

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

Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																						
CT	A&P Stores	Top Line													2.50							
		Grimmway Farms		1.50																		
		Green Way	O										2.99									
		Foxy			1.99																	
		n/i		1.50						1.99				2.99						0.30		
	Adams IGA	Dole																		0.30		
		n/i			1.50					1.49						0.69				0.69		
		n/i	O	2.19		3.99	1.49						2.99									
	AG New England	Natural Directions						0.60										0.29				
		n/i			1.69		0.69							1.69		0.69				0.59		
	ALDI	n/i			0.69			0.23								0.40				0.16		
	Associated	n/i			1.50			0.49				0.99				0.79				0.69		
		n/i	O				1.49															
	Best Market	n/i			0.97	1.47		0.49	0.47	0.65	2.77		1.97	1.97		0.47		0.20		0.67		
		Green Giant		0.77														0.39		0.39		
		n/i	L				0.47			0.97				0.97								
		Infinite Herbs											2.97									
	Big Y	Big Y															0.60					
		n/i								1.59		0.79	3.49			0.49						
		n/i	L				0.79															
		n/i	O	1.98				1.50								1.99				1.00		
	Bravo	n/i			1.50							0.79		1.99		0.49				0.34		
		n/i	O		2.50					3.99												
	C-Town	n/i		1.50	1.50			0.79	0.49			0.79		0.99	0.83	0.50				0.34		
		n/i	O	1.69											1.29							
	Compare Foods	n/i			1.50	0.99	0.50					0.59			0.50					0.49		
		n/i	O							2.67												
	Fairway	n/i		1.50																		
	Food Bazaar	n/i			0.99	0.99		0.29		0.99		0.49				0.79				0.29		
		Dole		0.99																0.99		
	Food Emporium	n/i													0.99					0.99		
	Geissler's	n/i		1.39	1.49	0.99	0.50	0.65							0.79					0.69		
		Prince Edward																0.30				
	Highland Park	n/i	L				0.59															
		n/i			1.50	1.49									0.89							
		Prince Edward														0.50	0.50	0.50	0.50			

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
CT <i>(cont)</i>	Highland Park <i>(continued)</i>	Backyard Farms												2.49									
		n/i	O		1.99								2.50										
	King's	n/i	O		2.99																		
	Marc's	n/i			0.99			0.49															
		Mountain King																0.50	0.50				
		Green Giant			1.29																		
	Mrs. Green's	n/i			1.49	2.49	0.99	0.99				1.99				0.99					0.60		
	NSA Supermarket	n/i			0.99			0.39				0.67				0.67					0.40		
		n/i	O													1.49							
	Pioneer	n/i			1.50		0.99			1.00		0.99				0.79					0.40	0.79	
		n/i	O		1.99							2.99				1.99					1.25		
	Price Chopper	n/i			0.99		0.99	0.60				1.79				0.89		0.50					
	Save-a-Lot	Biggins																			0.37		
		n/i			0.69				0.33	0.39		0.69				0.39							
	ShopRite	n/i			1.50	1.49			0.83		1.29				1.99	0.49					0.50		
		n/i	O													1.50							
	Stew Leonard's	n/i																			0.60		
	Stop & Shop	n/i										1.50			1.49	0.79		0.50					
	Stop & Shop			1.50		1.50					2.50		1.49										
	Nature's Promise	O		2.29													1.00		1.00	1.00			
Target	n/i																			0.40			
Trader Joe's	Trader Joe's	O						1.50								1.50							
Walmart	n/i			0.87	1.48									1.48	0.38					0.40			
Whole Foods Nat	n/i	O			3.50										1.69								
Whole Foods NE	n/i	O			3.99										1.49								
DC	ALDI	n/i			0.69			0.23								0.40					0.16		
	Giant Food	n/i										1.50		1.49		0.79		0.50					
		Giant			1.50	1.50					2.50		1.49										
		Nature's Promise	O		2.29												1.00		1.00	1.00			
	Harris Teeter	n/i			1.50	1.79		0.62				0.99		1.49	0.50					0.35	1.29		
		Farmer's Market			0.99	1.49	1.29					1.50	1.99							0.70			
		Farmer's Market	O		1.50																		
		n/i	O		1.99	3.99				3.49		2.50									1.00		
	Safeway	n/i			1.50	1.99								2.99	0.99		0.50				0.99		
		n/i	O				0.99																
	Safeway Farms			1.50																			
	O Organics											2.29											

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
DC <i>(cont)</i>	Save-a-Lot	Biggins																				
		n/i			0.69			0.33	0.39					0.69			0.39				0.37	
	Target	n/i																			0.40	
	Trader Joe's	Trader Joe's	O					1.50								1.50					0.40	
	Walmart	n/i			0.87	1.48									1.48	0.38					0.40	
DE	A&P Stores	Top Line																				
		Grimmway Farms		1.50																		
		Green Way	O										2.99									
		Foxy			1.99																	
		n/i		1.50						1.99					2.99						0.30	
	ACME Markets	Green Giant																BOGO	BOGO		0.60	
		n/i					0.99				2.99				2.99	0.50						
		Grimmway Farms		1.67																		
	Food Lion	n/i		1.40	0.99	3.32		0.79	0.49	1.49						0.44	0.60	0.56				
	Fresh Grocer	n/i			1.49			0.83					0.69		1.99	0.50					0.50	
	Giant Food	n/i											1.50		1.49	0.79		0.50				
		Giant		1.50		1.50					2.50			1.49								
		Nature's Promise	O	2.29														1.00		1.00	1.00	
	Great Valu Market	n/i			1.49					1.49	2.99						0.59					
		Green Giant		1.50													0.99	0.40				
	Harris Teeter	n/i		1.50		1.79		0.62					0.99		1.49	0.50					0.35	1.29
		Farmer's Market			0.99	1.49	1.29						1.50	1.99								0.70
		Farmer's Market	O	1.50																		
		n/i	O		1.99	3.99					3.49											1.00
	Pathmark	n/i							1.00				1.50		2.99	2.50	1.00	0.30	1.00			
	Grimmway Farms		1.50																			
	Foxy			1.99																		
	Live Better												2.99									
Redner's	Foxy			0.98																		
	n/i															0.48						
	Grimmway Farms		1.50																			
	Redner's																	0.30				
Safeway	n/i			1.50	1.99									2.99	0.99			0.50			0.99	
	n/i	O					0.99															
	Safeway Farms		1.50																			
	O Organics												2.29									

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
DE <i>(cont)</i>	Save-a-Lot	Biggins			0.69			0.33	0.39			0.69				0.39				0.37		
	ShopRite	n/i		1.50	1.49			0.83		1.29				1.99		0.49				0.50		
		n/i	O													1.50						
	Shurfine	n/i	L					0.67		1.69	2.99						0.60		0.60			
	Target	n/i																		0.40		
	Trader Joe's	Trader Joe's	O					1.50								1.50						
	Walmart	n/i			0.87	1.48								1.48		0.38				0.40		
MA	Adams IGA	Dole			1.50					1.49						0.69				0.30	0.69	
		n/i	O	2.19		3.99	1.49						2.99						0.29			
	AG New England	Natural Directions			1.69		0.69	0.60						1.69		0.69					0.59	
		n/i			0.69			0.23								0.40					0.16	
	ALDI	n/i																				
	Big Y	Big Y																				
		n/i	L				0.79			1.59		0.79	3.49			0.49						
		n/i	O	1.98				1.50								1.99					1.00	
	C-Town	n/i		1.50	1.50			0.79	0.49						0.79		0.99	0.50			0.34	
		n/i	O	1.69												1.29						
	Compare Foods	n/i			1.50	0.99	0.50						0.59			0.50						0.49
		n/i	O								2.67											
	Crosby's	n/i			1.99				0.75								0.99	0.60		0.60	0.40	
		n/i	O	1.99			0.99									1.59						
	Donelan's	n/i	L				0.59															
		n/i														0.99					0.60	
		n/i	O	1.29												1.69						
	Geissler's	n/i		1.39	1.49		0.50	0.65								0.79						0.69
		Prince Edward																		0.30		
	Hannaford	n/i		0.99		1.49	0.59	0.60									0.49		0.40		0.49	
	Nature's Place	O										1.99										
Market Basket	n/i				1.29							2.99				0.69				0.50		
	Grimmway Farms			1.99																		
Met Foods	n/i			1.50		0.99				1.00		0.99				0.59				0.40	0.79	
	n/i	O		1.99								2.99				1.99				1.25		

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
MA <i>(cont)</i>	NSA Supermarket	n/i	O		0.99			0.39				0.67				0.67				0.40			
		n/i											1.49				1.49						
	Price Chopper	n/i	O		0.99		0.99	0.60				1.79				0.89		0.50					
	Roche Bros.	n/i																			0.60		
	Save-a-Lot	Biggins	O				0.49	0.33	0.39												0.37		
		n/i					0.79	0.63													0.29		
	Shaw's	n/i	O	1.25	1.49					0.99		0.50				0.50	0.99		0.99		0.38	0.59	
		n/i								1.10		1.99				1.50	1.16		1.16				
		Foxy	O				0.99				1.33	2.99											
		Earthbound												1.99									
		Wild Harvest	O																				
	Star Market	n/i			1.25	1.49		0.79	0.67		0.99		0.50					0.40		0.40		0.59	
		n/i	O					0.99			1.33	2.99	1.99					1.33		1.33			
	Stop & Shop	n/i											1.50		1.49		0.79		0.50				
		Stop & Shop	O		1.50		1.50					2.50		1.49									
		Nature's Promise				2.29													1.00		1.00	1.00	
Target	n/i	O																		0.40			
Trader Joe's	Trader Joe's								1.50								1.50						
Trucchi's	n/i	O				1.79	0.79	0.85								0.99	0.70		0.70		0.89		
	n/i			1.99																			
Walmart	n/i	O			0.87	1.48									1.48		0.38				0.40		
Wegman's	n/i					0.89	3.00										0.39		0.30				
Whole Foods Nat	n/i	O				3.50										1.69							
MD	A&P Stores	Top Line	O												2.50								
		Grimmway Farms			1.50																		
		Green Way	O										2.99										
		Foxy				1.99																	
		n/i	O		1.50						1.99				2.99						0.30		
	ACME Markets	Green Giant						0.99				2.99			2.99		0.50	BOGO		BOGO	0.60		
		n/i	O																				
		Grimmway Farms				1.67																	
	AG New England	Natural Directions	O						0.60										0.29				
		n/i					1.69	0.69						1.69		0.69						0.59	
ALDI	n/i	O						0.23								0.40				0.16			
Associated	n/i					1.50		0.49				0.99			0.79						0.69		
	n/i	O					1.49																
Family Owned	n/i					1.29	1.69		0.67	0.59	1.19		0.99						0.39				

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Cluster	Roma	Red	White	Yellow	Russet	lb.
MD <i>(cont)</i>	Food Lion	n/i		1.40	0.99	3.32		0.79	0.49	1.49						0.44	0.60	0.56					
	Giant Eagle	n/i			0.99	1.29				BOGO		0.99				0.33							
		Farmer's Market																			BOGO		
		Giant Food	n/i									1.50		1.49		0.79		0.50					
		Giant			1.50		1.50					2.50		1.49									
		Nature's Promise	O		2.29												1.00		1.00	1.00			
		Graul's	n/i			0.99											0.69			0.60			
		n/i	O		1.99				1.33														
		Great Valu Market	n/i			1.49					1.49	2.99					0.59						
		Green Giant			1.50												0.99	0.40					
		Harris Teeter	n/i		1.50		1.79		0.62				0.99		1.49		0.50				0.35	1.29	
		Farmer's Market				0.99	1.49	1.29					1.50	1.99							0.70		
		Farmer's Market	O		1.50																		
		n/i	O			1.99	3.99				3.49		2.50								1.00		
		Mars	n/i						0.50	0.49							0.39				0.50		
		n/i	O		1.99															0.80			
		Dole				0.99																	
		Green Giant			1.50																0.38		
		Martin's Food	n/i		1.67				0.80		0.99				2.50						0.60		
		Nature's Promise	O														1.00		1.00	1.00			
		Redner's	Foxy			0.98																	
		n/i															0.48						
		Grimmway Farms			1.50																		
		Redner's																			0.30		
		Safeway	n/i			1.50	1.99								2.99		0.99		0.50		0.99		
		n/i	O					0.99															
		Safeway Farms			1.50																		
		O Organics												2.29									
	Save-a-Lot	Biggins																			0.37		
	n/i				0.69			0.33	0.39			0.69				0.39							
	Shop'n Save	n/i		1.50	0.99						1.66	1.29		1.99		0.39							
	Green Giant																0.80		0.80				
	Shoppers Food	n/i		1.25	0.99			0.67		1.49						0.33					0.40		
	Wild Harvest	O											1.99								0.80		
	ShopRite	n/i		1.50	1.49			0.83		1.29				1.99		0.49					0.50		
	n/i	O														1.50							

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Cluster	Roma	Red	White	Yellow	Russet	lb.
MD <i>(cont)</i>	Shurfine	n/i	L					0.67		1.69	2.99						0.60		0.60				
	Target	n/i																		0.40			
	Trader Joe's	Trader Joe's	O					1.50								1.50							
	Walmart	n/i			0.87	1.48									1.48	0.38				0.40			
	Wegman's	n/i			0.89	3.00										0.39		0.30					
	Weis	n/i		0.99						1.79			1.99	1.99		0.79		BOGO		0.62			
ME	AG New England	Natural Directions						0.60										0.29			0.59		
		n/i			1.69		0.69								1.69	0.69							
	Hannaford	n/i		0.99		1.49	0.59	0.60								0.49		0.40		0.49			
		Nature's Place	O										1.99										
	Market Basket	n/i				1.29							2.99			0.69				0.50			
		Grimmway Farms		1.99																	0.37		
	Save-a-Lot	Biggins																					
		n/i			0.69				0.33	0.39			0.69			0.39							
	Shaw's	n/i		1.25	1.49		0.79	0.63			0.99		0.50			0.50	0.99		0.99	0.38	0.59		
		n/i	O								1.10		1.99			1.50	1.16		1.16				
		Foxy	O								1.33	2.99											
		Earthbound	O				0.99																
	Wild Harvest	O											1.99							0.40			
	Target	n/i																		0.40			
	Trader Joe's	Trader Joe's	O					1.50								1.50							
	Walmart	n/i			0.87	1.48									1.48	0.38				0.40			
	Whole Foods Nat	n/i	O			3.50									1.69								
NH	AG New England	Natural Directions						0.60										0.29			0.59		
		n/i			1.69		0.69								1.69	0.69							
	ALDI	n/i			0.69			0.23								0.40				0.16			
	Hannaford	n/i		0.99		1.49	0.59	0.60								0.49		0.40		0.49			
		Nature's Place	O										1.99										
	Market Basket	n/i				1.29							2.99			0.69				0.50			
		Grimmway Farms		1.99																			
	Price Chopper	n/i			0.99		0.99	0.60				1.79				0.89		0.50					
	Save-a-Lot	Biggins																		0.37			
		n/i			0.69				0.33	0.39			0.69			0.39							
Shaw's	n/i		1.25	1.49		0.79	0.63			0.99		0.50			0.50	0.99		0.99	0.38	0.59			
	n/i	O								1.10		1.99			1.50	1.16		1.16					
	Foxy	O								1.33	2.99												

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Red	White	Yellow	Russet	lb.	
NH <i>(cont)</i>	Shaw's	Earthbound	O				0.99															
	<i>(continued)</i>	Wild Harvest	O										1.99									
	Target	n/i																			0.40	
	Trader Joe's	Trader Joe's	O													1.50						
	Walmart	n/i			0.87	1.48								1.48		0.38					0.40	
NJ	A&P Stores	Top Line													2.50							
		Grimmway Farms		1.50																		
		Green Way	O										2.99									
		Foxy			1.99																	
		n/i		1.50						1.99				2.99							0.30	
	ACME Markets	Green Giant																BOGO		BOGO	0.60	
		n/i					0.99				2.99			2.99		0.50						
		Grimmway Farms		1.67																		
	ALDI	n/i			0.69				0.23								0.40				0.16	
	Associated	n/i			1.50				0.49				0.99			0.79					0.69	
		n/i	O				1.49															
	Best Market	n/i			1.47	1.47			0.49	0.47				1.97	1.97				0.20		0.67	
		Green Giant		0.77															0.39		0.39	
		n/i	L				0.47			0.97					0.97							
	Bottom Dollar	n/i			0.57												0.33				0.29	
	Bravo	n/i			1.50									0.79	1.99		0.49				0.34	
		n/i	O		2.50						3.99											
	C-Town	n/i		1.50	1.50				0.79	0.49				0.79		0.99	0.83	0.50			0.34	
		n/i	O	1.69													1.29					
	Compare Foods	n/i			1.50	0.99	0.50							0.59			0.50					0.49
		n/i	O								2.67											
	Extra	n/i								0.33	0.85			0.48		0.98	0.25			0.30		
	Fairway	n/i		1.50																		
Fine Fare	n/i			1.29				0.50	0.39				0.50			0.89				0.40		
	Dole																0.50		0.60			
Food Basics	n/i			1.28				0.53		0.99			0.88		0.98	0.48		0.29		0.20		
Food Bazaar	n/i			0.99	0.99			0.29		0.99			0.49			0.79				0.29	0.99	
	Dole		0.99																			
Foodtown	n/i						0.99						0.99			0.50	1.29			1.29	0.66	
	M&M Farms	L						0.49														
	n/i	O						1.33								1.49						
	Green Giant			1.50																		

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet
NJ (cont)	Great Valu Market	n/i			1.49					1.49	2.99					0.59					
		Green Giant		1.50													0.99	0.40			
		Key Food	n/i												2.99		1.29				
			n/i	O	2.50				1.33		1.99						1.99				1.00
			Green Giant		2.00																0.99
		King's	n/i	O		2.99											2.49		0.80		
		Met Foods	n/i		1.50			0.99			1.00		0.99				0.59				0.40
			n/i	O	1.99								2.99				1.99				1.25
		Morton Williams	n/i				1.99				0.59										
			n/i	O	1.99																
		Mrs. Green's	n/i		1.49	2.49		0.99	0.99				1.99				0.99				0.60
		Murphy's	n/i								0.99										
		Pathmark	n/i						1.00				1.50		2.99	2.50		1.00	0.30	1.00	
			Grimmway Farms		1.50																
			Foxy			1.99															
			Live Better											2.99							
		Pioneer	n/i		1.50			0.99			1.00		0.99								0.40
			n/i	O	1.99								2.99								1.25
		Save-a-Lot	Biggins																		0.37
			n/i			0.69			0.33	0.39			0.69								
		ShopRite	n/i		1.50	1.49			0.83		1.29					1.99					0.50
			n/i	O													1.50				
		Stop & Shop	n/i										1.50		1.49		0.79		0.50		
			Stop & Shop		1.50		1.50					2.50		1.49							
			Nature's Promise	O	2.29													1.00		1.00	1.00
		Target	n/i																		0.40
		Thriftway	Dole			1.50															
		Green Giant															0.60		0.60		
		n/i		1.50											1.99						
	Trader Joe's	Trader Joe's	O					1.50													
	Walmart	n/i			0.87	1.48									1.48					0.40	
	Wegman's	n/i			0.89	3.00															
	Weis	n/i		0.99																	
	Western Beef	n/i							0.59				1.99	1.99				BOGO		0.62	
	Whole Foods NE	n/i	O			3.99							0.99							0.50	
																1.49				0.99	

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
NY	A&P Stores	Top Line													2.50							
		Grimmway Farms		1.50																		
		Green Way	O											2.99								
		Foxy				1.99																
		n/i		1.50						1.99					2.99						0.30	
	ALDI	n/i			0.69			0.23								0.40				0.16		
	Associated	n/i			1.50				0.49				0.99			0.79						0.69
		n/i	O					1.49														
	Best Market	n/i			1.47	1.47			0.49	0.47		2.77		1.97	1.97	0.47		0.20				0.67
		Green Giant		0.77														0.39		0.39		
	Big M	n/i	L					0.47			0.97					0.97						
		Powerhouse																			0.25	
	Bravo	n/i		1.50	BOGO			0.79			1.88					0.49						
		n/i			1.50								0.79		1.99	0.49					0.34	
	C-Town	n/i	O		2.50						3.99											
		n/i	O	1.50	1.50				0.79	0.49			0.79		0.99	0.83	0.50				0.34	
	Compare Foods	n/i	O	1.69												1.29						
		n/i	O		1.50	0.99	0.50				2.67		0.59			0.50						0.49
	D'Agostino's	n/i						0.69				2.00								0.60	0.60	
		Foxy			1.49																	
	DeCiccio's	n/i	O													1.59						
		n/i		1.79	1.50	0.99										0.59						0.79
	Fairway	Green Giant																0.50				
		n/i		1.50																		
	Fine Fare	n/i			1.29				0.50	0.39			0.50			0.89					0.40	
		Dole															0.50		0.60			
	Food Basics	n/i			1.28				0.53		0.99		0.88		0.98	0.48			0.29		0.20	
		Food Bazaar	n/i		0.99	0.99			0.29		0.99		0.49			0.79					0.29	0.99
Food Emporium	Dole		0.99																			
	n/i														0.99					0.99		
Foodtown	n/i						0.99					0.99			0.50	1.29				1.29	0.66	
	M&M Farms	L						0.49														
Giunta Farms	n/i	O						1.33							1.49							
	Green Giant		1.50																			
	n/i						0.33	0.38							0.59					0.34	0.59	
		n/i	L									0.33										

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
NY <i>(cont)</i>	Great American	n/i			0.99		0.59	0.40								0.49				0.29		
	Green Giant			1.29																		
	Gristede's	n/i			1.88			0.66		1.65						0.99				0.58		
	Hannaford	n/i		0.99		1.49	0.59	0.60								0.49	0.40			0.49		
	Nature's Place		O										1.99									
	Key Food	n/i												2.99		1.29				1.00		
	Green Giant		O	2.50				1.33		1.99						1.99				0.99		
	King Kullen	n/i					0.99			0.99					2.99	0.69						
	Green Giant			1.50																		
	King's	n/i	O		2.99														0.80			
	Met Foods	n/i		1.50			0.99			1.00		0.99				0.59				0.40	0.79	
	n/i		O	1.99								2.99				1.99				1.25		
	Metropolitan	n/i	O						1.33							1.49						
	n/i			1.50			0.99			1.50		0.99				0.79				0.40	0.79	
	Morton Williams	n/i				1.99				0.59												
	n/i		O	1.99																		
	Mrs. Green's	n/i		1.49	2.49		0.99	0.99				1.99				0.99				0.60		
	North Shore	n/i		1.50					0.33	0.29		1.99	0.99									
	NSA Supermarket	n/i			0.99				0.39				0.67			0.67				0.40		
	n/i		O													1.49						
	Pathmark	n/i							1.00				1.50		2.99	2.50		1.00	0.30	1.00		
	Grimmway Farms			1.50																		
	Foxy				1.99																	
	Live Better													2.99								
	Peck's	n/i			1.50						1.99					0.59					0.79	
	Dole																		0.40			
	Pioneer	n/i		1.50			0.99				1.00		0.99			0.79				0.40	0.79	
	n/i		O	1.99									2.99			1.99				1.25		
Price Chopper	n/i			0.99		0.99	0.60					1.79			0.89			0.50				
Save-a-Lot	Biggins																			0.37		
n/i				0.69				0.33	0.39			0.69			0.39							
Shop'n Save	n/i		1.50	0.99							1.66	1.29		1.99	0.39							
Green Giant																	0.80		0.80			
ShopRite	n/i		1.50	1.49				0.83		1.29				1.99	0.49					0.50		
n/i		O													1.50							
Stew Leonard's	n/i																			0.60		

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.		
NY <i>(cont)</i>	Stop & Shop	n/i										1.50		1.49		0.79						
	Stop & Shop			1.50		1.50					2.50		1.49					1.00		1.00	1.00	
	Nature's Promise	O		2.29																	0.40	
	Target	n/i																			BOGO	
	Tops Markets	n/i		1.25			0.99	BOGO						1.99		0.39						
	Trade Fair	n/i						0.34	0.25				0.50									
	Trader Joe's	Trader Joe's	O					1.50								1.50						
	Uncle Giuseppe's	n/i															0.99				0.99	
		n/i	O		1.99								1.99									
	Walmart	n/i				0.87	1.48								1.48		0.38					0.40
	Wegman's	n/i				0.89	3.00										0.39		0.30			
	Weis	n/i			0.99						1.79			1.99	1.99		0.79		BOGO			0.62
	Western Beef	n/i								0.59				0.99			0.79					0.50
Whole Foods NE	n/i	O				3.99										1.49						
PA	A&P Stores	Top Line													2.50							
		Grimmway Farms												2.99								
		Green Way	O																			
		Foxy				1.99																
		n/i				1.50				1.99					2.99						0.30	
	ACME Markets	Green Giant															BOGO		BOGO		0.60	
		n/i					0.99					2.99			2.99		0.50					
		Grimmway Farms																				
	ALDI	n/i				0.69			0.23								0.40				0.16	
	Associated	n/i				1.50			0.49				0.99				0.79					
		n/i	O					1.49														
	Big M	Powerhouse																			0.25	
		n/i				1.50	BOGO				1.88						0.49					
	Bottom Dollar	n/i					0.57										0.33				0.29	
	Boyer's Market	Huntsinger Farms															0.50	0.50	0.50		0.50	
		n/i						0.67	BOGO	0.57	1.47	2.97					0.67					
	Bravo	n/i											0.79		1.99		0.49				0.34	
		n/i	O								3.99											
	Family Owned	n/i					1.29	1.69		0.67	0.59	1.19		0.99					0.39			
Fine Fare	n/i					1.29			0.50	0.39						0.89				0.40		
	Dole																0.50		0.60			
Food Basics	n/i								0.53		0.99				0.98	0.48			0.29	0.20		
Food Lion	n/i					1.40	0.99	3.32		0.79	0.49					0.44	0.60	0.56				

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
PA <i>(cont)</i>	Foodland	n/i		1.50	0.69					1.67		1.29		1.99		0.49				0.29	
	Foodtown	n/i					0.99					0.99				0.50	1.29			1.29	0.66
	M&M Farms	n/i	L					0.49													
		n/i	O					1.33								1.49					
	Green Giant	n/i		1.50																	
	Fresh Grocer	n/i			1.49			0.83				0.69		1.99		0.50				0.50	
	Giant Eagle	n/i			0.99	1.29				BOGO		0.99				0.33					
	Farmer's Market	n/i																		BOGO	
	Giant Food Stores	n/i		1.67				0.80		0.99					2.50			0.60			
	Nature's Promise	n/i	O														1.00		1.00	1.00	
	Great Valu Market	n/i			1.49					1.49	2.99					0.59					
	Green Giant	n/i		1.50													0.99	0.40			
	Karn's	n/i		1.25					0.50		1.79					2.49					
		n/i	O						1.00												
	Green Giant	n/i															0.70			0.40	
	Wild Harvest	n/i	O										1.79								
	Key Food	n/i													2.99		1.29				
		n/i	O		2.50				1.33		1.99						1.99				1.00
	Green Giant	n/i			2.00																0.99
	Kuhn's	n/i			1.29	1.50		0.99			1.59		0.99	2.00			0.49				0.39
	Martin's Food	n/i			1.67				0.80		0.99					2.50		0.60			
	Nature's Promise	n/i	O															1.00		1.00	1.00
	Pathmark	n/i							1.00				1.50		2.99	2.50	1.00	0.30	1.00		
	Grimmway Farms	n/i			1.50																
	Foxy	n/i				1.99															
	Live Better	n/i												2.99							
	Price Chopper	n/i				0.99		0.99	0.60				1.79				0.89		0.50		
	Redner's	n/i				0.98															
		n/i															0.48				
	Grimmway Farms	n/i			1.50																0.37
Redner's	n/i				0.69			0.33	0.39			0.69				0.39					
Shop'n Save	n/i			1.50	0.99						1.66	1.29		1.99		0.39					
Green Giant	n/i																0.80		0.80		
ShopRite	n/i			1.50	1.49			0.83		1.29				1.99		0.49				0.50	
	n/i	O														1.50					

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State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
PA <i>(cont)</i>	Shurfine	n/i	L					0.67		1.69	2.99						0.60		0.60			
	ShurSave	n/i		0.99	0.99	1.99		0.75		1.49						0.79		0.29				
	Sparkle	n/i			0.99					1.99						0.69				0.19		
	Target	n/i																		0.40		
	Thornes Market	n/i		1.50	BOGO		0.79			1.88						0.49				0.25		
	Thriftway	Dole			1.50												0.60		0.60			
		Green Giant	n/i		1.50										1.99		0.49					
	Tops Markets	n/i		1.25			0.99	BOGO							1.99		0.39			BOGO		
	Trader Joe's	Trader Joe's	O					1.50								1.50						
	Walmart	n/i			0.87	1.48									1.48		0.38			0.40		
Wegman's	n/i			0.89	3.00										0.39		0.30					
Weis	n/i		0.99							1.79			1.99	1.99		0.79		BOGO		0.62		
RI	ALDI	n/i			0.69			0.23								0.40				0.16		
	Associated	n/i			1.50			0.49				0.99				0.79					0.69	
		n/i	O				1.49															
	Compare Foods	n/i			1.50	0.99	0.50					0.59				0.50					0.49	
		n/i	O							2.67												
	Dave's Market	n/i					0.69									0.99	0.60		0.60		0.69	
	Save-a-Lot	Biggins																		0.37		
		n/i				0.69			0.33	0.39			0.69			0.39						
	Shaw's	n/i		1.25	1.49		0.79	0.63			0.99		0.50			0.50	0.99		0.99	0.38	0.59	
		n/i	O								1.10		1.99			1.50	1.16		1.16			
		Foxy	O								1.33	2.99										
		Earthbound	O				0.99															
		Wild Harvest	O											1.99								
	Stop & Shop	n/i										1.50			1.49		0.79		0.50			
	Stop & Shop			1.50		1.50					2.50		1.49									
	Nature's Promise	O		2.29													1.00		1.00	1.00	0.40	
Target	n/i																					
Trader Joe's	Trader Joe's	O						1.50								1.50						
Walmart	n/i				0.87	1.48								1.48		0.38				0.40		
Whole Foods Nat	n/i	O				3.50										1.69						
VT	AG New England	Natural Directions						0.60										0.29				
		n/i			1.69		0.69								1.69		0.69				0.59	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
VT <i>(cont)</i>	Hannaford	n/i		0.99		1.49	0.59	0.60								0.49		0.40		0.49		
	Nature's Place	n/i	O										1.99									
	Price Chopper	n/i			0.99		0.99	0.60				1.79				0.89		0.50				
	Shaw's	n/i		1.25	1.49		0.79	0.63		0.99		0.50			0.50	0.99			0.99	0.38	0.59	
		n/i	O							1.10		1.99			1.50	1.16		1.16				
	Foxy	n/i	O							1.33	2.99											
	Earthbound	n/i	O				0.99															
	Wild Harvest	n/i	O										1.99									
Tops Markets	n/i		1.25			0.99	BOGO							1.99	0.39				BOGO			
Trader Joe's	Trader Joe's	n/i	O					1.50							1.50							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV																					
AL	ALDI	n/i			0.69			0.23								0.40				0.16	
	Dollar General Mkt	n/i		1.00				0.65								0.33	0.50		0.50	0.39	
	Dole				0.75																
	Earth Fare	n/i	O										1.67							0.80	
	Food for Le\$\$	n/i							0.88							0.48					
	Food Giant	n/i			0.78			0.50	0.58		2.96	2.50				0.69	0.25			0.25	
	Greer's	n/i			0.88					1.33						0.62					
	Glory												1.99								
	Best Choice																		0.50		
	Ingle's	n/i			0.88								2.48			0.48				0.39	
	Kroger Atlanta	n/i			0.99			0.99		0.99						0.79				0.50	
		n/i	L										1.99			0.39					
	Simple Truth		O	1.99	2.50																
	Kroger Nashville	n/i								1.49				0.99	1.49	0.49				0.99	
	Simple Truth		O										1.50								
	Lucky's	n/i			0.99				0.39							0.49				0.29	
	Green Giant			1.29																	
	Piggly Wiggly Hchn	n/i		1.50	0.78			0.50	0.58	2.50	2.96	2.50				0.69	0.25			0.25	
	Piggly Wiggly HAC	n/i			0.89			0.42	0.49	1.33						0.33				0.20	
	Merrell Farms		L										1.88								
	Green Giant			1.10																	
	Farm Stand															0.59					
	Best Choice																				
	Farm Fresh							0.53											0.54		
	Piggly Wiggly Inc	n/i			0.99			0.66						1.99		0.49				0.47	
	Piggly Wiggly JTM	n/i								1.69		2.00									
	Publix	n/i			BOGO	1.29						BOGO		1.69		0.49				0.60	
	Herbal Garden		O										2.00								
	Publix			1.25																	
	Ramey's	n/i							0.39										0.50	0.29	
		n/i	L													0.58					
	Rouses					1.50														0.59	
	Pero Farms																				
	Garber Farms		L													0.39					
		n/i								1.29											
	Bolthouse			1.50																	
	Save-a-Lot	n/i			0.69			0.33	0.39			0.69				0.39					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
AL <i>(cont)</i>	Shop Rite	n/i			0.99							2.00				0.39						
	Target	n/i																		0.40		
	Trader Joe's	Trader Joe's	O					1.50								1.50						
	United Grocery	n/i			0.79																	
	Vowell's	n/i	L													0.59						
		n/i				0.89			0.50			2.69	0.60		1.69					0.29		
		Green Giant															0.40					
	Walmart	n/i				0.87	1.48								1.48	0.38				0.40		
	Western Market	n/i				1.19			0.39						1.79	0.69				0.39		
		Green Giant			1.25												0.50		0.50	0.40		
	Earthbound		O	1.69																		
	Whole Foods Sth	n/i	O									2.00										
	Winn-Dixie	n/i		1.50	0.89	1.66		0.83	0.59	1.49	2.99	2.49				0.48	0.59		0.59	0.59		
FL	ALDI	n/i			0.69			0.23								0.40				0.16		
	Bravo of FL	n/i			0.79			0.43	0.39							0.49				0.25		
	Cranford's	n/i			0.68				0.48	1.52	2.88	0.33										
		Best Choice																	0.58	0.19		
	Dollar General Mkt	n/i		1.00				0.65								0.33	0.50		0.50	0.39		
		Dole				0.75																
	Earth Fare	n/i	O										1.67							0.80		
	Food Giant	n/i				0.78		0.50	0.58		2.96	2.50				0.69	0.25			0.25		
	Greer's	n/i			0.88					1.33						0.62						
		Glory																				
		Best Choice																		0.50		
	Harris Teeter	n/i		1.50		1.79		0.62					0.99		1.49	0.50				0.35	1.29	
		Farmer's Market			0.99	1.49	1.29						1.50	1.99						0.70		
		Farmer's Market		O	1.50																	
		n/i	O		1.99	3.99					3.49		2.50								1.00	
	Hitchcock's	n/i			0.89		1.00	0.66			1.49		2.50	0.99			0.49				0.29	
	J.H. Harvey's	n/i			0.99			0.83								0.48	0.66				0.32	
	n/i	L			1.69				0.59	1.86												
	Roberson Farms																					
Piggly Wiggly Hchn	n/i			1.50	0.78			0.50	0.58	2.50	2.96	2.50			1.99	0.69	0.25			0.25		
Presidente	n/i							0.49	0.33						0.68	0.25	0.25	0.32				
Publix	n/i				BOGO	1.29						BOGO			1.69	0.49				0.60		
	Herbal Garden		O										2.00									
	Publix			1.25																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Thanksgiving 2014

VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
FL <i>(cont)</i>	Save-a-Lot	Biggins			0.69			0.33	0.39			0.69				0.39				0.37		
	Sedano's	n/i			0.99		0.89	0.49		1.33	2.00					0.39	0.25					
	Target	n/i																		0.40		
	Trader Joe's	Trader Joe's	O					1.50								1.50						
	Walmart	n/i			0.87	1.48								1.48		0.38				0.40		
	Western Beef	n/i					0.59								0.89							
	Whole Food FL	Bryson Farms										2.00										
	Winn-Dixie	n/i	O													1.49						
				1.50	0.89	1.66		0.83	0.59	1.49	2.99	2.49			0.48	0.59		0.59	0.59			
GA	ALDI	n/i			0.69			0.23								0.40				0.16		
	Bi-Lo	n/i		1.50	0.89	1.66		0.83	0.59	1.49	2.99	2.49				0.48	0.59		0.59	0.59		
	Dollar General Mkt	n/i		1.00				0.65								0.33	0.50		0.50	0.39		
		Dole			0.75																	
	Earth Fare	n/i	O										1.67							0.80		
	Food Depot	n/i			0.88				0.35	1.92		0.88				0.33				0.29		
	Food Giant	n/i			0.78			0.50	0.58		2.96	2.50				0.69	0.25		0.25			
	Food Lion	n/i		1.40	0.99	3.32		0.79	0.49	1.49						0.44	0.60	0.56				
	Galaxy Food	n/i			0.98					1.48	2.88				1.78	0.38				0.39		
	Harris Teeter	n/i		1.50		1.79		0.62				0.99			1.49	0.50				0.35	1.29	
		Farmer's Market			0.99	1.49	1.29					1.50	1.99							0.70		
		Farmer's Market	O		1.50																	
		n/i	O		1.99	3.99					3.49		2.50								1.00	
	IGA	n/i		1.67	1.19			0.79		0.99		2.47				0.49				0.29		
	Ingle's	n/i			0.88							2.48				0.48				0.39		
	J.H. Harvey's	n/i			0.99			0.83								0.48	0.66			0.32		
		n/i	L			1.69				0.59	1.86											
		Roberson Farms										1.99										
	Kroger Atlanta	n/i			0.99				0.99		0.99						0.79				0.50	
		n/i	L									1.99				0.39						
	Simple Truth	O		1.99	2.50																	
Piggly Wiggly Car.	n/i						0.66	0.48	1.69					1.79		0.58			0.40			
	Walter P. Rawl	L										1.48										
Piggly Wiggly HAC	n/i			0.89				0.42	0.49	1.33						0.33			0.20			
	Merrell Farms	L									1.88											
	Green Giant			1.10																		
	Farm Stand															0.59						

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
GA <i>(cont)</i>	Piggly Wiggly HAC <i>(continued)</i>	Best Choice Farm Fresh						0.53														
	Piggly Wiggly Hchn	n/i		1.50	0.78			0.50	0.58	2.50	2.96	2.50				0.69	0.25			0.25		
	Piggly Wiggly JTM	n/i								1.69		2.00										
	Publix	n/i			BOGO	1.29						BOGO			1.69	0.49				0.60		
		Herbal Garden Publix	O		1.25								2.00									
		Quality Foods	n/i			0.99			0.50		1.49		1.75				0.49				0.37	
		Save-a-Lot	Biggins																		0.37	
			n/i			0.69			0.33	0.39			0.69				0.39					
		Shop Rite	n/i			0.99							2.00				0.39					
		Sprout's Market	n/i			0.48		0.50	0.48		0.98			0.48	1.98	0.98	0.48				0.48	
			n/i	L													0.50					
			n/i	O	1.48	0.98											1.48					
		Target	n/i																		0.40	
		Trader Joe's	Trader Joe's	O					1.50								1.50					
		United Grocery	n/i			0.79																
	Walmart	n/i			0.87	1.48								1.48		0.38				0.40		
	Wayfield's	n/i			0.99			0.67	0.50							0.39				0.50		
		n/i	L									1.99										
		n/i	O				1.49									1.99						
	Whole Foods Sth	n/i	O									2.00										
	Winn-Dixie	n/i		1.50	0.89	1.66		0.83	0.59	1.49	2.99	2.49				0.48	0.59			0.59	0.59	
MS	AG Baton Rouge	n/i			0.79			0.49		1.49						0.69				0.49		
		Mountain King															0.50		0.50		0.16	
	ALDI	n/i			0.69			0.23								0.40						
	Corner Market	Mountain King															0.30		0.30			
		n/i				1.29									1.69							
	Dollar General Mkt	n/i		1.00				0.65								0.33	0.50		0.50	0.39		
		Dole				0.75																
Food Giant	n/i				0.78		0.50	0.58		2.96	2.50				0.69	0.25			0.25			
Greer's	n/i				0.88				1.33						0.62							
	Glory											1.99										
	Best Choice																			0.50		

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
MS <i>(cont)</i>	Kroger Delta	n/i										0.99		0.99			0.40		0.40	0.50		
		n/i	O					0.83												0.83		
		n/i	L									0.59					0.59					
	Mac's Fresh	Simple Truth	O									1.50										
		n/i							0.30				0.69									
	Piggly Wiggly Hchn	Best Choice																0.31			0.29	
		n/i		1.50	0.78				0.50	0.58	2.50	2.96	2.50				0.69	0.25			0.25	
	Ramey's	n/i								0.39											0.50	0.29
		n/i	L															0.58				
	Rouses	Pero Farms				1.50																0.59
		Garber Farms	L															0.39				
	Save-a-Lot	n/i		1.50							1.29											
		Biggins																				0.37
	Superlo Foods	n/i							0.33	0.39			0.69				0.39					
		Best Choice																			0.56	
	Target	n/i							0.56				0.50									0.24
n/i																					0.40	
Vowell's	n/i	L														0.59						
	n/i							0.50			2.69	0.60		1.69							0.29	
Walmart	Green Giant															0.40						
	n/i				0.87	1.48								1.48		0.38					0.40	
Whole Foods Sth	n/i	O										2.00										
Winn-Dixie	n/i		1.50	0.89	1.66			0.83	0.59	1.49	2.99	2.49				0.48	0.59			0.59	0.59	
NC	ALDI	n/i			0.69			0.23								0.40					0.16	
	Bi-Lo	n/i		1.50	0.89	1.66		0.83	0.59	1.49	2.99	2.49				0.48	0.59		0.59	0.59		
	Bo's Food Stores	n/i		1.29				0.67				0.79				0.39						
	Carlie C's IGA	n/i	L									0.98										
		n/i				1.18			0.53		1.65											0.27
	Compare Foods	n/i			0.89							0.79				0.33		0.40				
	Dollar General Mrkt	n/i		1.00					0.65							0.33	0.50			0.50	0.39	
		Dole				0.75																0.80
	Earth Fare	n/i	O											1.67								
		n/i						0.99			1.99		0.99		1.28							
Farm Fresh	n/i	L													0.49							
Farm Stand	n/i		1.50	1.50																	0.39	

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips		
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
NC <i>(cont)</i>	Food Pride	n/i	L	1.29	1.29			0.50									0.46			0.40			
		n/i											1.99				0.69						
	Food Lion	n/i	L	1.40	0.99	3.32		0.79	0.49	1.49							0.44	0.60	0.56				
	Galaxy Food	n/i			0.98					1.48	2.88				1.78		0.38				0.39		
	Great Valu Market	Green Giant		L					0.50								0.50						
		Farm Stand			1.29	0.99													0.39	0.39			
		n/i		L				0.79		0.59	0.99		0.79				0.49						
	Harris Teeter	n/i			1.50		1.79		0.62				0.99		1.49		0.50			0.35	1.29		
		Farmer's Market		O		0.99	1.49	1.29					1.50	1.99						0.70			
		Farmer's Market	n/i			1.50						3.49		2.50							1.00		
		n/i		O		1.99	3.99						2.47				0.49			0.29			
	IGA	n/i		L	1.67	1.19			0.79		0.99		2.47				0.49			0.29			
	Ingle's	n/i					0.88							2.48			0.48			0.39			
	Just \$ave Foods	n/i		L		0.97			0.59	0.57	1.47		0.97		1.97					0.27			
		n/i															0.37						
		Grimmway Farms		L	1.27																		
	Kroger Mid-Atlntc	Kroger							0.99			0.99						0.49			0.39		
		n/i		L									0.99		1.49								
		n/i													1.79						0.66		
	Lowe's Food	Simple Truth		O	1.50																BOGO		
		n/i		L	2.50				0.67	0.59	2.29												
		Dole																0.39					
		n/i		L	1.79				0.98												0.99		
		Grimmway Farms																					
	Piggly Wiggly Store	n/i		L	0.99	0.99				0.49								0.29					
		Better Valu								0.50		1.49											
	Farm Fresh		L													0.59							
Piggly Wiggly Rtl	n/i					0.79							0.59				0.55			0.49			
	n/i		L													0.39							
Publix	n/i					BOGO	1.29						BOGO		1.69		0.49			0.60			
	Herbal Garden		O										2.00										
	Publix		L	1.25																			
Save-a-Lot	Biggins																			0.37			
	n/i		L		0.69			0.33	0.39			0.69				0.39							
Target	n/i																			0.40			
Trader Joe's	Trader Joe's		O					1.50								1.50							
United Grocery	n/i		L		0.79																		

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips		
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Cluster	Roma	Red	White	Yellow	Russet	lb.
NC <i>(cont)</i>	Walmart	n/i			0.87	1.48										1.48		0.38				0.40	
	Whole Foods Sth	n/i	O									2.00											
SC	ALDI	n/i			0.69			0.23									0.40					0.16	
	Bi-Lo	n/i		1.50	0.89	1.66		0.83	0.59	1.49	2.99	2.49					0.48	0.59		0.59	0.59		
	Dollar General Mkt	n/i		1.00				0.65									0.33	0.50		0.50	0.39		
	Dole				0.75																	0.80	
	Earth Fare	n/i	O										1.67									0.80	
	Food Lion	n/i		1.40	0.99	3.32		0.79	0.49	1.49							0.44	0.60	0.56				
	Galaxy Food	n/i			0.98					1.48	2.88				1.78		0.38					0.39	
	Harris Teeter	n/i		1.50		1.79		0.62				0.99			1.49		0.50					0.35	1.29
	Farmer's Market				0.99	1.49	1.29					1.50	1.99									0.70	
	Farmer's Market		O	1.50																			
	n/i		O		1.99	3.99					3.49		2.50									1.00	
	IGA	n/i		1.67	1.19			0.79		0.99			2.47				0.49					0.29	
	Ingle's	n/i			0.88								2.48				0.48					0.39	
	J.H. Harvey's	n/i			0.99				0.83								0.48	0.66				0.32	
	n/i		L			1.69				0.59	1.86												
	Roberson Farms												1.99										
	Kroger Atlanta	n/i			0.99				0.99		0.99						0.79					0.50	
	n/i		L										1.99				0.39						
	Simple Truth		O	1.99	2.50																		
	Lowe's Food	n/i							0.67	0.59	2.29												BOGO
	Dole			2.50																			
	n/i		L														0.39						
	Grimmway Farms			1.79					0.98													0.99	
	Piggly Wiggly Car.	n/i							0.66	0.48	1.69				1.79			0.58				0.40	
	Walter P. Rawl		L										1.48										
	Publix	n/i			BOGO	1.29							BOGO		1.69		0.49					0.60	
	Herbal Garden		O											2.00									
Publix			1.25																				
Quality Foods	n/i			0.99				0.50		1.49		1.75				0.49					0.37		
Save-a-Lot	Biggins																				0.37		
n/i				0.69				0.33	0.39			0.69				0.39							
Target	n/i																				0.40		
Trader Joe's	Trader Joe's		O					1.50								1.50							
Walmart	n/i			0.87	1.48									1.48		0.38					0.40		
Whole Foods Sth	n/i		O									2.00											

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Red	White	Yellow	Russet	lb.
																Cluster	Roma				
TN	ALDI	n/i			0.69			0.23								0.40			0.16		
	Bi-Lo	n/i		1.50	0.89	1.66		0.83	0.59	1.49	2.99	2.49				0.48	0.59	0.59	0.59		
	Chappell's	Dole			0.98																
		n/i														0.50					
	Dollar General Mkt	n/i		1.00				0.65								0.33	0.50	0.50	0.39		
		Dole			0.75																
	E. W. James&Sons	n/i						0.50		1.49						0.59	0.50		0.34		
		Grimmway Farms			1.29																
	Earth Fare	n/i	O										1.67						0.80		
	Food City	n/i		1.50	0.89						1.12						0.39			0.79	
		n/i	O		2.29												1.29				
	Food Country USA	n/i									1.48	2.88			1.98		0.58		0.37		
	Food Giant	n/i			0.78				0.50	0.58		2.96	2.50				0.69	0.25	0.25		
	Food Lion	n/i		1.40	0.99	3.32			0.79	0.49	1.49						0.44	0.60	0.56		
	Food Rite	Best Choice																		0.25	
		n/i			0.79				0.50		1.99		0.50		1.29		0.59				
		Green Giant			0.99															0.29	
	H.G. Hill	n/i			0.79																
		n/i	L														0.79				
		Best Choice																	0.40		
	Harris Teeter	n/i		1.50		1.79			0.62				0.99		1.49		0.50			0.35	1.29
		Farmer's Market			0.99	1.49	1.29						1.50	1.99						0.70	
		Farmer's Market	O	1.50																	
	n/i	O		1.99	3.99					3.49		2.50							1.00		
Houchen's IGA	n/i			0.88				0.56								0.49			0.29		
Ingle's	n/i			0.88								2.48				0.48			0.39		
Kroger Delta	n/i											0.99		0.99			0.40	0.40	0.50		
	n/i	O						0.83											0.83		
	n/i	L										0.59				0.59					
	Simple Truth	O										1.50									
Kroger Mid-Atlntc	Kroger						0.99			0.99									0.39		
	n/i											0.99		1.49							
	n/i	L										0.99									
	Simple Truth	O	1.50									1.79							0.66		
Kroger Nashville	n/i									1.49		0.99		1.49		0.49			0.99		
	Simple Truth	O										1.50									

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State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Red	White	Yellow	Russet	lb.
														Cluster	Roma						
TN <i>(cont)</i>	Lucky's	n/i			0.99				0.39							0.49				0.29	
		Green Giant		1.29																	
	Osborne's	n/i	L							1.33						0.49				0.29	
		n/i			0.79													0.40			
		Best Choice																			
	Publix	n/i			BOGO	1.29							BOGO		1.69	0.49				0.60	
		Herbal Garden	O											2.00							
		Publix		1.25																	
	Save-a-Lot	Biggins																			0.37
		n/i			0.69				0.33	0.39						0.69					
	Shop Rite	n/i			0.99										2.00		0.39				
	Super Dollar	n/i							0.50						1.99		0.39				
		n/i	L							0.49											
		Harvest Club		1.49																	
	Superlo Foods	Best Choice																	0.56		
	n/i			0.89				0.56							0.50					0.24	
Target	n/i																			0.40	
Town&Cntry Groce	Big Value																			0.20	
	n/i			0.68				0.33	0.49							0.50				0.19	
Trader Joe's	Trader Joe's	O						1.50								1.50					
United Grocery	n/i			0.79																	
Walmart	n/i			0.87	1.48										1.48		0.38			0.40	
Whole Foods Sth	n/i	O											2.00								
VA	ALDI	n/i			0.69			0.23								0.40				0.16	
	Dollar General Mkt	n/i		1.00				0.65								0.33	0.50		0.50	0.39	
		Dole			0.75																
	Farm Fresh	n/i	L				0.99			1.99		0.99			1.28						
		n/i														0.49					
		Farm Stand		1.50	1.50																0.39
	Food City	n/i		1.50	0.89						1.12					0.39					0.79
		n/i	O		2.29											1.29					
	Food Country USA	n/i								1.48	2.88				1.98	0.58				0.37	
	Food Lion	n/i		1.40	0.99	3.32		0.79	0.49	1.49						0.44	0.60	0.56			
Galaxy Food	n/i			0.98					1.48	2.88				1.78	0.38				0.39		
Giant Food	n/i										1.50			1.49	0.79		0.50				
	Giant		1.50		1.50						2.50		1.49								
	Nature's Promise	O	2.29													1.00		1.00	1.00		

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
VA <i>(cont)</i>	Grant's	n/i		1.00	0.89					1.50						0.38					
	Great Valu Market	Green Giant Farm Stand		1.29	0.99			0.50									0.50			0.39	0.39
	Harris Teeter	n/i		1.50		1.79	0.79	0.62	0.59	0.99		0.79				0.49					1.29
		Farmer's Market			0.99	1.49	1.29					1.50	1.99		1.49	0.50					0.35
		Farmer's Market	O	1.50																	0.70
		n/i	O		1.99	3.99					3.49		2.50								1.00
	Ingle's	n/i			0.88								2.48				0.48				0.39
	Kroger Mid-Atlntc	Kroger					0.99				0.99						0.49				0.39
		n/i	L										0.99		1.49						
		Simple Truth	O	1.50									1.79								0.66
	Lowe's Food	n/i							0.67	0.59	2.29										BOGO
		Dole	L	2.50													0.39				
		Grimmway Farms		1.79					0.98												0.99
	Martin's Food	n/i		1.67					0.80		0.99				2.50				0.60		
		Nature's Promise	O														1.00		1.00	1.00	1.00
	Piggly Wiggly Store	n/i		0.99	0.99					0.49							0.29				
		Better Valu Farm Fresh	L						0.50		1.49						0.59				
	Piggly Wiggly Rtl	n/i	L		0.79								0.59				0.55				0.49
		n/i	L														0.39				
	Safeway	n/i			1.50	1.99									2.99		0.99		0.50		0.99
		n/i	O					0.99													
		Safeway Farms		1.50																	
		O Organics											2.29								
	Save-a-Lot	Biggins																			0.37
		n/i			0.69				0.33	0.39			0.69				0.39				
	Shoppers Food	n/i		1.25	0.99				0.67		1.49						0.33				0.40
		Wild Harvest	O											1.99							0.80
	Super Dollar	n/i							0.50				1.99								
		n/i	L							0.49											
		Harvest Club		1.49																	0.40
Target	n/i																				
Trader Joe's	Trader Joe's	O						1.50								1.50					

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
VA <i>(cont)</i>	Walmart	n/i			0.87	1.48										1.48		0.38			0.40	
	Wegman's	n/i			0.89	3.00											0.39		0.30			
WV	ALDI	n/i			0.69			0.23									0.40				0.16	
	Dollar General Mkt	n/i		1.00				0.65									0.33	0.50		0.50	0.39	
		Dole			0.75																	
		Fas-Chek	n/i		1.29				0.33				1.19					0.99			0.34	
		Foodland	n/i		1.50	0.99					1.99			2.69		1.99		0.59			0.31	
		Green Giant																0.50		0.50		
		Food Fair	n/i			0.99			0.50		1.39							0.49			0.29	
		Food Lion	n/i		1.40	0.99	3.32		0.79	0.49	1.49							0.44	0.60	0.56		
		Galaxy Food	n/i			0.98					1.48	2.88				1.78		0.38			0.39	
		Grant's	n/i		1.00	0.89					1.50							0.38			0.63	
		Giant Eagle	n/i			0.99	1.29				BOGO			0.99				0.33				
		Farmer's Market																			BOGO	
		Great Valu Market	Green Giant						0.50										0.50			
			Farm Stand		1.29	0.99														0.39		0.39
		Kroger Columbus	n/i					0.79		0.59	0.99			0.79				0.49				
			n/i			0.69		0.69						0.69				0.69				0.25
			n/i	O					0.83					0.99								
			Simple Truth	O																		0.67
		Kroger Mid-Atlntc	Kroger																			0.39
			n/i					0.99			0.99							0.49				
			n/i	L									0.99			1.49						
			Simple Truth	O	1.50									1.79								0.66
		Martin's Food	n/i		1.67				0.80		0.99					2.50				0.60		
		Nature's Promise	O															1.00		1.00	1.00	
	Piggly Wiggly Store	n/i		0.99	0.99				0.49								0.29					
		Better Valu						0.50		1.49												
		Farm Fresh	L														0.59					
	Riesbeck's	n/i		1.25				0.42	0.39	1.99							0.79				0.19	
		n/i	O	1.50	1.50								1.00									
		Dole			0.79																	
	Save-a-Lot	Biggins																			0.37	
		n/i			0.69			0.33	0.39				0.69				0.39					
	Shop'n Save	n/i		1.50	0.99						1.66	1.29			1.99		0.39					
		Green Giant																0.80		0.80		
	Sparkle	n/i			0.99					1.99							0.69				0.19	

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
WV (cont)	Target	n/i																			0.40	
	Walmart	n/i			0.87	1.48															0.40	
	Weis	n/i		0.99						1.79			1.99		1.48	1.99	0.38		BOGO		0.62	

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State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI																					
IA	Affiliated Fds MW	n/i							0.59	1.33						0.49				0.20	
		Dole			0.89																
		Green Giant		1.29														0.60		0.60	
		Harvest Club							0.56												
		ALDI	n/i			0.69			0.23								0.40				0.16
		County Market	Dole									3.00									
			n/i						0.56												
		Dahl's	Green Giant		1.00													0.50			0.25
			Best Choice																		0.18
			n/i																		
		Family Foods	n/i		1.25				0.66									0.40			
			Ocean Mist								1.00										
		Fareway	Dole		0.88	0.39				0.44		2.69									
			n/i					0.69									0.88		0.38		
		Food Pride	n/i		1.25	0.99			0.66								0.79	0.26			0.19
		Gordy's	Kitchen Kleen														0.68				0.10
		Hometown Foods	n/i								1.19						0.49				
			Green Giant															0.60		0.60	
			Harvest Club						0.50												0.14
		Hy-Vee	Bushel Boy												2.48						
			Dole			0.39						2.48									
			Hy-Vee																		0.29
			Grimmway Farms		0.99																
			n/i														0.48				
	Jewel-Osco	n/i		0.89	0.85					0.39		0.69				0.29	0.60		0.60	0.19	
		n/i	O	1.39	1.00																
		Earthbound	O	1.39								1.39									
	Maynards	n/i								1.00					2.49		0.58				
		Dole			0.88																
		Harvest Club						0.56												0.17	
		Green Giant		0.99													0.56		0.56		
	No Frills	Old Oak																	0.40		
		Grimmway		1.25																	
		n/i			0.49					1.68	2.50					0.49					
		n/i	L																	0.20	

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State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
IA <i>(cont)</i>	Quillin's	Ocean Mist					0.69			1.29												
	Save-a-Lot	n/i								0.99											0.18	
	Schnuck's	Biggins			0.69				0.33	0.39							0.39					0.37
		n/i													1.48							
	Sunshine Foods	Schnuck's				1.00																0.34
		Farm Fresh																0.48				
		Harvest Club							0.56													0.14
	Dole																					
Green Giant				0.99																		
Target	n/i								1.33												0.40	
Trader Joe's	Trader Joe's		O					1.50													1.50	
Walmart	n/i				0.87	1.48															0.38	
Whole Foods MW	n/i		O				0.98														1.48	
IL	Affiliated Fds MW	n/i							0.59	1.33							0.49				0.20	
	Dole				0.89																	
	Green Giant			1.29														0.60		0.60		
	Harvest Club							0.56														
	ALDI	n/i			0.69			0.23													0.16	
	Angelo Caputo	n/i		L						0.19												
		n/i		O	0.99				1.00													0.16
	Berkot's	n/i				0.69			0.69													0.16
		Farm Fresh							0.69													0.25
	Borowiak's IGA	n/i		L																		0.22
		n/i			1.39	1.29	1.99		0.30		0.69	2.55						0.25	0.40			0.40
	Brookhaven	n/i							0.63													0.48
		Dole							0.99													0.25
	Butera Market	Green Giant		O	0.99									1.50								
		Infinite Herbs																				0.49
	Cermak	n/i			0.79						0.99	1.49										0.49
Butera Market		n/i			0.99		0.89	0.49		0.79	1.19	0.89	2.29		1.29		0.39	0.40		0.66	0.99	
Cermak	n/i		O	1.50	1.50								1.50								1.33	
	Bolthouse			0.99																	0.99	
Cermak	n/i				0.89					0.89	1.35										0.12	
	n/i																				0.50	

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
IL <i>(cont)</i>	County Market	Dole						0.56			3.00											
		n/i																				
		Green Giant		1.00														0.50			0.25	
	Cub Foods	n/i			0.99						2.50				1.99							
		Wild Harvest	O									2.00								0.50	0.34	
	Dierberg's	n/i		1.25																		
		Grimmway Farms																				
	El Guero	n/i					0.49		0.29								0.29				0.12	
	Fairplay Foods	n/i						0.33		0.69	2.25	0.69	0.50		0.99	0.25				0.12	0.69	
		n/i	L			1.49																
	Fareway	Dole		0.88	0.39																	
		n/i						0.69									0.88		0.38			
	Food 4 Less	Kroger																			0.18	
		n/i											0.50				0.49					
	Food Pride	n/i		1.25	0.99				0.66								0.79	0.26			0.19	
	Fresh Thyme	n/i			0.88	0.88	0.88							1.50			0.88				0.30	
		n/i	O											1.50			1.49					
	Garden Fresh	n/i															0.39				0.19	
	Heinen's	Green Giant										0.99	1.49								0.19	
		n/i															0.50		0.60	0.50		
	n/i	L			1.67	1.99	0.99	0.40		0.39						0.99			0.99			
	n/i	O									2.50											
Houchen's IGA	n/i		1.33																			
Hy-Vee	Bushel Boy																					
	Dole																					
	Hy-Vee																					
	Grimmway Farms			0.99																0.29		
	n/i																					
Jewel-Osco	n/i			0.89	0.85						0.39		0.69			0.48						
	n/i	O		1.39	1.00											0.29	0.60		0.60	0.19		
	Earthbound	O		1.39																		
Jimenez	n/i							0.26	0.33				0.33			0.39	0.39			0.23		
Joe Caputo	n/i						0.29			0.98	1.47					0.39						
	n/i	O											2.49				0.60			0.60		
	Grimmway Farms			0.79																		

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Red	White	Yellow	Russet	lb.	
																Cluster	Roma					
IL <i>(cont)</i>	Kirby IGA	Dole			0.99																	
		Green Giant		1.50																	0.31	
	Kroger Central	n/i							0.63									0.44				
		Simple Truth	O		1.99									2.00								
		n/i		0.99			0.69			0.99								0.60		0.60		
	Kroger Louisville	n/i			1.29																	
		Kroger		1.00	1.00																	0.50
		n/i								0.99			0.99					0.48				
	Mariano's Fresh	n/i	O											0.99								
		Simple Truth	O											1.79								
		Roundy's	O											1.99								
	Meijer	Roundy's			0.99																	
		n/i								0.95	1.90							0.99				
		n/i	O	1.25	0.69																	0.24
	Pete's Fresh	n/i		0.98	0.98				0.50	1.67												
		n/i		0.98	0.98			0.29	0.28	0.98	1.47	0.98						0.38	0.20			0.25
	Piggly Wiggly MW	Bolthouse		1.49																		
		n/i			0.99				0.49	0.49	1.69	2.25				1.69		0.39				
		n/i	O		1.69			1.29						1.49								0.40
	Save-a-Lot	Green Giant																				
		Ocean Spray	L	2.69																		0.37
		Biggins																				
	Schnuck's	n/i			0.69				0.33	0.39				0.69				0.39				
		n/i														1.48						
	Schuette's	Schnuck's																				0.34
		Farm Fresh																0.78				
		n/i																0.59				0.38
	Shop'n Save	Farm Stand		1.50																		0.18
n/i				0.88				1.28	1.99						1.98		0.48	0.80		0.80	0.48	
Shop & Save	n/i		0.99			0.99		0.23	1.29	1.79	0.89	0.25					0.59	0.33				
	n/i	O						1.00	1.99	3.49							2.00					
	Dole			0.69																		
Strack & Van Til	n/i		1.25	0.99				0.49	0.59	2.50							0.39			0.19	0.12	
	n/i	O	2.00	1.49	1.49			1.00	1.67					1.49			0.40				0.40	
	Herbal Garden	O										1.67									0.70	
Sullivan's	n/i		1.18		1.69		0.43							1.28	0.25	0.40				0.21		

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State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
IL <i>(cont)</i>	Sunset Foods	n/i		1.50	1.50	1.69		0.50						1.99		0.39				0.40	
		n/i	O		1.50											1.69					
		Dole															0.50		0.50		
	Target	n/i																		0.40	
	Tony's Foods	n/i		0.99				0.33		0.69	1.49	0.79	0.33			0.25	0.30			0.19	
		n/i	O		1.50											1.15					
		Green Giant	O																0.66		
	Trader Joe's	Trader Joe's	O					1.50								1.50					
	Ultra Foods	n/i		1.25	0.99	1.49		0.49		0.79					1.49	0.25	0.40			0.11	
		Herbal Garden	O											1.50						0.70	
	Valli Produce	n/i		0.79		0.99				0.77		0.69				0.49	0.39				
		n/i	O													1.33					
	Walmart	n/i			0.87	1.48									1.48		0.38				0.40
Walt's Food	n/i		0.99	0.99	1.69		0.33		0.69		0.79			0.40	1.39	0.49			0.30		
Woodman's	n/i			0.89		0.59										0.59				0.12	
	Dole			0.99																	
IN	Al's Supermarket	n/i						0.29		1.48										0.38	
		Dole			0.98																
	ALDI	n/i			0.69			0.23								0.40				0.16	
	Dollar General Mkt	n/i		1.00				0.65								0.33	0.50		0.50	0.39	
		Dole			0.75																
	Earth Fare	n/i	O										1.67							0.80	
	Food 4 Less	Kroger																		0.18	
		n/i										0.50				0.49					
	Fresh Thyme	n/i			0.88	0.88	0.88						1.50	1.50		0.88				0.30	
		n/i	O										1.50			1.49					
	Harvest Market	n/i																		0.25	
	Houchen's IGA	n/i			0.88				0.56							0.49				0.29	
	IGA SprtnNash	n/i			1.25				0.33	0.39						0.79				0.25	
	Jay C	n/i		0.99	0.88				0.33		1.50	2.29			1.69	0.68					
		Heritage Farm																			0.19
	Jewel-Osco	n/i		0.89	0.85					0.39		0.69				0.29	0.60		0.60	0.19	
	n/i	O	1.39	1.00																	
	Earthbound	O	1.39								1.39										
Kirby IGA	Dole			0.99																0.31	
	Green Giant			1.50																	
	n/i							0.63								0.44					

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State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.		
IN <i>(cont)</i>	Kroger Central	Simple Truth	O		1.99								2.00									
		n/i		0.99			0.69											0.60		0.60		
	Kroger Cincinnati	n/i	O		1.29																	
		n/i		0.99	0.49				0.99		0.99						0.49					0.50
	Kroger Louisville	Simple Truth	O		2.50								1.49									0.50
		Kroger		1.00	1.00																	
	Lucky's Market	n/i	O								0.99		0.99				0.48					
		n/i	O										0.99									
	Marsh	Simple Truth	O										1.79									
		n/i	O										2.00		2.00	1.98						
	Meijer	n/i		1.25	1.67	0.69												0.50		0.50	0.50	
		n/i		1.25	0.77													0.69				
	New Market	n/i	O	1.25	0.69																	0.24
		n/i	O		2.00				0.50		1.67											0.32
	Save-a-Lot	Green Giant																				
		Farm Stand																				
	Schnuck's	n/i		1.67	1.67										1.99	0.69	0.60		0.60			
		Biggins																				0.37
	Strack & Van Til	n/i			0.69																	
		n/i							0.33													
	Target	n/i																				
		n/i		1.25	0.99				0.49		0.59	2.50						0.78			0.19	0.12
	Ultra Foods	n/i	O	2.00	1.49	1.49			1.00		1.67				1.49		0.40					0.40
Herbal Garden		O											1.67								0.70	
Walmart	n/i																				0.40	
	n/i																				0.40	
Whole Foods MW	n/i		1.25	0.99	1.49			0.49		0.79				1.49		0.25	0.40				0.11	
	n/i	O											1.50								0.70	
Walt's Food	n/i			0.87	1.48									1.48		0.38					0.40	
	n/i		0.99	0.99	1.69			0.33		0.69		0.79		0.40	1.39	0.49					0.30	
Wesselman's	n/i		1.49	0.98				0.43								0.68					0.25	
	n/i	O					0.98					1.47										
KY	ALDI	n/i			0.69			0.23								0.40					0.16	
	Cox IGA	n/i			1.25			0.33	0.39							0.79					0.25	
	Dollar General Mkt	n/i		1.00				0.65								0.33	0.50		0.50		0.39	
	Dole	n/i			0.75																	

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State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
KY <i>(cont)</i>	E. W. James&Sons	n/i						0.50		1.49						0.59	0.50			0.34		
	Grimmway Farms			1.29																		
	Earth Fare	n/i	O										1.67								0.80	
	Foodland	n/i		1.50	0.99					1.99			2.69	1.99		0.59					0.31	
	Green Giant															0.50		0.50				
	Food City	n/i		1.50	0.89					1.12						0.39					0.79	
		n/i	O		2.29											1.29						
	Food Fair	n/i			0.99			0.50		1.39						0.49					0.29	
	Food Giant	n/i			0.78			0.50	0.58		2.96	2.50				0.69	0.25				0.25	
	Food Lion	n/i		1.40	0.99	3.32		0.79	0.49	1.49						0.44	0.60	0.56				
	Galaxy Food	n/i			0.98					1.48	2.88				1.78	0.38					0.39	
	Houchen's IGA	n/i			0.88			0.56								0.49					0.29	
	IGA SprtnNash	n/i			1.25			0.33	0.39							0.79					0.25	
	Kroger Cincinnati	n/i		0.99	0.49			0.99		0.99						0.49					0.50	
	Simple Truth		O		2.50									1.49								
	Kroger Delta	n/i											0.99		0.99		0.40		0.40		0.50	
		n/i	O						0.83												0.83	
		n/i	L										0.59				0.59					
	Simple Truth		O											1.50								
	Kroger Louisville	Kroger			1.00	1.00																0.50
		n/i									0.99			0.99			0.48					
		n/i	O											0.99								
	Simple Truth		O											1.79								
Kroger Mid-Atlntc	Kroger						0.99			0.99											0.39	
	n/i											0.99		1.49		0.49						
	n/i	L																				
Simple Truth		O		1.50									1.79								0.66	
Kroger Nashville	n/i									1.49		0.99		1.49		0.49					0.99	
Simple Truth		O											1.50									
Lucky's Market	n/i	O										2.00		2.00		1.98						
Meijer	n/i			1.25	0.69																0.24	
	n/i	O			2.00			0.50		1.67												
Piggly Wiggly Hchn	n/i			1.50	0.78			0.50	0.58	2.50	2.96	2.50				0.69	0.25				0.25	
Remke Markets	n/i																				0.33	
	n/i	L														0.89						
Save-a-Lot	Biggins																				0.37	
	n/i				0.69			0.33	0.39			0.69				0.39						

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State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
KY <i>(cont)</i>	Super Dollar	n/i	L					0.50				1.99										
		n/i								0.49												
	Harvest Club	n/i		1.49																		0.40
	Target	n/i																				0.20
	Town&Cntry Groce	Big Value	n/i																			0.19
	United Grocery	n/i			0.68				0.33	0.49						0.50						
	Valumarket	n/i			0.79																	0.37
	n/i		O	1.49																		
	Walmart	n/i			0.87	1.48									1.48	0.38						0.40
MI	Affiliated Fds MW	Harvest Club						0.56													0.14	
		n/i								1.00						0.48						
		Green Giant		0.99													0.60		0.60			
		Dole			0.79																	
	ALDI	n/i			0.69			0.23								0.40					0.16	
	Busch's	n/i		1.50	1.29	1.49		0.66		1.29						0.59					0.40	
	D&W Fresh	n/i						0.49									0.40	0.40	0.40		0.40	
		n/i		O							1.66											
	Family Fare	n/i																				BOGO
		Spartan	n/i					0.49														
		n/i		O							1.66											
	Food Pride	n/i			1.25	0.89											0.69					0.19
	Harding's	n/i			1.25				0.49								0.69					0.25
		Dole	n/i			0.99																
	Hiller's	n/i				0.99	0.99										0.39					0.24
	Kroger Central	Simple Truth	n/i	O	0.99			0.69			0.99			2.00								
		n/i		O		1.29											0.60		0.60			
Kroger Columbus	n/i		O		0.69		0.69					0.69				0.69					0.25	
	n/i		O					0.83				0.99										
	Simple Truth	n/i	O																		0.67	
Kroger Michigan	n/i		O		0.69		0.69									0.59					0.26	
	n/i		O		0.89							0.99										
	Fresh Selections	n/i		1.00		2.50																
	Simple Truth	n/i	O		2.00			0.76														0.67
	Aunt Mid's	n/i	L														0.83		0.83			
	Heritage Farms	n/i																			0.24	

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.		
MI <i>(cont)</i>	Martin's	n/i			0.77											0.69							
	Meijer	n/i		1.25	0.69																0.24		
		n/i	O		2.00			0.50		1.67													
	Plumbs/Duthlers	n/i			0.88			0.50								0.49					0.25		
		Spartan	n/i		1.25																		
		n/i	O			2.50																	
	Polly's Market	n/i	L			1.38			0.38							0.78							
		n/i			1.25	1.39																0.19	
	Ric's Food Center	n/i	L																				
		n/i			1.25	1.39																	
	Save-a-Lot	Biggins				0.69			0.33	0.39		0.69				0.39						0.37	
		n/i														0.49						0.25	
	Spartan Stores	n/i						0.77															
	Super One Foods	n/i												1.97									
		Crazy Fresh												1.77									0.35
		Green Giant																					
	Tadych's	n/i														0.59							
		n/i	O			1.99																	0.40
	Target	n/i															0.49						0.25
	Tom's/Oleson's	n/i															1.50						
Trader Joe's	Trader Joe's		O					1.50															
Valu Land	n/i		L															0.25				0.25	
	n/i			1.25				0.43	0.39	0.99	1.99					0.39							
VG's Food	n/i							0.49														BOGO	
	n/i		O							1.66													
Walmart	n/i				0.87	1.48									1.48							0.40	
Whole Foods MW	n/i		O				0.98									1.47							
MN	Affiliated Fds MW	n/i							0.59	1.33						0.49						0.20	
		Dole			0.89																		
		Green Giant			1.29													0.60		0.60			
		Harvest Club							0.56														0.14
	ALDI	n/i			0.69			0.23								0.40							0.16
	Cash Wise	n/i						0.59								0.57	0.19						
	Coborn's	Harvest Club				0.99											0.25						0.25
	n/i									1.99													
	n/i		O																				

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State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
MN <i>(cont)</i>	Cub Foods	n/i			0.99						2.50			1.99								
	Wild Harvest		O									2.00										
	Econofoods	n/i			0.77			0.66								0.88					0.19	
	Family Fare	n/i			0.77		0.99	0.66								0.77	0.19				0.19	
		n/i		O		1.69				2.99						2.49					0.90	
	Fareway	Dole			0.88	0.39																
		n/i					0.69										0.88		0.38			
	Festival	n/i		L																	BOGO	
		n/i															0.99					
		Bolthouse Farms			1.50																	
	Food Pride	n/i			1.25	0.89											0.69				0.19	
	Hornbacher's	n/i			1.50										1.58		0.58	0.19				
		n/i		O	1.58			1.88	0.99								1.88					
	Hugo's	Red River																0.19				
		n/i																			0.19	
		n/i		O		2.28		1.48														
	Hy-Vee	Jacob's Farm											1.98									
		Bushel Boy																				
		Dole				0.39						2.48										
		Hy-Vee																			0.29	
		Grimmway Farms			0.99																	
		n/i															0.48					
	Kowalski's	n/i		O													1.00					
Lunds & Byerlys	Dole				0.99																	
	Green Giant																			0.40		
Marketplace Food	n/i									1.48						0.68						
Maynards	n/i									1.00				2.49		0.58						
	Dole				0.88																	
	Harvest Club							0.56												0.17		
	Green Giant			0.99													0.56		0.56			
Quillin's	Ocean Mist									1.29												
	n/i						0.69			0.99										0.18		
Rainbow	Green Giant						0.89									0.99				0.20		
	n/i																					
	Bolthouse			0.99																		
	Dole				0.89																	

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
MN <i>(cont)</i>	Save-a-Lot	Biggins																			0.37	
		n/i						0.33	0.39													
	Sun Mart	n/i			0.77			0.66								0.88					0.19	
	Sunshine Foods	Harvest Club							0.56													0.14
		Dole				0.89																
		Green Giant			0.99																	
	Super One Foods	n/i									1.33						0.79					
		n/i						0.77								1.97						
		Crazy Fresh											1.77									
	Target	Green Giant																				0.35
		n/i																				0.40
	Teal's Market	Ocean Spray			0.98																	
Grimmway Farms				1.00				0.50														
Trader Joe's	n/i				0.75											0.99					0.19	
	Trader Joe's		O					1.50								1.50						
Walmart	n/i				0.87	1.48										0.38					0.40	
	Whole Foods MW	n/i	O				0.98						1.47									
ND	Albertson's IntrMnt	n/i			0.69			0.39								0.99					0.09	
	North Shore	n/i											2.50									
		n/i							0.59								0.57	0.19				
	Cash Wise	Harvest Club																0.25				0.25
		n/i		O		0.99					1.99											
	Dan's	Dole				0.87																
		Green Giant			0.99													0.29				
	Family Fare	n/i						0.77					0.99				0.77					
		n/i		O		0.77		0.99	0.66								0.77	0.19				0.19
	Food Pride	n/i				1.69					2.99						2.49					0.90
		n/i		O		1.25	0.89										0.69					0.19
	Hornbacher's	n/i				1.50										1.58	0.58	0.19				
		n/i		O		1.58		1.88	0.99								1.88					
	Hugo's	Red River																0.19				
		n/i		O																		0.19
	Leever's	n/i				2.28		1.48														
Jacob's Farm													1.98									
Marketplace Food	n/i			1.25	0.99			0.75								0.79	0.24				0.24	
	n/i									1.48						0.68						

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
ND <i>(cont)</i>	Super One Foods	n/i					0.77							1.97								
		Crazy Fresh											1.77								0.35	
		Green Giant																			0.40	
	Target	n/i																				
	Teal's Market	Ocean Spray		0.98																		
	Grimmway Farms		1.00					0.50													0.19	
		n/i			0.75											0.99					0.19	
	Walmart	n/i			0.87	1.48								1.48		0.38					0.40	
NE	Affiliated Fds MW	n/i							0.59	1.33						0.49					0.20	
		Dole			0.89																	
		Green Giant		1.29														0.60		0.60		0.14
		Harvest Club						0.56													0.16	
	ALDI	n/i			0.69			0.23								0.40					0.19	
	Apple Market	Best Choice															0.33		0.50		0.19	
		Green Giant		1.25																		0.79
		n/i			0.68				0.50		1.33	2.49		1.29	2.29		0.45					0.40
	Bag'n Save	Old Oak																				
		Grimmway		1.25																		0.79
		n/i			0.49						1.68	2.50					0.49					0.20
		n/i																				0.20
	Baker's	n/i	L										0.99									0.20
		n/i	O																			0.20
		n/i		1.25	0.88						0.99					0.99	0.59					
		Simple Truth												2.29								
		Heritage Farm																				0.19
	Fareway	Dole		0.88	0.39																	
		n/i						0.69									0.88		0.38			
	Food Pride	n/i		1.25	0.89												0.69					0.19
Hy-Vee	Bushel Boy																					
	Dole			0.39							2.48				2.48							
	Hy-Vee																				0.29	
	Grimmway Farms		0.99																			
	n/i															0.48						
Natural Grocers	n/i	O		1.19	2.99			0.79		1.79	2.25		1.09			1.39						
	Russ's Market			0.49						1.79						0.49						
	Green Giant			0.89																		
	n/i	O														1.00					0.72	

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
NE <i>(cont)</i>	Safeway	O Organics											2.49									
		n/i		1.50	1.29	1.49								2.99		0.99				0.20		
		n/i	O				0.99			2.49		1.99				1.99						
	Sun Mart	n/i			0.77			0.66								0.88				0.19		
	Target	n/i																		0.40		
	Trader Joe's	Trader Joe's	O					1.50								1.50						
	Walmart	n/i			0.87	1.48								1.48		0.38				0.40		
Whole Foods MW	n/i	O				0.98						1.47										
OH	Acme Fresh	n/i		1.39	1.29									1.99		0.49				BOGO		
	ALDI	n/i			0.69			0.23								0.40				0.16		
	Bottom Dollar	n/i			0.57											0.33				0.29		
	Buehler's	n/i		1.25	0.99											0.79				0.29		
		n/i	O		1.49			0.43					2.00								0.29	
	Chief	n/i		1.25	0.99											0.44				0.29		
	Cub Foods	n/i			0.99						2.50			1.99								
		Wild Harvest	O									2.00										
	Dave's Markets	n/i		1.50	0.99			0.50								0.69	0.50			0.50		
		Rawl												1.99								
	Dollar General Mkt	n/i		1.00				0.65								0.33	0.50		0.50	0.39		
		Dole			0.75																0.80	
	Earth Fare	n/i	O										1.67								0.80	
	Fishers Foods	n/i			1.50								2.29			0.57					BOGO	
		n/i	O																		1.49	
	Foodland	n/i		1.50	0.99						1.99			2.69	1.99	0.59		0.50		0.50	0.31	
		Green Giant																				
	Food Fair	n/i			0.99				0.50		1.39					0.49					0.29	
	Fresh Encounter	n/i			0.99				0.50												0.37	
		Grimmway Farms			1.50																	
Fresh Thyme	n/i			0.88	0.88	0.88							1.50		0.88					0.30		
	n/i	O										1.50		1.49								
Geyer's	n/i												1.98		0.68	0.50		0.50	BOGO			
	Dole			0.98																		
Giant Eagle	n/i			0.99	1.29					BOGO		0.99			0.33					BOGO		
	Farmer's Market																					
Heinen's	Green Giant															0.50		0.60	0.50			
	n/i			1.67	1.99	0.99	0.40									0.99		0.99				

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
OH <i>(cont)</i>	Heinen's	n/i	L						0.39													
	<i>(continued)</i>	n/i	O	1.33						2.50												
	IGA SprtnNash	n/i						0.33	0.39												0.25	
	Kroger Central	Simple Truth	n/i	O		1.99								2.00								
		n/i	n/i		0.99			0.69			0.99							0.60		0.60		
		n/i	n/i	O		1.29																
	Kroger Cincinnati	n/i	n/i		0.99	0.49			0.99	0.99							0.49					0.50
		Simple Truth	n/i	O		2.50								1.49								
	Kroger Columbus	n/i	n/i			0.69		0.69					0.69				0.69					0.25
		n/i	n/i	O					0.83				0.99									0.67
		Simple Truth	n/i	O																		0.39
	Kroger Mid-Atlntc	Kroger	n/i					0.99			0.99						0.49					
		n/i	n/i	L									0.99		1.49							
		Simple Truth	n/i	O	1.50									1.79								0.66
	Lucky's Market	n/i	n/i	O									2.00			2.00	1.98					
		Marc's	Andy Boy								1.50											
	Marsh	Ocean Mist	n/i			0.89						2.50										
		Green Giant	n/i		0.89																	
		Dole	n/i			0.99																
		n/i	n/i		1.25	1.67	0.69		0.49									0.50		0.50		0.24
		n/i	n/i		1.25	0.69																0.50
	Meijer	n/i	n/i	O		2.00			0.50		1.67											0.24
		n/i	n/i																			0.33
	Remke Markets	n/i	n/i	L													0.89					
		n/i	n/i		1.25				0.42	0.39	1.99				1.99		0.79					0.19
	Riesbeck's	n/i	n/i	O	1.50	1.50								1.00								
		Dole	n/i			0.79																
		Biggins	n/i			0.69			0.33	0.39			0.69				0.39					0.37
	Shop'n Save	n/i	n/i		1.50	0.99							0.69		1.99		0.39					
		Green Giant	n/i									1.66	1.29		1.99		0.39	0.80		0.80		0.19
Sparkle	n/i			0.99						1.99						0.69					0.40	
Target	n/i																				0.25	
Thornes Market	n/i			1.50	BOGO		0.79			1.88						0.49						
Trader Joe's	Trader Joe's	n/i	O					1.50								1.50						

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips		
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Cluster	Roma	Red	White	Yellow	Russet	lb.
OH <i>(cont)</i>	Walmart	n/i			0.87	1.48										0.38				0.40			
	Weis	n/i		0.99						1.79			1.99		1.48	0.79		BOGO		0.62			
SD	Affiliated Fds MW	n/i							0.59	1.33						0.49				0.20			
	Dole				0.89																		
	Green Giant			1.29													0.60		0.60		0.14		
	Harvest Club							0.56													0.19		
	Buche Foods	Harvest Club																					
	Dole				0.98																		
	Green Giant			0.98																			
	n/i									0.99													
	Coborn's	Harvest Club															0.25				0.25		
	n/i				0.99																		
	n/i		O								1.99												
	Family Thrift	n/i			0.77				0.66								0.88				0.19		
	Fareway	Dole			0.88	0.39																	
	n/i							0.69										0.88	0.38				
	Hy-Vee	Bushel Boy													2.48								
	Dole					0.39						2.48									0.29		
	Hy-Vee																						
	Grimmway Farms				0.99																		
	n/i																0.48						
	Ken's Super Fair	Dole				0.88																	
	Harvest Club																						
	n/i										1.39					2.49	0.69				0.18		
	Lynns Dakotamart	n/i			0.99												0.79	0.40			0.10		
Dole					0.58																		
Maynards	n/i									1.00					2.49	0.58							
Dole					0.88																		
Harvest Club								0.56												0.17			
Green Giant				0.99												0.56		0.56					
O Organics													2.49										
n/i				1.50	1.29	1.49								2.99		0.99				0.20			
n/i		O					0.99			2.49		1.99				1.99							
Sunshine Foods	Harvest Club							0.56												0.14			
Dole					0.89																		
Green Giant				0.99																			
n/i										1.33						0.79							

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
SD <i>(cont)</i>	Target	n/i																			0.40	
	Teal's Market	Ocean Spray		0.98																		
		Grimmway Farms		1.00				0.50													0.19	
	Walmart	n/i			0.75											0.99					0.19	
		n/i			0.87	1.48								1.48	0.38						0.40	
WI	Affiliated Fds MW	n/i							0.59	1.33						0.49					0.20	
		Dole			0.89																	
		Green Giant		1.29														0.60		0.60		0.14
		Harvest Club						0.56														0.16
	ALDI	n/i			0.69			0.23								0.40						0.12
	Cermak	n/i			0.89					0.89	1.35					0.50						0.19
	Econofoods	n/i			0.77			0.66								0.88						0.68
	Festival	Dole			0.48																	2.48
		n/i																				2.48
	Hy-Vee	Bushel Boy																				0.29
		Dole			0.39																	
		Hy-Vee																				
		Grimmway Farms		0.99																		
		n/i														0.48						
	Marketplace Food	n/i								1.48						0.68						
	Pick'n Save/Copps	Roundy's		1.25	0.79																	
		Roundy's	L						0.66													
		Roundy's	O																			
		n/i				0.99	0.79				0.99	1.49		1.99		1.88	0.79					
		n/i	O																			0.80
Piggly Wiggly MW	Bolthouse		1.49																			
	n/i			0.99				0.49	0.49	1.69	2.25				1.69	0.39						
	n/i	O		1.69			1.29					1.49										
	Green Giant																					
	Ocean Spray	L	2.69																		0.40	
Quillin's	Ocean Mist									1.29												
	n/i						0.69			0.99											0.18	
Save-a-Lot	Biggins				0.69			0.33	0.39			0.69				0.39					0.37	
	n/i																					
Schnuck's	n/i														1.48						0.34	
	Schnuck's																					
	Farm Fresh															0.78						

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 VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
WI (cont)	Sendik's	n/i		1.50	0.99					1.49	1.49											
	Pero Farms					3.33																
	Pero Farms		O			4.65																
	Valpredo Farms		O													0.99						
	Sentry	n/i			0.99					1.49	1.49				1.99						0.39	
	Farm Stand							0.50														
	Green Giant			0.99																	0.19	
	Wild Harvest												2.00									
	Super One Foods	n/i					0.77								1.97							
	Crazy Fresh												1.77									
	Green Giant																				0.35	
	Tadych's	n/i														0.59						
	n/i		O		1.99																	0.40
	Target	n/i																				
	Trader Joe's	Trader Joe's		O					1.50								1.50					
	Trig's	n/i		O	1.59	2.99																
	n/i			O				0.79	0.65		1.99											
	Green Giant				0.99																	
	n/i			L																		0.15
	Walmart	n/i				0.87	1.48									1.48						0.40
Whole Foods MW	n/i		O				0.98					1.47										
Woodman's	n/i				0.89		0.59															
Dole					0.99																	

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State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																					
AR	Affiliated Fds MW	Harvest Club						0.56													
	Albertsons Sthrn	Green Giant																0.60		0.60	
		n/i			1.29	1.99	0.99			1.79		0.89	2.50	1.99	1.69	0.39	0.54		0.54	0.37	
		n/i	O										1.99								
		Bolthouse		1.25																	
		Green Giant															0.80	0.80	0.80		
	ALDI	n/i			0.69			0.23								0.40				0.16	
	Bill's Fresh	Best Choice																		0.40	
		n/i			0.69			0.33		1.33		0.50				0.69				0.19	
	Brookshire's	Harvest Club																		0.29	
		n/i		0.99	0.99				0.44			0.79		1.99		0.79	0.99		0.60		
		Full Circle	O	2.00																	
	Cranford's	n/i						0.63	0.48	1.50		0.48									
	CV's Family Food	Best Choice																		0.25	
		n/i			0.89			0.43	0.49		2.50		0.99								
	Edwards FG	Best Choice																		0.27	
		n/i			0.98				0.38				0.50			0.38					
	Food Giant	n/i			0.78			0.50	0.58		2.96	2.50			0.69	0.25				0.25	
	G&W Foods	n/i			0.68				0.45	1.99	2.99		0.99	1.99		0.59					
		Best Choice																	0.52	0.19	
		Green Giant		1.25																	
	Harp's	n/i					0.79														
		Green Giant		1.50																	
		Big Value																		0.22	
	Hay's	n/i						0.60	0.49							0.99					
		Best Choice			0.99					1.67	2.50	0.50				0.79				0.18	
	Kroger Delta	n/i										0.99		0.99		0.40		0.40		0.50	
		n/i	O					0.83												0.83	
		n/i	L									0.59				0.59					
		Simple Truth	O										1.50								
	Mac's Fresh	n/i						0.30				0.69									
		Best Choice														0.31				0.29	
	Marvin's	Best Choice																		0.25	
		n/i			0.89			0.43	0.49		2.50		0.99								
	Piggly Wiggly Hchn	n/i		1.50	0.78			0.50	0.58	2.50	2.96	2.50				0.69	0.25			0.25	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
AR <i>(cont)</i>	Pyramid Foods	Best Choice																			0.27	
		n/i												1.49		0.99						
	Rehkopf's	n/i		1.29	0.69		0.99			1.49		0.99	0.33		1.29						0.19	
	Save-a-Lot	Biggins																			0.27	
		n/i							0.33	0.39			0.50									
	Target	n/i																			0.40	
	Town&Cntry Groce	Big Value																			0.20	
	n/i																				0.19	
Walmart	n/i				0.68			0.33	0.49												0.40	
	n/i				0.87	1.48															0.19	
Whole Foods SW	n/i					1.48									1.48						0.40	
	n/i																					
AZ	Albertsons SW	n/i	O	1.50										3.99								
		n/i			0.99		0.99			0.99	1.49			1.99		0.99					0.07	
		North Shore											2.49									
	Basha's	n/i			0.99	0.87		0.59						1.99		0.87					0.80	
		n/i	O	1.50			0.99														0.60	
	El Super	n/i				0.99	0.33						0.20		0.97	0.33	0.33					
	Food City	n/i			0.50			0.33					0.33			0.50				0.33	0.08	
	Fresh & Easy	n/i				2.00															0.30	
		Rainbow			1.50																	
	Fry's	n/i		0.99	0.99												0.99					
		n/i		O									0.99									
		Simple Truth		O										1.99								
	Los Altos	n/i				1.29				0.33						0.50	0.49				0.14	
	Lowe's	n/i			0.33	1.29	1.29										0.33	0.50				
	Natural Grocers	n/i	O		1.19	2.99		0.79			1.79	2.25		1.09		1.39						
	Safeway	Safeway Farms		O	1.50	1.50																
		O Organics		O										1.99								
		n/i				1.50					1.49				2.99		0.69					
		n/i		O				0.99					1.99			1.99						
	Smart & Final	n/i				0.59																
Smith's	n/i			1.25	0.99					0.99	1.49					0.99						
	n/i		O				1.39					1.49										
	Simple Truth		O										1.99									
Sprout's Market	n/i			0.98	0.48		0.88	0.48		0.98	0.98				0.98	0.48						
	n/i		O			2.98	0.98	0.98		1.48	2.25	1.50										
Super 1 Foods	n/i											0.78										
Target	n/i																					

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
AZ <i>(cont)</i>	Trader Joe's	Trader Joe's	O					1.40								1.33						
	Walmart	n/i			0.87	1.48								1.48		0.38				0.40		
CO	Affiliated Fds MW	n/i							0.59	1.33						0.49				0.20		
	Dole				0.89																	
	Green Giant			1.29													0.60		0.60			
	Harvest Club							0.56														
	Affiliated Fds Inc.	n/i			0.33	1.29	1.50	0.33		0.99						0.39	0.50			0.50		
	Albertson's IntrMnt	n/i		1.00	0.69			0.39				1.00				0.99				0.09		
	North Shore	n/i	O										2.50									
	Clark's Market	n/i		0.99	0.99			0.39		1.29						0.99	0.69			1.33	1.33	
	King Soopers	n/i		0.99	0.79		0.49			0.99	1.49	0.99				0.50			0.50		0.20	
	Simple Truth		O										1.99								0.67	
	Lowe's	n/i			0.33	1.29	1.29										0.33	0.50				
	Lucky's Market	n/i	O										2.00			1.98						
	Natural Grocers	n/i	O		1.19	2.99		0.79		1.79	2.25			1.09		1.39						
	Safeway	O Organics												2.49								
		n/i			1.50	1.29	1.49								2.99		0.99				0.20	
		n/i	O					0.99			2.49		1.99				1.99					
	Save-a-Lot	n/i				0.89											0.49					
	Sprout's Market	n/i		0.98	0.48			0.88	0.48	0.98	0.98	0.98				0.98	0.48				0.48	0.48
		n/i	O				2.98	0.98	0.98	1.48	2.25	1.50										0.98
	Sun Mart	n/i				0.77			0.66								0.88					0.19
Target	n/i																				0.40	
Trader Joe's	Trader Joe's		O					1.40								1.33						
Walmart	n/i			0.87	1.48									1.48		0.38					0.40	
KS	Affiliated Fds MW	n/i							0.59	1.33						0.49				0.20		
	Dole				0.89																	
	Green Giant			1.29													0.60		0.60			
	Harvest Club							0.56														
	Affiliated Fds Inc.	n/i			0.33	1.29	1.50	0.33		0.99						0.39	0.50			0.50		
	ALDI	n/i			0.69			0.23								0.40					0.16	
	Apple Market	Best Choice															0.33		0.50		0.19	
	Green Giant			1.25																	0.79	
	n/i				0.68			0.50		1.33	2.49		1.29	2.29		0.45						

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Red	White	Yellow	Russet	lb.	
														Cluster	Roma							
KS <i>(cont)</i>	Country Mart	n/i			0.79			0.43	0.39	1.67	2.99					0.48				0.50		
		Best Choice																	0.50			
	Green Giant		1.25																			
	Dillon's	n/i	O										0.99									
		n/i		1.25	0.88						0.99				0.99	0.59						
	Simple Truth	Heritage Farm	O										2.29									0.19
		n/i			0.68					0.45	1.99	2.99		0.99	1.99	0.59						0.19
	G&W Foods	Best Choice																				0.52
		Green Giant		1.25																		
	Hen House	n/i	O	1.99				0.99						0.99	2.49							
		n/i			0.89						1.89						0.89					
	Foxy	n/i	O		1.29						1.67											
		Melissa's	O																			0.60
	Stanley Farms	n/i	L						0.99													
		Local Living	L											2.89								
	Homeland Stores	n/i			0.89	1.69				0.39				0.79		1.99	0.69					0.45
		n/i	O														1.33					
	Great Plains	n/i																				0.40
		Bushel Boy														2.48						
	Dole	n/i			0.39							2.48										0.29
		Hy-Vee																				
	Grimmway Farms	n/i		0.99																		
		n/i															0.48					
	Lowe's	n/i			0.33	1.29	1.29										0.33	0.50				
		Best Choice																				0.25
	n/i				0.89				0.43	0.49		2.50		0.99								
		Natural Grocers	n/i	O	1.19	2.99			0.79		1.79	2.25		1.09			1.39					
	Price Chopper	n/i							0.66	0.49						1.99	0.48					
		Green Giant		1.50																		0.70
	Dole	n/i			0.79																	
Best Choice																					0.39	
Biggins	n/i							0.33	0.39			0.50				0.49					0.37	
	n/i																					
Sprout's Market	n/i		0.98	0.48			0.88	0.48		0.98	0.98				0.98	0.48					0.48	
	n/i	O				2.98	0.98	0.98		1.48	2.25	1.50									0.98	

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
KS <i>(cont)</i>	Sun Fresh	n/i			0.79			0.56	0.49	1.67	2.99					0.48				0.69	
		Green Giant		1.25															0.50	0.18	
		Best Choice																		0.40	
	Target	n/i																			
	Trader Joe's	Trader Joe's	O					1.50								1.50					
	Walmart	n/i			0.87	1.48									1.48	0.38				0.40	
	Woods	n/i			0.87			0.50	0.47						0.58					0.19	
LA	AG Baton Rouge	n/i			0.79			0.49		1.49						0.69				0.49	
		Mountain King															0.50		0.50		
	Albertsons Sthrn	n/i			1.29	1.99	0.99			1.79		0.89	2.50	1.99	1.69	0.39	0.54		0.54	0.37	
		n/i	O										1.99								
		Bolthouse		1.25																	
		Green Giant																0.80	0.80	0.80	
	Breaux Mart	n/i			0.79			0.39		1.33						0.59				0.49	
		Mountain King																0.50		0.50	
	Brookshire's	Harvest Club																		0.29	
		n/i		0.99	0.99				0.44				0.79		1.99	0.79	0.99		0.60		
		Full Circle	O	2.00																	
	Kroger Southwest	n/i	L										0.77								
		n/i		1.25	0.99		0.99				1.49						0.49	0.40		0.40	
		Simple Truth	O											1.69							
	LeBlanc's	n/i	L													0.48					
		n/i				0.79			0.43		1.25	1.88							0.40		
		Mountain King																			
	Market Basket	n/i			0.97	0.97					1.30		0.77		1.77	0.37					0.35
		Farm Fresh							0.50												
	Piggly Wiggly	n/i			0.99				0.46	0.49			0.89		1.69	0.49					0.22
	Rouses	Pero Farms					1.50														0.59
		Garber Farms	L													0.39					
	n/i									1.29											
	Bolthouse		1.50																		
Super 1 Foods	n/i							0.49	0.38			0.78									
	Harvest Club																			0.24	
Target	n/i																			0.40	
Walmart	n/i			0.87	1.48									1.48	0.38					0.40	
Whole Foods SW	n/i				1.48																
Winn-Dixie	n/i		1.50	0.89	1.66			0.83	0.59	1.49	2.99	2.49			0.48	0.59		0.59	0.59		

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State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Red	White	Yellow	Russet	lb.	
																Cluster	Roma					
MO	Affiliated Fds MW	n/i							0.59	1.33						0.49				0.20		
		Dole		0.89																		
	ALDI	Green Giant		1.29					0.56									0.60		0.60		0.14
		Harvest Club							0.23								0.40					0.16
	Apple Market	n/i		0.69														0.33		0.50		0.19
		Best Choice																				
	C&R Market	Green Giant		1.25					0.50		1.33	2.49		1.29	2.29		0.45					0.79
		n/i			0.68						0.59	1.33			2.29							
		Dole			0.79																	
	County Market	Green Giant		0.99					0.56									0.60		0.60		0.13
		Harvest Club																				
		Dole										3.00										
	Country Mart	n/i							0.56													
		Green Giant		1.00														0.50				0.25
		n/i			0.79				0.43	0.39	1.67	2.99					0.48					0.50
	Dierberg's	Best Choice																				0.50
		Green Giant		1.25																		
	Food Giant	n/i																				0.50
		Grimmway Farms		1.25																		0.34
	G&W Foods	n/i			0.78				0.50	0.58		2.96	2.50				0.69	0.25				0.25
		n/i			0.68					0.45	1.99	2.99		0.99	1.99		0.59					0.19
	Gerbe's	Best Choice																				0.52
		Green Giant		1.25																		
		n/i											0.99									
	Harp's	n/i		1.25	0.88						0.99					0.99	0.59					
		Simple Truth	O											2.29								
		Heritage Farm	O																			0.19
Harter House	n/i					0.79																
	Green Giant		1.50																			
Hay's	Big Value																				0.22	
	n/i		0.99	0.69	0.99			0.43	0.59		2.49			2.29		0.59					0.38	
Hay's	Best Choice																				0.19	
	Green Giant		0.99																			
	n/i							0.60	0.49							0.99						
		Best Choice			0.99					1.67	2.50	0.50				0.79					0.18	

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Cluster	Roma	Red	White	Yellow	Russet	lb.
MO <i>(cont)</i>	Hen House	n/i	O	1.99			0.99					0.99	2.49										
		n/i			0.89					1.89							0.89						
		Foxy	O		1.29					1.67													
		Melissa's	O																		0.60		
		Stanley Farms	L						0.99														
	Hy-Vee	Local Living	L											2.89									
		Bushel Boy													2.48								
		Dole				0.39						2.48											
		Hy-Vee																			0.29		
		Grimmway Farms			0.99													0.48					
	Kroger Central	Simple Truth	O			1.99								2.00									
		n/i			0.99			0.69			0.99							0.60		0.60			
		n/i	O			1.29																	
	Kroger Delta	n/i											0.99		0.99			0.40		0.40	0.50		
		n/i	O						0.83												0.83		
		n/i	L										0.59				0.59						
	Lucky's Market	Simple Truth	O											1.50									
		n/i	O												2.00	2.00	1.98						
	Mac's Fresh	n/i							0.30					0.69									
		Best Choice																0.31			0.29		
	Moser's	n/i				0.79			0.56	0.49	1.67	2.99						0.48			0.69		
		Green Giant			1.25																		
		Best Choice																		0.50	0.18		
	Natural Grocers	n/i	O			1.19	2.99		0.79		1.79	2.25		1.09				1.39					
		n/i								0.59													
	Prenger Foods	Best Choice				0.58												0.48			0.18		
		n/i			1.25	0.68				0.59	1.32	2.49		1.29	2.29		0.48				0.27		
	Price Chopper	Best Choice																		0.50	0.18		
		n/i							0.66	0.49					1.99		0.48						
		Green Giant			1.50															0.70			
Pyramid Foods	Dole				0.79																0.39		
	Best Choice																				0.24		
	Best Choice															0.50		0.50					
Save-a-Lot	n/i			0.99	0.69		0.99						1.49	1.49		0.49							
	n/i							0.33	0.19														

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
MO <i>(cont)</i>	Schnuck's	n/i												1.48								
		Schnuck's Farm Fresh														0.78				0.34		
	Shop'n Save	Farm Stand		1.50																0.18		
		n/i			0.88					1.28	1.99				1.98	0.48	0.80		0.80	0.48		
	Sun Fresh	n/i			0.79				0.56	0.49	1.67	2.99			0.48					0.69		
		Green Giant Best Choice		1.25															0.50	0.18		
	Target	n/i																		0.40		
	Town&Cntry Groce	Big Value																		0.20		
		n/i			0.68					0.33	0.49						0.50			0.19		
	Town&Cntry Smrkt	n/i			0.78					0.56	0.58	2.48			1.59	1.38	0.58			0.19		
	Trader Joe's	Trader Joe's	O							1.50						1.50						
Walmart	n/i			0.87	1.48									1.48		0.38			0.40			
Whole Foods MW	n/i	O				0.98						1.47										
Woods	n/i			0.87				0.50	0.47							0.58			0.19			
NM	Affiliated Fds Inc.	n/i			0.33	1.29	1.50	0.33		0.99						0.39	0.50			0.50		
	Albertsons SW	n/i	O	1.50										3.99								
		n/i			0.99		0.99			0.99	1.49				1.99		0.99			0.07		
		North Shore											2.49									
	Basha's	n/i			0.99	0.87		0.59							1.99		0.87			0.80		
		n/i	O	1.50			0.99													0.60		
	Dollar General Mrkt	n/i		1.00					0.65								0.33	0.50		0.50	0.39	
		Dole			0.75																	
	John Brooks	n/i			0.33	0.99	1.50						1.29	0.50			0.33	0.50				
	King Soopers	n/i		0.99	0.79		0.49			0.99	1.49	0.99					0.50		0.50			
		Simple Truth	O											1.99							0.67	
	Lawrence Bros.	n/i		1.29	0.79		0.99				1.00				1.50		0.50			0.29		
		Colorado Sunrise																0.30				
	Los Altos	n/i				1.29			0.33							0.50	0.49			0.14		
	Lowe's	n/i			0.33	1.29	1.29										0.33	0.50				
Natural Grocers	n/i	O		1.19	2.99			0.79		1.79	2.25		1.09			1.39						
Safeway	O Organics												2.49									
	n/i		1.50	1.29	1.49									2.99		0.99			0.20			
	n/i	O				0.99				2.49		1.99				1.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
NM <i>(cont)</i>	Smith's	n/i		1.25	0.99					0.99	1.49					0.99				0.19		
		n/i	O				1.39					1.49										
		Simple Truth	O										1.99									
	Sprout's Market	n/i		0.98	0.48		0.88	0.48		0.98	0.98				0.98	0.48				0.48		
		n/i	O			2.98	0.98	0.98		1.48	2.25	1.50									0.98	
	Target	n/i																			0.40	
	Trader Joe's	Trader Joe's	O					1.40								1.33						
	Walmart	n/i			0.87	1.48								1.48		0.38					0.40	
OK	Affiliated Fds MW	n/i							0.59	1.33						0.49				0.20		
		Dole			0.89																	
		Green Giant		1.29														0.60		0.60		
		Harvest Club						0.56														
	Affiliated Fds Inc.	n/i			0.33	1.29	1.50	0.33		0.99						0.39	0.50				0.50	
	ALDI	n/i			0.69			0.23								0.40					0.16	
	Buy For Le\$\$	n/i		0.90									0.50								0.19	
	Country Mart	n/i			0.79			0.43	0.39	1.67	2.99					0.48					0.50	
		Best Choice																			0.50	
		Green Giant			1.25																	
	CV's Family Food	Best Choice																			0.30	
		n/i							0.56	0.49												
	Dollar General Mkt	n/i		1.00					0.65							0.33	0.50			0.50	0.39	
		Dole				0.75																
	Harp's	n/i					0.79															
		Green Giant			1.50																	
		Big Value																				0.22
	Homeland Stores	n/i			0.89	1.69				0.39			0.79		1.99	0.69						0.45
		n/i		O												1.33						
		Great Plains																				0.40
La Michoacana	n/i							0.33														
Market Square	n/i				0.33	0.99	1.50					1.29	0.50		0.33	0.50						
Marvin's	Best Choice																				0.25	
	n/i				0.89			0.43	0.49		2.50		0.99									
Natural Grocers	n/i		O		1.19	2.99		0.79		1.79	2.25		1.09			1.39						
Nicholl's	Best Choice																				0.15	
	n/i				0.69			0.79		1.22	2.89					0.59						
	Green Giant			1.19																		

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
OK <i>(cont)</i>	Pyramid Foods	Best Choice																				
		n/i		0.99	0.69		0.99						1.49	1.49		0.49	0.50		0.50	0.24		
	Reasor's	n/i			0.88					1.29						0.88				0.15		
	Rehkopf's	n/i		1.29	0.69		0.99			1.49		0.99	0.33		1.29					0.19		
	Save-a-Lot	n/i			0.79			0.33	0.19							0.49				0.27		
	Sprout's Market	n/i		0.98	0.48		0.88	0.48		0.98	0.98				0.98	0.48				0.48		
		n/i	O			2.98	0.98	0.98		1.48	2.25	1.50									0.98	
	Target	n/i																			0.40	
	Terry's	n/i			0.99		0.69						0.33			0.50						
	Walmart	n/i			0.87	1.48								1.48		0.38					0.40	
	Warehouse Mrkt	n/i		0.89						1.49						0.39					0.20	
	Whole Foods SW	n/i				1.48															0.49	
	Williams	n/i							0.79	1.26	2.89					0.59					0.49	
	Green Giant			1.19																		
TX	Affiliated Fds Inc.	n/i			0.33	1.29	1.50	0.33		0.99						0.39	0.50			0.50		
	Albertsons Sthrn	n/i			1.29	1.99	0.99			1.79		0.89	2.50	1.99	1.69	0.39	0.54			0.54	0.37	
		n/i	O		1.25																	
	Bolthouse																					
	Green Giant																0.80	0.80	0.80			
	Albertsons SW	n/i	O	1.50										3.99								
		n/i			0.99		0.99			0.99	1.49			1.99		0.99					0.07	
	North Shore												2.49									
	ALDI	n/i			0.69			0.23								0.40					0.16	
	Arlan's	n/i		1.19	0.99			0.39	0.39						0.99	0.25					0.29	
	Brookshire's	Harvest Club																			0.29	
		n/i		0.99	0.99					0.44			0.79	1.99		0.79	0.99			0.60		
		Full Circle	O	2.00																		
	Brookshire Bros.	n/i			1.25				0.44				0.79			0.29					0.29	
	Diamond IGA	n/i			0.69		0.99						1.99		1.29	0.59					0.19	
	El Ahorro	n/i							0.33							0.33						
	El Rancho	n/i					0.50			0.44	0.99			0.33	0.50			0.33				
	El Rio Grande	n/i			0.59	0.99									0.44	0.50	0.59				0.40	
	Fiesta Mart	n/i			0.97	0.99			0.33	0.39						0.39						
		n/i	O										3.49									
Foodarama/	n/i			0.88	0.99			0.33	0.33			0.88	1.99	0.99	0.19	0.68				0.29		
La Fiesta	Grimmway Farms		0.99																			
Food Town	n/i							0.33				0.50			0.79							

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
TX <i>(cont)</i>	Gerland's	n/i							0.39						0.88	0.39					
	H-E-B	n/i		0.77								0.98		0.97		0.20	0.59		0.59		
		n/i	L			0.67											1.49				
		Harvest Pride																			
		H-E-B Organics	O										3.48								
		Homeland Stores	n/i		0.89	1.69				0.39			0.79		1.99	0.69					0.45
		n/i	O												1.33						
		Great Plains																			0.40
		Kroger Southwest	n/i	L									0.77								
		n/i			1.25	0.99		0.99			1.49					0.49	0.40		0.40		
		Simple Truth	O										1.69								
		La Fiesta	n/i						0.33	0.33			0.98	0.29			0.68				0.39
		Grimmway Farms			1.18																
		La Michoacana	n/i						0.33												
		Lawrence Bros.	n/i		1.29	0.79		0.99			1.00				1.50		0.50				0.29
		Los Altos	n/i				1.29			0.33						0.50					0.14
		Lowe's	n/i			0.33	1.29	1.29									0.33	0.50			
		Malone's	n/i		1.15	0.89								0.33					0.89		
		Market Basket	n/i			0.97	0.97				1.30		0.77		1.77		0.37				0.35
		Farm Fresh							0.50												
		Market Place	n/i			0.50	1.50			0.25	0.99		0.88	0.38				0.68			
		Green Giant																			0.25
		Dole																0.58		0.58	
		Farm Fresh															0.44				
		Market Square	n/i			0.33	0.99	1.50					1.29	0.50			0.33	0.50			
		Minyard's	n/i			0.99	1.49		0.39	0.44	1.33		0.50		0.99		0.50				0.40
		Natural Grocers	n/i	O		1.19	2.99		0.79		1.79	2.25		1.09			1.39				
		Randall/Tom Thumb	Safeway Farms		1.25		2.00														
	n/i		L																	0.33	
	O Organics	O											1.99								
	n/i				1.59					1.49				2.49		0.79					
	n/i	O					0.99					1.99			1.99						
	Rehkopf's	n/i		1.29	0.69		0.99			1.49		0.99	0.33		1.29					0.19	
	Save-a-Lot	n/i						0.43												0.19	
	Sellers Bros.	n/i			0.50		0.50	0.33								0.25					
	Grimmway Farms			0.99																	
	Mountain King																			0.30	

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
TX <i>(cont)</i>	Sprout's Market	n/i		0.98	0.48		0.88	0.48		0.98	0.98				0.98	0.48				0.48		
		n/i	O			2.98	0.98	0.98		1.48	2.25	1.50								0.98		
	Super 1 Foods	n/i						0.49	0.38			0.78										
		Harvest Club																		0.24		
	Target	n/i																		0.40		
	Terry's	n/i			0.99		0.69						0.33			0.50						
	The United Family	Lone Star															0.60		0.60			
		n/i				0.50										0.49						
	Trader Joe's	Trader Joe's	O					1.40								1.33						
	Vista Markets	n/i		0.89	0.33	0.99				1.50	2.19	1.09				0.59	0.24				0.99	
Walmart	n/i			0.87	1.48									1.48	0.38				0.40			
Whole Foods SW	n/i				1.48																	
UT	Albertson's IntrMnt	n/i		1.00	0.69			0.39				1.00				0.99				0.09		
		North Shore											2.50									
		n/i	O												2.49		1.33		1.33	1.33		
	Albertsons SW	n/i	O	1.50										3.99								
		n/i			0.99		0.99			0.99	1.49				1.99		0.99				0.07	
		North Shore											2.49									
	Associated Food	n/i								1.29							0.39					
	Clark's Market	n/i		0.99	0.99			0.39		1.29							0.99	0.69			0.20	
	Harmon's	n/i		1.00	0.58												1.18				0.98	
	King Soopers	n/i		0.99	0.79		0.49			0.99	1.49	0.99					0.50		0.50			
		Simple Truth	O										1.99								0.67	
	Natural Grocers	n/i	O		1.19	2.99		0.79			1.79	2.25		1.09			1.39					
	Rancho Market	n/i			0.50					0.50				0.33		0.79					0.12	
	Ream's	n/i							0.39								0.33					
	Smith's	n/i		1.25	0.99					0.99	1.49						0.99				0.19	
		n/i	O					1.39					1.49									
		Simple Truth	O										1.99									
	Sprout's Market	n/i		0.98	0.48		0.88	0.48		0.98	0.98				0.98	0.48					0.48	
	n/i				2.98	0.98	0.98		1.48	2.25	1.50										0.98	
Target	n/i																				0.40	
Trader Joe's	Trader Joe's	O						1.40								1.33						
Walmart	n/i			0.87	1.48									1.48	0.38						0.40	

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Red	White	Yellow	Russet	lb.
															Cluster	Roma						
SOUTHWESTERN U.S. - CA,HI,NV																						
CA	Albertsons SthCA	n/i			0.99	0.69										0.99				0.14		
	Andronico's	n/i				1.99																
	Arteaga's Food	n/i			0.50	1.57	0.49		0.50							0.45		0.19				
	Baja Ranch	n/i					0.39	0.25				0.50			0.50	0.50	0.50			0.15		
	Best Way	n/i			0.50										0.50	0.25				0.09		
	Big Saver	n/i				0.79		0.17	0.25				0.20		0.50	0.33						
	Bristol Farms	n/i																		0.69		
		n/i	O													1.79						
	Cardenas	n/i				0.99						0.69				0.50	0.50	0.50		0.09		
	Chavez	n/i						0.29	0.69	1.39						1.19				0.44		
	Dollar General Mkt	n/i		1.00				0.65								0.33	0.50		0.50	0.39		
	Dole				0.75																	
	El Super	n/i				0.99	0.33						0.20		0.97	0.33	0.33					
	El Tapatio	n/i						0.25	0.25						0.69	0.33				0.14		
	Foodland IGA	n/i			0.69	0.99	0.33	0.25								0.33	0.33	0.50		0.20		
	Food 4 Less	n/i			0.33							0.50				0.39						
	Fresh & Easy	n/i				2.00														0.30		
		Rainbow		1.50																		
	Holiday Market	n/i								1.49												
	Jensen's Foods	n/i	O													1.29						
		n/i						0.59												0.69		
	Jons Marketplace	n/i		0.79	0.69	1.69		0.25	0.25				0.33	0.99		0.39	0.50	0.50		0.12		
	K.V. Mart	n/i			0.50				0.33						0.50	0.33	0.33	0.09				
	La Bonita	n/i		0.99			0.50		0.50				0.33			0.25	0.33		0.33	0.33		
	La Superior	n/i			0.49			0.33					0.33			0.25				0.19		
	Lucky	n/i			0.89				0.69			1.00				0.99				0.59		
		n/i	O					1.00														
	Lunardi's	n/i	O													1.69				0.54		
		n/i		1.29	1.49					1.69										0.20		
	Mar-Val	n/i	L							1.79												
		n/i			0.79	1.59									1.99	0.99				0.29		
		n/i	O		0.99			1.00								1.49				0.79		
	Mi Pueblo	n/i											0.25		0.59	0.79						
	Mollie Stone	Earthbound Farm	O	1.99																		
		n/i	O		1.49		0.89													0.60		
		n/i																				

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
CA <i>(cont)</i>	Murphy's Markets	n/i	O		0.99											0.99					
		n/i												1.99							
	Northgate	n/i			0.50				0.25							0.49					
	Nugget Markets	n/i				1.28										0.98				0.30	
		n/i	O	1.50																	
	R-Ranch Market	n/i					0.33								0.50	0.50					
	Raley's	Tomorrows Organics	O														1.00			0.60	
		Real Organics	O				1.30										0.99				1.29
		n/i						0.79													
		n/i	O		1.49			0.99													
		Green Giant																			0.50
	Ralphs	n/i		0.99	0.99	0.88	0.99				0.88	1.32				0.99		0.60		0.60	
		n/i	O								1.48										
		Simple Truth	O											1.50							
	Rancho S. Miguel	n/i			0.33												0.33	0.69			
	Ray's Food Place	n/i			0.99	1.99			0.39							2.49	1.29				0.49
		n/i	O	1.49																	0.99
	Rio Ranch	n/i				1.29			0.25	0.25				0.33		0.59	0.50				0.09
	Safeway	n/i			1.99	2.99					2.99					3.99	1.69				1.29
		n/i	O										2.99								
	Safeway Farms			1.75																	
	Save Mart	n/i			0.47					0.59							0.79				0.29
		n/i	O						1.00								1.00				
	Save-a-Lot	n/i			0.79				0.33	0.49							0.49				0.27
	Smart & Final	n/i			0.59																0.18
	Sprout's Market	n/i		0.98	0.48			0.88	0.48		0.98	0.98				0.98	0.48				0.48
		n/i	O				2.98	0.98	0.98		1.48	2.25	1.50								0.98
Stater Bros.	n/i				0.99			0.66												0.19	
	n/i	L	1.50	0.99												0.69					
Super A Foods	n/u							0.19					0.25			0.49					
Superior Grocers	n/i		0.99	0.50				0.14		0.99						0.20				0.09	
Target	n/i																			0.40	
Trader Joe's	Trader Joe's	O						1.40								1.33					
Vallarta	n/i		0.99		0.99			0.20	0.20	0.99		0.79	0.50		0.59	0.50				0.19	

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State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips		
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
CA <i>(cont)</i>	Vons/Pavilions	n/i			1.50	1.49	0.99			1.79				2.99		0.99					0.33		
		n/i	O									1.99				1.99							
	O Organics		O									1.99											
	Safeway Farms	n/i		1.50																			
	Walmart	n/i			0.87	1.48								1.48		0.38					0.40		
HI	Don Quijote	n/i			0.77							1.99				0.87							
	Foodland	n/i					0.99			2.79	2.99					0.79							
		n/i	L									1.99											
	KTA Super Stores	n/i		1.79	0.99		1.29									1.19					0.79		
	Safeway	n/i			1.99	2.99				2.99					3.99	1.69					1.29		
	Safeway Farms	n/i	O	1.75								2.99											
	Times/Big Save	n/i			1.59				0.99					2.69		1.99					0.63		
NV	Albertson's IntrMnt	n/i		1.00	0.69			0.39				1.00				0.99					0.09		
		North Shore											2.50										
		n/i	O												2.49		1.33		1.33	1.33			
	Albertsons SW	n/i	O	1.50										3.99									
		n/i			0.99		0.99			0.99	1.49			1.99		0.99					0.07		
		North Shore											2.49										
	Associated Food	n/i								1.29							0.39						
	Cardenas	n/i				0.99										0.50	0.50	0.50					
	Dollar General Mkt	n/i		1.00					0.65							0.33	0.50		0.50	0.39			
		Dole				0.75																	
	El Super	n/i				0.99	0.33									0.33	0.33						
	Food 4 Less	n/i				0.33						0.50	0.20		0.97	0.39							
	Fresh & Easy	n/i					2.00															0.30	
		Rainbow			1.50																		
	MarketOn	n/i							0.14	0.33			0.50	0.33		0.33						0.09	
Raley's	Tomorrows Organics		O																		0.60		
	Real Organics		O			1.30										1.00							
	n/i						0.79									0.99					1.29		
	n/i		O		1.49		0.99																
	Green Giant																				0.50		
Ralphs	n/i			0.99	0.99	0.88	0.99			0.88	1.32				0.99		0.60		0.60				
	n/i		O							1.48													
	Simple Truth		O										1.50										

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Thanksgiving 2014
 VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
NV (cont)	Safeway	n/i			1.99	2.99				2.99				3.99		1.69				1.29		
		n/i	O									2.99										
		Safeway Farms		1.75																		
	Scolari's	n/i		1.99	0.99					1.50						0.99				0.19		
		n/i	O											2.99								
	Smart & Final	n/i			0.59															0.18		
	Smith's	n/i		1.25	0.99					0.99	1.49					0.99				0.19		
		n/i	O				1.39						1.49									
		Simple Truth	O											1.99								
	Sprout's Market	n/i		0.98	0.48		0.88	0.48		0.98	0.98				0.98	0.48				0.48		
		n/i	O			2.98	0.98	0.98		1.48	2.25	1.50									0.98	
	Target	n/i																			0.40	
Vons/Pavilions	n/i			1.50	1.49	0.99				1.79				2.99	0.99					0.33		
	n/i	O										1.99			1.99							
	O Organics	O											1.99									
	Safeway Farms		1.50																			
Walmart	n/i			0.87	1.48									1.48	0.38					0.40		

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY																					
AK	AC Value Center	Husky		1.50						2.48	3.98					0.99				0.50	
		n/i			2.69												1.79				1.32
	Alaskan & Proud Carrs/Safeway	n/i			0.48				0.40	0.98	1.78					0.58	0.60		0.60	0.32	
		n/i	O				1.99					2.79				2.99					
	Fred Meyer	n/i			1.79	2.99					2.49					3.49					1.19
		Safeway Farms		1.75																	
		O Organics	O										2.49								
		n/i	O		0.39	1.79	1.00	0.39	0.99	0.99	1.49										0.20
	IGA Hometown	n/i	O										1.50				0.79				
		n/i	O	1.25	0.79												1.29				0.50
	Juneau Foodland	n/i		1.25	0.99		0.99										1.29				0.40
		Green Giant																0.80		0.80	
Omni	n/i		2.50	1.49	3.19	2.49	1.29	1.29	3.19	4.05						1.79				0.90	
	Sea Mart		1.49	1.43	2.63	1.23					1.49				2.23	0.93	0.89			0.53	
Three Bears	n/i	O						1.31							4.93	1.73				0.19	
	Walmart			1.18	1.98										1.48	0.98				0.40	
ID	Albertson's IntrMnt	n/i		1.00	0.69			0.39				1.00				0.99				0.09	
		North Shore											2.50								
	Albertsons NW	n/i	O											2.49		1.33		1.33	1.33		
		n/i	O	1.00	0.99							1.00			2.49	1.49				0.09	
	Associated Food	n/i								1.29							0.39				
		Family Foods		0.99	0.48					1.49							0.78				0.23
	Fred Meyer	n/i			0.39	1.79	1.00	0.39	0.99	1.49											0.20
		n/i	O				0.88														
	Harvest Foods	n/i	O								0.99	1.49		1.50		0.79					
		n/i	O		0.48								0.50	1.49	0.69						0.13
	IGA Markets		0.99	0.89		0.79								1.99	0.99	0.50		0.50		0.20	
	Natural Grocers		O		1.19	2.99		0.79	1.79	2.25				1.09	1.39						
Paul's Market	n/i	L						0.27								0.57		0.68	0.19		
	n/i		1.09	0.50				0.28	0.67				0.50		0.97						

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
ID <i>(cont)</i>	Rosauer's	n/i			0.49	1.99									0.99	0.68				0.18		
		n/i	O									2.00										
		Bolthouse			1.00																	
	Safeway	n/i	O				0.99									2.29						
		n/i				1.29	1.99				1.79				2.99	0.99				0.79		
		Safeway Farms			1.50																	
		O Organics	O										1.99									
	Smith's	n/i	O		1.25	0.99					0.99	1.49				0.99				0.19		
		n/i	O					1.39					1.49									
		Simple Truth	O										1.99									
		Super 1 Foods	n/i	L													0.20		0.20	0.38		
		n/i				0.48										0.48						
		n/i	O								1.98										0.40	
	Target	n/i																			0.40	
Trader Joe's	Trader Joe's	O						1.40							1.33							
Walmart	n/i				0.87	1.48								1.48	0.38				0.40			
Yokes Fresh	n/i				0.39	1.98								1.98	1.28	0.78						
	n/i	O													1.48							
	n/i	L														0.68		0.68				
	Bolthouse			1.25																		
MT	Albertson's IntrMnt	n/i		1.00	0.69			0.39				1.00				0.99				0.09		
		North Shore											2.50									
		n/i	O												2.49		1.33		1.33	1.33		
	Associated Food	n/i								1.29						0.39						
	Family Foods	n/i		0.99	0.48					1.49						0.78				0.23		
	Harvest Foods	n/i			0.48					0.99	1.49		0.50	1.49	0.69				0.13			
	IGA Markets	n/i		0.99	0.89		0.79						1.99	1.99	0.99	0.50	0.50	0.20				
	Lucky's Market	n/i	O									2.00		2.00	1.98							
	Natural Grocers	n/i	O		1.19	2.99		0.79		1.79	2.25		1.09		1.39							
	Reynolds	n/i			0.99					0.99										0.15		
	Rosauer's	n/i			0.49	1.99									0.99	0.69			0.18			
		n/i	O									2.00										
		Bolthouse			1.00																	
	Safeway	n/i	O				0.99						1.99			2.29						
	n/i				1.29	1.99				1.79				2.99	0.99				0.79			
	Safeway Farms			1.50																		
	O Organics	O										1.99										

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Thanksgiving 2014
VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
MT <i>(cont)</i>	Smith's	n/i		1.25	0.99					0.99	1.49					0.99				0.19	
		n/i	O				1.39					1.49									
		Simple Truth	O										1.99								
	Super 1 Foods	n/i	L														0.20		0.20	0.38	
		n/i			0.48												0.48				
		n/i	O							1.98											0.40
	Target	n/i																			0.19
Three Bears	n/i			0.59												0.99				0.19	
Walmart	n/i			0.87	1.48									1.48		0.38				0.40	
OR	Albertsons NW	n/i		1.00	0.99							1.00				1.49				0.09	
		n/i	O												2.49		1.33		1.33	1.33	
		North Shore											2.99								
	Family Foods	n/i		0.99	0.48					1.49							0.78			0.23	
	Fred Meyer	n/i			0.39	1.79	1.00	0.39		0.99	1.49									0.20	
		n/i	O				0.88														
		Simple Truth	O										1.50				0.79				
	Haggen/TOP Food	n/i				1.98											0.79				
	Harvest Foods	n/i			0.48					0.99	1.49			0.50	1.49		0.69			0.13	
	IGA Markets	n/i		0.99	0.89		0.79								1.99		0.99	0.50	0.50	0.20	
	IGA Market Fresh	n/i	L														0.50		0.50	0.09	
		n/i			1.00	0.89	1.99	0.89	0.99						2.49		1.29				
	Lamb's Markets	n/i	O							0.99					1.99						
	Market of Choice	n/i	O					0.99												0.60	
		n/i															0.50				
	McKay's	n/i	L				0.79											0.59		0.59	0.19
		n/i				0.49	1.99								1.99		0.49				
	Natural Grocers	n/i	O		1.19	2.99		0.79		1.79	2.25			1.09			1.39				
	New Seasons	n/i	O		0.99	1.99											1.49				
		n/i	L																		0.60
	Del Cabo	O											0.99								
QFC	n/i				0.69	1.99				0.99	1.49			1.99		0.99					
	n/i	L																	0.99		
	n/i	O					0.99														
	Simple Truth	O		2.00									2.00								
Ray's Food Place	n/i				0.99	1.99		0.39						2.49		1.29				0.49	
	n/i	O		1.49																0.99	
Red Apple/Thriftwa	n/i													1.99		1.49					

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
OR <i>(cont)</i>	Rosauer's	n/i			0.49	1.99									0.99	0.69				0.18		
		n/i	O									2.00										
		Bolthouse		1.00																		
	Roth's	n/i	O		1.29				1.29													
		n/i	L																		0.20	
		Dole			0.69																	
		Briarwood Orch.	L				0.89															
	Safeway	n/i	O				0.99					1.99				2.29						
		n/i			1.29	1.99				1.79					2.99	0.99					0.79	
		Safeway Farms		1.50																		
	O Organics	O										1.99								0.40		
Target	n/i																					
Trader Joe's	Trader Joe's	O						1.40								1.33						
Walmart	n/i			0.87	1.48									1.48	0.38					0.40		
Whole Foods	n/i	O				0.99																
WA	Albertsons NW	n/i		1.00	0.99							1.00				1.49				0.09		
		n/i	O											2.49		1.33		1.33	1.33			
		North Shore											2.99									
	Family Foods	n/i		0.99	0.48					1.49						0.78				0.23		
	Fred Meyer	n/i			0.39	1.79	1.00	0.39		0.99	1.49									0.20		
		n/i	O				0.88															
		Simple Truth	O										1.50			0.79						
	Haggen/TOP Food	n/i				1.98										0.79						
	Harvest Foods	n/i			0.48					0.99	1.49			0.50	1.49	0.69				0.13		
	IGA Markets	n/i		0.99	0.89		0.79							1.99	0.99	0.50		0.50	0.20			
	IGA Market Fresh	n/i	L													0.50		0.50	0.09			
		n/i		1.00	0.89	1.99	0.89	0.99							2.49	1.29						
	Metropolitan	n/i	O				0.99									1.29						
		n/i	L					0.79						0.99						0.30		
	Meyers Group IGA	n/i		1.25	0.99		0.99									1.29				0.20		
		Green Giant															0.80		0.80			
	Natural Grocers	n/i	O		1.19	2.99		0.79		1.79	2.25		1.09			1.39						
	New Seasons	n/i	O		0.99	1.99										1.49						
		n/i	L																		0.60	
	Del Cabo	O											0.99									
PCC Natural	n/i	O													1.69							
	n/i	L			1.49															0.60		

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Cluster	Roma	Red	White	Yellow	Russet	lb.
WA <i>(cont)</i>	QFC	n/i			0.69	1.99				0.99	1.49			1.99		0.99							
		n/i	L																				
		n/i	O				0.99													0.99			
	Red Apple/Thriftway	Simple Truth	O	2.00										2.00									
		n/i	O	0.99	0.88	1.99							1.50		1.99		0.99				0.20		
	Rosauer's	n/i	O		1.50											0.99							
		n/i	O		0.49	1.99											0.69				0.18		
	Saars Market	Bolthouse		1.00																			
		n/i	L						0.18	0.28								0.17		0.17	0.18		
	Safeway	n/i	O		0.78				0.20		0.98				1.28		0.48						
		n/i	O										2.99										
		n/i	O					0.99					1.99				2.29						
		n/i			1.29	1.99					1.79				2.99		0.99				0.79		
	Save-a-Lot	Safeway Farms		1.50																			
		O Organics	O											1.99									
	Super 1 Foods	n/i							0.33	0.49													
		n/i	L															0.20		0.20	0.38		
	Target	n/i	O		0.48												0.48						
		n/i	O								1.98											0.40	
	The Markets LLC	n/i		1.98		1.58	0.68		0.23						1.58		0.77					0.32	
Herbco													2.50										
Town&Country	n/i						0.78																
	n/i	O					1.48						1.67	2.00									
Trader Joe's	Trader Joe's	O					1.40									1.33							
Walmart	n/i			0.87	1.48									1.48		0.38				0.40			
Whole Foods	n/i	O				0.99																	
Yokes Fresh	n/i			0.39	1.98									1.98	1.28	0.78							
	n/i	O														1.48							
	n/i	L															0.68		0.68				
WA	Bolthouse	n/i		1.25																			
		n/i								0.59	1.33						0.49				0.20		
		n/i																					
WY	Affiliated Fds MW	Dole			0.89																		
		Green Giant		1.29														0.60		0.60			
		Harvest Club						0.56													0.14		

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
WY <i>(cont)</i>	Albertson's IntrMnt	n/i		1.00	0.69			0.39				1.00				0.99				0.09	
	North Shore	n/i	O									2.50			2.49			1.33		1.33	1.33
	Associated Food	n/i								1.29								0.39			
	IGA Markets	n/i		0.99	0.89		0.79							1.99		0.99		0.50		0.50	0.20
	King Soopers	n/i		0.99	0.79		0.49			0.99	1.49	0.99						0.50		0.50	
	Simple Truth	n/i	O										1.99								0.67
	Natural Grocers	n/i	O		1.19	2.99		0.79		1.79	2.25		1.09			1.39					
	Safeway	O Organics											2.49								
		n/i			1.50	1.29	1.49							2.99		0.99					0.20
		n/i		O				0.99			2.49		1.99			1.99					
	Smith's	n/i			1.25	0.99					0.99	1.49				0.99					0.19
		n/i		O				1.39					1.49								
	Simple Truth	n/i	O									1.99									
Walmart	n/i				0.87	1.48								1.48		0.38				0.40	