

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

State	Supermarket	Label	Pork Leg Bone-in		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender Loin	Conditions			
			Whole	Half	Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls		
						bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls						
DE <i>(cont)</i>	Redner's	n/i						1.58	1.98	1.48									
	Safeway Eastern	Smithfield															4.99		
	Save-a-Lot	n/i								0.99									
	ShopRite	n/i	1.49									1.49					3.99		
	Shurfine	Farm Promise Hatfield n/i															6.99	ABF	
MA	Adams IGA	n/i	1.99	2.49	3.59		1.69										3.99		
	AG New England	n/i							1.99								4.99		
	Big Y	Hormel																	
	C-Town	n/i		1.19						1.19		0.99							
	Crosby's	n/i								2.99								w/ store card	
		n/i								3.99								w/o store card	
	Donelan's	n/i							2.99										
	Geissler's	n/i							3.79										
	Hannaford	Smithfield								1.99								w/ store card	
		Smithfield								4.29								w/o store card	
	Hannaford	Hannaford																3.49	w/ store card
		Hannaford																4.99	w/o store card
	Market Basket	n/i								1.99								2.99	w/ store card
		n/i								2.49								3.99	w/o store card
	Met Foods	n/i											0.99						
	NSA Supermarkets	n/i											0.99						
	Price Chopper	Price Chopper	1.59										1.79	2.49					
	Price Rite	n/i								1.79			0.99						
	Roche Bros.	Berkshire Black				9.99													
		n/i				4.49													
Save-a-Lot	n/i									0.99									
Stop & Shop	Stop & Shop				4.99														
Trucchi's	n/i				3.49														
Whole Foods NATl	n/i								6.99										
MD	A&P Stores	n/i			3.49			3.49									4.99		
	ACME Market	Smithfield							BOGO										
	AG New England	n/i							1.99										
	Associated	n/i										0.99							
	Balducci's	n/i															7.99	ABF	
	Family Owned	n/i								1.89	2.19				1.79		3.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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

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

Easter/Passover 2015  
 FRESH PORK

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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

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

Easter/Passover 2015  
FRESH PORK

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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



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

**Easter/Passover 2015**  
**FRESH PORK**

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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

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

Easter/Passover 2015  
 FRESH PORK

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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

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

**Easter/Passover 2015**  
**FRESH PORK**

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

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

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

**FRESH PORK**

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



U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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

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

Easter/Passover 2015  
FRESH PORK

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

FRESH PORK

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

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

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

**FRESH PORK**

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

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

Easter/Passover 2015  
**FRESH PORK**

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