

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

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2014  
FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls			
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls					
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																	
CT	A&P Stores	n/i				1.99		2.49									
	Adams IGA	n/i		2.79	3.29	1.99											
	AG of New England	n/i									2.79						
	ALDI	n/i											2.49				
	Balducci's	n/i												7.99		ABF	
	Best Market	n/i	1.77				1.77				1.97			4.77			
	Big Y	Hormel						4.49									
	Bravo	n/i						2.49									
	C-Town	n/i						2.49									
	Compare Foods	n/i									1.49						
	Food Bazaar	n/i	1.99	1.99			2.79				1.29						
	Geissler's	n/i						3.99			1.79						
	Highland Park	Farmland						2.99									
	King's	Chairman's Reserve													4.99		
	NSA Supermarkets	n/i									1.49						
	Pioneer	Indiana Kitchen					2.49										
		n/i						2.49			free						w/ \$150 purchase; limit 1
		Hatfield													4.99		
		Price Chopper	Price Chopper												4.99		
	Price Rite	n/i								1.29							
	Save-a-Lot	n/i						2.49									
	ShopRite	n/i								1.69							
	Stop & Shop	Stop & Shop						3.99									
	The Fresh Market	n/i			5.99												
	Walmart	n/i				1.97								3.67			
	Whole Foods NE	n/i			7.99												
DC	ALDI	n/i											2.49				
	Giant Food	Giant						3.99									
	Safeway	Smithfield						2.99									
	Save-a-Lot	n/i						2.49									
	Walmart	n/i				1.97								3.67			
DE	A&P Stores	n/i				1.99		2.49									
	Fresh Grocer	n/i								1.99							
	Giant Food	Giant						3.99									
	Great Valu Markets	n/i				1.99		2.49	1.99	1.99				3.99			
	Pathmark	n/i					1.58		1.98	1.69				4.99			

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
DE <i>(cont)</i>	Redner's	Redner's						2.48	2.28		1.58			2.48		
	Safeway	Smithfield						2.99								
	Save-a-Lot	n/i						2.49								
	ShopRite	n/i									1.69					
	Shurfine	n/i										2.69				
	Walmart	n/i						1.97							3.67	
MA	ALDI	n/i												2.49		
	Adams IGA	n/i		2.79	3.29	1.99										
	AG of New England	n/i										2.79				
	Big Y	Hormel						4.49								
	C-Town	n/i						2.49								
	Compare Foods	n/i									1.49					
	Donelan's	n/i				1.99		2.99			1.79					
	Geissler's	n/i						3.99								
	Hannaford	n/i			4.29											
	Market Basket	n/i				2.19										
	Met Foods	n/i						2.49			free					
	NSA Supermarkets	n/i									1.49					
	Price Chopper	Price Chopper												4.99		
	Price Rite	n/i									1.29					
	Star Market	n/i						4.49								
Stop & Shop	Stop & Shop						3.99									
The Fresh Market	n/i				5.99											
Trucchi's	n/i				3.99				2.49							
Walmart	n/i						1.97							3.67		
MD	A&P Stores	n/i				1.99		2.49								
	AG of New England	n/i									2.79					
	ALDI	n/i											2.49			
	Associated	n/i									1.59					
	Balducci's	n/i												7.99	ABF	
	Family Owned	n/i							2.49	2.89			2.19			
	Giant Eagle	n/i						2.99								
	Giant Food	Giant						3.99								
	Great Valu Markets	n/i				1.99		2.49	1.99		1.99			3.99		
	Mars	n/i						2.79			1.69			3.79		
	Martin's Foods	Chef's Prime											2.49			
	Price Rite	n/i									1.29					

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

Thanksgiving 2014  
**FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
MD <i>(cont)</i>	Redner's	Redner's						2.48	2.28		1.58			2.48		
	Safeway	Smithfield						2.99								
	Save-a-Lot	n/i						2.49								
	Shop'n Save	n/i						3.49							4.99	
	Shoppers Food	Smithfield						3.99								
	ShopRite	n/i									1.69					
	Shurfine	n/i										2.69				
	The Fresh Market	n/i			5.99											
	Walmart	n/i				1.97									3.67	
	Weis	n/i						3.49						2.99		
ME	AG of New England	n/i										2.79				
	Hannaford	n/i			4.29											
	Save-a-Lot	n/i						2.49								
	Walmart	n/i						1.97							3.67	
NH	AG of New England	n/i										2.79				
	ALDI	n/i											2.49			
	Hannaford	n/i			4.29											
	Price Chopper	Price Chopper													4.99	
	Save-a-Lot	n/i						2.49								
	The Fresh Market	n/i			5.99											
NJ	Walmart	n/i						1.97							3.67	
	A&P Stores	n/i						2.49								
	ALDI	n/i											2.49			
	Associated	n/i									1.59					
	Best Market	n/i	1.77								1.97				4.77	
	Bravo	n/i						2.49								
	C-Town	n/i						2.49								
	Compare Foods	n/i									1.49					
	Extra Supermarket	n/i									1.48					
	Fine Fare	n/i								1.79	1.59		2.79			
	Food Basics	n/i									1.48					
	Food Bazaar	n/i	1.99	1.99				2.79			1.29					
	Foodtown	n/i	1.99					2.49			1.69					
	Great Valu Markets	n/i						1.99	2.49	1.99	1.99				3.99	
	Key Food	n/i									1.29					
King's	Chairman's Reserve													4.99		
Met Foods	n/i						2.49			free						

w/ \$150 purchase; limit 1

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
NJ <i>(cont)</i>	Murphy's	n/i						3.99							4.99	w/ \$150 purchase; limit 1
	Pathmark	n/i							1.98		1.69				4.99	
	Pioneer	n/i						2.49			free				4.99	
	Hatfield										1.29					
	Price Rite	n/i									1.69					
	Save-a-Lot	n/i						2.49								
	ShopRite	n/i														
	Stop & Shop	Stop & Shop						3.99								
	The Fresh Market	n/i			5.99											
	Thriftway	n/i		2.59									2.39			
	Walmart	n/i				1.97									3.67	
	Weis	n/i						3.49						2.99		
	Western Beef	n/i			2.99	1.99										
Whole Foods NE	n/i			7.99												
NY	A&P Stores	n/i				1.99		2.49								ABF
	ALDI	n/i											2.49			
	Associated	n/i									1.59					
	Balducci's	n/i												7.99		
	Best Market	n/i	1.77				1.77				1.97			4.77		
	Big M	1893 Premium									2.69			4.99		
	Bravo	n/i						2.49								
	C-Town	n/i						2.49								
	Compare Foods	n/i									1.49					
	DeCiccio's	n/i						2.99								
	Fine Fare	n/i							1.79		1.59		2.79			
	Food Basics	n/i									1.48					
	Food Bazaar	n/i	1.99	1.99			2.79				1.29					
	Foodtown	n/i	1.99				2.49				1.69					
	Giunta's Farm	n/i	1.99	2.39				3.99								
	Great American	1893			2.99			2.99						4.99		
	Hannaford	n/i			4.29											
	Key Food	n/i									1.29					
	King Kullen	n/i	1.99	2.19				2.99						4.99		
	King's	Chairman's Reserve														
Met Foods	n/i						2.49			free				w/ \$150 purchase; limit 1		
Metropolitan	n/i						2.49			free				w/ \$150 purchase; limit 1		
North Shore	n/i			2.99	1.99											



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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
PA <i>(cont)</i>	Martin's Foods	Chef's Prime												2.49		
	Pathmark	n/i							1.98		1.69				4.99	
	Price Chopper	Price Chopper													4.99	
	Price Rite	n/i									1.29					
	Redner's	Redner's						2.48	2.28		1.58			2.48		
	Save-a-Lot	n/i						2.49								
	Shop'n Save	n/i						3.49							4.99	
	ShopRite	n/i									1.69					
	Shurfine	n/i										2.69				
	ShurSave	n/i						2.99	1.99	2.99						
	Sparkle	Indiana Kitchen												2.99		
	The Fresh Market	n/i			5.99											
	Thornes Market	Hormel							3.59				2.79			
	Thriftway	n/i		2.59									2.39			
	Tops Market	Smithfield Prairie Grove								2.69						3.67
Walmart	n/i					1.97										
Weis	n/i							3.49						2.99		
RI	ALDI	n/i												2.49		
	Associated	n/i									1.59					
	Bravo	n/i						2.49								
	Compare Foods	n/i									1.49					
	Price Rite	n/i									1.29					
	Save-a-Lot	n/i						2.49								
	Stop & Shop	Stop & Shop						3.99								
Walmart	n/i					1.97								3.67		
VT	AG of New England	n/i										2.79				
	ALDI	n/i												2.49		
	Hannaford	n/i			4.29											
	Price Chopper	Price Chopper													4.99	
	Tops Market	Smithfield Prairie Grove							2.69							ABF

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

Thanksgiving 2014  
**FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls			
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls					
<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>																	
AL	ALDI	n/i												2.49			
	Dollar General Market	n/i												2.95			
	Food Giant	n/i					1.98										
	Fresh for Le\$\$	n/i					1.98										
	Greer's	Swift															
	Ingle's	n/i															
	Kroger Atlanta	n/i					1.99										
	Kroger Nashville	n/i					1.99								3.49		
	Lucky's	Prairie Fresh					2.29		2.79								
	Piggly Wiggly Houchen	n/i															
	Piggly Wiggly HAC	n/i				2.99		1.99				1.79					
	Piggly Wiggly Inc.	n/i															
	Piggly Wiggly JTM	n/i					2.49										
	Rouses	Rouses							2.39								
	Save-a-Lot	n/i							2.49								
	ShopRite Supermarket	n/i						2.39						2.49			
	The Fresh Market	n/i				5.99											
United Grocery	n/i						1.99										
Vowell's	n/i																
Walmart	n/i						1.97								3.67		
Western Market	n/i																
Winn-Dixie	Winn-Dixie							2.99						1.77			
FL	Albertsons Sthrn	n/i					2.49							3.99			
	ALDI	n/i												2.49			
	Bravo	n/i	1.69	1.69								1.39					
	Dollar General Market	n/i												2.95			
	Food Giant	n/i					1.98										
	GFS Marketplace	n/i							save \$3								
	Greer's	Swift															
	Hitchcock's	Hitchcock's															
		n/i															
	J.H. Harvey's	n/i	1.99	2.19													
	Piggly Wiggly Houchen	n/i															
	Presidente	n/i	1.28										1.28				
	Save-a-Lot	n/i															
	The Fresh Market	n/i				5.99											

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls			
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls					
FL <i>(cont)</i>	Walmart	n/i				1.97									3.67		
	Western Beef	n/i									1.59						
	Winn-Dixie	Winn-Dixie						2.99	1.77								
GA	ALDI	n/i												2.49			
	Bi-Lo	Gold Star						2.99	1.77								
	Dollar General Market	n/i												2.95			
	Food Depot	n/i	2.44	2.44				2.45			1.62						
	Food Giant	n/i															
	Galaxy Food	n/i				2.18	1.98										
		Butcher's Best									1.98						
	IGA	n/i				1.99					1.69				3.99		
	Ingle's	n/i					2.48										
	J.H. Harvey's	n/i	1.99	2.19							1.99						
	Kroger Atlanta	n/i					1.99										
	Piggly Wiggly Carolina	Pig's Pride									1.88						
		n/i	2.49	2.49											4.99		
		Piggly Wiggly HAC	n/i			2.99	1.99				1.99	1.79					
		Piggly Wiggly Houchen	n/i				1.68				1.68						
		Piggly Wiggly JTM	n/i				2.49				1.99						
		Quality Foods	n/i				1.99	1.98	2.49								
		Save-a-Lot	n/i						2.49								
		ShopRite Supermarket	n/i				2.39				1.69			2.49			
		Sprout's Farmers Mk	n/i			3.99											
	The Fresh Market	n/i			5.99												
	United Grocery	n/i				1.99											
	Walmart	n/i				1.97								3.67			
	Wayfield's	n/i				1.99				1.99	1.69						
	Winn-Dixie	Winn-Dixie						2.99	1.77								
MS	AG Baton Rouge	Prairie Fresh								1.69							
	ALDI	n/i											2.49				
	Corner Market	Prairie Fresh			4.99					2.49				4.99			
	Dollar General Market	n/i											2.95				
	Food Giant	n/i					1.98			1.68							
	Greer's	Swift					2.16			1.71							
	Kroger Delta	n/i					2.49										
	Mac's Fresh	n/i				1.97	2.49			1.77		1.99					
	Piggly Wiggly Houchen	n/i					1.68			1.68							



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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls			
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls					
MS <i>(cont)</i>	Rouses	Rouses						2.39									
	Save-a-Lot	n/i					2.49										
	Superlo Foods	n/i							1.89								
	The Fresh Market	n/i			5.99												
	Vowell's	n/i					1.99										
	Walmart	n/i				1.97									3.67		
	Winn-Dixie	Winn-Dixie						2.99	1.77								
NC	ALDI	n/i												2.49			
	Bi-Lo	Gold Star						2.99	1.77								
	Bo's Foods	n/i	1.99														
	Carlie C's IGA	n/i	2.28	2.48		2.18		2.28			1.78						
	Compare Foods	n/i						2.39	1.99								
		n/i									free						
	Dollar General Market	n/i												2.95		w/ \$100 purchase	
	Farm Fresh	Smithfield							2.49								
	Food Pride	n/i	2.49						1.99								
	Galaxy Food	n/i				2.18											
		Butcher's Best								1.98							
	Great Valu Market	n/i							2.49						3.99		
	IGA	n/i					1.99		1.69						3.99		
	Ingle's	n/i						2.48									
	Just \$ave Foods	n/i									1.99						
	Kroger Mid-Atlantic	n/i					1.99										
	Lowe's Food	n/i								2.99							
	Piggly Wiggly Corp.	Smithfield							1.99		1.49						
	Piggly Wiggly Retail	n/i	2.29						1.99								
	Piggly Wiggly Stores	Smithfield						2.49							3.98		
Save-a-Lot	n/i						2.49										
The Fresh Market	n/i			5.99													
United Grocery	n/i					1.99											
Walmart	n/i					1.97								3.67			
SC	ALDI	n/i												2.49			
	Bi-Lo	Gold Star						2.99	1.77								
	Dollar General Market	n/i												2.95			
	Galaxy Food	n/i				2.18											
		Butcher's Best								1.98							
IGA	n/i				1.99			1.69						3.99			

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
SC <i>(cont)</i>	Ingle's	n/i					2.48									
	J.H. Harvey's	n/i	1.99	2.19					1.99							
	Kroger Atlanta	n/i				1.99										
	Lowe's Food	n/i								2.99						
	Piggly Wiggly Carolina	Pig's Pride							1.88							
		n/i	2.49	2.49											4.99	
	Quality Foods	n/i				1.99	1.98	2.49								
	Save-a-Lot	n/i						2.49								
	The Fresh Market	n/i			5.99											
Walmart	n/i				1.97									3.67		
TN	ALDI	n/i												2.49		
	Bi-Lo	Gold Star						2.99	1.77							
	Dollar General Market	n/i												2.95		
	E.W. James	Swift				1.99										
	Food Country USA	Butcher's Best						2.99								
	Food Giant	n/i					1.98			1.68						
	Food Rite	Food Rite						2.29	1.99							
	GFS Marketplace	n/i						save \$3								
	H.G. Hill	n/i						2.29								
	Houchen's IGA	Hormel						2.99								
	Ingle's	n/i					2.48									
	Kroger Delta	n/i					2.49									
	Kroger Mid-Atlantic	n/i				1.99										
	Kroger Nashville	n/i				1.99									3.49	
	Lucky's	Prairie Fresh				2.29		2.79								
	Osborne's	n/i													3.99	
	Save-a-Lot	n/i						2.49								
	ShopRite Supermarket	n/i				2.39			1.69					2.49		
	Superlo Foods	n/i							1.89							
	Super Dollar	n/i										1.99				
The Fresh Market	n/i			5.99												
Town&Cntry Grocer	n/i				1.89	2.29		1.79								
United Grocery	n/i				1.99											
Walmart	n/i				1.97									3.67		
VA	ALDI	n/i											2.49			
	Balducci's	n/i												7.99	ABF	
	Dollar General Market	n/i											2.95			

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

Thanksgiving 2014  
**FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
VA <i>(cont)</i>	Farm Fresh	Smithfield							2.49							
	Food Country USA	Butcher's Best						2.99								
	Galaxy Food	n/i				2.18										
		Butcher's Best							1.98							
	Giant Food	Giant						3.99								
	Great Valu Market	n/i							2.49						3.99	
	Ingle's	n/i					2.48									
	Kroger Mid-Atlantic	n/i				1.99										
	Lowe's Food	n/i								2.99						
	Martin's Foods	Chef's Prime												2.49		
	Piggly Wiggly Corp.	Smithfield							1.99		1.49					
	Piggly Wiggly Retail	n/i		2.29					1.99							
	Safeway	Smithfield							2.99							
	Save-a-Lot	n/i							2.49							
	Shoppers Food	Smithfield							3.99							
	Super Dollar	n/i											1.99			
The Fresh Market	n/i			5.99												
Walmart	n/i				1.97									3.67		
WV	ALDI	n/i												2.49		
	Dollar General Market	n/i												2.95		
	Foodland	Tender Choice						2.99								
	Food Fair	Tender Choice						3.99								
	Galaxy Food	n/i				2.18										
		Butcher's Best							1.98							
	Giant Eagle	n/i						2.99								
	Great Valu Market	n/i							2.49						3.99	
	Kroger Mid-Atlantic	n/i				1.99										
	Martin's Foods	Chef's Prime												2.49		
	Piggly Wiggly Corp.	Smithfield							1.99		1.49					
	Riesbeck's	n/i							2.99							
	Save-a-Lot	n/i							2.49							
	Shop'n Save	n/i							3.49						4.99	
	Sparkle	Indiana Kitchen												2.99		
	Walmart	n/i				1.97									3.67	
Weis	n/i							3.49					2.99			

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts			Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
<b>MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI</b>																
IA	Affiliated Foods MW	Hormel					2.49									
		Farmland					2.49									
		ALDI	n/i											2.49		
		County Market	n/i						3.79							
		Dahl's	n/i				1.99									
		Family Foods	Premium Farms						2.99							
		Fareway	n/i						2.99							
		Food Pride	Premium Farms						2.99							
		Hometown Foods	n/i				1.99									
		Hy-Vee	Hormel											2.99	4.99	
			Blue Ribbon			3.99										
		Jewel-Osco	n/i		3.99	1.99		3.49								
		Maynards	Hormel			1.99						2.29				
		No Frills	Farmland							2.69						
		Save-a-Lot	n/i						2.99							
		Schnuck's	Pride of the Farm						3.99		2.49					
		Sunshine Foods	n/i				2.69									
	Walmart	n/i			1.97									3.67		
	Whole Foods MW	n/i			7.99	7.99				1.99						
IL	Affiliated Foods MW	Hormel					2.49									
		Farmland					2.49									
		ALDI	n/i										2.49			
		Angelo Caputo	Indiana Kitchen			3.29			2.69							
		Berkot's	n/i		2.29		2.79			1.99						
		Borowiak's IGA	n/i			1.88				1.68				2.48		
		Brookhaven	n/i						2.79				1.69	2.29		
		Butera Market	n/i	1.49	1.69	2.99				2.89	3.09	1.49				
		Cermak	n/i	1.99			2.49			1.49						
		County Market	n/i						3.79							
		Cub Foods	Hormel						3.99							
		Dierberg's	Dierberg's				2.78			2.99					4.99	
		El Guero	n/i	1.89						1.39	2.99					
		Fairplay Foods	Farmland									1.99	1.99			
		Fareway	n/i						2.99							
		Food 4 Less	n/i									1.99				
		Food Pride	Premium Farms						2.99							

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls			
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls					
IL <i>(cont)</i>	Fresh Thyme	n/i						2.99				2.99					
	Garden Fresh	n/i	1.99								1.99						
	GFS Marketplace	n/i						save \$3									
	Heinen's	Heinen's						4.29									
	Houchen's IGA	Hormel						2.99									
	Hy-Vee	Hormel											2.99		4.99		
		Blue Ribbon				3.99											
	Jewel-Osco	n/i				3.99	1.99		3.49								
	Jimenez	n/i	1.09							1.59							
	Joe Caputo	n/i							2.99					2.19		3.29	
	Kroger Louisville	n/i					1.99										
	Mariano's Fresh	n/i														3.99	
	Meijer	n/i							2.99			2.39				3.99	
	Pete's Fresh	n/i	1.19	1.39	3.99				2.49	1.49							
	Piggly Wiggly MW	Farmland				3.69			2.49								4.29
		n/i							2.49								
	Save-a-Lot	n/i							2.99								
	Schnuck's	Pride of the Farm							3.99		2.49						
	Schuetz's	n/i								25% off							
	Shop'n Save	n/i				4.99											
	Shop & Save	n/i								1.99		1.69					3.99
	Strack & VanTil	Farmland				4.99		2.99									3.99
	Sullivan's	n/i							2.99								
	Sunset Foods	Farmland						3.99									4.99
	The Fresh Market	n/i				5.99											
	Tony's Foods	n/i	1.29						1.99	1.99		1.29		1.69	2.69		3.99
Ultra Foods	n/i				4.99		2.99	2.99	2.79	2.49			1.99				
Valli Produce	n/i						1.99										
Walmart	n/i					1.97										3.67	
Walt's Food	Indiana Kitchen							2.99			1.89						
Whole Foods MW	n/i				7.99	7.99											
IN	Al's Supermarkets	n/i						3.99									
	ALDI	n/i												2.49			
	Dollar General Market	n/i												2.95			
	Food 4 Less	n/i									1.99						
	Fresh Thyme	n/i						2.99				2.99					
	GFS Marketplace	n/i						save \$3									

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

Thanksgiving 2014  
**FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls			
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls					
IN <i>(cont)</i>	Houchen's IGA	Hormel						2.99									
	IGA SpartanNash	Hormel							1.99								
	Jay C	Jay C				2.28											
	Jewel-Osco	n/i			3.99	1.99		3.49									
	Kroger Louisville	n/i					1.99										
	Marsh	n/i									1.49						
	Martin's	Martin's			4.99												
	Meijer	n/i						2.99							3.99		
	Save-a-Lot	n/i						2.99									
	Schnuck's	Pride of the Farm						3.99		2.49							
	Strack & VanTil	Farmland			4.99		2.99								3.99		
	The Fresh Market	n/i			5.99												
	Ultra Foods	n/i			4.99		2.99	2.99	2.79	2.49			1.99				
	Walmart	n/i				1.97									3.67		
	Walt's Food	Indiana Kitchen						2.99			1.89						
	Wesselman's	n/i						1.99							3.99		
Whole Foods MW	n/i			7.99	7.99												
KY	ALDI	n/i											2.49				
	Cox IGA	Hormel							1.99								
	Dollar General Market	n/i											2.95				
	E.W. James	Swift				1.99											
	Foodland	Tender Choice						2.99									
	Food Fair	Tender Choice						3.99									
	Food Giant	n/i					1.98		1.68								
	Galaxy Food	n/i				2.18											
		Butcher's Best							1.98								
	GFS Marketplace	n/i						save \$3									
	Houchen's IGA	Hormel						2.99									
	IGA SpartanNash	Hormel							1.99								
	Kroger Delta	n/i					2.49										
	Kroger Louisville	n/i					1.99										
	Kroger Mid-Atlantic	n/i				1.99											
	Kroger Nashville	n/i				1.99									3.49		
Meijer	n/i						2.99							3.99			
Piggly Wiggly Houchen	n/i					1.68		1.68									
Remke Markets	n/i				2.49												
Save-a-Lot	n/i						2.99										

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls			
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls					
KY <i>(cont)</i>	Super Dollar	n/i												1.99			
	The Fresh Market	n/i			5.99												
	Town&Cntry Grocer	n/i				1.89	2.29			1.79							
	United Grocery	n/i				1.99											
	Valumarket	n/i				1.99											
	Walmart	n/i				1.97										3.67	
MI	Affiliated Fds MW	Hormel					1.99					1.99					
	ALDI	n/i											2.49				
	Busch's	n/i													3.99		
	Food Pride	n/i					1.49	2.99	2.49								
	GFS Marketplace	n/i						save \$3									
	Harding's	n/i					1.99				1.79						
		Smithfield														4.99	
	Hiller's	n/i						2.99									
	Martin's	Martin's			4.99											3.99	
	Meijer	n/i						2.99									
	Plumb's/Duthler's	n/i						2.69			1.99						
	Polly's	n/i			2.99					1.80							
	Ric's Food Center	n/i						2.99			1.89						
	Save-a-Lot	n/i						2.99									
	Super One Foods	n/i										1.97					
Tadych's	Farmland											2.49					
Valu Land	n/i										1.99						
Walmart	n/i					1.97									3.67		
Whole Foods MW	n/i			7.99	7.99												
MN	Affiliated Foods MW	Hormel					2.49				1.99						
		Farmland					2.49										
	ALDI	n/i											2.49				
	Coborn's	Farmland Prime			2.99												
	Cub Foods	Hormel						3.99									
	Econofoods	Premium Farms						2.99									
	Fareway	n/i						2.99									
	Food Pride	n/i					1.49	2.99	2.49								
	Hornbacher's	Hormel									2.48						
	Hy-Vee	Hormel											2.99		4.99		
		Blue Ribbon			3.99												
	Maynards	Hormel				1.99					2.29						

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls			
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls					
MN <i>(cont)</i>	Rainbow	n/i											2.99				
	Sunshine Foods	n/i							1.99								
	Super One Foods	n/i												1.97			
	Walmart	n/i														3.67	
	Whole Foods MW	n/i			7.99												
ND	Albertsons IntrMnt	n/i						3.49									
	Coborn's	Farmland Prime			2.99												
	Dan's	n/i						2.99			1.99						
	Econofoods	Premium Farms						2.99									
	Food Pride	n/i						2.99	2.49								
	Hornbacher's	Hormel									2.48						
	Leever's	Hormel							2.38								
	Super One Foods	n/i											1.97				
Walmart	n/i														3.67		
NE	Affiliated Foods MW	Hormel									1.99						
		Farmland															
	ALDI	n/i												2.49			
	Apple Market	n/i						2.99						2.79		3.99	
	Bag'n Save	Farmland									2.69						
	Baker's	n/i						1.99									
	Fareway	n/i							2.99								
	Food Pride	n/i							2.99	2.49							
	Hy-Vee	Hormel												2.99		4.99	
		Blue Ribbon			3.99												
	Russ's Market	Farmland							3.99	2.79						4.49	
	Safeway	n/i							3.99	2.49						4.99	
	Walmart	n/i														3.67	
Whole Foods MW	n/i			7.99				7.99									
OH	Acme Fresh	Farmland							2.29							4.99	w/ store card
		Farmland							3.49							5.99	w/o store card
	ALDI	n/i												2.49			
	Chief	n/i															
	Cub Foods	Hormel															
	Dave's Market	Indiana Kitchen							3.99							3.99	
	Dollar General Market	n/i												2.95			
	Fishers Foods	n/i							2.99								w/ store card
	n/i							5.39								w/o store card	



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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls			
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls					
OH <i>(cont)</i>	Foodland	Tender Choice						2.99									
	Food Fair	Tender Choice						3.99									
	Fresh Encounter	n/i						2.49	1.99								3.99
	Fresh Thyme	n/i						2.99				2.99					
	Geyer's	n/i				2.48		2.99			2.49						
	GFS Marketplace	n/i						save \$3									
	Giant Eagle	n/i						2.99									
	Heinen's	Heinen's						4.29									
	IGA SpartanNash	Hormel							1.99								
	Kroger Mid-Atlantic	n/i				1.99					1.49						
	Marsh	n/i															
	Meijer	n/i						2.99									3.99
	Riesbeck's	n/i						2.99									
	Remke Markets	n/i				2.49											
	Save-a-Lot	n/i						2.99									
	Shop'n Save	n/i						3.49									
	Sparkle	Indiana Kitchen												2.99			
	The Fresh Market	n/i			5.99												
Thornes Market	Hormel						3.59					2.79					
Weis	n/i						3.49						2.99				
Walmart	n/i				1.97												
SD	Affiliated Foods MW	Hormel									1.99						
		Farmland						2.49									
	Buche Foods	Hormel				2.98											
	Coborn's	Farmland Prime			2.99												
	Family Thrift	Premium Farms						2.99									
	Fareway	n/i						2.99									
	Hy-Vee	Hormel											2.99				
		Blue Ribbon			3.99												
	Maynards	Hormel				1.99					2.29						
	Safeway	n/i					3.99	3.99	2.49								4.99
Sunshine Foods	n/i					2.69		1.99									
Walmart	n/i				1.97											3.67	
WI	Affiliated Foods MW	Hormel						2.49			1.99						
		Farmland						2.49									
	ALDI	n/i											2.49				
	Cermak	n/i	1.99				2.49		1.49								

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

Thanksgiving 2014  
**FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts			Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls					
WI <i>(cont)</i>	Econofoods	Premium Farms						2.99									
	GFS Marketplace	n/i						save \$3									
	Hy-Vee	Hormel											2.99		4.99		
		Blue Ribbon			3.99												
	Piggly Wiggly MW	Farmland			3.69			2.49							4.29		
		n/i						2.49									
	Save-a-Lot	n/i						2.99									
	Schnuck's	Pride of the Farm						3.99	2.49								
	Sentry	n/i						3.29									
	Super One Foods	n/i											1.97				
	Tadych's	Farmland											2.49				
	The Fresh Market	n/i			5.99												
	Walmart	n/i					1.97								3.67		
Whole Foods MW	n/i			7.99		7.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts			Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls				
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>															
AR	Affiliated Fds MW	Hormel									1.99				
	Albertsons Sthrn	n/i			2.99			2.99			1.79				
	ALDI	n/i											2.49		
	Bill's Fresh Market	Prairie Fresh						2.59							
	Brookshire's	Hormel						3.99	1.99						
	Cranford's	n/i							1.68						
	CV's Family Food	Prairie Fresh								2.49			1.39		
	Edwards FG	n/i							1.68	2.38					
	Food Giant	n/i					1.98		1.68						
	Harp's	Harp's						3.49							4.49
		Prairie Fresh													4.29
	Hay's	Prairie Fresh					1.98								
	Kroger Delta	n/i					2.49								
	Mac's Fresh	n/i				1.97	2.49		1.77				1.99		
	Marvin's	Prairie Fresh								2.49			1.39		
	Piggly Wiggly Houchen	n/i					1.68		1.68						
Pyramid Foods	n/i					2.59									
The Fresh Market	n/i			5.99											
Town&Cntry Grocer	n/i				1.89	2.29		1.79							
Walmart	n/i				1.97									3.67	
Whole Foods SW	n/i		4.99		6.99	6.99									
AZ	Albertsons SW	n/i					2.99						1.99		
	Basha's	Farmland						3.99							
	El Super	n/i	0.99	0.99							1.69	1.99			
	Food City	Farmland										1.39			
	Los Altos	n/i	0.99						2.49		1.99				
	Lowe's	n/i							1.69						
	Safeway	n/i				2.99		3.99						4.99	
	Smart & Final	Farmer John									1.39	2.69		3.99	
	Sprout's Farmers Mk	n/i			3.99										
	Walmart	n/i				1.97								3.67	
	Whole Foods SPacfc	n/i	4.99		7.99	7.99								13.99	ABF organic
	n/i				10.99										
CO	Affiliated Foods MW	Hormel					2.49								
		Farmland					2.49								
	Affiliated Foods Inc.	n/i							2.19		1.99		1.79		4.49

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
CO <i>(cont)</i>	Albertsons IntrMnt	n/i						3.49								
	Lowe's	n/i							1.69		2.99					
	Safeway	n/i					3.99	3.99	2.49						4.99	
	Save-a-Lot	n/i							1.99							
	Sprout's Farmers Mk	n/i			3.99											
	Walmart	n/i				1.97									3.67	
	Whole Foods Mtn	n/i			6.99	7.99										
KS	Affiliated Foods MW	Hormel					2.49									
		Farmland					2.49									
	Affiliated Foods Inc.	n/i							2.19		1.99		1.79		4.49	
	ALDI	n/i											2.49			
	Apple Market	n/i						2.99					2.79		3.99	
	Country Mart	n/i						2.79			1.98				3.99	
	Dillon's	n/i				1.99										
	Hen House	n/i													3.99	
		Prairie Fresh						2.99							3.99	
	Homeland Stores	RRR			2.99			2.99	2.49							
		Tender Choice										2.99				
	Hy-Vee	Hormel											2.99		4.99	
		Blue Ribbon			3.99											
	Lowe's	n/i							1.69							
	Marvin's	Prairie Fresh								2.49			1.39			
	Price Chopper	n/i						2.99							3.99	
	Save-a-Lot	n/i						2.49								
Sprout's Farmers Mk	n/i			3.99												
Sun Fresh	n/i						2.79			1.98				3.99		
The Fresh Market	n/i			5.99												
Walmart	n/i				1.97									3.67		
Whole Foods Mtn	n/i			6.99	7.99											
Woods	Swift					2.48		2.28								
LA	AG Baton Rouge	Prairie Fresh							1.69							
	Albertsons Sthrn	n/i			2.99			2.99			1.79					
	Breaux Mart	n/i	1.99					2.59	1.89							
	Brookshire's	Hormel						3.99	1.99							
	Kroger Southwest	n/i				1.99			1.99							

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
LA <i>(cont)</i>	LeBlanc's	n/i				1.99				1.69					3.99	
	Seaboard	Swift							1.99							
	Market Basket	n/i							1.99							
	Piggly Wiggly	Rouses						2.39								
	Rouses	Hormel							2.47							
	Super 1 Foods	n/i			5.99											
	The Fresh Market	n/i				1.97									3.67	
	Walmart	n/i	4.99		6.99	6.99										
	Whole Foods SW	Winn-Dixie						2.99	1.77							
Winn-Dixie																
MO	Affiliated Foods MW	Hormel				2.49					1.99					
		Farmland				2.49									2.49	
	ALDI	n/i													2.79	3.99
	Apple Market	n/i						2.99								
	C&R Market	Hormel				2.49										
	County Market	n/i						3.79								
	Country Mart	n/i						2.79		1.98						3.99
	Dierberg's	Dierberg's				2.78		2.99								4.99
	Food Giant	n/i					1.98		1.68							
	Gerbe's	n/i				1.99										
	Harp's	Harp's						3.49								4.49
		Prairie Fresh														4.29
	Harter House	n/i							2.49							3.99
	Hay's	Prairie Fresh					1.98									
	Hen House	n/i														3.99
		Prairie Fresh							2.99							3.99
	Hy-Vee	Hormel												2.99		4.99
		Blue Ribbon			3.99											
	Kroger Delta	n/i					2.49									
	Mac's Fresh	n/i				1.97	2.49		1.77				1.99			
	Moser's	n/i							1.78							3.99
	Patricia's	n/i					1.99	2.39								
	Prenger Foods	n/i					2.29	2.79								3.99
Price Chopper	n/i						2.99								3.99	
Pyramid Foods	n/i					2.59										
	Prairie Fresh														3.99	
Save-a-Lot	n/i							2.49								

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
MO <i>(cont)</i>	Schnuck's	Pride of the Farm						3.99		2.49						
	Shop'n Save	n/i			4.99											
	Sun Fresh	n/i					2.79				1.98				3.99	
	Town&Cntry Grocer	n/i				1.89	2.29		1.79							
	Town&Cntry Sprmrkt	Top Choice			2.69	1.99		2.69								
	Walmart	n/i				1.97									3.67	
	Whole Foods MW	n/i			7.99	7.99										
	Woods	Swift					2.48		2.28							
NM	Affiliated Foods Inc.	n/i							2.19		1.99		1.79		4.49	
	Albertsons SW	n/i					2.99						1.99			
	Basha's	Farmland						3.99								
	Dollar General Market	n/i												2.95		
	John Brooks	n/i					2.99		1.99	2.19			1.79		4.49	
	Lawrence Bros.	n/i						2.49								
	Los Altos	n/i	0.99						2.49			1.99				
	Lowe's	n/i							1.69							
	Safeway	n/i					3.99	3.99	2.49						4.99	
	Sprout's Farmers Mk	n/i			3.99											
	Walmart	n/i				1.97									3.67	
	Whole Foods Mtn	n/i			6.99	7.99										
OK	Affiliated Foods MW	Hormel					2.49									
		Farmland					2.49									
	Affiliated Foods Inc.	n/i							2.19		1.99		1.79		4.49	
	ALDI	n/i												2.49		
	Buy For Le\$\$	Swift				1.99			1.99							
	Country Mart	n/i						2.79			1.98				3.99	
	CV's Family Food	Prairie Fresh								2.49			1.39			
	Dollar General Market	n/i												2.95		
	Harp's	Harp's						3.49							4.49	
		Prairie Fresh													4.29	
	Homeland Stores	RRR			2.99			2.99	2.49							
		Tender Choice										2.99				
	La Michoacana	n/i							1.99							
	Market Square	n/i					2.99		1.99	2.19			1.79		4.49	
Marvin's	Prairie Fresh								2.49			1.39				
Nichols Dollar Saver	Hormel						2.99	2.39								

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls			
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls					
OK <i>(cont)</i>	Pyramid Foods	n/i				2.59											
	Prairie Fresh														3.99		
	Reasor's	n/i							2.49								
	Save-a-Lot	n/i						2.49									
	Sprout's Farmers Mk	n/i			3.99												
	Terry's	n/i							1.78								
	The Fresh Market	n/i			5.99												
	Walmart	n/i				1.97									3.67		
	Whole Foods SW	n/i	4.99		6.99	6.99											
Williams	Hormel					2.99											
TX	Affiliated Foods Inc.	n/i							2.19		1.99		1.79		4.49		
	Albertsons Sthrn	n/i			2.99			2.99			1.79						
	Albertsons SW	n/i					2.99						1.99				
	ALDI	n/i												2.49			
	Arlan's	n/i											1.99	1.99			
	Brookshire's	Hormel						3.99	1.99								
	Brookshire Bros.	n/i						2.88									
		Swift							1.99								
	El Ahorro	n/i	1.59								1.69						
	El Rancho	n/i	1.09	1.29							1.79						
	El Rio Grande	n/i	0.99					2.89			1.99			2.89			
	Fiesta Mart	n/i	2.39														
		Swift									1.49	2.39					
	Foodarama	n/i							2.39		1.69						
	Food Town	n/i															
	Gerland's	n/i							1.97		1.89						
	H-E-B	n/i				2.97			1.47								
	Homeland Stores	RRR			2.99			2.99	2.49								
		Tender Choice										2.99					
	Kroger Southwest	n/i				1.99			1.99								
	La Fiesta	n/i							2.39		1.69						
	La Michoacana	n/i							1.99								
	Lawrence Bros.	n/i						2.49									
Los Altos	n/i	0.99						2.49			1.99						
Lowe's	n/i							1.69									
Malone's	n/i							1.49									
Market Basket	Swift					1.99		1.99									

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

Thanksgiving 2014  
**FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts			Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
TX <i>(cont)</i>	Market Place	n/i						2.98	1.88		1.98					
	Market Square	n/i							1.99	2.19			1.79		4.49	
	Minyard's	n/i							2.29							
	Randalls/Tom Thumb	n/i						3.99							5.49	
	Save-a-Lot	n/i						2.49								
	Sprout's Farmers Mk	n/i			3.99											
	Super 1 Foods	Hormel							2.47							
	Terry's	n/i							1.78							
	The Fresh Market	n/i			5.99											
	The United Family	Farmland			3.99			3.99							3.99	
	Vista Markets	n/i						2.59	1.79	2.19			1.59			
	Walmart	n/i					1.97								3.67	
	Whole Foods SW	n/i		4.99		6.99	6.99									
UT	Albertsons IntrMnt	n/i						3.49								
		n/i									2.99					
	Albertsons SW	n/i											1.99			
	Associated Food	n/i												1.99	3.99	
	Ream's	n/i						2.49						2.49		
	Sprout's Farmers Mk	n/i			3.99											
	Walmart	n/i					1.97								3.67	
Whole Foods Mtn	n/i			6.99		7.99										



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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																
<b>CA</b>	Albertsons SthCA	Farmer John						3.99	2.49		1.59					
	Artega's Food	n/i	1.67													
	Baja Ranch	Farmer John	1.29	1.29												
		n/i									1.49					
	Best Way	n/i							1.89		1.49	1.99				
		Farmer John		1.99										1.99		
	Big Saver	n/i					2.69									
	Cardenas	n/i	0.99	1.99				2.49								
	Chavez	n/i							2.49			2.69				
	Dollar General Market	n/i												2.95		
	El Super	n/i	0.99	0.99								1.69	1.99			
	El Tapatio	Farmer John									1.19					
		n/i	1.39									2.49				
	Foodland IGA	n/i						2.48	1.68			1.99	1.79			
	Food 4 Less	n/i						2.99				1.79	2.29			
	Holiday Market	Sterling Silver						3.99								
	Jons Marketplace	Farmer John	0.99	1.19		1.69	1.99					1.79	2.49			
	K.V.Mart	n/i	1.19						1.69							
	Lucky	n/i							BOGO							
		n/i							2.99							
	Mar-Val	n/i								2.69						
	Mi Pueblo	n/i	1.49													
	Murphy's Markets	n/i						3.99								
	Northgate	n/i									1.69			1.49		
	Raley's	n/i			5.99	2.99	3.99	4.49	2.99		2.99					3.99
	Ralphs	Simple Truth				4.99										ABF
	Rancho San Miguel	n/i	1.29													
	R-Ranch Market	n/i										2.69				
	Rio Ranch	n/i	1.29								1.99	2.29				
	Safeway	n/i						4.99								6.99
	Save Mart	n/i							free							w/ \$25 purchase; limit 1
		n/i						3.99								
	Save-a-Lot	n/i						2.49								
	Smart & Final	Farmer John									1.39	2.69				3.99
	Sprout's Farmers Mk	n/i			3.99											
	Stater Bros.	Farmer John						3.99	2.99							

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls			
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls					
CA <i>(cont)</i>	Super A Foods	n/i							1.69		1.69	2.49					
	Superior Grocers	n/i									0.99	2.79					
	The Fresh Market	n/i			5.99												
	Vallarta	n/i	1.49														
	Vons/Pavilions	n/i													5.49		
	Walmart	n/i					1.97								3.67		
	Whole Foods NCal	American Homestead	3.69		8.99											ABF	
	Whole Foods SPacfc	n/i	4.99		7.99	7.99									13.99	ABF organic	
	n/i			10.99													
HI	Foodland	Hormel						5.99									
	KTA Super Stores	n/i							2.29								
	Safeway	n/i						4.99							6.99		
	Times/Big Save	n/i						4.39	1.59								
	Whole Foods SPacfc	n/i	5.99		8.99	7.99									13.99	ABF organic	
	n/i			11.99													
NV	Albertsons IntrMnt	n/i						3.49									
		n/i									2.99						
	Albertsons SW	n/i											1.99				
	Associated Food	n/i												1.99	3.99		
	Cardenas	n/i	1.69					2.49									
	Dollar General Market	n/i												2.95			
	El Super	n/i	0.99	0.99									1.69	1.99			
	Food 4 Less	n/i						2.99			1.79	2.29					
	MarketOn	n/i	1.79				1.99				1.39						
	Raley's	n/i			5.99	2.99	3.99	4.49	2.99		2.99					3.99	
	Ralphs	Simple Truth				4.99											ABF
	Safeway	n/i						4.99								6.99	
	Scolari's	Hormel															
	Smart & Final	Farmer John									1.39	2.69				3.99	
	Sprout's Farmers Mk	n/i			3.99												
	Vons/Pavilions	n/i														5.49	
	Walmart	n/i					1.97									3.67	
Whole Foods NCal	American Homestead	3.69		8.99												ABF	
Whole Foods SPacfc	n/i	4.99		7.99	7.99										13.99	ABF organic	
	n/i			10.99													

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

**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																
AK	Alaskan & Proud	n/i			4.98			3.48								
	Carrs/Safeway	n/i			4.99						2.29					
	IGA Hometown	Prairie Fresh						3.69							4.99	
	Juneau Foodland	Prairie Fresh						3.69							4.99	
	Sea Mart	n/i						2.99					2.99			
	Three Bears	n/i				2.69										
	Walmart	n/i				1.97									3.67	
ID	Albertsons IntrMnt	n/i						3.49								
		n/i									2.99					
	Albertsons NW	n/i						3.99			2.99			BOGO		
	Associated Food	n/i					2.99						1.99	3.99		
	Family Foods	Prairie Fresh			2.98	2.68										
	IGA Markets	n/i						3.49			2.29				4.69	
	Paul's Market	n/i							1.58		1.59			2.18		
	Rosauer's	Prairie Fresh					2.49									
	Safeway	n/i			3.99						1.69					3.67
Walmart	n/i				1.97											
Whole Foods Mtn	n/i			6.99	7.99											
MT	Albertsons IntrMnt	n/i						3.49								
		n/i									2.99					
	Associated Food	n/i					2.99						1.99	3.99		
	Family Foods	Prairie Fresh			2.98	2.68										
	IGA Markets	n/i						3.49			2.29				4.69	
	Reynolds	n/i									1.79			2.49		
	Rosauer's	Prairie Fresh					2.49									
	Safeway	n/i									1.69					
Three Bears	n/i										2.59					
Walmart	n/i				1.97									3.67		
OR	Albertsons NW	n/i						3.99			2.99			BOGO		
	Family Foods	Prairie Fresh			2.98	2.68										
	Haggen/TOP Food	n/i													4.99	
	IGA Markets	n/i						3.49			2.29				4.69	
	IGA Market Fresh	n/i					2.99									
	Lamb's Markets	n/i				2.88										
	Market of Choice	n/i						3.99								
McKay's	n/i						2.99									

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

Thanksgiving 2014  
**FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
OR <i>(cont)</i>	QFC	n/i						2.49								
	Red Apple/Thriftway	n/i						2.99						2.99		
	Rosauer's	Prairie Fresh														
	Roth's	n/i						3.99								
	Safeway	n/i									1.69					
	Walmart	n/i						1.97								3.67
WA	Albertsons NW	n/i						3.99			2.99			BOGO		
	Family Foods	Prairie Fresh			2.98	2.68										
	Haggen/TOP Food	n/i													4.99	
	IGA Markets	n/i						3.49			2.29				4.69	
	IGA Market Fresh	n/i														
	Meyers Group IGA	Prairie Fresh						3.49			2.29				4.69	
	QFC	n/i						2.49								
	Red Apple/Thriftway	n/i						2.99						2.99		
	Rosauer's	Prairie Fresh														
	Saars Market	n/i						2.49	1.99				1.69			
	Safeway	n/i									1.69					
	The Markets LLC	n/i									2.78					
	Walmart	n/i						1.97								3.67
WY	Affiliated Foods MW	Hormel									1.99					
		Farmland														
	Albertsons IntrMnt	n/i						3.49								
		n/i									2.99					
	Associated Food	n/i												1.99	3.99	
	IGA Markets	n/i						3.49			2.29				4.69	
	Safeway	n/i						3.99	3.99	2.49					4.99	
Walmart	n/i					1.97								3.67		