

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																
CT	A&P Stores	Woodson James	C	9.99						4.99			4.99			
	Adams IGA	Angus	C							4.99	4.99	5.99				
		n/i	C									6.99				
		n/i		7.99			9.99									
	AG New England	n/i	S	6.99					3.49							
	ALDI	n/i	C								4.49					
	Associated	n/i	C									4.99				
	Best Market	Angus	C	6.99												
	Big Y	Angus	C	7.99												
	Bravo	n/i	C						3.99			4.99	4.39			
	C-Town	n/i	C						3.99			4.99	4.39	5.99		
	Compare Foods	n/i	C						3.99			4.99	4.49			
	Fairway Foods	n/i	C			6.99										
		n/i	P	14.99												
	Food Bazaar	Swift	C									4.49				
	Geissler's	Angus	C	10.99						4.99		7.99			4.99	
	Highland Park	Angus	C	11.99												
	Key Food	n/i	C						3.49			3.99	3.69			
	King's	King's	C	7.99												
		King's	P	14.99												
	NSA Supermarkets	n/i		8.99								4.99				
	Pioneer	n/i	C						3.99			4.99				
	Price Chopper	Angus	C	9.99	10.99							6.99			5.79	
	Save-a-Lot	n/i	C						3.99							
	ShopRite	n/i	C	5.99												w/ store card; limit 1
		n/i	C	8.99												additional quantities
		Angus	C	6.99												w/ store card; limit 1
		Angus	C	9.99												additional quantities
		n/i	C							4.99						
		Angus	C							5.49						
		n/i	G	5.99												AU; w/ store card; limit 1
		n/i	G	8.99												AU; additional quantities
	Stew Leonard's	n/i		8.99		7.99										w/ store card
		n/i		11.99												w/o store card
	Stop & Shop	n/i	C	7.99			10.99	5.99		4.99		4.99				w/ store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
CT (cont)	The Fresh Market	n/i		8.99													
	Whole Foods NATl	n/i										8.99					
DC	ALDI	n/i	C								4.49						
	Giant Food	n/i	C	7.99			10.99	5.99		4.99			4.99			w/ store card	
	Harris Teeter	HT Reserve	C	10.99		14.99	11.99										w/ store card
		HT Reserve	C	11.99		19.99	16.99										w/o store card
		HT Ranchers		9.99		12.99	10.99	10.99									w/ store card
		HT Ranchers		10.99		17.99	14.99	11.99									w/o store card
	Safeway Eastern	n/i	C	7.99				7.99								w/ store card	
	Save-a-Lot	n/i	C						3.99								
Whole Foods MidAt	n/i			13.49													
DE	A&P Stores	Woodson James	C	9.99						4.99			4.99				
	ACME Market	Lancaster	C	8.99					5.49								
	Fresh Grocer	n/i	C	4.99												w/ \$25 purchase; limit 1	
		n/i	C	8.99							5.49						
	Giant Food	n/i	C	7.99			10.99	5.99		4.99			4.99			w/ store card	
	Great Valu Markets	Angus							3.99					4.49			
	Harris Teeter	HT Reserve	C	10.99		14.99	11.99										w/ store card
		HT Reserve	C	11.99		19.99	16.99										w/o store card
		HT Ranchers		9.99		12.99	10.99	10.99									w/ store card
		HT Ranchers		10.99		17.99	14.99	11.99									w/o store card
	Pathmark	Woodson James	C	8.99							5.99	6.99					
	Redner's	Angus	C	6.98						4.98							w/ store card
		Angus	C	10.98						6.28							w/o store card
	Safeway Eastern	n/i	C	7.99				7.99								w/ store card	
	Save-a-Lot	n/i	C						3.99								
	ShopRite	n/i	C	5.99													w/ store card; limit 1
		n/i	C	8.99													additional quantities
		Angus	C	6.99													w/ store card; limit 1
		Angus	C	9.99													additional quantities
		n/i	C								4.99						
Angus		C								5.49							
Shurfine	n/i	G	5.99													AU; w/ store card; limit 1	
	n/i	G	8.99													AU; additional quantities	
	Angus	C	10.99								5.99						

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

Easter/Passover 2015
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions			
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil		
MA	Adams IGA	Angus	C							4.99	4.99	5.99						
		n/i	C									6.99						
		n/i		7.99														
	AG New England	n/i	S	6.99					3.49									
	ALDI	n/i	C								4.49							
	Big Y	Angus	C	7.99														
	C-Town	n/i	C						3.99				4.99	4.39	5.99			
	Compare Foods	n/i	C						3.99				4.99	4.49				
	Crosby's	Angus	C	9.99													w/ store card	
		Angus	C	14.99														w/o store card
	Donelan's	Donelan's	C	9.99				16.99			3.99							
	Geissler's	Angus	C	10.99							4.99		7.99			4.99		
	Hannaford	Hannaford	C						4.49	4.49								w/ store card
	Market Basket	Angus	C						4.49									w/ store card
		Angus	C						4.99									w/o store card
	Met Foods	n/i	C						3.99					4.99				
	NSA Supermarkets	n/i		8.99										4.99				
	Price Chopper	Angus	C	9.99	10.99								6.99				5.79	
	Roche Bros.	n/i	C	8.99						7.99								
	Shaw's	Steakhouse Choice	C	6.99							4.99							
Star Market	Steakhouse Choice	C								4.99								
Stop & Shop	n/i	C	7.99				10.99	5.99		4.99			4.99				w/ store card	
The Fresh Market	n/i		8.99															
Trucchi's	n/i	C											4.99					
	Angus	C								4.99								
Whole Foods NATl	n/i											8.99						
MD	A&P Stores	Woodson James	C	9.99						4.99			4.99					
	ACME Market	Lancaster	C	8.99					5.49									
	AG New England	n/i	S	6.99					3.49									
	ALDI	n/i	C								4.49							
	Associated	n/i	C										4.99					
	Family Owned	n/i						8.99	4.49						4.59			
		Angus														5.49		
	Giant Eagle	n/i	C	8.99							5.99							
		Angus	C	9.99														
	Giant Food	n/i	C	7.99				10.99	5.99		4.99			4.99				w/ store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions			
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil		
MD (cont)	Graul's	Graul's	C				9.99							5.99				
	Great Valu Markets	Angus							3.99							4.49		
	Harris Teeter	HT Reserve	C	10.99		14.99	11.99											w/ store card
		HT Reserve	C	11.99		19.99	16.99											w/o store card
		HT Ranchers		9.99		12.99	10.99	10.99										w/ store card
		HT Ranchers		10.99		17.99	14.99	11.99										w/o store card
	Mars	n/i	C						3.99									
	Martin's Food	n/i	C	7.99			10.99	5.99	4.99	4.99				4.99				w/ store card
		n/i	C	8.49			13.99	9.99	6.99	6.99				6.99				w/o store card
	Redner's	Angus	C	6.98					4.98									w/ store card
		Angus	C	10.98					6.28									w/o store card
	Safeway Eastern	n/i	C	7.99				7.99										w/ store card
	Save-a-Lot	n/i	C						3.99									
	Shop 'n Save	n/i	C	8.99	9.99													
	Shoppers	n/i	C						4.99									
	Shurfine	Angus	C	10.99							5.99							
	The Fresh Market	n/i		8.99														
Weis	Angus	C	6.88			14.99			4.49				4.99			3.88	w/ store card	
Whole Foods MidAt	n/i			13.49														
ME	AG New England	n/i	S	6.99					3.49									
	Hannaford	Hannaford	C						4.49	4.49							w/ store card	
	Market Basket	Angus	C						4.49									w/ store card
		Angus	C						4.99									w/o store card
	Save-a-Lot	n/i	C						3.99									
Shaw's	Steakhouse Choice	C	6.99						4.99									
NH	AG New England	n/i	S	6.99					3.49									
	ALDI	n/i	C								4.49							
	Hannaford	Hannaford	C						4.49	4.49							w/ store card	
	Market Basket	Angus	C						4.49									w/ store card
		Angus	C						4.99									w/o store card
	Price Chopper	Angus	C	9.99	10.99								6.99			5.79		
	Save-a-Lot	n/i	C						3.99									
	Shaw's	Steakhouse Choice	C	6.99						4.99								
	The Fresh Market	n/i		8.99														
Whole Foods NATl	n/i											8.99						

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

Easter/Passover 2015
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
NJ	A&P Stores	Woodson James	C	9.99						4.99				4.99			
	ACME Market	Lancaster	C	8.99					5.49								
	ALDI	n/i	C								4.49						
	Associated	n/i	C										4.99				
	Best Market	Angus	C	6.99													
	Bravo	n/i	C						3.99					4.99	4.39		
	C-Town	n/i	C						3.99					4.99	4.39	5.99	
	Compare Foods	n/i	C						3.99					4.99	4.49		
	Extra Supermarket	n/i	C								3.98						
	Fairway Foods	n/i	C			6.99											
		n/i	P	14.99													
	Fine Fare	n/i								4.59				4.99		4.79	
	Food Bazaar	Swift	C										4.49				
	Foodtown	n/i	C	6.99													limit 1
	Great Valu Markets	Angus							3.99							4.49	
	Key Food	n/i	C						3.49					3.99	3.69		
	King's	King's	C	7.99													
		King's	P	14.99													
	Met Foods	n/i	C						3.99					4.99			
	Morton Williams	n/i	C						4.99					5.99	4.99		
	Murphy's	Angus		9.99												5.99	
	Pathmark	Woodson James	C	8.99							5.99	6.99					
	Pioneer	n/i	C						3.99					4.99			
	Save-a-Lot	n/i	C						3.99								
	ShopRite	n/i	C	5.99													w/ store card; limit 1
		n/i	C	8.99													additional quantities
		Angus	C	6.99													w/ store card; limit 1
	Angus	C	9.99													additional quantities	
	n/i	C								4.99							
	Angus	C								5.49							
	n/i	G	5.99													AU; w/ store card; limit 1	
	n/i	G	8.99													AU; additional quantities	
Stop & Shop	n/i	C	7.99				10.99	5.99		4.99			4.99			w/ store card	
The Fresh Market	n/i		8.99														
Thriftway	n/i									4.79					3.99		
Weis	Angus	C	6.88				14.99			4.49			4.99		3.88	w/ store card	

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

Easter/Passover 2015
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
NJ	Western Beef	n/i											4.99			
(cont)	Whole Foods MidAt	n/i			13.49											
NY	A&P Stores	Woodson James	C	9.99						4.99			4.99			
	ALDI	n/i	C								4.49					
	Associated	n/i	C										4.99			
	Best Market	Angus	C	6.99												
	Big M	1893 Premium		7.99						3.99						
	Bravo	n/i	C						3.99				4.99	4.39		
	C-Town	n/i	C						3.99				4.99	4.39	5.99	
	Compare Foods	n/i	C						3.99				4.99	4.49		
	D'Agostino's	1932 Brand	C	9.99												
	Fairway Foods	n/i	C			6.99										
		n/i	P	14.99												
	Fine Fare	n/i								4.59			4.99		4.79	
	Food Bazaar	Swift	C									4.49				
	Foodtown	n/i	C	6.99												limit 1
	Giunta's	n/i	C										4.99			
	Great American	1893 Premium	C	7.99									4.49		4.99	
	Hannaford	Hannaford	C						4.49	4.49						w/ store card
	Key Food	n/i	C						3.49				3.99	3.69		
	King Kullen	n/i	C						4.99				4.99	5.29	5.99	
		Angus	C										5.99			
	King's	King's	C	7.99												
		King's	P	14.99												
	Met Foods	n/i	C						3.99				4.99			
	Metropolitan	n/i	C						3.99				4.99			
	Morton Williams	n/i	C						4.99				5.99	4.99		
	North Shore	n/i	C												2.99	
		Chairman Reserve	C						4.99							
		North Shore	C							5.99			5.99			
	NSA Supermarkets	n/i		8.99									4.99			
	Pathmark	Woodson James	C	8.99							5.99	6.99				
	Peck's	Angus	C	7.99								6.99				
	Pioneer	n/i	C						3.99				4.99			
	Price Chopper	Angus	C	9.99	10.99											5.79
	Save-a-Lot	n/i	C						3.99							
	Shop 'n Save	n/i	C	8.99	9.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
NY (cont)	ShopRite	n/i	C	5.99												w/ store card; limit 1 additional quantities w/ store card; limit 1 additional quantities
		n/i	C	8.99												
		Angus	C	6.99												
		Angus	C	9.99												
		n/i	C							4.99						
		Angus	C							5.49						
	Stew Leonard's	n/i	G	5.99												AU; w/ store card; limit 1 AU; additional quantities
		n/i	G	8.99												
	Stop & Shop	n/i					7.99									w/ store card w/o store card
		n/i														
	The Fresh Market	n/i	C	7.99				10.99	5.99		4.99			4.99		w/ store card
	Tops Market	n/i	C	8.99										5.69		w/ store card
Weis	Angus	C	6.88							4.49			4.99	3.88	w/ store card	
Western Beef	n/i												4.99			
PA	A&P Stores	Woodson James	C	9.99						4.99			4.99			limit 1 w/ \$25 purchase; limit 1 w/ store card w/o store card
	ACME Market	Lancaster	C	8.99					5.49							
	ALDI	n/i	C								4.49					
	Associated	n/i	C										4.99			
	Big M	1893 Premium		7.99												
	Boyer Food	n/i							4.97				4.97	4.97	4.97	
	Bravo	n/i	C						3.99				4.99	4.39		
	C-Town	n/i	C						3.99				4.99	4.39	5.99	
	Family Owned	n/i												4.59		
		Angus													5.49	
	Fine Fare	n/i											4.99		4.79	
	Foodland	n/i	C											4.99		
	Foodtown	n/i	C	6.99												
	Fresh Grocer	n/i	C	4.99												
		n/i	C	8.99							5.49					
	Giant Eagle	n/i	C	8.99												
		Angus	C	9.99								5.99				
	Giant Food Stores	n/i	C	7.99				10.99	5.99	4.99	4.99			4.99		
	n/i	C	8.49				13.99	9.99	6.99	6.99			6.99		w/o store card	
Great Valu Markets	Angus								3.99					4.49		
Karn's	n/i	C							3.99				4.79	4.29	4.69	
Key Food	n/i	C							3.49				3.99	3.69		

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

Easter/Passover 2015
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
PA (cont)	Martin's Food	n/i	C	7.99			10.99	5.99	4.99	4.99			4.99			w/ store card
		n/i	C	8.49			13.99	9.99	6.99	6.99			6.99			w/o store card
	Pathmark	Woodson James	C	8.99							5.99	6.99				
	Price Chopper	Angus	C	9.99	10.99							6.99			5.79	
	Redner's	Angus	C	6.98					4.98							w/ store card
		Angus	C	10.98					6.28							w/o store card
	Save-a-Lot	n/i	C						3.99							
	Shop 'n Save	n/i	C	8.99	9.99											
	ShopRite	n/i	C	5.99												w/ store card; limit 1
		n/i	C	8.99												additional quantities
		Angus	C	6.99												w/ store card; limit 1
		Angus	C	9.99												additional quantities
		n/i	C								4.99					
		Angus	C								5.49					
		n/i	G	5.99												AU; w/ store card; limit 1
		n/i	G	8.99												AU; additional quantities
	Shurfine	Angus	C	10.99							5.99					
	ShurSave	Angus	C	7.99			12.99		4.49				4.99		4.99	w/ store card
	Sparkle	n/i	C											4.49		
	The Fresh Market	n/i		8.99												
Thorne's Market	1893 Angus	C	8.99													
Thriftway	n/i														3.99	
Tops Market	n/i	C														
Weis	Angus	C	6.88			14.99				4.49			5.69		4.99	w/ store card
Whole Foods MidAt	n/i			13.49												3.88
RI	ALDI	n/i	C								4.49					
	Associated	n/i	C										4.99			
	Bravo	n/i	C						3.99				4.99	4.39		
	Compare Foods	n/i	C						3.99				4.99	4.49		
	Dave's Marketplace	n/i													4.99	
	Save-a-Lot	n/i	C						3.99							
	Shaw's	Steakhouse Choice	C	6.99						4.99						
	Stop & Shop	n/i	C	7.99			10.99	5.99		4.99			4.99			w/ store card
	Whole Foods NATl	n/i										8.99				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
VT	AG New England	n/i	S	6.99					3.49							
	ALDI	n/i	C								4.49					
	Hannaford	Hannaford	C						4.49	4.49						w/ store card
	Price Chopper	Angus	C	9.99	10.99							6.99			5.79	
	Shaw's	Steakhouse Choice	C	6.99						4.99						
	Tops Market	n/i	C									5.69				w/ store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump	
SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV															
AL	ALDI	n/i	C								4.49				
	Food for Le\$\$	n/i	S											3.63	
	Greer's	Swift	S				13.88		3.73					3.73	
	Hometown Markets	n/i	C								3.99				
	Ingle's	Ingle's	C	8.98		12.98									w/ store card
		Ingle's	C	11.98		17.48									w/o store card
	Kroger Atlanta	n/i	C	6.99			9.99						5.99		w/ store card
	Kroger Nashville	Private Selection	C						3.99						w/ store card
		n/i	C	6.99											
	Lucky's	Black Canyon			8.99						3.99				
	Piggly Wiggly HAC	n/i	S								3.99				
	Piggly Wiggly Hchn	Black Canyon								3.99					
	Piggly Wiggly Inc.	Angus												4.99	
	Publix	Publix	C	7.29			12.99	7.29							w/ store card
		Publix	C	11.99			15.99	13.69							w/o store card
		GreenWise	A	9.29											w/ store card
	Rouses	Texas Star		6.97											
	Save-a-Lot	n/i	C						3.99						
Shop Rite	Star Ranch									3.49					
The Fresh Market	n/i		8.99												
Vowell's	Black Canyon	S								3.97					
Western	Angus	C											4.99		
	n/i					9.99	9.99								
Winn-Dixie	Winn-Dixie							3.99					3.99	w/ store card	
FL	Albertsons Sthrn	n/i		6.98									3.99	BOGO	
	ALDI	n/i	C							4.49					
	Bravo Supermarket	n/i	S					3.99							
	Greer's	Swift	S				13.88		3.73				3.73		
	Harris Teeter	HT Reserve	C	10.99		14.99	11.99							w/ store card	
		HT Reserve	C	11.99		19.99	16.99							w/o store card	
		HT Ranchers		9.99		12.99	10.99	10.99						w/ store card	
		HT Ranchers		10.99		17.99	14.99	11.99						w/o store card	
	Hitchcock's	Hitchcock's		8.99					4.69				4.69		
	J.H. Harvey's	n/i	C					3.99					3.99	w/ store card	
	Piggly Wiggly Hchn	Black Canyon								3.99					
Presidente	n/i	S							2.98			4.58			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
FL <i>(cont)</i>	Publix	Publix	C	7.29			12.99	7.29								w/ store card	
		Publix	C	11.99			15.99	13.69								w/o store card	
		GreenWise	A	9.29												w/ store card	
	Sedano's	n/i	C	7.99			6.99					3.49					
	Save-a-Lot	n/i	C						3.99								
	The Fresh Market	n/i		8.99													
	Western Beef	n/i													6.99		
	Whole Foods FL	n/i	C	13.99													
	Winn-Dixie	Winn-Dixie							3.99					3.99		w/ store card	
GA	ALDI	n/i	C								4.49						
	Bi-Lo	Gold Star							3.99					3.99		w/ store card	
	Galaxy Foods	Tender Ridge							3.28					3.58			
	Harris Teeter	HT Reserve	C	10.99		14.99	11.99										w/ store card
		HT Reserve	C	11.99		19.99	16.99										w/o store card
		HT Ranchers		9.99		12.99	10.99	10.99									w/ store card
		HT Ranchers		10.99		17.99	14.99	11.99									w/o store card
	IGA	n/i										3.99					
	Ingle's	Ingle's	C	8.98		12.98										w/ store card	
		Ingle's	C	11.98		17.48										w/o store card	
	Kroger Atlanta	n/i	C	6.99			9.99						5.99			w/ store card	
	J.H. Harvey's	n/i	C						3.99					3.99		w/ store card	
	Piggly Wiggly Car.	n/i											3.78				
	Piggly Wiggly HAC	n/i	S								3.99						
	Piggly Wiggly Hchn	Black Canyon								3.99							
	Publix	Publix	C	7.29			12.99	7.29									w/ store card
		Publix	C	11.99			15.99	13.69									w/o store card
GreenWise		A	9.29													w/ store card	
Save-a-Lot	n/i	C						3.99									
Shop Rite	Star Ranch									3.49							
Sprout's	n/i	C	7.99							5.49							
The Fresh Market	n/i		8.99														
	Winn-Dixie	Winn-Dixie							3.99					3.99		w/ store card	
MS	AG of Baton Rouge	n/i												3.99			
	ALDI	n/i	C								4.49						
	Corner Market	Angus	C	9.99								4.99					
	Greer's	Swift	S				13.88		3.73					3.73			
	Kroger Delta	n/i	C						4.99		4.99					w/ store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
MS (cont)	Mac's Fresh	n/i	S										3.99				
	Piggly Wiggly Hchn Rouses	Black Canyon Texas Star		6.97					3.99						3.77		
	Save-a-Lot	n/i	C						3.99								
	Superlo Foods	Angus												3.99			
	The Fresh Market	n/i	S	8.99													
	Vowell's	Black Canyon									3.97						
NC	ALDI	n/i	C								4.49						
	Bi-Lo	Gold Star							3.99					3.99		3.88	w/ store card
	Carlie C's IGA	n/i	C					4.18						4.38			
	Compare Foods	n/i									3.99						
	Farm Fresh	Stockman&Dakota	C							4.99	4.99					4.99	
		Stockman&Dakota		9.99													
		n/i	C	8.99													
	Food Pride	n/i	C							3.99				4.99			3.99
	Galaxy Foods	Tender Ridge							3.28						3.58		
	Great Valu Market	Star Ranch	C									4.79		4.79	4.69		
		n/i												4.49			
	Harris Teeter	HT Reserve	C	10.99		14.99	11.99										w/ store card
		HT Reserve	C	11.99		19.99	16.99										w/o store card
		HT Ranchers	C	9.99		12.99	10.99	10.99									w/ store card
		HT Ranchers		10.99		17.99	14.99	11.99									w/o store card
	IGA	n/i	C											3.99			
	Ingle's	Ingle's		8.98		12.98											w/ store card
		Ingle's	C	11.98		17.48											w/o store card
	Kroger MidAtlntc	n/i	C	6.99		12.99	10.99									4.99	w/ store card
	Lowe's Foods	n/i		9.99										3.99			w/ store card
	Piggly Wiggly Retail	n/i	C	7.69													3.99
	Piggly Wiggly Stores	Preferred Angus										3.98					
Publix	Publix	C	7.29			12.99	7.29									w/ store card	
	Publix	C	11.99			15.99	13.69									w/o store card	
	GreenWise	A	9.29													w/ store card	
Save-a-Lot	n/i	C						3.99									
The Fresh Market	n/i		8.99														
Winn-Dixie	Winn-Dixie							3.99					3.99			w/ store card	

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

Easter/Passover 2015
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
SC	ALDI	n/i	C								4.49						
	Bi-Lo	Gold Star							3.99					3.99		w/ store card	
	Galaxy Foods	Tender Ridge							3.28					3.58			
	Harris Teeter	HT Reserve	C	10.99		14.99	11.99										w/ store card
		HT Reserve	C	11.99		19.99	16.99										w/o store card
		HT Ranchers		9.99		12.99	10.99	10.99									w/ store card
		HT Ranchers		10.99		17.99	14.99	11.99									w/o store card
	IGA	n/i											3.99				
	Ingle's	Ingle's	C	8.98		12.98											w/ store card
		Ingle's	C	11.98		17.48											w/o store card
	Kroger Atlanta	n/i	C	6.99			9.99						5.99				w/ store card
	J.H. Harvey's	n/i	C						3.99						3.99		w/ store card
	Lowe's Foods	n/i		9.99									3.99				w/ store card
	Piggly Wiggly Car.	n/i											3.78				
	Publix	Publix	C	7.29				12.99	7.29								w/ store card
Publix		C	11.99				15.99	13.69								w/o store card	
GreenWise		A	9.29													w/ store card	
Save-a-Lot	n/i	C						3.99									
The Fresh Market	n/i		8.99														
TN	ALDI	n/i	C						3.99		4.49					w/ store card	
	Bi-Lo	Gold Star								3.98				3.99			
	Chappell's	Star Ranch							3.48					3.48			
	E.W. James	Black Canyon									3.99						
	Food Rite	Black Canyon	S														
	H.G. Hill	n/i			9.89												
		Black Canyon	S									3.49					
	Harris Teeter	HT Reserve	C	10.99		14.99	11.99										w/ store card
		HT Reserve	C	11.99		19.99	16.99										w/o store card
		HT Ranchers		9.99		12.99	10.99	10.99									w/ store card
		HT Ranchers		10.99		17.99	14.99	11.99									w/o store card
	Ingle's	Ingle's	C	8.98		12.98											w/ store card
		Ingle's	C	11.98		17.48											w/o store card
	Kroger Delta	n/i	C						4.99		4.99					w/ store card	
	Kroger MidAtlntc	n/i	C	6.99		12.99	10.99								4.99		w/ store card
Kroger Nashville	Private Selection	C							3.99							w/ store card	
	n/i	C	6.99														
Osborne's	n/i	C								3.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
TN (cont)	Publix	Publix	C	7.29			12.99	7.29								w/ store card
		Publix	C	11.99			15.99	13.69								w/o store card
		GreenWise	A	9.29												w/ store card
		Save-a-Lot	n/i							3.99						
		Shop Rite	Star Ranch	C							3.49					
		Superlo Foods	Angus											3.99		
		The Fresh Market	n/i		8.99											
		Twncntry Grocer	n/i	S						3.99						
VA	ALDI	n/i	C								4.49					
	Associated	n/i	C									4.99				
	Farm Fresh	Stockman&Dakota	C							4.99	4.99				4.99	
		Stockman&Dakota	C	9.99												
		n/i	C	8.99												
	Fas-Chek	n/i							3.99		4.49					
	Food Country USA	Butcher's Best									3.99					w/ store card
		Butcher's Best									5.99					w/o store card
	Galaxy Foods	Tender Ridge							3.28					3.58		
	Giant Food	n/i	C	7.99			10.99	5.99		4.99			4.99			w/ store card
	Grant's	Black Canyon									3.69					
	Great Valu Market	Star Ranch									4.79		4.79	4.69		
		n/i											4.49			
	Harris Teeter	HT Reserve	C	10.99		14.99	11.99									w/ store card
		HT Reserve	C	11.99		19.99	16.99									w/o store card
		HT Ranchers		9.99		12.99	10.99	10.99								w/ store card
		HT Ranchers		10.99		17.99	14.99	11.99								w/o store card
	Ingle's	Ingle's	C	8.98		12.98										w/ store card
		Ingle's	C	11.98		17.48										w/o store card
	Kroger MidAtlntc	n/i	C	6.99		12.99	10.99								4.99	w/ store card
	Lowe's Foods	n/i		9.99									3.99			w/ store card
	Martin's Food	n/i	C	7.99			10.99	5.99	4.99	4.99			4.99			w/ store card
		n/i	C	8.49			13.99	9.99	6.99	6.99			6.99			w/o store card
	Piggly Wiggly Stores	Preferred Angus									3.98					
	Safeway Eastern	n/i	C	7.99				7.99								w/ store card
	Save-a-Lot	n/i	C						3.99							
	Shoppers	n/i	C						4.99							
The Fresh Market	n/i		8.99													
Whole Foods MidAt	n/i			13.49												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
WV	ALDI	n/i	C								4.49						
	Fas-Chek	n/i							3.99		4.49						
	Food Country USA	Butcher's Best									3.99						w/ store card
		Butcher's Best									5.99						w/o store card
	Food Fair	Black Canyon		7.99							3.99						
	Foodland	Star Ranch							4.69								
	Galaxy Foods	Tender Ridge							3.28					3.58			
	Giant Eagle	n/i	C	8.99							5.99						
		Angus	C	9.99													
	Grant's	Black Canyon									3.69						
	Great Valu Market	Star Ranch									4.79		4.79	4.69			
		n/i											4.49				
	Kroger Columbus	Private Selection	C	9.99			14.99										w/ store card
	Kroger MidAtlntc	n/i	C	6.99		12.99	10.99									4.99	w/ store card
	Martin's Food	n/i	C	7.99			10.99	5.99	4.99	4.99			4.99				w/ store card
		n/i	C	8.49			13.99	9.99	6.99	6.99			6.99				w/o store card
	Piggly Wiggly Stores	Preferred Angus									3.98						
Riesbeck's	Hereford											4.99					
Save-a-Lot	n/i	C						3.99									
Shop 'n Save	n/i	C	8.99	9.99													
Sparkle	n/i	C											4.49				
Weis	Angus	C	6.88			14.99				4.49		4.99		3.88		w/ store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump	
MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI															
IA	Affiliated MW	Star Ranch			9.88										
	ALDI	n/i	C							4.49					
	County Market	Rancher's Legend	C	10.99					4.99						
		Rancher's Legend		7.99											
	Family Foods	Angus Pride	C	8.99						4.29		6.99			
		Fareway	n/i	C		7.99		14.99							limit 2
		n/i	C		9.99									additional quantities	
	Food Pride	Angus Pride	C	8.99						4.29		6.99			
	Hometown Foods	Star Ranch	C					4.49							
	Hy-Vee	Hy-Vee	C	9.99				4.99							
	Jewel-Osco	Steakhouse	C	6.47		16.99		4.99				4.99		limit 1	
	Maynard's	Star Ranch	C						4.99						
	No Frills	n/i	C	6.99					4.99						
	Save-a-Lot	n/i	C					3.99							
	Schnuck's	Angus	C					4.49					4.99		
Sunshine Foods	n/i	C										3.99			
The Fresh Market	n/i		8.99												
IL	Affiliated MW	Star Ranch			9.88										
	ALDI	n/i	C							4.49					
	Angelo Caputo	n/i		6.99											
		Piedmontese	C								6.99				
		Angus	C	11.99								5.99			
	Berkot's	Berkot's					7.99								
		n/i	C									4.99			
	Brookhaven	Angus	C						3.99						
	Butera's Market	n/i		4.99											
		Angus	C	8.99						4.89	4.89		5.29	4.49	4.99
	County Market	Rancher's Legend	C	10.99					4.99						
		Rancher's Legend		7.99											
	Cub Foods	Cub	C	8.99				4.99							
	Fairplay Foods	Angus	C						3.49				4.69		
		n/i					7.99								
	n/i		4.99												
Fareway	n/i	C		7.99		14.99								Mexican	
	n/i	C		9.99										limit 2	
Food Pride	Angus Pride	C	8.99						4.29		6.99			additional quantities	

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

Easter/Passover 2015
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
IL (cont)	Heinen's	Heinen's	A	10.99												w/ store card
		Heinen's	A	12.99												w/o store card
	Hy-Vee	Hy-Vee	C	9.99					4.99							
	Jewel-Osco	Steakhouse	C	6.47		16.99			4.99				4.99			limit 1
	Jimenez	n/i	C						3.79							
	Kirby Foods IGA	IGA TableRite		7.99					3.99							
	Kroger Louisville	Private Selection	C						3.99				3.99			w/ store card
		Angus	C	7.99												w/ store card
	Mariano's Fresh	Angus	C	7.99												
	Meijer	Angus	C	7.49					4.49							
	Pete's Market	Black Angus	C						4.99	4.99						
	Piggly Wiggly MW	n/i		4.99	5.99											Mexican
		Angus	C	8.99						4.49						
	Save-a-Lot	n/i	C						3.99							
	Schnuck's	Angus	C						4.49					4.99		
	Shop & Save Mrkt	n/i	C						3.79					3.79	4.39	
	Shop'n Save	Totally Angus							4.98							
	Strack & VanTil	Angus	C								5.79					
	Sullivan's	n/i	C		10.99					4.49						
	Sunset Foods	Angus	C				19.99									
The Fresh Market	n/i		8.99													
Tony's Finer Food	n/i	C											3.99	4.99		
Valli Produce	Black Angus	C								4.49						
Walt's Food Center	Walt's	C	8.99													
	Hereford	C										4.99				
IN	Al's Supermarkets	Chairman Reserve	C	9.99					4.49							w/ store card
		Chairman Reserve	C	12.79					5.19							w/o store card
		n/i	S	8.99												w/ store card
		n/i	S	11.79												w/o store card
	ALDI	n/i	C							4.49						
	IGA Spartan-Nash	Angus Pride	C	8.99									3.99			
	Jay C	n/i	C						3.99							
	Jewel-Osco	Steakhouse	C	6.47		16.99			4.99				4.99			limit 1
	Kirby Foods IGA	IGA TableRite		7.99					3.99							
	Kroger Cincinnati	n/i	C	7.99					3.99							w/ store card
	Kroger Louisville	Private Selection	C						3.99				3.99			w/ store card
		Angus	C	7.99												w/ store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
IN (cont)	Martin's	Martin's	C							4.99						w/ store card
		Martin's	C							5.98						w/o store card
	Meijer	Angus	C	7.49					4.49							
	New Market	n/i			5.99											
	Save-a-Lot	n/i	C						3.99							
	Schnuck's	Angus	C						4.49					4.99		
	Strack & VanTil	Angus	C								5.79					
	The Fresh Market	n/i		8.99												
	Walt's Food Center	Walt's	C	8.99												
	Hereford	C										4.99				
	Wesselman's	Star Ranch			6.99				3.99	3.99						
KY	ALDI	n/i	C								4.49					
	Cox IGA	Star Ranch							4.99							w/ store card
		Star Ranch							5.99							w/o store card
	E.W. James	Black Canyon							3.48					3.48		
	Food Fair	Black Canyon		7.99							3.99					
	Foodland	Star Ranch							4.69							
	Galaxy Foods	Tender Ridge							3.28					3.58		
	IGA Spartan-Nash	Angus Pride	C	8.99										3.99		
	Kroger Cincinnati	n/i	C	7.99					3.99							w/ store card
	Kroger Delta	n/i	C						4.99		4.99					w/ store card
	Kroger Louisville	Private Selection	C						3.99				3.99			w/ store card
		Angus	C	7.99												w/ store card
	Kroger MidAtlntc	n/i	C	6.99		12.99	10.99								4.99	w/ store card
	Kroger Nashville	Private Selection	C						3.99							w/ store card
		n/i	C	6.99												
	Meijer	Angus	C	7.49					4.49							
	Piggly Wiggly Hchn	Black Canyon									3.99					
	Remke Markets	n/i												3.99		w/ store card
	n/i												5.99		w/o store card	
Save-a-Lot	n/i	C						4.49								
The Fresh Market	n/i		8.99													
Twn&Cntry Grocer	n/i	S						3.99								
	Whole Foods MidAt	n/i			13.49											
MI	Affiliated MW	Star Ranch	C		8.99											
	ALDI	n/i	C								4.49					

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

Easter/Passover 2015
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
MI (cont)	Busch's	n/i	C	8.99			7.99									
	D&W Fresh	Preferred Angus	C	7.99												
	Family Fare	Tender Ridge	C	7.99	9.99				4.99							
	Food Pride	Angus Pride	C	8.99						3.99						
	Harding's	Tender Ridge	C								4.99			4.99		
	Hiller's	Hiller's	G	8.99												
		n/i	C								5.99	5.99				
	Kroger Columbus	Private Selection	C	9.99			14.99									w/ store card
	Kroger Michigan	n/i	C	6.99												w/ store card
	Martin's	Martin's	C								4.99					w/ store card
		Martin's	C								5.98					w/o store card
	Meijer	Angus	C	7.49					4.49							
	Plumbs/Duthlers	Angus	C	5.99	6.49										4.99	
	Ric's Food Center	Star Ranch	C				7.99					4.99				
	Save-a-Lot	n/i	C							3.99						
	Spartan Stores	Tender Ridge	C						4.99							
Super One Foods	Black Angus	C	6.96													
Tadych's	Angus Pride	C	7.98										3.89			
VG's Grocery	VG's	C	7.99													
MN	Affiliated MW	Star Ranch	C		9.88											
	ALDI	n/i	C								4.49					
	Cash Wise	Hereford	C		8.48											
	Coborn's	Hereford	C		8.99											
	Cub Foods	Cub	C	8.99					4.99							
	Econofoods	Angus Pride	C	8.99								5.99				
	Family Fare	Angus Pride	C	8.99								5.97				
	Fareway	n/i	C		7.99		14.99									
		n/i	C		9.99											
	Festival	Black Angus	C	9.99												
		Black Angus	C	11.99												
	Food Pride	Angus Pride	C	8.99						3.99						
	Hornbacher's	Stockman&Dakota	C		8.98					4.98						
	Hugo's	Angus Pride	C	8.98						4.68		4.98				
	Hy-Vee	Hy-Vee	C	9.99					4.99							
	Marketplace Foods	Angus Pride	C	10.98							4.98					
Maynard's	Star Ranch	C							4.99							
Rainbow Foods	n/i	C		8.99		7.99								4.99		

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

Easter/Passover 2015
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
MN (cont)	Save-a-Lot	n/i	C						3.99							
	Sun Mart	Blackwell Angus	C	8.99								5.99				
	Sunshine Foods	n/i	C											3.99		
	Super One Foods	Black Angus	C	6.96												
	Teal's Market	Angus Pride	C								3.99					
ND	Albertsons Mtn	Steakhouse	C	6.99							4.49			3.99	BOGO	
	Cash Wise	Hereford	C		8.48											
	Coborn's	Hereford	C		8.99											
	Dan's	Angus	C		9.99											
	Econofoods	Angus Pride	C	8.99								5.99				
	Family Fare	Angus Pride	C	8.99								5.97				
	Food Pride	Angus Pride	C	8.99						3.99						
	Hornbacher's	Stockman&Dakota	C		8.98					4.98						
	Hugo's	Angus Pride	C	8.98						4.68		4.98				
	Leevers	n/i	C							4.48		6.78				
	Marketplace Foods	Angus Pride	C	10.98							4.98					
	Super One Foods	Black Angus	C	6.96												
	Teal's Market	Angus Pride	C								3.99					
NE	Affiliated MW	Star Ranch	C		9.88											
	ALDI	n/i	C								4.49					
	Bag'n Save	n/i	C	6.99						4.99						
	Fareway	n/i	C		7.99		14.99									
		n/i	C		9.99											
	Food Pride	Angus Pride	C	8.99						3.99						
	Hy-Vee	Hy-Vee	C	9.99					4.99							
	Russ's Market	Platte River	C						4.49				4.99			
		Platte River	C						6.19							
	Safeway Denver	n/i	C												5.99	
Sun Mart	Blackwell Angus	C	8.99								5.99					
OH	Acme Fresh Market	Angus	C	7.99			13.99						3.99			w/ store card
		Angus	C	14.99			18.99						5.99			w/o store card
	ALDI	n/i	C								4.49					
	Buehler's Market	Angus	C	8.99							3.99					w/ store card
		Angus	C	14.99							6.99					w/o store card
	Chief Supermarket	Chief	C	7.99												w/ store card
		Chief	C	13.99												w/o store card
Cub Foods	Cub	C	8.99					4.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
OH (cont)	Fisher Foods	Fishers	C	9.99												w/ store card
		Fishers	C	10.99												w/o store card
	Food Fair	Black Canyon		7.99							3.99					
	Foodland	Star Ranch							4.69							
	Fresh Encounter	Community Market		7.99												w/ store card
		Community Market		13.99												w/o store card
	Geyer's	Star Ranch			8.99										4.29	
	Giant Eagle	n/i	C	8.99							5.99					
		Angus	C	9.99												
	Heinen's	Heinen's	A	10.99												w/ store card
		Heinen's	A	12.99												w/o store card
	IGA Spartan-Nash	Angus Pride	C	8.99										3.99		
	Kroger Cincinnati	n/i	C	7.99						3.99						w/ store card
	Kroger Columbus	Private Selection	C	9.99				14.99								w/ store card
	Kroger MidAtlntc	n/i	C	6.99			12.99	10.99							4.99	w/ store card
	Meijer	Angus	C	7.49						4.49						
	Piggly Wiggly Stores	Preferred Angus									3.98					
	Remke Markets	n/i												3.99		w/ store card
		n/i												5.99		w/o store card
	Riesbeck's	Hereford											4.99			
Save-a-Lot	n/i	C							3.99							
Shop 'n Save	n/i	C	8.99	9.99												
Sparkle	n/i	C											4.49			
The Fresh Market	n/i		8.99													
Thorne's Market	1893 Angus	C	8.99							4.99						
Weis	Angus	C	6.88				14.99			4.49		4.99		3.88	w/ store card	
Whole Foods MidAt	n/i			13.49												
SD	Affiliated MW	Star Ranch	C		9.88						3.98					
	Buche Foods	n/i														
	Coborn's	Hereford	C		8.99											
	Family Thrift	Angus Pride	C	8.99								5.99				
	Fareway	n/i	C		7.99		14.99									limit 2
		n/i	C		9.99											additional quantities
	Hy-Vee	Hy-Vee	C	9.99					4.99							
	Ken's Super Fair	n/i	C		8.99											w/ store card
		n/i	C		10.99											w/o store card
Lynn's Dakotamart	Dakotamart	C		7.98												

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

Easter/Passover 2015
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (<i>bnls</i>)			Round Roasts (<i>boneless</i>)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
SD <i>(cont)</i>	Maynard's	Star Ranch	C							4.99						w/ store card	
	Safeway Denver	n/i	C												5.99		
	Sunshine Foods	n/i	C											3.99			
	Teal's Market	Angus Pride								3.99							
WI	Affiliated MW	Star Ranch	C		9.88											w/ store card w/o store card Mexican	
	ALDI	n/i	C								4.49						
	Econofoods	Angus Pride	C	8.99								5.99					
	Festival	Angus	C					8.98									
		Angus	C					12.99									
	Gordy's	Tender Ridge	C		7.98												
	Hy-Vee	Hy-Vee	C	9.99					4.99								
	Marketplace Foods	Angus Pride	C	10.98							4.98						
	Pick'n Save/Copps	Angus	C	7.99							4.49				4.49		
	Piggly Wiggly MW	n/i		4.99	5.99												
		Angus	C	8.99							4.49						
	Save-a-Lot	n/i	C						3.99								
	Schnuck's	Angus	C						4.49						4.99		
	Sendik's	Sendik's					8.99										
	Sentry Foods	Sentry	C	8.99											4.49		
	Super One Foods	Black Angus	C	6.96													
	Tadych's	Angus Pride	C	7.98											3.89		
The Fresh Market	n/i		8.99														
Trig's	n/i						7.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																	
AR	Affiliated MW	Star Ranch	C		8.99												
	Albertsons Sthrn	n/i	C						3.99				3.99				
	ALDI	n/i	C								4.49						
	Brookshire	Angus												4.99			
		n/i	S		5.99												w/ store card
		n/i	S		9.99												w/o store card
	G&W Foods	n/i	C											3.98			
	Harp's	n/i	C											4.99			
	Hay's	Black Canyon								4.48							
		Sterling Silver	C					13.98									
	Kroger Delta	n/i	C						4.99		4.99						w/ store card
	Mac's Fresh	n/i											3.99				
		n/i	S											3.77			
	Piggly Wiggly Hchn	Black Canyon									3.99						
The Fresh Market	n/i			8.99													
Twn&Cntry Grocer	n/i	S						3.99									
Whole Foods SW	Country Natural										6.99						
AZ	Albertsons SW	Steakhouse	C	6.97					BOGO				BOGO				
	Basha's	n/i					6.99										limit 1
		n/i										5.99					
	Fresh & Easy	Fresh & Easy		8.99													
	Fry's	n/i	C		4.99												w/ store card; limit 1
		n/i	C		5.99												additional quantities
	Grocery Outlet	n/i						5.49									
	Safeway Phoenix	Open Nature	G												6.99		w/ store card
n/i		C		6.99			14.99							6.49			
Smith's	n/i												3.99				
Sprout's	n/i	C		7.99						5.49							
CO	Affiliated Foods	n/i							4.49			3.99					
	Affiliated MW	Star Ranch			9.88												
	Albertsons Mtn	Steakhouse	C	6.99							4.49		3.99		BOGO		
	Clark's	Angus	C										4.69				
	King Soopers	n/i	C	5.99												w/ store card	
	Safeway Denver	n/i	C												5.99	w/ store card	
	Sprout's	n/i	C	7.99							5.49						
	Sun Mart	Blackwell Angus		8.99								5.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (<i>bnls</i>)			Round Roasts (<i>boneless</i>)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
KS	Affiliated Foods	n/i							4.49			3.99				
	Affiliated Foods	n/i							4.49			3.99				
	Affiliated MW	Star Ranch			9.88											
	ALDI	n/i	C								4.49					
	G&W Foods	n/i	C											3.98		
	Hen House	Hereford	C	10.99	12.99		14.99									
	Hy-Vee	Hy-Vee	C	9.99					4.99							
	Sprout's	n/i	C	7.99							5.49					
	The Fresh Market	n/i		8.99												
	Woods	Hereford	C						3.99							
LA	Albertsons Sthrn	n/i	C						3.99				3.99			
	Brookshire	Angus											4.99			
		n/i	S	5.99												w/ store card
		n/i	S	9.99												w/o store card
	LeBlanc's	Angus	C											3.99		
	Mac's Fresh	n/i											3.99			
		n/i	S												3.77	
	Market Basket	MB Premium								4.69						
	Rouses	Texas Star		6.97												
	The Fresh Market	n/i		8.99												
Whole Foods SW	Country Natural									6.99						
Winn-Dixie	Winn-Dixie							3.99							3.99	w/ store card
MO	Affiliated MW	Star Ranch			9.88											
	ALDI	n/i	C								4.49					
	County Market	Rancher's Legend	C	10.99					4.99							
		Rancher's Legend	C	7.99												
	G&W Foods	n/i	C											3.98		
	Harp's	n/i	C											4.99		
	Harter House	n/i	C	8.99			8.99									
	Hay's	Black Canyon							4.48						4.48	
		Sterling Silver	C				13.98									
	Hen House	Hereford	C	10.99	12.99		14.99									
	Hy-Vee	Hy-Vee	C	9.99					4.99							
	Kroger Delta	n/i	C					4.99			4.99					w/ store card
	Patricia's	n/i	S										3.99			
Pyramid Foods	n/i	C	8.99													
Schnuck's	Angus	C						4.49						4.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
MO <i>(cont)</i>	Shop'n Save	Totally Angus							4.98							
	Sprout's	n/i	C	7.99							5.49					
	Tw'n&Cntry Grocer	n/i	S						3.99							
	Tw'n&Cntry Sprmkt Woods	Top Choice Hereford	C						3.99					4.69		
NM	Affiliated Foods	n/i							4.49			3.99				
	Albertsons SW	Steakhouse	C	6.97					BOGO				BOGO			
	Basha's	n/i					6.99									limit 1
		n/i									5.99					
	King Soopers	n/i	C	5.99												w/ store card
	Safeway Denver	n/i	C												5.99	w/ store card
	Smith's	n/i												3.99	3.99	
Sprout's	n/i	C	7.99							5.49						
OK	Affiliated Foods	n/i							4.49			3.99				
	Affiliated MW	Star Ranch			9.88											
	ALDI	n/i	C								4.49					
	Harp's	n/i	C											4.99		
	John Brooks	n/i	S													
		Hereford								4.49						
	Market Square	n/i	S											3.99		
		Hereford								4.59						
	Nichol's	n/i	S													
	Pyramid Foods	n/i	C	8.99												
	Reasor's	n/i		9.98												
	Save-a-Lot	n/i	C													
	Sprout's	n/i	C	7.99												
The Fresh Market	n/i		8.99													
Whole Foods SW	Country Natural															
TX	Affiliated Foods	n/i							4.49			3.99				
	Albertsons Sthrn	n/i	C						3.99							
	Albertsons SW	Steakhouse	C	6.97					BOGO					3.99		
	ALDI	n/i	C											BOGO		
	Brookshire	Angus									4.49			4.99		
		n/i	S	5.99												w/ store card
		n/i	S	9.99												w/o store card
	Brookshire Bros. Food Town	Angus Pride	C												4.99	
	n/i													3.88		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
TX (cont)	Gerlands Food Fair	n/i															
	H-E-B	n/i	C	7.97										4.49			
		H-E-B Natural		C	9.97												
		H-E-B Prime		P	12.97										4.97		
	Market Basket	MB Premium								4.69							
	Market Place	n/i		C				3.98						3.98			
	Market Square	n/i		S								3.99					
		Hereford		C				4.59									
	Randall/Tom Thumb	Angus		C	6.99			14.99	6.49								w/ store card
	Save-a-Lot	n/i		C					3.99								
	Sprout's	n/i		C	7.99						5.49						
	The Fresh Market	n/i			8.99												
	The United Family	Texas Beef				6.97					4.69						
	Vista Markets	Hereford		C								3.79			4.49		
Whole Foods SW	Country Natural										6.99						
Williams	Angus		C								4.39						
UT	Albertsons Mtn	Steakhouse		C	6.99						4.49			3.99	BOGO		
	Albertsons SW	Steakhouse		C	6.97				BOGO				BOGO				
	Associated Food	n/i										4.49	3.49				
	Clark's	Angus		C									4.69				
	King Soopers	n/i		C	5.99											w/ store card	
	Ream's	n/i											3.89				
	Smith's	n/i											3.99	3.99			
	Sprout's	n/i		C	7.99						5.49						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
SOUTHWESTERN U.S. - CA,HI,NV																
CA	Albertsons SoCal	n/i	C	6.88												
	Baja Ranch	n/i	S									4.99				
	Big Saver	n/i										4.99				
	Fresh & Easy	Fresh & Easy		8.99												
	Grocery Outlet	n/i						5.49								
	Holiday Market	Sterling Silver		8.99											w/ store card	
		Sterling Silver		11.99											w/o store card	
	Lucky	Angus	C	11.99												
		n/i	C	7.99												
	Raley's	Raley's	C	7.99											w/ store card	
		Raley's	C	12.99											w/o store card	
	Ralph's	n/i	C	5.88											w/ store card	
	Ray's Food Place	Angus	C	7.99												
	Safeway NorCal	n/i	C	7.99	8.99				3.99	3.99	3.99				3.99	w/ store card
	Save-a-Lot	n/i	C						3.99							
Save Mart	n/i		6.99													
Sprout's	n/i	C	7.99							5.49						
Stater Bros.	n/i		5.77			12.99				4.99						
Super A Foods	Harris Ranch	C												4.49		
The Fresh Market	n/i		8.99													
Vons/Pavilions	n/i	C								5.99				w/ store card		
HI	Foodland	Angus	C	8.99										6.79		
	KTA Super Stores	KTA		10.79												
	Safeway NorCal	n/i	C	7.99	8.99				3.99	3.99	3.99				3.99	w/ store card
	Times	n/i	C	12.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
NV	Albertsons Mtn	Steakhouse	C	6.99							4.49			3.99	BOGO	w/ store card w/o store card w/ store card w/ store card w/ store card
	Albertsons SW	Steakhouse	C	6.97					BOGO				BOGO			
	Associated Food	n/i											4.49	3.49		
	Grocery Outlet	n/i						5.49								
	MarketOn	5 Star													3.99	
	Raley's	Raley's	C	7.99												
		Raley's	C	12.99												
	Safeway NorCal	n/i	C	7.99	8.99				3.99	3.99	3.99					
	Scolari's	Harris Ranch		7.99												
	Smith's	n/i												3.99	3.99	
	Sprout's	n/i	C	7.99							5.49					
	Vons/Pavilions	n/i	C								5.99					

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

Easter/Passover 2015
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump	
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY															
AK	AC Value Center	n/i									5.18				
	Alaskan & Proud	n/i		8.48								4.48			
	Carrs/Safeway NW	Open Nature	G											6.99	w/ store card
		n/i	C				7.99	4.99							
	Fred Meyer	n/i	C	7.99				5.99						5.99	
	IGA Hometown	n/i	C	7.99						4.99					
	Juneau Foodland	n/i	C	8.49						4.99					
	Sea Mart	n/i	C	7.99					4.99						
Three Bears AK	n/i	C	10.99												
ID	Albertsons Mtn	Steakhouse	C	6.99							4.49			3.99	BOGO
	Albertsons NW	Steakhouse Choice	C	6.97					5.99	3.99					
		Steakhouse Choice	C						BOGO				4.49	3.49	
	Associated Food	n/i											4.49	3.49	locally grown
	Family Foods	St Helens		7.98											
	Fred Meyer	n/i	C	6.99					4.99					5.99	
	Harvest Foods	Angus	C	6.98								6.98			
	IGA Markets	n/i	C	6.99							4.69				
	Paul's Market	n/i	C	7.99									3.99		
	Rosauer's	St Helens	C	6.99						3.99					
		Painted Hills	C	10.99											
	Safeway NW	Open Nature	G											5.99	w/ store card
	n/i	C				6.99	3.99								
Smith's	n/i												3.99	3.99	
Super 1 Foods	St Helens	C	6.98								6.98				
Yoke's Fresh	Hereford		7.97												
MT	Albertsons Mtn	Steakhouse	C	6.99							4.49			3.99	BOGO
	Associated Food	n/i											4.49	3.49	
	Family Foods	St Helens		7.98											locally grown
	Harvest Foods	Angus	C	6.98								6.98			
	IGA Markets	n/i	C	6.99							4.69				
	Reynolds	n/i											4.49		
	Rosauer's	St Helens	C	6.99						3.99					
		Painted Hills	C	10.99											
	Safeway NW	Open Nature	G											5.99	w/ store card
		n/i	C				6.99	3.99							
Smith's	n/i												3.99	3.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
MT (cont)	Super 1 Foods	St Helens	C	6.98								6.98					
	Three Bears AK	n/i	C		11.19												
OR	Albertsons NW	Steakhouse Choice	C	6.97					5.99	3.99							
		Steakhouse Choice	C						BOGO								
	Family Foods	St Helens		7.98												locally grown	
	Fred Meyer	n/i	C	6.99					4.99						5.99		
	Haggen	Double R Ranch	C					7.99									w/ store card
		Double R Ranch	C					11.49									w/o store card
		n/i	C						4.99								
	Harvest Foods	Angus	C	6.98								6.98					
	IGA Markets	n/i	C	6.99							4.69						
	IGA Market Fresh	Fresh to Market							3.49								
		St Helens			6.99												w/ store card
		St Helens			8.99												w/o store card
	Lamb's Market	n/i	P		9.99												
		Nature's Market	A									4.69					
	Market of Choice	Painted Hills	A									6.99			6.99		
	McKay's	Signature Angus	S	5.99								4.99					
	Metropolitan	n/i	C					28.99									ABF; local
	Quality Food Center	Angus	C							3.99	3.99						w/ store card
	Ray's Food Place	Angus	C	7.99								4.99					locally grown
	Red Apple/Thriftwy	St Helens			9.99							4.99					
St Helens		C		6.99							3.99						
Rosauer's	Painted Hills	C		10.99													
	Painted Hills	C		14.99													
Roth's	Painted Hills	C															
Safeway NW	Open Nature	G													5.99	w/ store card	
	n/i	C					6.99		3.99								
WA	Albertsons NW	Steakhouse Choice	C	6.97					5.99	3.99							
		Steakhouse Choice	C						BOGO								
	Family Foods	St Helens		7.98												locally grown	
	Fred Meyer	n/i	C	6.99					4.99						5.99		
	Haggen	Double R Ranch	C					7.99									w/ store card
		Double R Ranch	C					11.49									w/o store card
		n/i	C						4.99								
	Harvest Foods	Angus	C	6.98								6.98					
	IGA Markets	n/i	C	6.99							4.69						

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

Easter/Passover 2015
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions			
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil		
WA (cont)	IGA Market Fresh	Fresh to Market							3.49									
		St Helens		6.99													w/ store card	
		St Helens		8.99													w/o store card	
	Meyers Group IGA	n/i	C	7.99							4.69							
	Quality Food Center	Angus	C							3.99	3.99						w/ store card	
	Red Apple/Thrtwy	St Helens		9.99						4.99							locally grown	
	Rosauer's	St Helens	C	6.99						3.99								
		Painted Hills	C	10.99														
	Safeway NW	Open Nature	G													5.99		w/ store card
		n/i	C					6.99	3.99									
Super 1 Foods	St Helens	C	6.98									6.98						
The Markets	n/i		6.98				4.98	5.98									limit 1	
Yoke's Fresh	Hereford		7.97															
WY	Affiliated MW	Star Ranch	C		9.88													
	Albertsons Mtn	Steakhouse	C	6.99							4.49				3.99	BOGO		
	Associated Food	n/i											4.49	3.49				
	IGA Markets	n/i	C	6.99							4.69							
	King Soopers	n/i	C	5.99													w/ store card	
	Safeway Denver	n/i	C													5.99	w/ store card	
	Smith's	n/i												3.99	3.99			