

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

**Thanksgiving 2014**

prices in \$US per pound unless otherwise noted.

**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb									Racks		Breast	Conditions	
				Bone-in				Semi-Boneless			Boneless		French	Crown Roast			
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half					
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																	
<b>CT</b>	A&P Stores	n/i	AU									6.99					
	Adams IGA	n/i							7.99					15.99			
	Best Market	n/i	US	4.97								7.97					
	Big Y	n/i	US	4.99	4.99	4.99						6.99					
	Bravo	n/i	US									7.49			3.99		
	C-Town	n/i	US									7.49			3.99		
	Food Bazaar	n/i	US	5.99													
	Highland Park	n/i	US	5.99													
	Pioneer	n/i	US										6.99				
	Price Chopper	Chiapetti	AU											14.99			
	ShopRite	n/i	AU						4.99				5.49			grass-fed	
	The Fresh Market	n/i	US	6.99										19.99			
	n/i	AU											19.99				
	Whole Foods NE	n/i												21.99			
<b>DC</b>	Safeway	Open Nature	AU									6.99					
<b>DE</b>	A&P Stores	n/i	AU									6.99					
	ACME Markets	Catelli Bros	US									7.99					
	Food Lion	n/i						5.99								w/ store card	
		n/i						6.99									w/o store card
	Safeway	Open Nature	AU									6.99					
	ShopRite	n/i	AU					4.99					5.49			grass-fed	
<b>MA</b>	Adams IGA	n/i							7.99					15.99			
	Big Y	n/i	US	4.99	4.99	4.99						6.99					
	C-Town	n/i	US									7.49			3.99		
	Donelan's	n/i	US									7.99					
	Hannaford	Hannaford						5.99				6.99				w/ store card	
		Hannaford						7.99				8.99					w/o store card
	Met Foods	n/i	US									6.99					
	Price Chopper	Chiapetti	AU											14.99			
	The Fresh Market	n/i	US	6.99										19.99			
		n/i	AU											19.99			
	Wegman's	Wegman's	US	7.49								13.99		21.99		organic	
	Wegman's	Wegman's	US											14.99			
<b>MD</b>	A&P Stores	n/i	AU									6.99					
	Food Lion	n/i						5.99								w/ store card	
		n/i						6.99								w/o store card	

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				Bone-in				Semi-Boneless			Boneless		French	Crown Roast			
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half					
MD <i>(cont)</i>	Graul's Market	n/i	US					8.99			9.99					locally grown	
	Safeway	Open Nature	AU								6.99						
	Shoppers Food	n/i	US					6.99									
	ShopRite	n/i	AU					4.99				5.49				grass-fed	
	The Fresh Market	n/i	US	6.99									19.99				
		n/i	AU										19.99				
	Wegman's	Wegman's	US	7.49							13.99		21.99			organic	
		Wegman's	US										14.99				
ME	Hannaford	Hannaford						5.99			6.99					w/ store card	
		Hannaford						7.99			8.99					w/o store card	
NH	Hannaford	Hannaford						5.99			6.99					w/ store card	
		Hannaford						7.99			8.99					w/o store card	
		Price Chopper	Chiapetti	AU									14.99				
	The Fresh Market	n/i	US	6.99									19.99				
		n/i	AU										19.99				
NJ	A&P Stores	n/i	AU								6.99						
	Best Market	n/i	US	4.97							7.97						
	Bravo	n/i	US								7.49				3.99		
	C-Town	n/i	US								7.49				3.99		
	Food Bazaar	n/i	US	5.99													
	Key Food	n/i	US	3.99	3.99	4.99					7.99						
	Met Foods	n/i	US								6.99						
	Pioneer	n/i	US								6.99						
	ShopRite	n/i	AU					4.99				5.49				grass-fed	
	The Fresh Market	n/i	US	6.99									19.99				
		n/i	AU										19.99				
		Wegman's	Wegman's	US	7.49							13.99		21.99			organic
			Wegman's	US										14.99			
	Whole Foods NE	n/i											21.99				
NY	A&P Stores	n/i	AU								6.99						
	Best Market	n/i	US	4.97							7.97						
	Bravo	n/i	US								7.49				3.99		
	C-Town	n/i	US								7.49				3.99		
	D'Agostino's	Cedar Springs	US	7.99													
		D'Artagnan	AU										24.99				
	DeCiccio's	n/i	US								8.99						
	Food Bazaar	n/i	US	5.99													

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				Bone-in				Semi-Boneless			Boneless		French	Crown Roast		
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
NY <i>(cont)</i>	Hannaford	Hannaford						5.99			6.99					w/ store card
		Hannaford						7.99			8.99					w/o store card
	Key Food	n/i	US	3.99	3.99	4.99					7.99					
	King Kullen	n/i		4.89	4.89											
	Met Foods	n/i	US								6.99					
	Metropolitan	n/i	US								6.99					
	North Shore	n/i	US	4.99												
	Peck's	n/i										7.99				
	Pioneer	n/i	US								6.99					
	Price Chopper	Chiapetti	AU										14.99			
	ShopRite	n/i	AU					4.99				5.49				grass-fed
	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
Wegman's	Wegman's	US	7.49							13.99			21.99		organic	
	Wegman's	US											14.99			
	Whole Foods NE	n/i											21.99			
PA	A&P Stores	n/i	AU								6.99					
	Bravo	n/i	US								7.49				3.99	
	Food Lion	n/i						5.99								w/ store card
		n/i						6.99								w/o store card
	Karn's	Catelli Bros.	US								7.99					
	Key Food	n/i	US	3.99	3.99	4.99					7.99					
	Price Chopper	Chiapetti	AU										14.99			
	ShopRite	n/i	AU					4.99				5.49				grass-fed
	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
Wegman's	Wegman's	US	7.49							13.99			21.99		organic	
	Wegman's	US											14.99			
RI	Bravo	n/i	US								7.49				3.99	
VT	Hannaford	Hannaford						5.99			6.99					w/ store card
		Hannaford						7.99			8.99					w/o store card
	Price Chopper	Chiapetti	AU									14.99				

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				Bone-in				Semi-Boneless			Boneless		French	Crown Roast			
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half					
<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>																	
AL	Earth Fare	n/i												17.99			
	Piggly Wiggly Inc.	Rosen	US	5.99													
	Publix	GreenWise	AU					6.49		6.49		6.99				ABF	
		GreenWise	AU					7.99		7.99		8.49					ABF
	The Fresh Market	n/i	US	6.99										19.99			
		n/i	AU											19.99			
Western Market	Superior Farms	US										7.99					
Winn-Dixie	n/i						6.99										
FL	Earth Fare	n/i												17.99			
	Publix	GreenWise	AU					6.49		6.49		6.99				ABF	
		GreenWise	AU					7.99		7.99		8.49				ABF	
	The Fresh Market	n/i	US	6.99										19.99			
		n/i	AU											19.99			
Winn-Dixie	n/i						6.99										
GA	Bi-Lo	n/i						6.99									
	Earth Fare	n/i												17.99			
	Food Lion	n/i						5.99								w/ store card	
		n/i						6.99								w/o store card	
	Publix	GreenWise	AU					6.49		6.49		6.99				ABF	
		GreenWise	AU					7.99		7.99		8.49				ABF	
	Sprout's Market	n/i	NZ	6.99										12.99			
	The Fresh Market	n/i	US	6.99										19.99			
		n/i	AU											19.99			
Wayfield's	n/i		3.99	3.99	3.99												
Winn-Dixie	n/i						6.99										
MS	Corner Market	n/i	US						9.99								
	Food Lion	n/i						5.99								w/ store card	
		n/i						6.99								w/o store card	
	The Fresh Market	n/i	US	6.99										19.99			
		n/i	AU											19.99			
Winn-Dixie	n/i						6.99										
NC	Bi-Lo	n/i						6.99									
	Earth Fare	n/i												17.99			
	Food Lion	n/i						5.99								w/ store card	
		n/i						6.99								w/o store card	
	Kroger Mid-Atlantic	Kroger				5.99											

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				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
NC <i>(cont)</i>	Lowe's Food	Chiapetti	US					7.99	7.99	7.99						
	Publix	GreenWise	AU					6.49		6.49	6.99					ABF
		GreenWise	AU					7.99		7.99	8.49					ABF
	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
SC	Bi-Lo	n/i						6.99								
	Earth Fare	n/i										17.99				
	Food Lion	n/i						5.99								w/ store card
		n/i						6.99								w/o store card
	Lowe's Food	Chiapetti	US					7.99	7.99	7.99						
	Publix	GreenWise	AU					6.49		6.49	6.99					ABF
		GreenWise	AU					7.99		7.99	8.49					ABF
The Fresh Market	n/i	US	6.99									19.99				
	n/i	AU										19.99				
TN	Bi-Lo	n/i						6.99								
	Earth Fare	n/i										17.99				
	Food Lion	n/i						5.99								w/ store card
		n/i						6.99								w/o store card
	Kroger Mid-Atlantic	Kroger				5.99										
	Publix	GreenWise	AU					6.49		6.49	6.99					ABF
		GreenWise	AU					7.99		7.99	8.49					ABF
The Fresh Market	n/i	US	6.99									19.99				
	n/i	AU										19.99				
VA	Food Lion	n/i						5.99								w/ store card
		n/i						6.99								w/o store card
	Kroger Mid-Atlantic	Kroger				5.99										
	Lowe's Food	Chiapetti	US					7.99	7.99	7.99						
	Safeway	Open Nature	AU								6.99					
	Shoppers Food	n/i	US					6.99								
	The Fresh Market	n/i	US	6.99								19.99				
		n/i	AU									19.99				
Wegman's	Wegman's	US	7.49							13.99		21.99			organic	
	Wegman's	US										14.99				
WV	Food Lion	n/i						5.99								w/ store card
		n/i						6.99								w/o store card
	Kroger Mid-Atlantic	Kroger				5.99										

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				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
<b>MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI</b>																
IA	Dahl's	n/i	US	5.99	5.99	5.99										
	Hy-Vee	n/i									7.97					
	Jewel-Osco	n/i		6.99												
	No Frills	n/i	US						7.99							
	Whole Foods MW	n/i		8.99							10.99		21.99	21.99		
IL	Angelo Caputo	Strauss	US	5.99	6.99	6.99										
	Butera Market	n/i	US	5.99	5.99	6.49										
	Dierberg's	Dierberg's	US						7.99							
	Fairplay Foods	n/i	US	4.99												
	Hy-Vee	n/i									7.97					
	Jewel-Osco	n/i		6.99												
	Joe Caputo	n/i	US	4.99		5.49										
	Mariano's Fresh	n/i	US						5.99							
	Meijer	n/i							4.99							
	Piggly Wiggly MW	n/i	US		6.49	6.99			5.99							
	Strack & Van Til	Chiapetti	US	5.99												
		The Fresh Market	n/i	US	6.99								19.99			
			n/i	AU									19.99			
	Tony's Foods	n/i	US	4.99												
	Ultra Foods	Chiapetti	US	5.99												
	Whole Foods MW	n/i		8.99							10.99		21.99	21.99		
IN	AL's Supermarkets	Chiapetti	US						7.99							
	Earth Fare	n/i											17.99			
	Jewel-Osco	n/i		6.99												
	Martin's	Martin's	US						7.79							w/ store card
		Martin's	US						8.78							w/o store card
	Meijer	n/i							4.99							
	Strack & Van Til	Chiapetti	US	5.99												
	The Fresh Market	n/i	US	6.99									19.99			
			n/i	AU									19.99			
		Ultra Foods	Chiapetti	US	5.99											
	Whole Foods MW	n/i		8.99							10.99		21.99	21.99		
KY	Earth Fare	n/i											17.99			
	Food Lion	n/i							5.99							w/ store card
		n/i							6.99							w/o store card

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				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
KY <i>(cont)</i>	Kroger Mid-Atlantic	Kroger				5.99										
	Meijer	n/i							4.99							
	The Fresh Market	n/i	US	6.99								19.99				
		n/i	AU									19.99				
MI	Busch's	n/i	US	4.99												
	D&W Fresh	n/i							4.99							
	Martin's	Martin's	US						7.79							w/ store card
		Martin's	US						8.78							w/o store card
	Meijer	n/i							4.99							
	Whole Foods MW	n/i		8.99							10.99		21.99	21.99		
MN	Hy-Vee	n/i									7.97					
	Kowalski's	Kowalski's	US						9.99							
	Whole Foods MW	n/i		8.99							10.99		21.99	21.99		
ND	Albertsons IntrMnt	n/i		5.99												
NE	Bag'n Save	n/i	US						7.99							
	Hy-Vee	n/i									7.97					
	Russ's Market	n/i	US						6.99							
	Safeway	Open Nature									8.99					
	Whole Foods MW	n/i		8.99							10.99		21.99	21.99		
OH	Earth Fare	n/i											17.99			
	Kroger Mid-Atlantic	Kroger				5.99										
	Meijer	n/i							4.99							
	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
SD	Hy-Vee	n/i									7.97					
	Safeway	Open Nature									8.99					
WI	Hy-Vee	n/i									7.97					
	Piggly Wiggly MW	n/i	US		6.49	6.99		5.99								
	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
	Whole Foods MW	n/i		8.99							10.99		21.99	21.99		

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				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																
AR	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
	Whole Foods SW	n/i		8.99							10.99		22.99	22.99		ABF
AZ	Basha's	n/i		7.99	7.99	7.99										
	Safeway	Open Nature						6.99								
	Sprout's Market	n/i	NZ	6.99								12.99				
	Whole Foods SPcfc	n/i									9.99	19.99	18.99		ABF; grass-fed	
		n/i	NZ	7.99											ABF; grass-fed	
CO	Albertsons IntrMnt	n/i		5.99												
	Safeway	Open Nature									8.99					
	Sprout's Market	n/i	NZ	6.99								12.99				
	Whole Foods Mtn	n/i		9.99							10.99	19.99	19.99		ABF	
KS	Hy-Vee	n/i									7.97					
	Price Chopper	n/i	US					6.99								
	Sprout's Market	n/i	NZ	6.99								12.99				
	The Fresh Market	n/i	US	6.99								19.99				
		n/i	AU									19.99				
	Whole Foods Mtn	n/i		9.99							10.99	19.99	19.99		ABF	
LA	The Fresh Market	n/i	US	6.99								19.99				
		n/i	AU									19.99				
	Whole Foods SW	n/i		8.99							10.99	22.99	22.99		ABF	
	Winn-Dixie	n/i						6.99								
MO	Dierberg's	Dierberg's	US					7.99								
	Harter House	n/i						7.99								
	Hy-Vee	n/i									7.97					
	Price Chopper	n/i	US					6.99								
	Pyramid Foods	Cedar Springs	US					7.99								
	Whole Foods MW	n/i		8.99							10.99	21.99	21.99			
NM	Basha's	n/i		7.99	7.99	7.99										
	Safeway	Open Nature									8.99					
	Sprout's Market	n/i	NZ	6.99								12.99				
	Whole Foods Mtn	n/i		9.99							10.99	19.99	19.99		ABF	
OK	Pyramid Foods	Cedar Springs	US					7.99								
	Sprout's Market	n/i	NZ	6.99								12.99				



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				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
OK <i>(cont)</i>	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
	Whole Foods SW	n/i		8.99							10.99		22.99	22.99		ABF
TX	Brookshire Bros.	n/i	US								10.99					
	H-E-B	n/i	AU					4.97								
	Randalls/Tom Thumb	Open Nature						6.99				7.99				ABF
	Sprout's Market	n/i	NZ	6.99									12.99			
	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
	Whole Foods SW	n/i		8.99							10.99		22.99	22.99		ABF
UT	Albertsons IntrMnt	n/i		5.99												
	Sprout's Market	n/i	NZ	6.99									12.99			
	Whole Foods Mtn	n/i		9.99							10.99		19.99	19.99		ABF

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				Bone-in				Semi-Boneless			Boneless		French	Crown Roast			
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half					
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																	
CA	Lucky	Superior Farms	US	6.99												locally grown	
	Nugget Markets	Shepard's Pride	US	5.99												w/ store card	
		Shepard's Pride	US	8.99												w/o store card	
	Raley's	Shepard's Pride	US	6.99	6.99	6.99							17.99				
	Safeway	Open Nature	AU				6.99						13.99				
	Save Mart	Superior Farms	US	6.99													
	Sprout's Market	n/i	NZ	6.99									12.99				
	Stater Bros.	n/i	US	5.99													
	The Fresh Market	n/i	US	6.99										19.99			
		n/i	AU											19.99			
	Vons/Pavilions	Open Nature	AU				5.99						12.99				
	Whole Foods NCal	n/i	NZ	7.99							9.99		19.99	19.99			
	Whole Foods SPcfc	n/i									9.99		19.99	18.99			ABF; grass-fed
		n/i	NZ	7.99													ABF; grass-fed
HI	Foodland	n/i								7.99							
	Safeway	Open Nature	AU				6.99					13.99					
	Whole Foods SPcfc	n/i								10.99		19.99	19.99			ABF; grass-fed	
n/i		NZ	9.99												ABF; grass-fed		
NV	Albertsons IntrMnt	n/i		5.99													
	Raley's	Shepard's Pride	US	6.99	6.99	6.99							17.99				
	Safeway	Open Nature	AU				6.99						13.99				
	Scolari's	Shepard's Pride	US	5.99													
	Sprout's Market	n/i	NZ	6.99									12.99				
	Vons/Pavilions	Open Nature	AU				5.99						12.99				
	Whole Foods NCal	n/i	NZ	7.99						9.99		19.99	19.99				
	Whole Foods SPcfc	n/i								9.99		19.99	18.99				ABF; grass-fed
n/i		NZ	7.99													ABF; grass-fed	

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

**Thanksgiving 2014**

prices in \$US per pound unless otherwise noted.

**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb									Racks		Breast	Conditions
				Bone-in				Semi-Boneless			Boneless		French	Crown Roast		
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
<b>NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY</b>																
<b>AK</b>	Carr's/Safeway Sea Mart	Open Nature n/i	US					5.99				9.99	10.99			
<b>ID</b>	Albertsons IntrMnt Albertsons NW Rosauer's Safeway Whole Foods Mtn Yoke's Fresh	n/i n/i Superior Farms Open Nature n/i Summit Creek	US  US  US	5.99 7.99 8.99 8.99 9.99		8.99 8.99		4.99				10.99 9.99	9.99 19.99	19.99	ABF	
<b>MT</b>	Albertsons IntrMnt Rosauer's	n/i Superior Farms	US US	5.99 8.99	8.99	8.99										
<b>OR</b>	Albertsons NW Haggen/TOP Food Market of Choice Red Apple/Thriftway Rosauer's	n/i Superior Farms Anderson Ranch n/i Superior Farms	US US US US	7.99 8.99				8.99 10.99				9.99			locally grown ABF	
<b>WA</b>	Albertsons NW Haggen/TOP Food Metropolitan Red Apple/Thriftway Rosauer's The Markets, LLC Yoke's Fresh	n/i Superior Farms n/i n/i Superior Farms Superior Farms Summit Creek	US US US US US US	7.99 8.99 8.99				8.99				9.99			locally grown	
<b>WY</b>	Albertsons IntrMnt Safeway	n/i Open Nature		5.99								8.99				