1.29		2.49		0.66		1.49	2.50		0.49	0.60			0.60	0.37			
	J.H. Harvey's	n/i				1.29	1.69	3.47		0.50		1.29	2.99		0.60	0.60			0.60	0.32			
		n/i	L								0.59	1.88			0.67								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																				lb.	lb.	
FL <i>(cont)</i>	Piggly Wiggly Hchn	n/i		1.19						0.65		1.67	2.50		0.49				0.25			
	Bergeron																		6.65			
	Presidente	n/i								0.39					0.25	0.25						
	Publix	GreenWise	O	1.69																		
		n/i		1.25		0.99			3.49				1.67	2.00		0.59				0.60		
		Herbal Garden	O												2.49							
	Save-a-Lot	n/i		0.99							0.50					0.66	0.50		0.50	0.27		
		Biggins																			0.37	
	Shop Rite	n/i		0.99									1.79								0.31	
	Sedano's	n/i								0.89	0.75										0.50	
	Target	n/i																			0.40	
	The Fresh Market	n/i							2.98													
Walmart	n/i															0.59						
Western Beef	n/i				0.99					0.33		1.50				0.38				0.25		
Winn-Dixie	n/i			1.50	2.50	1.28	1.66	3.47				1.25	2.49		0.77	0.60		0.60	0.60			
GA	ALDI	n/i		0.59						0.26					0.43					0.17		
	Bi-Lo	n/i		1.50	2.50	1.28	1.66	3.47				1.25	2.49		0.77	0.60			0.60	0.60		
	Dollar General Mrkt	n/i								0.50						0.50			0.50	0.29		
		Dole				1.00						1.00										
	Earth Fare	n/i	O							1.00		2.98				1.28			1.28	0.60		
	Food Depot	n/i			1.78		1.38			0.56	0.38		1.98		0.48					0.37		
	Food Giant	n/i		1.19						0.60		1.67	0.50		0.79					0.50		
		Best Choice																			0.26	
		Stone Mountain																				9.99
	Food Lion	n/i		1.40	2.50	0.99		2.99		0.62	0.39	1.49			0.69	0.60				0.39		
	Galaxy Food	n/i					1.48								0.68					0.37		
		Grimmway Farms			1.28																	
		Farmer's Friend															0.78					
	Harris Teeter	n/i								0.62		1.79	1.50	2.79	0.49					0.35		
		HT Farmers Market			1.50	2.50	0.99	3.99					1.67		0.89					0.60		
	n/i	O	2.67										2.00	1.99								
IGA	n/i									0.67										0.34		
Ingle's	Georgia Pecan Co.				1.98		2.98								0.68	0.40			0.29		9.30	
	n/i	O												1.18								
J.H. Harvey's	n/i				1.29	1.69		3.47		0.50		1.29	2.99			0.60			0.60	0.32		
	n/i	L									0.59	1.88			0.67							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
GA <i>(cont)</i>	Kroger Atlanta	n/i										1.49	1.99		0.59							
		n/i	O			2.50							0.99									
		Simple Truth	O			2.29															0.40	
		Piggly Wiggly Car.	n/i			0.99	1.69				0.66	0.38	1.69	2.50		0.49					0.50	
		Piggly Wiggly HAC	Green Giant		1.25							0.49				0.55					0.24	
			n/i	L										1.99								9.99
			n/i	L																		
		Piggly Wiggly Hchn	Stone Mountain		1.19						0.65		1.67	2.50		0.49					0.25	
			Bergeron																		6.65	
		Piggly Wiggly JTM	n/i			1.49							1.69									
		Publix	GreenWise	O	1.69																	
			n/i		1.25		0.99		3.49				1.67	2.00		0.59					0.60	
			Herbal Garden	O											2.49							
		Quality Foods	n/i				1.49				0.50										0.37	
		Save-a-Lot	n/i								0.50										0.29	
		Shop Rite	n/i		0.99								1.79								0.31	
		Sprout's Market	n/i				0.98	0.98		0.98	0.48					0.68	0.68		0.68	0.48	25% off	25% off
			n/i	O	1.50	2.50	0.98			0.98				0.98							1.48	
	Target	n/i																		0.40		
	The Fresh Market	n/i						2.98														
	Walmart	n/i														0.59						
	Wayfield's	n/i				0.99	1.99			0.67			1.99		0.79					0.50		
	Winn-Dixie	n/i		1.50	2.50	1.28	1.66	3.47				1.25	2.49		0.77	0.60		0.60	0.60			
MS	ALDI	n/i		0.59						0.26					0.43					0.17		
	AG Baton Rouge	n/i				0.99				0.46		1.67			0.69					0.26		
		Mountain King														0.20						
	Corner Market	n/i			1.99					0.66												
		Earthbound Farms																				
		Mountain King														0.40		0.40	0.40			
	Dollar General Mrkt	n/i								0.50						0.50		0.50	0.29			
		Dole				1.00							1.00									
	Food Giant	n/i		1.19						0.60		1.67	0.50		0.79					0.50		
		Best Choice																		0.26		
	Stone Mountain																			9.99		
Greer's Markets	Best Choice									0.63										0.37		
	n/i									0.56										0.49		

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans lb.
MS <i>(cont)</i>	Kroger Delta	Simple Truth	O																	9.32	9.32	
		Simple Truth													1.69						0.66	
	n/i					0.99	2.99						0.99								0.29	
	Heritage Farm																					9.99
	Mac's Fresh	n/i									0.66				0.69	0.89						
	Stone Mountain	n/i																				6.65
	Piggly Wiggly Hchn	n/i			1.19																	
	Bergeron	n/i																				
	Ramey's	n/i									0.50	0.39										
	Best Choice	n/i																				
	Rouses	Ocean Mist					1.19							1.59								
	Rouses	n/i					1.99															
	n/i	n/i							3.79													
	Save-a-Lot	n/i			0.99							0.50				0.66	0.50		0.50			0.44
	Biggins	n/i			0.99																	0.37
	Shop Rite	n/i			0.99									1.79								0.31
Superlo Foods	n/i		1.25							0.33			0.50							0.20		
Target	n/i																			0.40		
The Fresh Market	n/i							2.98														
Vowell's	n/i				1.29					0.40						0.39				0.25		
n/i	n/i		L											0.79						0.36		
Green Giant	n/i																			0.28		
Best Choice	n/i																					
Walmart	n/i														0.59							
NC	ALDI	n/i		0.59						0.26					0.43					0.17		
	Bi-Lo	n/i		1.50	2.50	1.28	1.66	3.47				1.25	2.49		0.77	0.60		0.60	0.60			
	Bo's Foods	n/i											0.79		0.79	0.50						
	Diamond	n/i																		8.99		
	Carlie C's IGA	n/i				1.29							0.99							0.27		
	Compare Foods	n/i																		0.30		
	Dollar General Mkt	n/i														0.50		0.50	0.29			
	Dole	n/i				1.00							1.00									
	Earth Fare	n/i									1.00		2.98				1.28		1.28	0.60		
	Farm Fresh	n/i							0.99			1.33	0.99									
n/i	n/i		L											0.59								
Green Giant	n/i																			0.80		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hannukah 2014

prices in \$US per pound unless otherwise noted.

VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts			
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																				lb.	lb.		
NC <i>(cont)</i>	Farm Fresh <i>(continued)</i>	Wild Harvest	O	1.99																			
		Farm Stand	O	1.29		1.29																0.39	
	Food Lion	n/i	1.40	2.50	0.99		2.99			0.62	0.39	1.49			0.69	0.60					0.39		
	Food Pride	n/i	L								0.40	0.50		1.00								0.40	
		Diamond	L													0.69						8.99	8.99
	Galaxy Food	n/i					1.48																
		Grimmway Farms		1.28																		0.37	
	Farmer's Friend	n/i																					
		Great Valu Market	n/i					3.99	0.99				1.39	0.79		0.49							
	Green Giant	Farm Stand		1.50							0.46	0.59											
		Harris Teeter	n/i								0.62		1.79	1.50	2.79	0.49			0.39			0.35	
	HT Farmers Market	n/i	O	1.50	2.50	0.99	3.99						1.67			0.89					0.60		
		n/i	O	2.67										2.00		1.99							
	IGA	n/i									0.67											0.34	
		Ingle's	Georgia Pecan Co.																			9.30	
	n/i				1.98		2.98									0.68	0.40					0.29	
		n/i		O												1.18							
	Just \$ave Foods	n/i			1.97						0.62					0.67						0.29	
	Kroger MidAtlantic	n/i		1.25	1.99				2.99				0.99	0.99		0.59						0.50	
		Simple Truth		O																		0.66	
	Simple Truth	n/i			2.99	1.79	0.97				0.67	0.59										9.32	9.32
		n/i		L										1.29		BOGO						BOGO	
	Grimmway Farms	n/i		1.69										2.99		0.89							
		Piggly Wiggly Retail	n/i																			0.54	
	Piggly Wiggly Store	n/i												0.69		0.39							
		n/i					1.49	2.99			0.50		1.59			0.59	0.29						
	Publix	GreenWise		O	1.69																		
		n/i			1.25		0.99		3.49				1.67	2.00		0.59						0.60	
	Herbal Garden	n/i		O											2.49								
		Save-a-Lot	n/i		0.99						0.50					0.66	0.50		0.50			0.27	
Biggins	n/i																				0.37		
	Target	n/i																			0.40		
The Fresh Market	n/i						2.98																
Walmart	n/i															0.59							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
SC	ALDI	n/i		0.59						0.26					0.43							
	Bi-Lo	n/i		1.50	2.50	1.28	1.66	3.47				1.25	2.49		0.77	0.60		0.60	0.60			
	Dollar General Mrkt	n/i								0.50						0.50		0.50	0.29			
	Dole					1.00						1.00										
	Earth Fare	n/i	O							1.00		2.98				1.28		1.28	0.60			
	Food Lion	n/i		1.40	2.50	0.99		2.99		0.62	0.39	1.49			0.69	0.60			0.39			
	Galaxy Food	n/i					1.48								0.68				0.37			
	Grimmway Farms			1.28																		
	Farmer's Friend															0.78						
	Harris Teeter	n/i									0.62		1.79	1.50	2.79	0.49				0.35		
	HT Farmers Market	n/i		1.50	2.50	0.99	3.99						1.67			0.89			0.60			
	n/i		O	2.67										2.00		1.99						
	IGA	n/i									0.67									0.34		
	Ingle's	Georgia Pecan Co.																			9.30	
	n/i				1.98		2.98									0.68	0.40			0.29		
	n/i		O													1.18						
	J.H. Harvey's	n/i				1.29	1.69	3.47			0.50		1.29	2.99			0.60		0.60	0.32		
	n/i		L									0.59	1.88			0.67						
	Kroger Atlanta	n/i											1.49	1.99		0.59						
	n/i		O			2.50								0.99								
	Simple Truth		O			2.29														0.40		
	Lowe's Foods	n/i			2.99	1.79	0.97				0.67	0.59		1.29		BOGO				BOGO		
	n/i		L											2.99		0.89						
Grimmway Farms			1.69																			
Piggly Wiggly Car.	n/i				0.99	1.69				0.66	0.38	1.69	2.50		0.49				0.50			
Publix	GreenWise		O	1.69																		
n/i				1.25		0.99		3.49				1.67	2.00		0.59				0.60			
Herbal Garden		O												2.49								
Quality Foods	n/i					1.49				0.50									0.37			
Save-a-Lot	n/i			0.99						0.50					0.66	0.50		0.50	0.27			
Biggins																			0.37			
Target	n/i																		0.40			
The Fresh Market	n/i							2.98														
Walmart	n/i															0.59						
TN	ALDI	n/i		0.59						0.26					0.43							
	Bi-Lo	n/i		1.50	2.50	1.28	1.66	3.47				1.25	2.49		0.77	0.60		0.60	0.60			

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

Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts	
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet
																				lb.	lb.
TN <i>(cont)</i>	Chappell's	Green Giant		0.98																	
	Dollar General Mrkt	n/i								0.50						0.50		0.50	0.29		
		Dole				1.00						1.00									
	Earth Fare	n/i	O							1.00		2.98				1.28		1.28	0.60		
	E.W. James	n/i			1.99					0.50		1.29							0.34		
	Food City	n/i			2.50	0.99						1.25							0.39		
		n/i	O																0.80		
		Full Circle		O											1.00						
	Food Country USA	n/i					1.48				0.49					0.58			0.39		
	Food Lion	n/i			1.40	2.50	0.99		2.99		0.62	0.39	1.49			0.69	0.60		0.39		
	Food Rite	n/i									0.50			0.50		0.79					
		Best Choice															0.50				
	GFS Marketplace	n/i															0.80				
	Harris Teeter	n/i									0.62		1.79	1.50	2.79	0.49			0.35		
		HT Farmers Market			1.50	2.50	0.99	3.99					1.67			0.89			0.60		
		n/i		O	2.67									2.00		1.99					
	H.G. Hills	n/i									0.50					0.69			0.29		
	IGA	n/i									0.50	0.50							0.34		
		Green Giant			1.69																
	Ingle's	Georgia Pecan Co.																			9.30
		n/i				1.98		2.98								0.68	0.40		0.29		
		n/i		O												1.18					
	Kroger Delta	Simple Truth																		9.32	9.32
	Simple Truth		O															0.66			
	n/i					0.99		2.99				0.99							0.29		
Kroger MidAtlantic	Heritage Farm																	0.50			
	n/i			1.25	1.99							0.99	0.99		0.59			0.66			
	Simple Truth		O															0.66			
	Simple Truth																		9.32	9.32	
Kroger Nashville	Heritage Farms																	0.19			
	Simple Truth																		7.99	7.99	
	Simple Truth		O											1.50				0.66			
	n/i			1.00		0.99		2.99							0.59			0.50			
Lucky's	n/i			1.29						0.53						0.50					
Osborne's	n/i			1.29						0.50					0.69			0.29			
	Stone Mountain																			9.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hannukah 2014

prices in \$US per pound unless otherwise noted.

VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts	
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	lb.	lb.
TN <i>(cont)</i>	Publix	GreenWise	O	1.69																	
		n/i		1.25		0.99		3.49				1.67	2.00		0.59				0.60		
		Herbal Garden	O											2.49							
		Save-a-Lot	n/i	0.99							0.50				0.66	0.50		0.50	0.27		
		Biggins											1.79						0.37		
		Shop Rite	n/i	0.99															0.31		
		Super Dollar	n/i		1.99							0.49		1.99							
		Superlo Foods	n/i	1.25							0.33			0.50						0.20	
		Target	n/i																	0.40	
		The Fresh Market	n/i						2.98												
	Town&Cntry Grcr	Best Choice																	0.23		
		n/i													0.69						
		Green Giant		1.25																	
	Walmart	n/i													0.59						
VA	ALDI	n/i		0.59						0.26					0.43				0.17		
	Associated	n/i		1.50						0.50		1.50	0.99		0.79				0.40		
	Dollar General Mrkt	n/i								0.50						0.50		0.50	0.29		
		Dole				1.00						1.00									
	Farm Fresh	n/i							0.99			1.33	0.99								
		n/i	L												0.59						
		Green Giant																	0.80		
		Wild Harvest	O	1.99																	
		Farm Stand		1.29		1.29														0.39	
	Fas-Chek	n/i				1.39				0.29				1.19		0.69				0.34	
	Food City	n/i			2.50							1.25								0.39	
		n/i	O																	0.80	
		Full Circle	O												1.00						
	Food Country USA	n/i					1.48				0.49					0.58				0.39	
	Food Lion	n/i		1.40	2.50	0.99		2.99			0.62	0.39	1.49			0.69	0.60			0.39	
	Galaxy Food	n/i					1.48									0.68				0.37	
		Grimmway Farms		1.28																	
	Farmer's Friend																				
Giant Food	n/i		1.25	2.50				1.99		1.00		1.69			0.79		0.78			8.92	
	Nature's Promise																				
	Giant												1.49			1.00	0.50	0.60	1.00	1.00	
Grant's	n/i							2.99		0.33		1.00									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI																						
IA	Affiliated MW	n/i			2.39							1.33			0.79							
		Green Giant		1.19																		0.22
	ALDI	Harvest Club																				0.17
		n/i		0.59							0.26					0.43						
	County Market	n/i			2.00								1.99			0.88						
		Green Giant		0.77													0.50					0.34
	Dahl's	Best Choice														0.40		0.40				
		n/i		1.25																		0.17
	Family Foods	n/i									0.66	0.49	1.32									0.25
		Grimmway Farms		1.25																		
	Fareway	n/i											1.12			0.79						0.26
		n/i	O													1.33		1.33				
	Food Pride	Green Giant																				0.34
		Dole		0.98			0.88															
		n/i																				0.40
		Grimmway Farms		0.88																		
	Hometown Foods	Green Giant																				0.29
		Diamond																				
	Hy-Vee	n/i		0.99									1.99			0.77						0.12
		Dole					0.98															
	Jewel-Osco	Grimmway Farms		0.99																		
		Harvest Club														0.50		0.50				
		n/i			2.50			2.99			0.63					0.77						
n/i		O								1.16					1.99							
Maynard's	n/i		0.99	2.50	0.99		2.49			0.43		0.99		0.59	0.60		0.60				0.12	
	n/i	O		1.99							0.89	1.69									0.80	
No Frills	Diamond																				7.99	
	Gurley's																				6.65	
Quillin's	Green Giant																				0.30	
	n/i									0.66					0.79	0.14					0.29	
Save-a-Lot	n/i																				0.20	
	Grimmway Farms	L		1.25																	0.27	
Biggins	n/i									0.50					0.66	0.50	0.50				0.37	
	n/i		0.99																			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts	
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet
																				lb.	lb.
IA <i>(cont)</i>	Schnuck's	Farm Fresh													0.88						
		Mountain King														0.60		0.60			
		Schnuck's																		0.38	
		n/i											1.00							0.38	
		Sunshine Foods	n/i			1.99										0.89					
		Green Giant			0.99															0.38	
		Harvest Club																		0.19	
	Target	n/i																	0.40		
	The Fresh Market	n/i						2.98													
	Walmart	n/i														0.59					
IL	Affiliated MW	n/i			2.39							1.33			0.79						
		Green Giant		1.19																0.22	
		Harvest Club																		0.17	
		ALDI	n/i	0.59							0.26					0.43				0.11	
		Angelo Caputo's	n/i			0.89					0.20									0.40	
		n/i	O	1.29								0.99	0.99						0.40		
		Berkot's	n/i	1.50	2.69		1.29	2.99				1.29			0.79	0.40				0.40	
		Borowiak's IGA	n/i		2.50							1.33								0.33	
		Green Giant		0.99							0.33					0.38				0.33	
		Brookhaven	Diamond																		
			Grimmway Farms		0.79																
			n/i			0.99			2.49							0.49				0.49	
		Butera	n/i								0.59			0.89	2.29	0.49				0.59	
			n/i	O			1.50												1.00		
			Green Giant																0.66	0.40	
			Bolthouse		0.99								0.58							0.20	
		Cermak	n/i										0.69							0.20	
		County Market	n/i			2.00							1.99			0.88				0.34	
			Green Giant		0.77												0.50			0.34	
		Cub Foods	n/i				1.59					0.39	1.33				0.50			BOGO	
		Farm Stand																			
		n/i	O												1.00		1.00				
	Dierberg's	Grimmway Farms		1.25																	
		Mountain King																	0.60		
		Dierberg's																	7.99		
		Fischer																	6.99		
	El Guero	n/i													0.39						

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

Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																					lb.	lb.
IL <i>(cont)</i>	Fairplay Foods Fareway	n/i			2.00		1.29	2.99		0.49		0.69	0.69		0.49	0.30		0.30	0.30			
		n/i										1.12			0.79				0.26			
			n/i	O												1.33		1.33				
			Green Giant																	0.34		
			Dole		0.98		0.88															
		Food 4 Less	n/i				0.99							0.50	0.49					0.18		
		Food Pride	n/i															0.40				
			Grimmway Farms		0.88																	
			Green Giant																		0.29	
			Diamond																		8.99	
		Fresh Thyme	n/i		1.00	2.00	1.00		0.88	0.33				0.99	1.00	0.50	0.50	0.50	0.20		6.99	
			n/i	O					1.00					1.50	1.49				0.83			
		Garden Fresh	n/i				1.49	2.49		0.33			0.99	0.69					0.66	0.19		
		GFS Marketplace	n/i													0.80						
		Heinen's	n/i			2.50	1.99		0.99					1.19		0.99	0.99					
			n/i	O									1.67			1.99						
			Green Giant																	0.50		
		Hy-Vee	Dole				0.98															
			Grimmway Farms		0.99																	
			Harvest Club														0.50	0.50				
			n/i			2.50			2.99		0.63					0.77						
			n/i	O							1.16					1.99						
		IGA Houchen's	n/i								0.50	0.50								0.34		
			Green Giant		1.69																	
		Jewel-Osco	n/i		0.99	2.50	0.99		2.49		0.43		0.99			0.59	0.60	0.60	0.12			
			n/i	O		1.99						0.89	1.69						0.80			
			Diamond																		7.99	
		Jimenez	n/i								0.26					0.33	0.39		0.39			
	Joe Caputo's	n/i					0.98					0.49			0.49			0.12				
		n/i	O			1.19						1.89	1.29	2.49								
	Kirby IGA	n/i								0.50	0.39				0.59	0.83		0.59				
		Green Giant		0.99														0.30				
	Kroger Central	n/i			1.99		0.99								0.99			0.25				
		n/i	O										0.99					0.66				
		Simple Truth																	9.32	9.32		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts	
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet
																				lb.	lb.
IL <i>(cont)</i>	Kroger Louisville	Heritage Farms																	0.19		
		Simple Truth																		7.99	7.99
		Simple Truth	O												1.79						
		Kroger																		0.50	
		n/i		0.99		0.99			2.99						1.00		0.59				
		Mariano's	Roundy's													1.99					
		n/i											1.00								
		Meijer	n/i		1.25	1.50	0.99				0.50		0.67			0.59	0.60		0.60	0.31	
		n/i		O									1.33								
		Pete's Market	n/i					0.99			0.33		0.68				0.20			0.25	
		n/i		O			0.99														
		Diamond																			6.99
		Piggly Wiggly MW	Bolthouse		1.29								0.88								
		n/i					1.69				0.50	0.69	1.49			0.49					
		n/i		O							1.15	1.29		1.99					1.16	0.34	
		Green Giant																		0.40	
		Save-a-Lot	n/i		0.99						0.50					0.66	0.50		0.50	0.27	
		Biggins																		0.37	
		Schnuck's	Farm Fresh													0.88					
		Mountain King															0.60		0.60		
		Schnuck's																		0.38	
		n/i											1.00							0.38	
		Schuettes	n/i								0.33					0.89					
		Shop'n Save	n/i			2.99	1.59		1.49				1.99			0.58	0.78			0.58	7.99
		Farm Stand			1.78												0.39		0.39		
		Shop & Save	n/i										0.49				0.20				
	Strack & VanTil	n/i		1.25	2.50	1.50		1.99		0.45		1.49			0.79	0.50			0.50		
	n/i		O	2.00	3.00	2.00						2.50							0.80		
	Herbal Garden													1.67							
	Sullivan's	n/i		1.29	2.50		1.69								0.69			0.58	0.24		
	Sunset Foods	n/i		1.50			1.69			0.50		1.69						0.50	0.89		
	n/i		O							1.29								1.00			
	Target	n/i																	0.40		
	The Fresh Market	n/i						2.98													
	Tony's	n/i			2.50		1.49									0.30			0.30		
	n/i		O			1.50						1.00									

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

Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																				lb.	lb.	
IL <i>(cont)</i>	Tony's <i>(continued)</i>	Bunny Luv Diamond	O	1.50																	5.99	
	Ultra Foods	n/i Herbal Garden Diamond		1.50	2.50	1.50		2.99		0.60				1.67	0.69					0.19	6.99	
	Valli Produce	n/i					0.89				0.59				0.59				0.19			
	Walmart	n/i													0.59							
	Walt's	n/i Diamond		0.99	2.00		1.39	2.99		0.33		1.39			0.69	0.34					9.59	5.99
	Woodman's	n/i n/i	O		1.50		0.99	1.79				0.89			0.59					0.12		0.60
	IN	Al's Supermarkets	n/i						2.99		0.33		1.49				0.50		0.50			
ALDI		n/i		0.59						0.26					0.43					0.17		
Dollar General Mkt		n/i								0.50						0.50		0.50	0.29			
Dole						1.00						1.00										
Earth Fare		n/i	O							1.00		2.98				1.28		1.28	0.60			
Food 4 Less		n/i					0.99						0.50		0.49				0.18			
Fresh Thyme		n/i		1.00	2.00		1.00		0.88	0.33			0.99		1.00	0.50		0.50	0.20	6.99		
		n/i	O						1.00					1.50		1.49			0.83			
GFS Marketplace		n/i													0.80							
Harvest Market		n/i				1.29									0.79				0.25			
IGA Houchen's		n/i									0.50	0.50							0.34			
Green Giant				1.69																		
IGA Spartan-Nash		n/i									0.33									0.29		
Jay C		n/i		0.99	1.99						0.43		1.69			0.79						
Heritage Farms																				0.19		
Jewel-Osco		n/i n/i Diamond	O	0.99	2.50 1.99	0.99		2.49			0.43		0.99 1.69		0.59	0.60		0.60	0.12			0.80
Kirby IGA		n/i Green Giant									0.50	0.39			0.59	0.83			0.59			7.99
Kroger Central	n/i n/i Simple Truth	O		1.99		0.99							0.99					0.25	0.66			
Kroger Cincinnati	n/i n/i	O	0.99				1.99					0.99						0.49	9.32	9.32		
	Kroger			1.99											0.60		0.60	0.30				

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts			
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts	
																			lb.	lb.			
IN <i>(cont)</i>	Kroger Louisville	Heritage Farms																		0.19			
		Simple Truth																			7.99	7.99	
	Simple Truth	O												1.79									
	Kroger																				0.50		
	n/i		0.99		0.99			2.99					1.00										
	Marsh	Dole															0.60		0.60	0.60			
	n/i											1.69				0.88							
	n/i		O													0.88							
	Martin's	n/i		1.50																			
	Meijer	n/i		1.25	1.50	0.99											0.59	0.60		0.60	0.31		
	n/i		O																				
	New Market	Sweet Scarlett's																				0.40	
	n/i					1.50											0.99						
	Save-a-Lot	n/i		0.99													0.66	0.50		0.50	0.27		
	Biggins																					0.37	
	Schnuck's	Farm Fresh																					
	Mountain King																						
	Schnuck's																						0.38
	n/i																						0.38
	Strack & VanTil	n/i		1.25	2.50	1.50			1.99														
n/i		O	2.00	3.00	2.00																	0.80	
Herbal Garden																							
Target	n/i																					0.40	
The Fresh Market	n/i							2.98															
Ultra Foods	n/i		1.50	2.50	1.50			2.99														0.19	
Herbal Garden																							
Diamond																						6.99	
Walmart	n/i																						
Walt's	n/i		0.99	2.00		1.39	2.99					1.39								0.59	0.34		
Diamond																						9.59	
Wesselman's	n/i		1.50																			0.29	
KY	ALDI	n/i		0.59												0.43						0.17	
	Cox IGA	n/i																				0.29	
	Dollar General Mrkt	n/i																0.50		0.50	0.29		
	Dole					1.00																	
	Earth Fare	n/i	O																			0.60	
	E.W. James	n/i			1.99																	0.34	

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
KY <i>(cont)</i>	Foodland	n/i			2.50	1.50						1.33		2.69	0.99				0.25			
	Food City	n/i			2.50							1.25							0.39			
		n/i	O																0.80			
		Full Circle	O											1.00								
		Food Fair	n/i			1.99	0.99		2.99		0.50	0.39	1.59	0.99	0.49				0.34			
		Food Giant	n/i		1.19						0.60		1.67	0.50	0.79				0.50			
			Best Choice																0.26			
			Stone Mountain																	9.99		
		Food Lion	n/i		1.40	2.50	0.99		2.99		0.62	0.39	1.49		0.69	0.60			0.39			
		Galaxy Food	n/i					1.48							0.68				0.37			
			Grimmway Farms		1.28																	
			Farmer's Friend														0.78					
		GFS Marketplace	n/i												0.80							
		IGA	n/i								0.50	0.50							0.34			
			Green Giant		1.69																	
		IGA Spartan-Nash	n/i								0.33								0.29			
		Kroger Cincinnati	n/i		0.99				1.99				0.99						0.49			
			n/i	O															0.66			
			Kroger			1.99											0.60		0.60	0.30		
		Kroger Delta	Simple Truth																	9.32	9.32	
			Simple Truth	O											1.69				0.66			
			n/i					0.99	2.99				0.99									
			Heritage Farm																0.29			
		Kroger Louisville	Heritage Farms																0.19			
			Simple Truth																	7.99	7.99	
			Simple Truth	O											1.79							
			Kroger																0.50			
		Kroger MidAtlantic	n/i		0.99		0.99		2.99					1.00		0.59						
		n/i		1.25	1.99			2.99				0.99	0.99		0.59				0.50			
		Simple Truth	O															0.66				
		Simple Truth																	9.32	9.32		
	Kroger Nashville	Heritage Farms																0.19				
		Simple Truth																	7.99	7.99		
		Simple Truth	O											1.50				0.66				
		n/i		1.00		0.99		2.99							0.59				0.50			
	Meijer	n/i		1.25	1.50	0.99				0.50		0.67			0.59	0.60		0.60	0.31			
		n/i	O									1.33										

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
KY <i>(cont)</i>	New Market	Green Giant		1.00												0.50			0.34			
		n/i			2.50										0.89							
	Piggly Wiggly Hchn	n/i		1.19						0.65		1.67	2.50		0.49				0.25			
		Bergeron										1.00			0.88				0.36	6.65		
	Remke	n/i		1.00	1.67	1.00									0.66	0.50		0.50	0.27	7.99		
	Save-a-Lot	n/i		0.99						0.50									0.37			
		Biggins										0.49		1.99								
	Super Dollar	n/i			1.99																	
	Target	n/i																		0.40		
The Fresh Market	n/i							2.98														
Town&Cntry Grcr	Best Choice																		0.23			
	n/i														0.69							
	Green Giant			1.25																		
ValuMarket	n/i			0.99			1.49			0.43	0.49	1.99								0.19		
Walmart	n/i														0.59							
MI	Affiliated MW	Harvest Club																	0.19			
		Green Giant		0.99																		
		n/i										1.33			0.59							
	ALDI	n/i		0.59						0.26					0.43					0.17		
	Busch's	n/i		1.50		1.50		2.88		0.66		1.79							0.40			
	D&W Fresh	n/i		1.00	2.99										0.77							
	D&W Fresh	n/i	O	2.00																		
	Family Fare	n/i	L	1.00							0.50	1.69			0.77				0.40	0.40		
		n/i																0.40				
	Food Pride	n/i		1.25	2.50						0.50				0.99	0.40			0.26			
	GFS Marketplace	n/i													0.80							
	Harding's	n/i			2.50							1.79			0.99				0.31		9.32	
		Dole				1.50																
	Hiller's	Aunt Mid's		1.29																		
		n/i																				
Hollywood	n/i			2.00						0.33		1.00							0.40			
	Aunt Mid's		1.25													0.60		0.60				
Kroger Central	n/i			1.99		0.99								0.99					0.25			
	n/i		O																0.66			
	Simple Truth																			9.32	9.32	
Kroger Columbus	Albert Bartlett														0.68							
	n/i			0.99		0.99	0.77					0.77										

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts			
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts	
																				lb.	lb.		
MI <i>(cont)</i>	Kroger Columbus <i>(continued)</i>	n/i Simple Truth	O										0.99								9.32	9.32	
	Kroger Michigan	n/i Simple Truth Heritage Farms	O			0.99	1.29					1.29				0.60					9.32	9.32	
	Martin's	n/i		1.50																			
	Meijer	n/i n/i	O	1.25	1.50	0.99				0.50		0.67 1.33			0.59	0.60		0.60	0.31				
	Plumb/Duthler's	Spartan n/i	O	1.25																			
	Polly's Market	n/i			2.50										0.69			0.40	0.30				
	Ric's Food Center	n/i		1.25			1.49		2.68		0.50		1.28		0.78				0.28	8.99			
	Save-a-Lot	n/i		0.99							0.50								0.38				
	Spartan Stores	n/i		1.25	2.00										0.69				0.37				
	Super One Foods	n/i													0.30				0.30				
	Earthbound		O												1.33								
	Tadych's	n/i Grimmway Farms Green Giant	O	1.00							1.33									0.29			
	Target	n/i																	0.40				
	Toms/Oleson's	n/i		1.25	2.00								1.69		0.77	0.40		0.40	0.40			9.32	
	VG's Grocery	n/i		1.00	2.99								1.69		0.77				0.37				
	Valuland	n/i n/i Dole	L	1.00							0.43				0.39		0.25	0.40	0.25				
	Walmart	n/i				1.00										0.59							
	MN	Affiliated MW	n/i Green Giant Harvest Club		1.19	2.39							1.33			0.79							
		ALDI	n/i		0.59						0.26				0.43					0.22			
		Cash Wise	n/i n/i	O			0.98		2.98				1.98							0.17			
Bolthouse				0.99																			
Harvest Club															0.20								
Coborn's		Full Circle n/i	O	1.88 1.25								3.49											

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts			
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans lb.	Walnuts lb.
MN <i>(cont)</i>	Maynard's	Gurley's Green Giant																				6.65	
	Quillin's	n/i																				0.30	
	Rainbow Foods	Bushel Boy n/i																				0.20	
		Diamond																				11.99	7.99
	Save-a-Lot	n/i		0.99																		0.29	
	Sun Mart	Diamond																				9.99	9.99
		Green Giant																					0.29
	Sunshine Foods	n/i																					0.29
		n/i																					0.50
		Green Giant																					0.38
		Harvest Club																					0.19
	Super One Foods	n/i																					0.30
	Target	Earthbound		O																			0.30
Teal's	n/i																					0.40	
	Green Giant																					0.29	
	n/i																					0.30	
	Grimmway Farms																					1.00	
	Diamond																					9.99	
	Walmart	n/i																				0.59	
ND	Albertsons Mtn	n/i																				0.99	
		n/i																				1.99	
		Grimmway Farms																				1.25	
		Diamond																				2.50	
		North Shore																				0.99	
	Cash Wise	n/i																				0.98	
		n/i																				2.98	
		Bolthouse																				0.99	
		Harvest Club																				1.98	
	Coborn's	Full Circle																				1.88	
	n/i																				1.25		
	n/i																				1.25		
	Harvest Club																					1.99	
Dan's	Green Giant																					0.25	
	n/i																					0.50	
																						0.77	
																						0.25	
																						0.50	
																						0.25	

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VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts					
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans lb.	Walnuts lb.		
NE <i>(cont)</i>	<i>(continued)</i>	Baker's Simple Truth																		7.99	7.99				
		Fareway Simple Truth	O												2.29							0.66			
		Fareway n/i											1.12			0.79							0.26		
		Fareway n/i	O														1.33		1.33				0.34		
		Fareway Dole		0.98		0.88																			
		Food Pride n/i		1.25	2.50						0.50					0.99	0.40						0.26		
		Hy-Vee Dole				0.98																			
		Hy-Vee Grimmway Farms		0.99																					
		Hy-Vee Harvest Club																0.50		0.50					
		Hy-Vee n/i				2.50			2.99			0.63					0.77								
		Hy-Vee n/i	O									1.16				1.99									
		Natural Grocer's n/i	O					3.89		1.19		0.76	0.99										0.89		
		Natural Grocer's Green Generation	O													1.89									
		Russ's Market Best Choice																		0.50			0.17		
		Russ's Market n/i				2.99				3.99				1.99											
		Safeway Denver n/i		1.25		1.00	1.49							1.99			1.49							0.99	
		Safeway Denver n/i	O												1.99										
		Safeway Denver O Organics	O				3.99									2.49									
Sun Mart Diamond																				9.99	9.99				
Sun Mart Green Giant		1.25																			0.29				
Sun Mart n/i										0.66											0.50	0.50			
Target n/i																					0.40				
Walmart n/i																					0.59				
OH	Acme Fresh n/i			1.50		1.50	1.89					1.50			0.69	0.60		0.60	0.29						
	ALDI n/i			0.59						0.26					0.43				0.17						
	Bottom Dollar n/i					0.67													0.32						
	Buehler's n/i			0.99								1.33			0.69				0.29						
	Buehler's n/i	O		1.79																					
	Chief Diamond																			9.99	9.99				
	Chief n/i			1.27						0.42		1.69			0.49	0.50		0.50							
	Cub Foods n/i					1.59					0.39	1.33				0.50		0.50							
	Cub Foods Farm Stand																		BOGO						
	Cub Foods n/i	O														1.00		1.00							
Dave's Market n/i		1.50													0.60		0.60								
Dollar General Mrkt n/i										0.50					0.50		0.50	0.29							
Dollar General Mrkt Dole					1.00							1.00													

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State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																				lb.	lb.	
OH <i>(cont)</i>	Earth Fare	n/i	O							1.00		2.98				1.28		1.28	0.60			
	Fisher Foods	n/i		1.50								1.33							0.29			
	Foodland	n/i			2.50	1.50						1.33		2.69	0.99				0.25			
	Food Fair	n/i			1.99	0.99		2.99		0.50	0.39	1.59	0.99		0.49				0.34			
	Fresh Encounter	n/i														0.60			0.37	11.99	9.32	
	Fresh Thyme	n/i		1.00	2.00		1.00		0.88	0.33				0.99	1.00	0.50		0.50	0.20		6.99	
		n/i	O						1.00					1.50	1.49				0.83			
	Geyer's	n/i		1.89		1.50					0.50								0.29	9.99	7.99	
	GFS Marketplace	n/i														0.80						
	Giant Eagle	n/i				2.00							1.33	0.99	0.99	0.60		0.60				
		Farmer's Market																		0.50		
	Heinen's	n/i			2.50		1.99		0.99					1.19		0.99		0.99				
		n/i	O										1.67		1.99							
		Green Giant																		0.50		
	IGA Spartan-Nash	n/i									0.33									0.29		
	Kroger Central	n/i			1.99		0.99									0.99				0.25		
		n/i	O											0.99						0.66		
		Simple Truth																			9.32	9.32
	Kroger Cincinnati	n/i		0.99					1.99				0.99							0.49		
		n/i	O																	0.66		
		Kroger			1.99												0.60		0.60	0.30		
	Kroger Columbus	Albert Bartlett														0.68						
		n/i		0.99		0.99	0.77						0.77									
		n/i	O											0.99								
		Simple Truth																			9.32	9.32
	Kroger MidAtlantic	n/i		1.25	1.99				2.99				0.99	0.99		0.59				0.50		
		Simple Truth	O																	0.66		
		Simple Truth																			9.32	9.32
Lucky's Market	n/i				0.99					0.50	0.50	1.48	0.50									
	n/i	O													1.98							
Marc's	Aunt Mid's	O														1.16		1.16				
	n/i				0.99										0.69				0.40		7.99	
	Green Giant		0.99													0.50		0.50				
Marsh	Dole															0.60		0.60	0.60			
	n/i											1.69			0.88							
	n/i	O													0.88							

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Christmas/Hannukah 2014

prices in \$US per pound unless otherwise noted.

VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																				lb.	lb.	
OH <i>(cont)</i>	Meijer	n/i	O	1.25	1.50	0.99				0.50		0.67			0.59	0.60		0.60	0.31			
		n/i							1.33													
	Remke	n/i	O	1.00	1.67	1.00							1.00		0.88				0.36	7.99		
		Diamond																				7.99
	Riesbeck's	n/i	O	1.50							0.50			1.00	0.79	0.50		0.50		9.99	7.99	
		n/i																				
	Save-a-Lot	n/i	O	0.99							0.50					0.66	0.50		0.50	0.27		
		Biggins																				
	Shop'n Save	n/i	O		2.50	1.50	1.79						1.33		2.69	0.99			0.25			
		Green Giant																				
	Sparkle	n/i	O	1.50		1.79					0.33		1.99			0.79			0.80	0.80	0.19	
	The Fresh Market	n/i	O						2.98													
	Target	n/i	O																			
	Thorne's Market	n/i	O	1.50		1.50										0.79		BOGO		BOGO		
Walmart	n/i	O													0.59							
Weis	n/i	O			BOGO			2.99	0.99	BOGO		1.79	0.79			0.62		0.62				
	n/i	O	1.67																			
SD	Affiliated MW	n/i	O	1.19	2.39							1.33			0.79				0.22			
		Green Giant																				
	Buche Foods	Harvest Club	O	0.98																		
		Green Giant																				
	Dole	Harvest Club	O				0.98															
		n/i																				
	Coborn's	Full Circle	O	1.88																		
		n/i		1.25		1.25			3.49													
	n/i	Harvest Club	O																			
		n/i																				
	Family Thrift	Harvest Club	O														0.25			0.25	9.99	9.99
		Diamond																				
Green Giant	n/i	L	1.25																			
	n/i																					
Fareway	n/i	O										1.12			0.79	0.30						
	n/i																					
	Green Giant	O														1.33		1.33	0.26			
																			0.34			

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

Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans lb.
SD <i>(cont)</i>	Hy-Vee	Dole				0.98																
		Grimmway Farms		0.99																		
		Harvest Club																	0.50		0.50	
	Ken's Super Fair	n/i				2.50			2.99		0.63											
		n/i	O		0.99						1.16											
		Green Giant																				
	Lynn's Dakotamart	Harvest Club																				0.19
		Dole					1.29															
		n/i										1.99										0.79
	Maynard's	Green Giant																				
		n/i			1.29	1.99																
	Safeway Denver	Gurley's																				
		Green Giant																				0.30
		n/i																				0.10
	Sunshine Foods	n/i	O		1.25		1.00	1.49					1.99									0.30
		n/i	O											1.99								0.30
		O Organics													2.49							0.30
	Target	n/i																				0.30
Green Giant																					0.38	
n/i																					0.19	
Teal's	Harvest Club																				0.40	
	n/i																				0.29	
Walmart	Grimmway Farms																					
	Diamond																				9.99	
	n/i																					
WI	Affiliated MW	n/i			2.39							1.33			0.79							
		n/i			2.39								1.33			0.79						
	ALDI	Green Giant			1.19																	0.22
		Harvest Club																				0.17
	Econofoods	n/i			0.59						0.26					0.43						9.99
		Diamond																				0.29
		Green Giant																				0.30
	Festival	n/i	L			1.25																0.30
		n/i																				0.68
	GFS Marketplace	Kitchen Kleen	L													0.14						
n/i															0.80							

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
WI <i>(cont)</i>	Gordy's	n/i													0.68							
		Kitchen Kleen	L												0.12							
	Hy-Vee	Dole				0.98																
		Grimmway Farms			0.99																	
		Harvest Club															0.50		0.50			
		n/i					2.50		2.99		0.63					0.77						
		n/i		O							1.16					1.99						
	Marketplace	n/i			1.25						0.83			0.88		0.78			0.54			
	Pick'n Save/Copps	n/i				1.99										0.79						
		n/i		O			1.79				1.00					1.79					0.80	
		Roundy's													1.99							
		Roundy's		L													0.50		0.50			
	Piggly Wiggly MW	Bolthouse			1.29								0.88									
		n/i					1.69				0.50	0.69	1.49			0.49						
		n/i		O							1.15	1.29		1.99					1.16	0.34		
		Green Giant																			0.40	
	Quillin's	n/i																			0.20	
	Save-a-Lot	n/i			0.99						0.50										0.29	
	Schnuck's	Farm Fresh														0.88						
		Mountain King															0.60		0.60			
		Schnuck's																			0.38	
		n/i											1.00								0.38	
	Sendik's	n/i			1.50			1.79	2.49		0.50		0.99							0.50		
		n/i		O	2.00																	
	Sentry Foods	Green Giant			0.99																	0.19
		n/i				2.50		1.29	2.99		0.33		1.49			0.79						
	Super One Foods	n/i															0.30				0.30	
	Earthbound		O												1.33							
Tadych's	n/i		O							1.33												
	Grimmway Farms			1.00																		
	Green Giant																			0.29		
Target	n/i																			0.40		
The Fresh Market	n/i							2.98														
Trig's	Dole					0.79																
	Green Giant			0.99																		
	Crazy Fresh													2.50								
	n/i		L																		0.15	

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts	
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans lb.
WI <i>(cont)</i>	Trig's	n/i	O					2.99	1.19	0.40					0.59					9.58	8.70
	<i>(continued)</i>	n/i									1.00					1.00					
	Walmart	n/i	O													0.59					
	Woodman's	n/i			1.50		0.99	1.79					0.89			0.59				0.12	0.60
		n/i																			

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																						
AR	Albertson's Sthrn	n/i	O	1.25	2.50	1.29	1.99	3.99	0.99	0.63		1.29	0.88	2.00	0.79				0.37	9.32		
		n/i		1.99																1.00		
	ALDI	n/i		0.59						0.26					0.43				0.17			
	Bill's Fresh	n/i		1.98						0.49			0.50		0.38				0.19			
	Brookshire's	Stone Mountain																			9.76	
		n/i			2.00						0.33											
	Cranford's	Harvest Club														0.80		0.80	0.60			
		n/i									0.43			0.38		0.58				0.19		
	Edward's	Best Choice																				
		Green Giant			1.28						0.63					0.68						9.99
		Stone Mountain	n/i		1.28						0.66	0.48		0.50		0.58					0.29	
	Food Giant	Stone Mountain																			9.96	
		n/i			1.19						0.60		1.67	0.50		0.79				0.50		
	G&W Foods	Best Choice																		0.26		9.99
		Stone Mountain															0.40			0.21		
	Harp's	n/i				2.99	0.99						1.99			0.49						
		Green Giant			1.25																0.29	
	Harter House	Best Choice																				
		Green Giant			1.50												0.40		0.40			
	Hay's	Best Choice					0.99							0.50							0.24	
		Green Giant			1.29																	
	Kroger Delta	n/i														0.79						
Simple Truth																				9.32	9.32	
Simple Truth			O											1.69					0.66			
Mac's Fresh	n/i						0.99	2.99				0.99							0.29			
	Heritage Farm									0.66			0.69		0.89						9.99	
Marvin's	Stone Mountain																					
	n/i				3.00										0.49							
		Best Choice																	0.25			

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
				lb.																lb.	lb.	
AR	Piggly Wiggly Hchn	n/i		1.19						0.65		1.67	2.50		0.49				0.25			
		Bergeron																	6.65			
	Prenger Foods	Best Choice														0.40		0.40				
	Pyramid Foods	n/i			2.99	0.99									0.89							
		n/i			1.99																	
		Best Choice									0.43								0.40	0.24		
		Green Giant			1.29																	
	Rehkopf's	n/i			0.99	1.50						0.39		0.79		0.69			0.40	0.30		
	Save-a-Lot	n/i			0.99						0.50					0.66	0.50		0.50	0.29		
		Biggins																		0.37		
	Super 1 Foods	n/i									0.49									0.29		
	Target	n/i																		0.40		
	The Fresh Market	n/i							2.98													
Town&Cntry Grcr	Best Choice																		0.23			
	n/i														0.69							
	Green Giant			1.25																		
Walmart	n/i															0.59						
Whole Foods SW	n/i		O										1.50									
AZ	Albertsons SW	n/i	O	1.99																		
		n/i			2.50			3.99		0.99		0.99									14.20	
	Basha's	n/i			2.50		0.88			0.59		0.99			0.88				0.15			
		n/i	O	1.50					0.99									0.50	0.60			
		Green Giant																	0.50			
	El Super	n/i					0.99		0.33		0.17				0.33				0.15			
	Food City	n/i									0.20				0.50			0.33				
	Fresh & Easy	n/i						3.99											0.30			
	Fry's	Simple Truth	O											1.99								
		Simple Truth																		7.99	7.99	
		n/i			1.25								0.99			1.29				0.40		
	Los Altos	n/i										0.33			0.49					0.19		
	Lowe's	n/i				0.99	1.99				0.33				0.87					0.09		
	Ellis																			6.67		
Natural Grocer's	n/i	O				3.89		1.19	0.76	0.99									0.89			
	Green Generation	O											1.89									
Safeway Phoenix	n/i				1.50	1.48						1.99			1.49				0.14			
	O Organics	O			3.99									1.99								

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State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
AZ <i>(cont)</i>	Safeway Phoenix <i>(continued)</i>	n/i	O						0.99				1.99									
	Safeway Farms			1.25																		
	Smart & Final	n/i																	0.24			
	First Street																			8.99	8.99	
	Smith's	Simple Truth																		7.99	7.99	
		Simple Truth	O											1.99								
		n/i			1.25	1.99							1.59								0.19	
	Sprout's Market	n/i		0.88	1.98			1.98		0.48			0.88		0.98						0.48	
		n/i	O		2.50					0.98											0.68	
Target	n/i																			0.40		
Walmart	n/i														0.59							
Whole Foods SPc	n/i	O							0.69													
CO	Affiliated MW	n/i			2.39							1.33			0.79							
	Green Giant			1.19																	0.22	
	Harvest Club																				0.19	
	Affiliated Foods	n/i		1.25		0.99						1.79			0.89						0.99	
	Albertsons Mtn	n/i			2.50																	
		n/i	O		1.99																	
	Grimmway Farms			1.25																		
	Diamond																			11.99	5.99	
	North Shore													2.50								
	Clark's	n/i										0.99									0.15	
	King Soopers	n/i		0.99		0.79	1.99	2.99							0.69	0.50		0.50	0.69			
		Simple Truth																			9.32	9.32
		Simple Truth	O		2.50									1.99								
	Lowe's	n/i				0.99	1.99				0.33					0.87					0.09	
		Ellis																			6.67	
	Lucky's Market	n/i				0.99					0.50	0.50	1.48	0.50								
		n/i	O													1.98						
	Natural Grocer's	n/i	O				3.89		1.19	0.76	0.99										0.89	
		Green Generation	O												1.89							
	Safeway Denver	n/i		1.25		1.00	1.49						1.99			1.49					0.99	
	n/i	O											1.99									
	O Organics	O		3.99										2.49								
Save-a-Lot	n/i																			0.29		
Sprout's Market	n/i		0.88	1.98			1.98		0.48			0.88			0.98					0.48		
	n/i	O		2.50					0.98											0.68		

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State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans lb.	Walnuts lb.
CO <i>(cont)</i>	Sun Mart	Diamond																		9.99	9.99	
		Green Giant		1.25																		
		n/i								0.66												
	Target	n/i																				
	Walmart	n/i																				
KS	Affiliated MW	n/i			2.39							1.33			0.79							
		Green Giant		1.19																		
		Harvest Club																			0.22	
	Affiliated Foods	n/i		1.25		0.99						1.79			0.89						0.19	
	ALDI	n/i		0.59						0.26					0.43						0.17	
	Apple Market	n/i			2.99					0.56					0.58						0.22	
		Best Choice															0.40				10.65	
		Green Giant		1.25																		7.99
	Country Mart	n/i			2.99			3.99													0.50	
		Green Giant		1.00																		
	Dillon's	n/i			1.99	0.98									0.78							
		n/i		L																		
		n/i		O										0.99								
		Heritage Farm																				0.29
		Simple Truth																				7.99
		Simple Truth		O											2.29							0.66
	G&W Foods	Best Choice																				0.21
		n/i				2.99	0.99						1.99			0.49						0.40
		Green Giant		1.25																		
	Hen House	n/i				2.99			2.99													BOGO
	n/i		O											2.89								
Homeland Stores	Best Choice																				0.22	
	n/i				2.99					0.43		1.89	0.79		0.69							
	Ellis																				9.32	
Hy-Vee	Dole					0.98																
	Grimmway Farms			0.99																		
	Harvest Club																					
	n/i				2.50			2.99		0.63					0.77						0.50	
	n/i		O							1.16					1.99							
Lowe's	n/i					0.99	1.99			0.33					0.87						0.09	
	Ellis																				6.67	

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Christmas/Hannukah 2014
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State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
KS <i>(cont)</i>	Marvin's	n/i			3.00										0.49							
		Best Choice																			0.25	
	Natural Grocer's	n/i	O				3.89		1.19	0.76	0.99										0.89	
		Green Generation	O											1.89								0.39
	Price Chopper	Best Choice																				
		n/i			2.99					1.19		1.67				0.89						
		Green Giant			1.50																	11.99
		Suntree																				
	Save-a-Lot	n/i			0.99						0.50					0.66	0.50		0.50		0.29	
		Biggins																			0.37	
	Sprout's Market	n/i			0.88	1.98			1.98		0.48		0.88			0.98					0.48	
		n/i	O			2.50				0.98											0.68	
	Super 1 Foods	n/i									0.49										0.49	
	Sun Fresh	n/i				2.99			3.99												0.50	
	Green Giant			1.25																0.69		
Sun Fresh	n/i				2.99			3.99												0.40		
Target	n/i																					
The Fresh Market	n/i							2.98														
Walmart	n/i															0.59						
Woods	n/i			1.14											0.78					0.19		
LA	AG Baton Rouge	n/i				0.99				0.46		1.67			0.69					0.26		
		Mountain King														0.20						
	Albertson's Sthrn	n/i	O	1.25	2.50	1.29	1.99	3.99	0.99	0.63		1.29	0.88	2.00	0.79					0.37	9.32	
		n/i		1.99																1.00		
	Breaux Mart	n/i				0.99						1.66										
		Mountain King														0.20						
	Brookshire's	n/i			2.00						0.33											
		Harvest Club															0.80		0.80	0.60		
	Kroger Southwest	n/i	O	1.25		1.25						0.99	0.77		0.77	0.40		0.40				
		n/i							0.99					0.99							9.32	9.32
	Simple Truth																			0.66		
	Simple Truth		O																	0.26		
LeBlanc's	n/i					0.99				0.43		1.67										
	n/i														0.69							
Mac's Fresh	n/i	L								0.66				0.69	0.89							
	Stone Mountain																			9.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hannukah 2014

prices in \$US per pound unless otherwise noted.

VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts	
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet
																				lb.	lb.
LA <i>(cont)</i>	Market Basket	n/i					1.39			0.50			0.89			0.50			0.29		
	Ellis																			6.67	
	Piggly Wiggly	Green Giant		1.25						0.50											
		n/i				1.19													0.25		
	Diamond																			11.99	
	Rouses	Ocean Mist				1.19						1.59									
	Rouses				1.99														0.58		
	n/i							3.79													0.44
	Save-a-Lot	n/i		0.99							0.50					0.66	0.50		0.50	0.29	
	Biggins																			0.37	
	Super 1 Foods	n/i									0.49									0.29	
Target	n/i																		0.40		
The Fresh Market	n/i							2.98													
Walmart	n/i															0.59					
Whole Foods SW	n/i		O										1.50								
Winn-Dixie	n/i			1.50	2.50	1.28	1.66	3.47				1.25	2.49		0.77	0.60		0.60	0.60		
MO	Affiliated MW	n/i			2.39							1.33			0.79						
	Green Giant			1.19																0.22	
	Harvest Club																			0.17	
	ALDI	n/i		0.59						0.26					0.43					0.22	
	Apple Market	n/i			2.99					0.56					0.58					0.22	
	Best Choice														0.40					10.65	
	Green Giant			1.25																7.99	
	C&R Supermarket	n/i			1.99										0.79						
	Harvest Club																			0.22	
	Green Giant			1.19											0.50					0.34	
	County Market	n/i			2.00							1.99			0.88						
	Green Giant			0.77											0.50					0.34	
	Country Mart	n/i			2.99				3.99											0.50	
	Green Giant			1.00																	
	Dierberg's	Grimmway Farms		1.25																	
	Mountain King																	0.60			
Dierberg's																			7.99		
Fischer																			6.99		
Food Giant	n/i		1.19							0.60		1.67	0.50		0.79				0.50		
Best Choice																			0.26		
Stone Mountain																				9.99	

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

Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																				lb.	lb.	
MO <i>(cont)</i>	G&W Foods	Best Choice														0.40			0.21			
		n/i														0.49						
	Gerbe's	Green Giant			1.25		2.99	0.99					1.99									
		n/i					1.99	0.98														
		n/i	L														0.50		0.50			
	Harp's	n/i	O											0.99								
		Heritage Farm																		0.29		
		Simple Truth																		7.99	7.99	
		Simple Truth	O												2.29					0.66		
		Best Choice																		0.29		
	Harter House	Green Giant			1.50																	
		n/i														0.79						
	Hay's	Best Choice																		0.19		
		Best Choice																		0.24		
	Hen House	Green Giant			1.29																	
		n/i																				
		n/i	O																		BOGO	
	Hy-Vee	Dole																				
		Grimmway Farms			0.99																	
		Harvest Club															0.50		0.50			
	Kroger Central	n/i																				
		n/i					2.50		2.99		0.63						0.77					
		n/i	O								1.16					1.99						
		n/i					1.99	0.99								0.99				0.25		
		n/i	O																	0.66		
	Kroger Delta	Simple Truth																			9.32	9.32
		Simple Truth																			9.32	9.32
		Simple Truth	O																			
	Lucky's Market	n/i																				
		n/i																				
Moser's	Best Choice																					
	n/i																					
	Green Giant			1.25		2.99		3.99														
Natural Grocer's	n/i	O							1.19	0.76	0.99									0.89		
	Green Generation	O												1.89								
Patricia's	n/i			1.25																0.17		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
MO <i>(cont)</i>	Prenger Foods	n/i		1.25		0.97																
	Price Chopper	Best Choice																				
		n/i			2.99						1.19		1.67			0.89					0.39	
		Green Giant			1.50																	
		Suntree																			11.99	
	Pyramid Foods	n/i			2.99	0.99										0.89						
		n/i			1.99																	
		Best Choice									0.43								0.40	0.24		
		Green Giant			1.29																	
	Save-a-Lot	n/i			0.99						0.50					0.66	0.50		0.50	0.29		
		Biggins																		0.37		
	Schnuck's	Farm Fresh														0.79						
		Mountain King															0.60		0.60			
		n/i											1.00							0.38		
	Shop'n Save	n/i			2.99	1.59			1.49				1.99			0.58	0.78			0.58	7.99	
		Farm Stand			1.78												0.39		0.39			
	Sun Fresh	n/i				2.99			3.99												0.69	
	Super 1 Foods	n/i									0.49										0.49	
	Target	n/i																			0.40	
	Town&Cntry Grcr	Best Choice																			0.23	
	n/i															0.69						
	Green Giant			1.25																		
Town&Cntry Smrkt	n/i									0.56						0.88				0.24		
	Green Giant			1.69																		
Walmart	n/i															0.59						
Woods	n/i			1.14											0.78					0.19		
NM	Affiliated Foods	n/i		1.25		0.99						1.79			0.89				0.19			
	Albertsons Mtn	n/i			2.50										0.99				0.99			
		n/i	O	1.99																		
		Grimmway Farms		1.25																		
		Diamond																		11.99	5.99	
		North Shore													2.50							
Albertsons SW	n/i	O	1.99																			
	n/i				2.50			3.99		0.99		0.99									14.20	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts	
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet
																				lb.	lb.
NM <i>(cont)</i>	Basha's	n/i			2.50		0.88			0.59		0.99			0.88						
		n/i	O	1.50					0.99												
		Green Giant															0.50		0.50		
	Dollar General Mkt	n/i								0.50						0.50		0.50	0.29		
		Dole				1.00						1.00									
	John Brooks	n/i				0.99						1.59			0.89	0.29				0.25	
	King Soopers	n/i		0.99		0.79	1.99	2.99							0.69	0.50		0.50	0.69		
		Simple Truth																		9.32	9.32
		Simple Truth	O		2.50									1.99							
	Lawrence Bros.	n/i		1.29							0.50		1.50			0.50				0.50	
	Los Altos	n/i										0.33				0.49				0.19	
	Lowe's	n/i				0.99	1.99					0.33				0.87				0.09	
		Ellis																		6.67	
	Natural Grocer's	n/i	O				3.89		1.19		0.76	0.99								0.89	
		Green Generation	O												1.89						
	Safeway Denver	n/i		1.25		1.00	1.49						1.99			1.49				0.99	
		n/i	O											1.99							
		O Organics	O		3.99										2.49						7.99
Smith's	Simple Truth													1.99						7.99	
	Simple Truth	O																			
	n/i		1.25	1.99								1.59							0.19		
Sprout's Market	n/i		0.88	1.98				1.98		0.48		0.88			0.98				0.48		
	n/i	O		2.50					0.98										0.68		
Target	n/i																		0.40		
Walmart	n/i															0.59					
OK	Affiliated MW	n/i			2.39							1.33			0.79						
		Green Giant		1.19																	
		Harvest Club																		0.22	
	Affiliated Foods	n/i		1.25		0.99						1.79			0.89					0.19	
	ALDI	n/i		0.59						0.26					0.43					0.17	
	Buy for Le\$\$	n/i		0.89								0.87									
	Country Mart	n/i			2.99			3.99												0.50	
		Green Giant		1.00																	
Dollar General Mkt	n/i								0.50						0.50		0.50	0.29			
	Dole				1.00							1.00									
Diamond IGA	n/i												0.69	0.69					0.30		

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																				lb.	lb.	
OK <i>(cont)</i>	Harp's	Best Choice																	0.29			
		Green Giant		1.50																		
		Hen House	n/i																		BOGO	
			n/i	O																		
		Homeland Stores	Best Choice															0.40		0.40	0.22	
			n/i			2.99					0.43		1.89	0.79		0.69						9.32
			Ellis																			
		Market Place	Green Giant																		0.25	
			Ellis																			7.45
			Grimmway Farms		0.98																	
			n/i				0.98	1.50			0.50							0.50				
		Market Square	n/i				0.99						1.59			0.89		0.29			0.25	
		Marvin's	n/i			3.00										0.49						
			Best Choice																		0.25	
		Natural Grocer's	n/i	O				3.89		1.19	0.76	0.99									0.89	
			Green Generation	O											1.89							
		Nichol's	Best Choice																0.28			
			n/i																			0.59
		Pyramid Foods	n/i			2.99	0.99									0.89						
			n/i		1.99																	
			Best Choice								0.43									0.40	0.24	
			Green Giant		1.29																	
		Reasor's	n/i	O	1.89																	
			n/i		1.15	2.50										0.88					0.29	
		Rehkopf's	n/i		0.99	1.50						0.39		0.79		0.69				0.40	0.30	
		Save-a-Lot	n/i		0.99						0.50					0.66	0.50		0.50	0.29		
			Biggins																			0.37
	Sprout's Market	n/i		0.88	1.98			1.98		0.48		0.88			0.98					0.48		
		n/i	O		2.50				0.98											0.68		
	Target	n/i																		0.40		
	Terry's	n/i				0.99									0.50							
	The Fresh Market	n/i						2.98														
	Walmart	n/i															0.59					
	Warehouse Market	n/i		0.89		0.89									0.39		0.19					
	Whole Foods SW	n/i	O										1.50									
	Williams	Best Choice													0.46					0.17		

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts			
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																						lb.	lb.
TX	Affiliated Foods	n/i		1.25		0.99						1.79			0.89				0.19				
	Albertson's Sthrn	n/i		1.25	2.50	1.29	1.99	3.99	0.99	0.63		1.29	0.88	2.00	0.79				0.37	9.32			
		n/i	O	1.99															1.00				
	Albertsons SW	n/i	O	1.99																			
		n/i			2.50			3.99			0.99		0.99								14.20		
	ALDI	n/i		0.59						0.26					0.43				0.17				
	Arlan's	n/i		1.19			1.49				0.39								0.32				
	Brookshire's	n/i			2.00																		
		Harvest Club															0.80		0.80	0.60			
	Brookshire Bros.	n/i																	0.37				
	Diamond IGA	n/i			1.99							0.39							0.40				
	El Ahorro	n/i										0.33						0.69					
	El Rancho	n/i										0.44								0.32			
	El Rio Grande	n/i				0.69					0.17	0.33	0.79	0.79		0.50	0.69	0.50					
	Fiesta Mart	Mountain King																		0.24			
		n/i							0.99						0.69								
	Food Town	n/i									0.50	0.39				0.79	0.79						
	Foodarama	n/i		0.98		0.98			3.88	0.99	0.39	0.39	1.69	0.88		0.39				0.40			
	Gerland Food Fair	n/i									0.39									0.19			
	H-E-B	n/i															0.50		0.50	0.49			
		H-E-B Organics	O												3.48								
	Hen House	n/i																			BOGO		
		n/i	O																				
	Homeland Stores	Best Choice															0.40		0.40	0.22			
		n/i				2.99						0.43	1.89	0.79		0.69					9.32		
	Kroger Southwest	Ellis																					
		n/i		1.25		1.25							0.99	0.77		0.77	0.40		0.40				
	n/i	O							0.99					0.99									
	Simple Truth																		9.32	9.32			
	Simple Truth	O																	0.66				
La Fiesta	n/i			3.88	0.99	0.99			0.99	0.39	0.39									7.99			
	Hines																						
	Grimmway Farms		0.99																				
Lawrence Bros.	n/i		1.29							0.50		1.50			0.50				0.50				
Los Altos	n/i										0.33				0.49				0.19				
Lowe's	n/i				0.99	1.99				0.33					0.87				0.09				
	Ellis																			6.67			

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VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts	
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet
TX <i>(cont)</i>	Market Basket	n/i					1.39			0.50			0.89			0.50			0.29	6.67	
	Ellis																				
	Market Place	n/i														0.50					
	Market Square	n/i			0.99							1.59				0.89	0.29		0.25		
	Malone's	n/i															0.99		0.17		
	Minyard's	n/i			1.19	1.49				0.38	0.44	1.33	0.98		0.99				0.23	7.99	7.99
	Ellis																				
	Grimmway Farms			1.89																	
	Natural Grocer's	n/i	O				3.89		1.19	0.76	0.99								0.89		
	Green Generation		O											1.89							
	Randall/TomThumb	n/i			2.49	1.00	1.49						1.49			0.99					
	O Organics		O		3.49										1.99						
	n/i		O						0.99					1.99							
	Safeway Farms				1.25																
	Rehkopf's	n/i			0.99	1.50						0.39		0.79		0.69			0.40	0.30	
	Save-a-Lot	n/i			0.99						0.50					0.66	0.50		0.50	0.29	
	Biggins																			0.37	
	Sellers Bros.	n/i			0.99					0.50	0.33					0.33				0.19	
	Mountain King																			0.30	
	Sprout's Market	n/i			0.88	1.98			1.98		0.48		0.88			0.98				0.48	
n/i		O			2.50				0.98										0.68		
Super 1 Foods	n/i									0.49									0.29		
Target	n/i																		0.40		
Terry's	n/i					0.99									0.50						
The Fresh Market	n/i								2.98												
The United Family	Ellis																			7.99	
n/i					1.99	0.77	0.97					0.97			0.77						
n/i		O			2.50																
Vista Market	n/i					0.69	1.69								0.69	0.45			0.17		
Walmart	n/i														0.59						
Whole Foods SW	n/i		O										1.50								
UT	Albertsons SW	n/i	O	1.99																	
	n/i				2.50																
	Associated Food	n/i		0.99				3.99		0.99		0.99			1.29	0.40			0.15	14.20	
	Diamond																			6.99	
Western Family																			6.99		
Clark's	n/i										0.99								0.15		

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VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																				lb.	lb.	
UT <i>(cont)</i>	Harmon's	n/i		1.25											1.28				0.33			
		n/i	O											1.67							6.99	
		Diamond																				
	King Soopers	n/i		0.99		0.79	1.99	2.99							0.69	0.50		0.50	0.69			
		Simple Truth																		9.32	9.32	
		Simple Truth	O		2.50										1.99							
	Natural Grocer's	n/i	O				3.89		1.19	0.76	0.99								0.89			
		Green Generation	O												1.89							
	Rancho Market	n/i							0.50		0.33					0.33	0.50	0.50		0.33		
	Ream's	n/i							0.39	0.20	0.59	0.99										
	Smith's	Simple Truth																		7.99	7.99	
		Simple Truth	O												1.99							
		n/i			1.25	1.99							1.59							0.19		
	Sprout's Market	n/i			0.88	1.98			1.98		0.48		0.88			0.98				0.48		
	n/i	O			2.50				0.98										0.68			
Target	n/i																		0.40			
Walmart	n/i															0.59						

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

Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts	
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																					lb.
SOUTHWESTERN U.S. - CA,HI,NV																					
CA	Albertsons SthCal	n/i			2.99										0.99	0.99			0.69		
	Andronico's	n/i	O										1.69								
	Arteaga	n/i									0.49	0.99			0.44				0.19		
	Baja Ranch	n/i									0.33	0.69			0.50	0.50			0.33		
	Bestway	n/i				0.69					0.20	0.79	0.33		0.33				0.09		
	Big Saver	n/i																	0.09		
	Bristol Farms	n/i	O			1.99						2.49									
	Cardenas	n/i									0.33		0.50						0.14		
	Chavez	n/i								0.33	0.69	1.39			1.19				0.22		
	Dollar General Mrkt	n/i								0.50						0.50		0.50	0.29		
	Dole					1.00						1.00									
	El Super	n/i					0.99		0.33		0.17				0.33				0.15		
	El Tapatio	n/i				0.69				0.20	0.25	0.89				0.50			0.15		
	Food 4 Less	n/i													0.33						
	Foodland IGA	n/i		0.78						0.20		0.79			0.50				0.19		
	Fresh & Easy	n/i						3.99											0.30		
	Gelson's	Diamond																		13.99	
	Holiday Market	n/i	O			1.29	1.99						1.69								
		n/i		1.50					0.99			1.29			1.19						
	Jensen's	n/i	O							0.49									0.99		
	Jon's Market	n/i				0.79	1.99				0.33				0.50	0.50	0.50		0.15		
	K.V. Mart	n/i				0.50					0.25	0.79							0.09		
	La Bonita	n/i					0.99		0.50		0.33				0.50	0.50	0.50		0.19		
	La Superior	n/i								0.25											
	Lucky	n/i	O	1.50					1.29												
		n/i					1.69			0.59		1.49			0.79	0.69	0.69	0.69	0.59		
	Lunardi's	n/i	O			1.99			1.49			1.79							0.70		
		n/i						4.49				1.79			1.29				0.20		8.99
	Mar-Val	n/i	L									1.49									
		n/i				0.99	1.59			0.59					0.99	0.69		0.69	0.29		
		n/i	O	1.50						1.00		1.99	1.99		0.99	1.00			0.60		
	Mi Pueblo	n/i								0.20	0.29	0.69			0.79	0.50	0.50				
	Mollie Stone	n/i								0.69									0.69		
	Murphy's Markets	Warren Creek	L									1.99			0.99		0.99	0.99			
		n/i	O																		
		n/i					1.99														

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts	
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet
																				lb.	lb.
CA <i>(cont)</i>	Northgate	n/i									0.33				0.50						
	Nugget Markets	n/i					1.98					1.68									
		n/i	O						0.98												
	Pavilions/Vons	n/i				1.50	1.49					1.79			1.49					0.33	
		O Organics	O		3.99										1.99						
		n/i	O						0.99												
		Safeway Farms			1.25																
	Raley's	n/i											1.69			0.99					
	Ralph's	n/i	O										0.88								
		n/i			0.99		0.99									0.69				0.69	
		Simple Truth																		9.32	9.32
		Simple Truth	O												1.50						
		Ray's Food Place	n/i		1.15		1.29	2.29	3.99		0.29					1.29					
		n/i	O		1.50																
		Rio Ranch	n/i									0.33		0.99						0.33	
		R Ranch	n/i																	0.19	
		Safeway NCal	n/i				1.50	2.99					1.99			1.49				0.33	
		n/i	O											1.99							
		O Organics	O			3.49									1.99						
		Safeway Farms			1.25																
		Save-a-Lot	n/i		0.99						0.43					0.59				0.19	
		Save Mart	n/i	O													0.79		0.79	0.79	
		n/i														0.59					
		Grimmway Farms			0.99																
		Smart & Final	n/i																	0.24	
		First Street																			8.99
		Sprout's Market	n/i		0.88	1.98			1.98		0.48		0.88			0.98				0.48	
		n/i	O			2.50				0.98										0.68	
		Stater Bros.	n/i		1.50		0.99	0.99								0.79				0.30	
		Super A Foods	n/i								0.33									0.45	
		Superior	n/i				0.50					0.19	0.79			0.50					
		Target	n/i																	0.40	
	The Fresh Market	n/i						2.98													
	Vallarta	n/i								0.25	0.20	0.89			0.50						
	Walmart	n/i														0.59					
	Whole Foods NCal	n/i	O				2.99														
	Whole Foods SPc	n/i	O						0.69												

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts			
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																						lb.	lb.
HI	Don Quijote	n/i		1.99		1.69	2.49	3.98	1.59	1.00	1.09		1.99		2.19				1.59				
	Foodland	n/i	L								0.99		1.99										
		n/i													1.69								
	KTA Super Stores	n/i		1.79		0.99									1.49	1.19							
	Safeway NCal	n/i				1.50	2.99					1.99			1.49				0.33				
		n/i	O										1.99										
	O Organics		O		3.49									1.99									
	Safeway Farms			1.25																	0.40		
Target	n/i																			0.75			
Times/Big Save	n/i		1.89	2.99	1.59		4.99			0.99													
Whole Foods SPc	n/i	O							0.69														
NV	Albertsons Mtn	n/i			2.50										0.99				0.99				
		n/i	O	1.99																			
	Grimmway Farms			1.25																			
	Diamond																			11.99	5.99		
	North Shore													2.50									
	Albertsons SW	n/i	O	1.99																			
		n/i			2.50			3.99			0.99		0.99								14.20		
	Associated Food	n/i		0.99				3.99		0.39		0.99			1.29	0.40			0.15				
	Diamond																			6.99			
	Western Family																			6.99			
	Cardenas	n/i									0.33												
	Dollar General Mkt	n/i								0.50						0.50		0.50	0.29				
	Dole					1.00						1.00											
	El Super	n/i					0.99		0.33		0.17				0.33				0.15				
	Food 4 Less	n/i												0.33									
	Fresh & Easy	n/i						3.99											0.30				
	MarketOn	n/i									0.33					0.50							
	Pavilions/Vons	n/i				1.50	1.49					1.79			1.49				0.33				
		O Organics		O		3.99									1.99								
		n/i		O						0.99				1.99									
Safeway Farms				1.25																			
Raley's	n/i										1.69			0.99									
Ralph's	n/i	O									0.88												
	n/i			0.99		0.99									0.69				0.69				
Simple Truth																				9.32	9.32		
Simple Truth		O											1.50										

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Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
																				lb.	lb.	
NV <i>(cont)</i>	Safeway NCal	n/i				1.50	2.99					1.99			1.49				0.33			
		n/i	O										1.99									
		O Organics	O		3.49									1.99								
		Safeway Farms			1.25																	
	Scolari's	Diamond																			9.99	
		n/i						3.99			0.50		1.00			0.99				0.19		
		n/i	O		1.50																	
	Smart & Final	n/i																				
		First Street																				
	Smith's	Simple Truth																			8.99	8.99
		Simple Truth	O												1.99						7.99	7.99
		n/i			1.25	1.99							1.59								0.19	
	Sprout's Market	n/i			0.88	1.98			1.98		0.48		0.88			0.98					0.48	
		n/i	O			2.50				0.98											0.68	
	Target	n/i																			0.40	
Walmart	n/i															0.59						
Whole Foods NCal	n/i	O				2.99																
Whole Foods SPc	n/i	O							0.69													

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State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																						
AK	AC Value Center	n/i		1.50		1.39			1.99	0.50		2.39			1.79	0.80		0.80	1.39			
	Alaskan & Proud	n/i		1.25		0.98						1.58			1.28	0.78	0.78	0.78	0.29			
	Carrs/Safeway	Earthbound	O		1.48								2.49							1.29		
		O Organics	O			4.99									2.49							
		n/i	O						1.99					2.99								
	Fred Meyer	Safeway Farms			1.75																	
		n/i					0.89	2.49					1.29			0.79						
	IGA Hometown	Simple Truth	O												1.50							
		n/i			1.50						0.50						0.80		0.80		13.99	8.99
	Juneau Foodland	Diamond			1.50						0.50						0.80		0.80		13.99	8.99
		Diamond																			13.99	8.99
	Omni	n/i			2.49		1.99				0.89	1.99				1.99				0.99		
	Sitka Seamart	n/i			1.27		1.23		4.93								0.93					
n/i		O		2.23																		
Walmart	n/i														0.59							
ID	Albertsons Mtn	n/i			2.50										0.99				0.99			
		n/i	O		1.99																	
		Grimmway Farms			1.25																11.99	5.99
		Diamond North Shore													2.50							
	Albertsons NW	n/i			1.50	3.33							1.69	1.00		1.49						
		n/i	O		1.65											1.99						
	Associated Food	n/i	L													0.60		0.60				
		n/i			0.99				3.99		0.39		0.99			1.29	0.40			0.15		6.99
	Diamond	Western Family																			6.99	
		n/i					0.79				0.29					0.78				0.19		
	Family Foods	n/i														0.78						
	Fred Meyer	n/i					0.89	2.49					1.29			0.79						
		Simple Truth	O												1.50							
Harvest Foods	n/i				0.89		3.99				1.49			0.79	0.59		0.59	0.19				
IGA Markets	n/i								0.40						0.54		0.54					
Natural Grocer's	n/i	O					3.89		1.19	0.76	0.99								0.89			
	Green Generation	O												1.89								

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State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
ID																				lb.	lb.	
<i>(cont)</i>	Paul's Market	n/i		1.08		0.50				0.32	0.64				0.68	0.39		0.58	0.25		8.88	
	Rosauer's	n/i				0.59	1.59	3.59		0.39	0.49				0.79				0.18			
		n/i	O		1.50									2.00								
	Safeway NW	Bolthouse Farms																		0.79		
		n/i	O Organics	O		3.99	1.00	1.49					1.79		1.99	1.49						
	Smith's	n/i	O						0.99					1.99								
		Safeway Farms			1.25																7.99	7.99
		Simple Truth	O												1.99							
	Super 1 Foods	n/i			1.25	1.99							1.59							0.19		
		n/i											2.48							0.18		
	Target	n/i	O																	0.40		
	Walmart	n/i														0.59						
	Yoke's Market	n/i				2.50		1.98	2.48				0.88							0.09		
		n/i	L													0.78		0.78				
	MT	Albertsons Mtn	n/i			2.50										0.99				0.99		
n/i			O	1.99																		
Grimmway Farms		Diamond		1.25																11.99	5.99	
		North Shore													2.50							
Associated Food		n/i		0.99					3.99		0.39		0.99			1.29	0.40			0.15		
		Diamond																			6.99	
Western Family		n/i				0.79					0.29					0.78				0.19		
		n/i				0.89			3.99				1.49			0.79	0.59		0.59	0.19		
IGA Markets		n/i								0.40						0.54		0.54				
Natural Grocer's		n/i						3.89		1.19	0.76	0.99								0.89		
		Green Generation	O												1.89							
Reynold's		Diamond																			7.29	
Rosauer's		n/i			0.99								0.99			1.29				0.15		
		n/i					0.59	1.59	3.59		0.39	0.49				0.79				0.18		
		n/i	O											2.00								
Bolthouse Farms		L	1.50																			

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State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts	
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet
																				lb.	lb.
MT <i>(cont)</i>	Safeway NW	n/i				1.00	1.49					1.79			1.49				0.79		
		O Organics	O		3.99									1.99							
		n/i	O						0.99					1.99							
		Safeway Farms			1.25																
		Smith's	Simple Truth																	7.99	7.99
			Simple Truth	O											1.99						
			n/i		1.25	1.99							1.59							0.19	
		Super 1 Foods	n/i																	0.18	
		n/i	O									2.48									
	Target	n/i																		0.40	
	Three Bears	n/i														0.27		0.27			
	Walmart	n/i													0.59						
OR	Albertsons NW	n/i		1.50	3.33							1.69	1.00		1.49						
		n/i	O	1.65											1.99						
		n/i	L													0.60		0.60			
		Family Foods	n/i			0.79					0.29					0.78				0.19	
		Fred Meyer	n/i			0.89	2.49						1.29			0.79					
			Simple Truth	O											1.50						
		Haggen/TOP Food	n/i			3.00		1.49	3.98							1.29					
		Harvest Foods	n/i				0.89		3.99				1.49			0.79	0.59		0.59	0.19	
		IGA Markets	n/i											0.40			0.54		0.54		
		IGA Market Fresh	n/i		1.00	2.49		1.99	2.49								0.40		0.40	0.18	
		Lamb's Markets	n/i		0.99												0.20		0.20		
			n/i	O										0.66							
		Market of Choice	n/i	O													0.80		0.80		
		McKay's	n/i			2.50			3.99				0.49				0.50		0.50	0.14	
			n/i	O	2.00																
		Natural Grocer's	n/i	O				3.89		1.19	0.76	0.99								0.89	
			Green Generation	O											1.89						
		New Seasons	n/i	O				2.49						2.00						12.99	
		QFC	n/i			2.99	0.99	1.99					0.99			0.99					
			Simple Truth																	10.65	
	Ray's Food Place	n/i		1.15		1.29	2.29	3.99		0.29					1.29						
		n/i	O	1.50																	
	Red Apple/Thriftwy	n/i		1.50			1.99			0.39									0.20		
		n/i	O													1.00		1.00			

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VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
OR <i>(cont)</i>	Rosauer's	n/i				0.59	1.59	3.59		0.39	0.49				0.79				0.18			
		n/i	O										2.00									
		Bolthouse Farms			1.50																	
	Roth's	n/i						3.99														
		n/i	O																			
		n/i	L				1.29															0.50
		n/i																				
		Dole																				
		Herb Co.		O											1.99							
		Safeway NW	n/i										1.79			1.49						0.79
		O Organics	O				3.99							1.99								
		n/i	O						0.99					1.99								
		Safeway Farms																			0.40	
	Target	n/i																				
	Walmart	n/i																			0.59	
WA	Albertsons NW	n/i		1.50	3.33							1.69	1.00		1.49							
		n/i	O	1.65											1.99							
		n/i	L													0.60		0.60				
	Family Foods	n/i					0.79				0.29					0.78					0.19	
	Fred Meyer	n/i					0.89	2.49				1.29				0.79						
		Simple Truth		O											1.50							
	Haggen/TOP Food	n/i														1.29						
	Harvest Foods	n/i														0.79	0.59	0.59	0.19			
	IGA Markets	n/i															0.54	0.54				
	IGA Market Fresh	n/i															0.40	0.40	0.18			
	Metropolitan	n/i																			0.30	
	Meyers Group IGA	n/i																0.60	0.60			
		Diamond																				11.99
		Natural Grocer's	n/i					3.89		1.19	0.76	0.99										0.89
		Green Generation		O											1.89							
		New Seasons	n/i											2.00								12.99
		PCC Natural	n/i														1.49	0.99	0.99			
			n/i															0.99	0.99			
		QFC	n/i																			
			Simple Truth										0.99									10.65
	Red Apple/Thriftwy	n/i																			0.20	
		n/i	O														1.00	1.00				

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

Christmas/Hannukah 2014
VEGETABLES, ROOT CROPS, GREENS, HERBS, and BAKING NUTS

State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans
																				lb.	lb.	
WA <i>(cont)</i>	Rosauer's	n/i				0.59	1.59	3.59		0.39	0.49				0.79				0.18			
		n/i	O										2.00									
		Bolthouse Farms			1.50																	
		Saar's	n/i			1.28	1.68	1.98			0.20	0.28		0.98		0.48	0.17		0.17	0.15		
		Safeway NW	n/i			1.00	1.49						1.79			1.49				0.79		
		O Organics		O		3.99									1.99							
		n/i		O					0.99					1.99								
		Safeway Farms			1.25																	
		Save-a-Lot	n/i		0.99						0.43					0.59				0.19		
		Super 1 Foods	n/i																	0.18		
		n/i		O									2.48									
		Target	n/i																		0.40	
		The Markets	n/i								0.20										0.15	
		Diamond											0.98							0.26	15.99	
	Town & Country	n/i						3.98							1.48				0.50			
	n/i		O												1.78							
	Walmart	n/i														0.59						
	Yoke's Market	n/i			2.50		1.98	2.48				0.88								0.09		
	n/i		L													0.78		0.78				
	Bolthouse Farms			1.25																		
WY	Affiliated MW	n/i			2.39							1.33			0.79							
		Green Giant		1.19																		
		Harvest Club																		0.22		
		Albertsons Mtn	n/i		2.50											0.99				0.99		
		n/i		O	1.99																	
		Grimmway Farms			1.25																	
		Diamond																		11.99	5.99	
		North Shore												2.50								
		Associated Food	n/i		0.99				3.99		0.39		0.99			1.29	0.40			0.15		
		Diamond																			6.99	
		Western Family																			6.99	
		IGA Markets	n/i								0.40						0.54		0.54			
		King Soopers	n/i		0.99		0.79	1.99	2.99							0.69	0.50		0.50	0.69		
		Simple Truth																			9.32	9.32
	Simple Truth		O		2.50									1.99								
	Natural Grocer's	n/i	O				3.89		1.19	0.76	0.99									0.89		
	Green Generation		O											1.89								

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State	Supermarket	Label	Key	Baby Carrots	Grape Tomato	Celery	Green Beans	Asparagus	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Greens	Fresh Herbs	Sweet Potato	Bagged Potatoes/lb.				Baking Nuts		
				lb.	pint	bunch	lb.	lb.	lb.	lb.	lb.	lb.	bunch	bunch	lb.	Red	White	Yellow	Russet	Pecans	Walnuts	
																				lb.	lb.	
WY <i>(cont)</i>	Safeway Denver	n/i		1.25		1.00	1.49					1.99			1.49				0.99			
		n/i	O										1.99									
		O Organics	O		3.99									2.49							7.99	7.99
	Smith's	Simple Truth												1.99								
	Simple Truth	O										1.59						0.19				
	Walmart	n/i		1.25	1.99											0.59						
		n/i																				