

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																		
CT	A&P Stores	Shady Brook			1.69													
		America's Choice				1.59												
	Adams IGA	Perdue				1.39	2.49											
		Maple Leaf											2.69					
	ALDI	Honeysuckle			1.39													
	Best Market	Perdue				1.47												
		n/i							1.47									
	Big Y	Honeysuckle			1.77													
		Perdue				1.69												
		D'Artagnan										4.59						
		n/i			1.98													
	Bravo	Butterball		2.99														
		n/i							1.49									
		Perdue					2.59											
		Shady Brook		2.99														
	C-Town	Bravo				1.59												
		n/i							1.29									
		Shady Brook		2.99														
		Perdue					2.59											
	Compare Foods	Perdue				1.39	2.99											
		Shady Brook		2.99														
	Fairway Foods	n/i		2.49														
	Food Bazaar	Perdue				0.99												
		Shady Brook		2.99														
		Tyson						2.29										
		n/i									1.99		3.49				3.49	
	Geissler's	Fieldale Farms				1.29												
	King's	King's	ABF	3.49														
		Plainville Farms	ABF	4.99														
	NSA Supermarket	Best Yet			1.49													
		Perdue					1.99											
	Pioneer	Shady Brook			1.99													
		Maple Leaf											3.99					
		Perdue				1.49	2.99											
	Price Chopper	Shady Brook			1.99													
		Butterball			2.99													

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				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	frozen
CT <i>(cont)</i>	Price Chopper <i>(continued)</i>	Plainville Farms	ABF	4.59														
		Price Chopper				1.29					1.79							
	Save-a-Lot	Perdue																
		n/i												2.99				
	ShopRite	Honeysuckle			1.49													
		n/i																
	Stop & Shop	Maple Leaf																
		Perdue																
Target	Tyson																	
	Stop & Shop																	
Walmart	Perdue																	
	Market Pantry																	
	TFM	ABF	4.99															
	Trader Joe's	ABF																
DC	ALDI	Honeysuckle																
		Giant																
	Harris Teeter	Perdue																
		n/i																
	Safeway	Butterball																
		Empire	kosher															
		Harris Teeter																
		Jurgielewicz																
	Save-a-Lot	Perdue																
		Manchester Farms																
	Target	Shady Brook																
		Tyson																
	Walmart	Honeysuckle																
		n/i																
Whole Foods Md AtIntc	Market Pantry																	
	Trader Joe's	ABF																
DE	ACME Markets	Perdue																
		n/i																

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				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
DE <i>(cont)</i>	Food Lion	n/i			1.59													
		Jennie-O		1.79														
		Perdue				1.39												
	Fresh Grocer	n/i						2.49										
		Tyson									1.19							
	Giant Food	Giant			1.99													
		Perdue				1.49	1.99											
	Great Valu Markets	Pride of the Farm			1.49													
		Perdue				1.49												
	Harris Teeter	n/i							1.29	3.69				4.99	7.69			
		Butterball				2.99												
		Empire	kosher			3.99												
		Harris Teeter			1.99													
		Jurgielewicz												2.99				
		Perdue																
		Manchester Farms																
	Pathmark	America's Choice					1.59										10.99	
		Shady Brook				1.69												
	Redner's	Perdue				1.18												
		Mountaire				1.18												
Safeway	Shady Brook				1.99													
	Tyson							1.99										
Save-a-Lot	Honeysuckle				1.49													
	n/i							2.90										
ShopRite	Maple Leaf												3.49					
	Perdue									1.49								
	Tyson							1.99										
Shurfine	Shady Brook				1.79													
	Perdue					1.49												
Target	Market Pantry				1.19													
Trader Joe's	Trader Joe's	ABF			1.99													
Walmart	n/i				1.78													
MA	Adams IGA	Perdue				1.39	2.49											
		Maple Leaf											2.69					
	ALDI	Honeysuckle			1.39													

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				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	frozen
MA <i>(cont)</i>	Big Y	Perdue				1.69												
		D'Artagnan										4.59						
	n/i		1.98															
	C-Town	Butterball		2.99														
		n/i							1.29									
	Compare Foods	Shady Brook		2.99														
		Perdue						2.59										
	Crosby's	Perdue					1.39	2.99										
		Shady Brook		2.99					2.29									
	Donelan's	Perdue	ABF	5.99														
		Plainville Farms																
	Geissler's	Perdue					1.49											
		Fieldale Farms					1.29											
	Hannafor	Hannafor					1.49											
		Perdue					1.79											
	Market Basket	Shady Brook			1.99													
		Market Basket					1.19											
	Met Foods	Perdue					1.19											
		Shady Brook			1.99													
	NSA Supermarket	Maple Leaf												3.99				
		Perdue					2.99											
	Price Chopper	Best Yet			1.49													
		Perdue					1.99											
	Roche Bros.	Shady Brook			1.99													
		Butterball			2.99													
		Plainville Farms	ABF	4.59														
		Price Chopper					1.29					1.79						
	Save-a-Lot	Perdue							1.99									
		n/i											2.99					
	Shaw's	Butterball			3.49													
Perdue						1.69	2.99											
Star Market	Honeysuckle			1.49														
	n/i			2.29														
Stop & Shop	Perdue							2.49										
	n/i			2.29					2.59									
	Stop & Shop			1.99														
	Perdue					1.49	1.99											

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				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
MA <i>(cont)</i>	Target	Market Pantry			1.19													
	The Fresh Market	TFM	ABF	4.99														
	Trader Joe's	Trader Joe's	ABF			1.99												
	Trucchi's	Perdue				1.39	2.49											
	Walmart	n/i			1.78													
MD	A&P Stores	Shady Brook			1.69													
		America's Choice				1.59												
	ALDI	Honeysuckle			1.39													
	Associated	Perdue				1.39	2.99											
		Shady Brook			2.99													
	Family Owned	n/i				1.69												
	Food Lion	n/i				1.59												
		Jennie-O			1.79													
		Perdue					1.39											
	Giant Eagle	Honeysuckle					1.99											
		Giant Eagle					1.39											
	Giant Food	Giant					1.99											
		Perdue					1.49	1.99										
	Graul's	Perdue					1.29											
		n/i	local		2.99													
	Great Valu Markets	Pride of the Farm					1.49											
		Perdue					1.49											
	Harris Teeter	n/i							1.29	3.69					4.99	7.69		
		Butterball					2.99											
		Empire	kosher				3.99											
		Harris Teeter				1.99												
		Jurgielewicz											2.99					
		Perdue						2.99										
	Manchester Farms															10.99		
Mars	Shady Brook					1.89												
	Butterball					2.79												
	Perdue						1.29											
Martin's Foods	Giant					1.99												
	Perdue						1.49	1.99										
Redner's	Perdue						1.18											
	Mountaire						1.18											

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				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
MD <i>(cont)</i>	Safeway	Shady Brook			1.99													
		Tyson						1.99										
	Save-a-Lot	Honeysuckle			1.49													
		n/i						2.90										
	Shop'n Save	Honeysuckle			1.79													
		Gerber's	ABF			1.79												
		Tyson				1.99												
	Shoppers Food	Pride of the Farm			1.99													
		Perdue				1.69												
		Tyson							2.49									
	ShopRite	Maple Leaf											3.49					
		Perdue									1.49							
		Tyson							1.99									
	Shurfine	Shady Brook			1.79													
	Perdue				1.49													
Target	Market Pantry			1.19														
The Fresh Market	TFM	ABF	4.99															
Trader Joe's	Trader Joe's	ABF			1.99													
Walmart	n/i			1.78														
Weis	n/i			1.88									2.99					
	Perdue							1.88										
	Butterball			3.29														
	Weis			1.98														
	Whole Foods Md AtIntc	n/i		4.99			6.99					4.99		6.99	6.99			
ME	Hannaford	Hannaford				1.49												
		Perdue				1.79												
		Shady Brook			1.99													
	Save-a-Lot	Honeysuckle			1.49													
		n/i						2.90										
	Shaw's	n/i			2.29													
	Target	Market Pantry			1.19													
Trader Joe's	Trader Joe's	ABF			1.99													
Walmart	n/i			1.78														
NH	ALDI	Honeysuckle			1.39													
	Hannaford	Hannaford				1.49												
		Perdue				1.79												
		Shady Brook			1.99													



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				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NJ <i>(cont)</i>	Foodtown	Foodtown			1.99													
		Shady Brook		2.99														
		Perdue				1.49	2.49											
	Great Valu Markets	Maple Leaf												3.99				
		Pride of the Farm				1.49												
	Key Food	Perdue				1.49												
		Shady Brook			2.59	1.59												
	King's	King's	ABF		3.49													
		Plainville Farms	ABF		4.99													
	Met Foods	Shady Brook				1.99												
		Maple Leaf												3.99				
		Perdue						2.99										
	Pathmark	America's Choice					1.59											
		Shady Brook				1.69												
	Pioneer	Shady Brook				1.99												
		Maple Leaf												3.99				
		Perdue					1.49	2.99										
	Save-a-Lot	Honeysuckle				1.49												
		n/i							2.90									
	ShopRite	Maple Leaf																
		Perdue										1.49		3.49				
		Tyson							1.99									
	Stop & Shop	Stop & Shop				1.99												
		Perdue					1.49	1.99										
	Target	Market Pantry				1.19												
	The Fresh Market	TFM	ABF		4.99													
	Thriftway	Perdue					1.39	2.59										
		Shady Brook				2.79												
Trader Joe's	Trader Joe's	ABF				1.99												
Walmart	n/i				1.78													
Weis	n/i				1.88								2.99					
	Perdue							1.88										
	Weis				1.98													
Western Beef	n/i					1.69			0.99		1.89	3.99					3.99	
	Perdue					1.29	2.69											
Whole Foods Md AtIntc	n/i			4.99			6.99					4.99		6.99	6.99			



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				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NY	A&P Stores	Shady Brook	ABF		1.69													
		America's Choice			1.59													
	ALDI	Honeysuckle			1.39													
	Associated	Perdue				1.39	2.99											
		Shady Brook			2.99													
	Best Market	Perdue				1.47												
		n/i							1.47									
		Honeysuckle			1.77													
	Big M	Honeysuckle			1.79													
		1893 Premium				1.39												
		Tyson						1.99										
	Bravo	n/i							1.49									
		Perdue						2.59										
		Shady Brook			2.99													
		Bravo					1.59											
	C-Town	n/i								1.29								
		Shady Brook			2.99													
		Perdue						2.59										
	Compare Foods	Perdue					1.39	2.99										
		Shady Brook			2.99													
	D'Agostino's	D'Artagnan																10.99
	DeCiccio's	Perdue					1.69	2.69										
		Shady Brook			3.49													
Fairway Foods	n/i		2.49															
Fine Fare	Perdue				1.29	2.69												
Food Basics	America's Choice				1.38													
Food Bazaar	Perdue				0.99													
	Shady Brook		2.99															
	Tyson						2.29											
	n/i									1.99		3.49				3.49		
Foodtown	Foodtown			1.99														
	Shady Brook		2.99															
	Perdue				1.49	2.49												
	Maple Leaf											3.99						
Giunta's Farm	Shady Brook			2.49														
Great American	Best Yet			1.59														
	Mountaire					1.29												

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				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NY <i>(cont)</i>	Gristede's Hannaford	Shady Brook		3.99														
		Hannaford				1.49												
		Perdue				1.79												
	Key Food	Shady Brook			1.99													
		Perdue				1.29	2.59											
		Shady Brook		2.59	1.59													
	King Kullen	Perdue		2.99		1.49	2.49											
		King's	ABF	3.49														
	Met Foods	Plainville Farms	ABF	4.99														
		Shady Brook			1.99													
		Maple Leaf												3.99				
	Metropolitan	Perdue					2.99											
		Perdue					2.99											
		Shady Brook			1.99													
	North Shore	Maple Leaf																
		Perdue				0.79	2.59											
	NSA Supermarket	Shady Brook			1.59													
		Best Yet			1.49													
	Pathmark	Perdue					1.99											
		America's Choice					1.59											
	Peck's	Shady Brook			1.69													
		Perdue				1.39	2.49											
		Maple Leaf																
	Pioneer	n/i			1.89													
		Shady Brook			1.99													
		Maple Leaf																
	Price Chopper	Perdue				1.49	2.99											
		Shady Brook			1.99													
		Butterball			2.99													
	Save-a-Lot	Plainville Farms	ABF	4.59														
Price Chopper					1.29						1.79							
Perdue								1.99										
n/i													2.99					
Honeysuckle				1.49														
	n/i							2.90										

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				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NY <i>(cont)</i>	Shop'n Save	Honeysuckle	ABF		1.79													
		Gerber's		1.79														
		Tyson		1.99														
	ShopRite	Maple Leaf	ABF										3.49					
		Perdue								1.49								
		Tyson						1.99										
	Stop & Shop	Stop & Shop	ABF		1.99													
		Perdue		1.49	1.99													
	Target	Market Pantry	ABF		1.19													
	The Fresh Market	TFM		4.99														
	Tops Markets	Honeysuckle	ABF		1.99													
		Jennie-O		2.69														
		Butterball		3.49														
	Trade Fair	Tops	ABF			1.49												
		Perdue		1.39														
	Trader Joe's	Trader Joe's	ABF			1.99												
	Uncle Giuseppe's	Perdue		1.49														
	Walmart	n/i	ABF		1.78													
Weis	n/i	1.88											2.99					
	Perdue						1.88											
Weis	Weis	ABF		1.98														
	Perdue																	
Western Beef	n/i	ABF			1.69				0.99			1.89	3.99			3.99		
	Perdue		1.29	2.69														
PA	A&P Stores	Shady Brook			1.69													
		America's Choice		1.59														
	ALDI	Honeysuckle			1.39													
		Perdue		1.39	2.99													
	Associated	Shady Brook		2.99														
		Honeysuckle		1.79														
	Big M	1893 Premium				1.39												
		Tyson				1.99												
	Boyer's Market	n/i			1.67													
		Perdue		1.37														
Bravo	n/i								1.49									
	Perdue				2.59													
	Shady Brook		2.99															
Bravo	Bravo			1.59														

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				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	frozen
PA <i>(cont)</i>	C-Town	n/i								1.29								
		Shady Brook		2.99														
		Perdue					2.59											
	Family Owned	n/i			1.69													
	Fine Fare	Perdue				1.29	2.69											
	Food Basics	America's Choice				1.38												
	Food Lion	n/i			1.59													
		Jennie-O		1.79														
		Perdue				1.39												
	Foodland	Honeysuckle			1.69													
		Gerber's	ABF			1.69												
	Foodtown	Foodtown			1.99													
		Shady Brook		2.99														
		Perdue				1.49	2.49											
		Maple Leaf												3.99				
	Fresh Grocer	n/i						2.49										
		Tyson									1.19							
	Giant Eagle	Honeysuckle			1.99													
		Giant Eagle				1.39												
	Giant Food Stores	Giant			1.99	1.69												
		Perdue				1.49	1.99											
	Great Valu Markets	Pride of the Farm			1.49													
		Perdue				1.49												
	Karn's	n/i		2.99														
	Key Food	Perdue				1.29	2.59											
		Shady Brook		2.59	1.59													
	Kuhn's	n/i				1.39		2.29						2.99				
		Honeysuckle			1.49													
	Martin's Foods	Giant			1.99	1.69												
		Perdue				1.49	1.99											
Pathmark	America's Choice				1.59													
	Shady Brook			1.69														
Price Chopper	Shady Brook			1.99														
	Butterball			2.99														
	Plainville Farms	ABF	4.59															
	Price Chopper				1.29					1.79								

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen		
PA <i>(cont)</i>	Price Chopper <i>(continued)</i>	Perdue n/i	ABF					1.99											
	Redner's	Perdue Mountaire				1.18 1.18							2.99						
	Save-a-Lot	Honeysuckle n/i			1.49			2.90											
	Shop'n Save	Honeysuckle Gerber's Tyson			1.79	1.79 1.99													
	ShurSave	n/i			1.99														
	ShopRite	Maple Leaf Perdue Tyson									1.49		3.49						
	Shurfine	Shady Brook Perdue			1.79	1.49		1.99											
	Sparkle	Honeysuckle n/i Mountaire			1.99				1.59				3.29						
	Target	Market Pantry				1.19													
	The Fresh Market	TFM		ABF	4.99														
	Thorne's Market	Honeysuckle 1893 Premium				1.79	1.29												
	Thriftway	Perdue Shady Brook					1.39	2.59											
	Tops Markets	Honeysuckle Jennie-O Butterball			2.79	1.99													
	Trader Joe's	Trader Joe's		ABF		3.49	1.49												
	Walmart	n/i					1.99												
	Weis	n/i Perdue Weis				1.78 1.88			1.88					2.99					
	Whole Foods Md AtIntc	n/i			4.99			6.99					4.99		6.99	6.99			
	RI	ALDI		Honeysuckle			1.39												
		Associated		Perdue Shady Brook				1.39	2.99										
						2.99													



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Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>																		
AL	ALDI	Honeysuckle			1.39													
	Dollar General Market	Festive			1.25													
		Patti Jean						2.90										
	Earth Fare	n/i	ABF	5.99														
	Food for Le\$\$	n/i			1.37				0.98									
	Food Giant	Pride of the Farm			1.58													
		n/i							1.18									
	Greer's	Honeysuckle			1.53													
		Tyson						2.52										
	Ingle's	Honeysuckle			1.58													
		Perdue					1.38											
	Kroger Atlanta	Pride of the Farm			1.69													
		Tyson							2.18									
	Kroger Nashville	Tyson							2.18									
	Lucky's	Honeysuckle			1.69													
		Pilgrim's					1.29											
		n/i								1.19								
	Piggly Wiggly HAC	Honeysuckle			1.99													
	Piggly Wiggly Houchen	Pride of the Farm			1.58													
		n/i								1.18		0.98						
	Piggly Wiggly Inc.	Honeysuckle			1.49													
		n/i								1.28								
	Publix	Publix		smoked	2.79	1.79												
		Publix			4.49													
	Butterball		2.99		2.69													
Ramey's	n/i								0.99									
	Honeysuckle				1.99													
Rouses	Sanderson Farms									1.79	1.79							
	Honeysuckle				1.69													
Save-a-Lot	Honeysuckle				1.49													
	n/i							2.90										
ShopRite Supermarket	Pride of the Farm				1.19													
	Honeysuckle				1.49													
Target	Market Pantry				1.19													
The Fresh Market	TFM	ABF	4.99															
Trader Joe's	Trader Joe's	ABF				1.99												

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	frozen
AL <i>(cont)</i>	United Grocery Vowell's	Honeysuckle			1.15													
		n/i						0.97										
	Walmart Western Market Whole Foods - South  Winn-Dixie	Honeysuckle			1.69													
		Tyson						2.66										
		n/i			1.78													
		n/i																
		Mary's	free range												7.99			
		Bell & Evans												3.99				
		Koch Farms	organic	4.99														
		WFM	ABF	2.49														
Tyson							2.54											
Winn-Dixie			1.79	1.49														
FL	ALDI	Honeysuckle			1.39													
	Bravo of FL	n/i							1.19		0.79	0.89						
	Cranford's	Honeysuckle			1.49									2.99				
		n/i								0.99								
		Honeysuckle	smoked		3.49													
	Dollar General Market	Tyson						2.57										
		Festive			1.25													
	Earth Fare	n/i	ABF	5.99														
	Food Giant	Pride of the Farm			1.58													
		n/i								1.18								
	Greer's	Honeysuckle			1.53													
		Tyson						2.52										
	Harris Teeter	n/i								1.29	3.69				4.99	7.69		
		Butterball			2.99													
		Empire	kosher		3.99													
		Harris Teeter		1.99														
		Jurgielewicz												2.99				
	Perdue	Manchester Farms							2.99									
		Hitchcock's	n/i		1.39									2.69				10.99
		Tyson						2.54										
J.H. Harvey's	n/i								1.19									
	Honeysuckle			1.69														
Piggly Wiggly Houchen	Pride of the Farm			1.58														
	n/i								1.18		0.98							



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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	frozen
FL <i>(cont)</i>	Presidente	n/i			1.48				1.28									
	Publix	Publix	smoked	2.79	1.79													
	Publix	Publix		4.49														
	Butterball	Butterball		2.99	2.69													
	Save-a-Lot	Honeysuckle			1.49													
		n/i					2.90											
	Sedano's	n/i						0.99										
		Buckley Farms			1.99													
	Target	Market Pantry			1.19													
	The Fresh Market	TFM	ABF	4.99														
	Trader Joe's	Trader Joe's	ABF			1.99												
	Walmart	n/i			1.78													
	Western Beef	n/i							1.59				3.49				3.99	
Whole Foods Florida	Plainville Farms	ABF	6.99															
Winn-Dixie	Tyson					2.54												
	Winn-Dixie			1.79	1.49													
GA	ALDI	Honeysuckle			1.39													
	Bi-Lo	Tyson						2.54										
		Gold Star				1.59												
	Dollar General Market	Festive	ABF		1.25													
	Earth Fare	n/i		5.99														
	Food Giant	Pride of the Farm			1.58													
		n/i							1.18									
	Food Lion	n/i			1.59													
		Jennie-O		1.79														
		Perdue				1.39												
	Galaxy Food	n/i			1.38													
		Butcher's Best							1.28			1.48	1.48					
	Harris Teeter	n/i							1.29	3.69				4.99	7.69			
		Butterball	kosher		2.99													
		Empire		3.99														
	Harris Teeter	1.99																
	Jurgielewicz											2.99						
	Perdue							2.99										
	Manchester Farms															10.99		
IGA	n/i					1.29												

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
GA <i>(cont)</i>	Ingle's	Honeysuckle			1.58													
		Perdue				1.38												
	J.H. Harvey's	n/i							1.19									
		Honeysuckle			1.69													
	Kroger Atlanta	Pride of the Farm			1.69													
		Tyson						2.18										
	Piggly Wiggly Carolina	n/i			1.99	1.99					1.59	1.59						
	Piggly Wiggly HAC	Honeysuckle			1.99													
	Piggly Wiggly Houchen	Pride of the Farm			1.58													
		n/i							1.18		0.98							
	Publix	Publix			2.79	1.79												
		Publix	smoked			4.49												
		Butterball			2.99	2.69												
	Quality Foods	n/i				1.39			1.09									
	Save-a-Lot	Honeysuckle				1.49												
		n/i							2.90									
	ShopRite Supermarket	Pride of the Farm				1.19												
		Honeysuckle				1.49												
	Sprout's Market	n/i			2.99				1.99									
	Target	Market Pantry				1.19												
The Fresh Market	TFM	ABF		4.99														
Trader Joe's	Trader Joe's	ABF				1.99												
Walmart	n/i				1.78													
Wayfield's	n/i								0.99									
	Pride of the Farm				0.99													
	Tyson							2.80										
Whole Foods - South	Mary's	free range												7.99				
	Bell & Evans							4.99				3.99						
	Koch Farms	organic		4.99														
	WFM	ABF		2.49														
Winn-Dixie	Tyson							2.54										
	Winn-Dixie				1.79	1.49												
MS	AG Baton Rouge	n/i			1.49													
		Tyson						1.99										
	ALDI	Honeysuckle			1.39													
Corner Market	Sanderson Farms				1.19													
	n/i				1.59													

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
MS <i>(cont)</i>	Dollar General Market	Festive			1.25													
	Food Giant	Pride of the Farm			1.58													
		n/i							1.18									
	Greer's	Honeysuckle			1.53													
		Tyson						2.52										
	Kroger Delta	n/i			1.69													
		Tyson						2.18										
	Mac's Fresh	n/i						1.29										
	Piggly Wiggly Houchen	Pride of the Farm			1.58													
		n/i							1.18		0.98							
	Ramey's	n/i							0.99									
		Honeysuckle			1.99													
	Rouses	Sanderson Farms									1.79	1.79						
		Honeysuckle			1.69													
	Save-a-Lot	Honeysuckle			1.49													
		n/i						2.90										
	Superlo Foods	n/i							1.19									
		Honeysuckle			1.49													
		Tyson						2.37										
	Target	Market Pantry			1.19													
The Fresh Market	TFM	ABF	4.99															
Vowell's	n/i							0.97										
	Honeysuckle			1.69														
	Tyson						2.66											
Walmart	n/i			1.78														
Whole Foods - South	Mary's	free range												7.99				
	Bell & Evans						4.99					3.99						
	Koch Farms	organic	4.99															
	WFM	ABF	2.49															
Winn-Dixie	Tyson						2.54											
	Winn-Dixie			1.79	1.49													
NC	ALDI	Honeysuckle			1.39													
	Bi-Lo	Tyson					2.54											
		Gold Star				1.59												
	Bo's Food Stores	n/i			0.99			1.19										
	Carlie C's IGA	n/i			1.28													
Compare Foods	n/i						1.19											

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

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Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	frozen
NC <i>(cont)</i>	Dollar General Market	Festive			1.25													
	Earth Fare	n/i	ABF	5.99														
	Food Lion	n/i			1.59													
		Jennie-O		1.79														
		Perdue				1.39												
	Food Pride	n/i							1.19									
	Galaxy Food	n/i			1.38						1.48	1.48						
		Butcher's Best							1.28									
	Great Valu Market	n/i			1.49													
		Perdue				1.29												
	Harris Teeter	n/i							1.29	3.69				4.99	7.69			
		Butterball				2.99												
		Empire		kosher		3.99												
		Harris Teeter			1.99													
		Jurgielewicz												2.99				
		Perdue							2.99									
		Manchester Farms															10.99	
	IGA	n/i							1.29									
	Ingle's	Honeysuckle				1.58												
		Perdue							1.38									
	Just \$ave Foods	n/i				1.99				1.49								
		Perdue							1.69									
	Kroger Mid-Atlantic	n/i				1.59												
		Tyson							2.18									
	Lowe's Food	n/i				2.29								3.69	6.99			
		Butterball			3.99													
		Jennie-O			2.99													
		Perdue							1.69									
	Piggly Wiggly Retail	Festive				1.29												
		Top Bee								1.09								
Piggly Wiggly Stores	n/i				1.38													
Publix	Publix			2.79	1.79													
	Publix		smoked		4.49													
	Butterball			2.99	2.69													
Save-a-Lot	Honeysuckle				1.49													
	n/i							2.90										
Target	Market Pantry				1.19													

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**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NC <i>(cont)</i>	The Fresh Market	TFM	ABF	4.99														
	Trader Joe's	Trader Joe's	ABF			1.99												
	Walmart	n/i			1.78													
	Whole Foods - South	Mary's	free range												7.99			
		Bell & Evans						4.99					3.99					
	Koch Farms	organic		4.99														
	WFM	ABF		2.49														
SC	ALDI	Honeysuckle			1.39													
	Bi-Lo	Tyson						2.54										
		Gold Star				1.59												
	Dollar General Market	Festive			1.25													
	Earth Fare	n/i	ABF	5.99														
	Food Lion	n/i			1.59													
		Jennie-O			1.79													
		Perdue				1.39												
	Galaxy Food	n/i			1.38						1.48	1.48						
		Butcher's Best							1.28									
	Harris Teeter	n/i						1.29	3.69					4.99	7.69			
		Butterball			2.99													
		Empire	kosher		3.99													
		Harris Teeter			1.99													
		Jurgielewicz											2.99					
		Perdue							2.99									
		Manchester Farms															10.99	
	IGA	n/i					1.29											
	Ingle's	Honeysuckle				1.58												
		Perdue					1.38											
	J.H. Harvey's	n/i							1.19									
		Honeysuckle				1.69												
	Kroger Atlanta	Pride of the Farm				1.69												
	Tyson							2.18										
Lowe's Food	n/i				2.29							3.69	6.99					
	Butterball			3.99														
	Jennie-O			2.99														
	Perdue					1.69												
Piggly Wiggly Carolina	n/i				1.99	1.99					1.59	1.59						

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Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	frozen
SC <i>(cont)</i>	Publix	Publix	smoked	2.79	1.79													
	Publix	Publix		4.49														
	Butterball	Butterball		2.99	2.69													
	Quality Foods	n/i		1.39			1.09											
	Save-a-Lot	Honeysuckle	1.49															
	Target	n/i			2.90													
	Market Pantry	Market Pantry	1.19															
	The Fresh Market	TFM	ABF	4.99														
	Trader Joe's	Trader Joe's	ABF			1.99												
	Walmart	n/i		1.78														
Whole Foods - South	Mary's	Mary's	free range											7.99				
	Bell & Evans	Bell & Evans				4.99						3.99						
	Koch Farms	Koch Farms	organic	4.99														
	WFM	WFM	ABF	2.49														
TN	ALDI	Honeysuckle	ABF		1.39													
	Bi-Lo	Tyson				2.54												
	Gold Star	Gold Star		1.59														
	Chappell's	Honeysuckle		1.38														
	Top B	Top B		0.98														
	Dollar General Market	Festive		1.25														
	E.W. James & Sons	Honeysuckle		1.69														
	Tyson	Tyson		2.66														
	Earth Fare	n/i		5.99														
	Food City	Food City		2.49														
	Butterball	Butterball		3.49	3.29													
	n/i	n/i		1.49														
	Food Country USA	n/i		1.27														
	Food Giant	Pride of the Farm		1.58														
	n/i	n/i		1.18														
	Food Lion	n/i		1.59														
	Jennie-O	Jennie-O		1.79														
Perdue	Perdue	1.39																
Food Rite	Honeysuckle	1.59																
H.G. Hill	n/i	0.99																
Honeysuckle	Honeysuckle	1.59																
Tyson	Tyson	2.66																

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen		
TN <i>(cont)</i>	Harris Teeter	n/i	kosher						1.29	3.69									
	Butterball			2.99															
	Empire			3.99															
	Harris Teeter			1.99															
	Jurgielewicz												2.99						
	Perdue								2.99										
	Manchester Farms																10.99		
	Houchen's IGA	Honeysuckle			1.69														
	Ingle's	Honeysuckle			1.58														
		Perdue					1.38												
	Kroger Delta	n/i			1.69														
		Tyson								2.18									
	Kroger Mid-Atlantic	n/i			1.59														
		Tyson								2.18									
	Kroger Nashville	Tyson								2.18									
	Lucky's	Honeysuckle			1.69														
		Pilgrim's					1.29												
		n/i								1.19									
	Osborne's	Honeysuckle		1.69															
	Publix	Publix		2.79	1.79														
		Publix	smoked		4.49														
		Butterball		2.99	2.69														
	Save-a-Lot	Honeysuckle			1.49														
		n/i							2.90										
	ShopRite Supermarket	Pride of the Farm			1.19														
		Honeysuckle			1.49														
	Superlo Foods	n/i								1.19									
		Honeysuckle			1.49														
		Tyson							2.37										
	Super Dollar	n/i			1.49														
Target	Market Pantry			1.19															
The Fresh Market	TFM	ABF	4.99																
Trader Joe's	Trader Joe's	ABF			1.99														
Walmart	n/i			1.78															

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
TN <i>(cont)</i>	Whole Foods - South	Mary's	free range											7.99				
		Bell & Evans					4.99						3.99					
		Koch Farms	organic	4.99														
		WFM	ABF	2.49														
VA	ALDI	Honeysuckle			1.39													
	Dollar General Market	Festive			1.25													
	Food City	Food City		2.49														
		Butterball		3.49	3.29													
		n/i			1.49													
	Food Country USA	n/i			1.27													
	Food Lion	n/i			1.59													
		Jennie-O		1.79														
		Perdue				1.39												
	Galaxy Food	n/i			1.38						1.48	1.48						
		Butcher's Best							1.28									
	Giant Food	Giant			1.99													
		Perdue				1.49	1.99											
	Grant's	n/i			0.99				1.29									
	Great Valu Market	n/i			1.49													
		Perdue				1.29												
	Harris Teeter	n/i							1.29	3.69				4.99	7.69			
		Butterball				2.99												
		Empire	kosher			3.99												
		Harris Teeter			1.99													
		Jurgielewicz												2.99				
		Perdue							2.99									
		Manchester Farms															10.99	
Ingle's	Honeysuckle				1.58													
	Perdue					1.38												
Kroger Mid-Atlantic	n/i				1.59													
	Tyson							2.18										
Lowe's Food	n/i				2.29								3.69	6.99				
	Butterball			3.99														
	Jennie-O			2.99														
	Perdue					1.69												
Martin's Foods	Giant				1.99	1.69												
	Perdue					1.49	1.99											



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Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	frozen
VA <i>(cont)</i>	Piggly Wiggly Retail	Festive			1.29													
		Top Bee							1.09									
	Piggly Wiggly Stores	n/i			1.38													
	Safeway	Shady Brook			1.99													
		Tyson						1.99										
	Save-a-Lot	Honeysuckle			1.49													
		n/i						2.90										
	Shoppers Food	Pride of the Farm			1.99													
		Perdue					1.69											
		Tyson							2.49									
Super Dollar	n/i				1.49													
Target	Market Pantry				1.19													
The Fresh Market	TFM	ABF	4.99															
Walmart	n/i				1.78													
Whole Foods Md Atlntc	n/i		4.99				6.99					4.99		6.99	6.99			
WV	ALDI	Honeysuckle			1.39													
	Dollar General Market	Festive			1.25													
	Fas-Chek	Pride of the Farm			1.49													
	Food Fair	Butterball		3.19														
		Jennie-O		2.69														
	Food Lion	n/i			1.59													
		Jennie-O		1.79														
		Perdue				1.39												
	Galaxy Food	n/i			1.38						1.48	1.48						
		Butcher's Best							1.28									
	Giant Eagle	Honeysuckle			1.99													
		Giant Eagle				1.39												
	Grant's	n/i			0.99				1.29									
	Great Valu Market	n/i			1.49													
		Perdue				1.29												
	Kroger Columbus	Honeysuckle			1.89													
	Kroger Mid-Atlantic	n/i			1.59													
	Tyson							2.18										
Martin's Foods	Giant			1.99	1.69													
	Perdue				1.49	1.99												
Piggly Wiggly Stores	n/i			1.38														

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen		
WV <i>(cont)</i>	Save-a-Lot	Honeysuckle	ABF		1.49														
		n/i					2.90												
	Shop'n Save	Honeysuckle				1.79													
		Gerber's				1.79													
		Tyson				1.99													
	Sparkle	Honeysuckle				1.99													
		n/i								1.59					3.29				
		Mountaire					1.29												
	Target	Market Pantry				1.19													
	Walmart	n/i				1.78													
Weis	n/i			1.88									2.99						
	Perdue							1.88											
	Weis				1.98														

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI</b>																		
IA	Affiliated Foods MW	Shurfresh			1.99													
	ALDI	Honeysuckle			1.39													
	County Market	n/i		2.69	1.49													
		Tyson						2.55										
	Dahl's	n/i				3.69						2.99						
		Honeysuckle				1.49												
	Family Foods	Festive				1.69												
	Fareway	Fareway				1.49												
	Food Pride	Festive				1.69												
	Hometown Foods	Festive				1.39												
	Hy-Vee	Honeysuckle		2.99	1.77													
		Tyson						2.80										
		Hy-Vee				1.49								2.99				
		n/i																
	Jewel-Osco	Jennie-O		1.99	1.99													
		Perdue		1.99														
		Butterball		2.99														
	No Frills	Festive			1.49													
	Quillin's	Festive			1.49													
		Maple Leaf												2.59				
Save-a-Lot	Honeysuckle			1.49														
	n/i						2.90											
Schnuck's	Perdue		2.99															
	Maple Leaf										3.29							
Sunshine Foods	n/i			1.69														
Target	Market Pantry			1.19														
Trader Joe's	Trader Joe's	ABF			1.99													
Walmart	n/i			1.78														
Whole Foods MW	n/i		4.99			5.99						4.99			6.99			
	n/i	organic	6.99															
IL	Affiliated Foods MW	Shurfresh			1.99													
	ALDI	Honeysuckle			1.39													
	Angelo Caputo	n/i						1.59	1.59									
		Perdue		2.99	1.49													
	Berkot's	n/i			1.39													
	Borowiak's IGA	n/i			1.48													

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh								
IL <i>(cont)</i>	Brookhaven	Maple Leaf	ABF										2.99						
	Butera Market	Honeysuckle		1.99	1.69					1.89									
		Honeysuckle			1.69									2.99					
	County Market	Maple Leaf																	
		Tyson							2.54										
		Gerber's			1.99														
	Cub Foods	n/i		2.69	1.49														
		Tyson							2.55										
	Dierberg's	Jennie-O		2.99															
		Honeysuckle			1.99														
	El Guero	Perdue					1.69	2.69											
		n/i											0.89						
	Fairplay Foods	Maple Leaf													2.99				
		Centrella				1.79													
	Fareway	Tyson							2.54										
		Perdue					1.39												
	Food Pride	Fareway				1.49													
		Festive				1.69													
	Garden Fresh	n/i													3.99				3.99
		Centrella				1.99													
	Heinen's	Maple Leaf													2.99				
		Tyson							2.90										
	Houchen's IGA	Heinen's		3.49															
		Honeysuckle			1.69														
	Hy-Vee	Honeysuckle		2.99	1.77														
		Tyson							2.80										
	Jewel-Osco	Hy-Vee			1.49														
		n/i													2.99				
	Joe Caputo	Jennie-O		1.99	1.99														
		Perdue		1.99															
Butterball		2.99																	
Kroger Central	Jennie-O		1.89																
	Maple Leaf												2.69						
Kroger Louisville	n/i										0.99								
	Honeysuckle		1.89																
		n/i		1.79															

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
IL <i>(cont)</i>	Mariano's Fresh	Perdue						3.00										
		Jurgielewicz											2.50					
	Pete's Fresh	Perdue				1.49												
		Centrella			1.69													
		Tyson					2.54											
		Maple Leaf											2.99					
		n/i									0.99							
	Piggly Wiggly MW	Honeysuckle			1.49													
		n/i		2.49	1.49													
	Save-a-Lot	Honeysuckle			1.49													
		n/i					2.90											
	Schnuck's	Perdue		2.99														
		Maple Leaf										3.29						
	Schuettes	n/i			1.79								2.99					
	Shop'n Save	n/i			1.99													
	Shop & Save	n/i		2.99							1.19	1.19						
		Maple Leaf											3.29					
		Patti Jean						2.40										
		Wheaton Valley												5.99				
	Strack & Van Til	Sanderson Farms				1.49												
		Perdue			2.79	1.49												
		Centrella				1.99												
	Sullivan's	n/i				1.69												
Target	Market Pantry				1.19													
The Fresh Market	TFM	ABF	4.99															
Tony's Foods	Perdue				1.49													
	Centrella				1.69													
	Tyson						2.54											
	n/i									0.99	0.99							
Trader Joe's	Trader Joe's	ABF			1.99													
Ultra Foods	Perdue		2.79		1.39													
	Centrella				1.89													
	Tyson						2.55											
Valli Produce	n/i											2.79					3.49	
	Festive				1.49													
	Patti Jean						2.40											

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

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Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
IL <i>(cont)</i>	Walmart	n/i			1.78													
	Walt's Food	n/i			1.79													
	Whole Foods MW	Chef's Choice n/i		4.99			5.99	2.18				4.99			6.99			
	Woodman's	n/i Tyson Jennie-O	organic	6.99				2.18										
IN	Al's Supermarkets	Honeysuckle		2.99														
		Miller's	ABF			1.59												
	ALDI	Honeysuckle			1.39													
	Dollar General Market	Festive			1.25													
	Earth Fare	n/i	ABF	5.99														
	Harvest Market	Honeysuckle			1.59													
	Houchen's IGA	Honeysuckle			1.69													
	Jay C	Pride of the Farm			1.88													
	Jewel-Osco	Jennie-O		1.99	1.99													
		Perdue		1.99														
		Butterball		2.99														
	Kroger Central	Honeysuckle			1.89													
	Kroger Cincinnati	Tyson					2.18											
		Pride of the Farm			1.69													
		Honeysuckle		2.79	1.79													
	Kroger Louisville	n/i			1.79													
	Lucky's Market	Never Ever	ABF		4.49													
		n/i											2.99					
	Marsh	Perdue				1.29												
		Honeysuckle			1.99													
		n/i							2.49	4.49				4.49	5.49			
	Martin's	Honeysuckle		2.87														
		Miller	local			1.69												
Save-a-Lot	Honeysuckle			1.49														
	n/i							2.90										
Schnuck's	Perdue		2.99															
	Maple Leaf											3.29						
Strack & Van Til	Sanderson Farms				1.49													
	Perdue		2.79		1.49													
	Centrella			1.99														

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**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
IN <i>(cont)</i>	Target	Market Pantry			1.19													
	The Fresh Market	TFM	ABF	4.99														
	Trader Joe's	Trader Joe's	ABF			1.99												
	Ultra Foods	Perdue		2.79		1.39												
		Centrella			1.89													
		Tyson						2.55										
	Walmart	n/i			1.78													
	Walt's Food	n/i			1.79													
		Chef's Choice						2.18										
	Wesselman's	n/i			1.69													
	Pilgrim's				1.39													
	Whole Foods MW	n/i		4.99			5.99					4.99				6.99		
		n/i	organic	6.99														
KY	ALDI	Honeysuckle			1.39													
	Dollar General Market	Festive			1.25													
	E.W. James & Sons	Honeysuckle			1.69													
		Tyson						2.66										
	Earth Fare	n/i	ABF	5.99														
	Food City	Food City		2.49														
		Butterball		3.49	3.29													
		n/i			1.49													
	Food Fair	Butterball		3.19														
		Jennie-O		2.69														
	Food Giant	Pride of the Farm			1.58													
		n/i							1.18									
	Food Lion	n/i			1.59													
		Jennie-O		1.79														
		Perdue				1.39												
	Galaxy Food	n/i			1.38							1.48	1.48					
		Butcher's Best							1.28									
	Houchen's IGA	Honeysuckle			1.69													
	Kroger Cincinnati	Tyson						2.18										
		Pride of the Farm			1.69													
	Honeysuckle		2.79	1.79														
Kroger Delta	n/i			1.69														
	Tyson						2.18											
Kroger Louisville	n/i			1.79														

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Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
KY <i>(cont)</i>	Kroger Mid-Atlantic	n/i	ABF		1.59													
		Tyson																
	Kroger Nashville	Tyson																
	Lucky's Market	Never Ever			4.49													
		n/i												2.99				
	Piggly Wiggly Houchen	Pride of the Farm				1.58												
		n/i								1.18			0.98					
	Remke Markets	Honeysuckle				1.79												
	Save-a-Lot	Honeysuckle				1.49												
		n/i								2.90								
	Super Dollar	n/i				1.49												
	Target	Market Pantry				1.19												
The Fresh Market	TFM	ABF	4.99															
ValuMarket	Honeysuckle			1.49														
Walmart	n/i			1.78														
Whole Foods Md Atlntc	n/i			4.99			6.99					4.99		6.99	6.99			
MI	Affiliated Fds MW	Grandpa Bill's Pride	local						1.29									
		Maple Leaf												2.59				
		Shurfresh			1.69													
	ALDI	Honeysuckle			1.39													
	Busch's	Long Leaf			1.69													
	Family Fare	Spartan			1.59													
	Food Pride	n/i					1.69											
	Harding's	n/i			1.39													
		Tyson								2.54								
	Kroger Central	Honeysuckle			1.89													
	Kroger Columbus	Honeysuckle			1.89													
	Kroger Michigan	Tyson								2.18								
		Honeysuckle			1.79													
	Martin's	Honeysuckle			2.87													
		Miller					1.69											
	Plumb's/Duthler's	Tyson								2.90								
	Spartan				1.59													
Ric's Food Center	Festive			1.49														
Save-a-Lot	Honeysuckle			1.49														
	n/i							2.90										



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**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
<b>MI</b> <i>(cont)</i>	Spartan Stores	n/i			1.69													
		Spartan				1.59												
		Tyson						2.90										
	Super One Foods	Gold'n Plump				1.66												
	Tadych's	Festive			1.49													
	Target	Market Pantry			1.19													
	Tom's/Oleson's	Tyson						2.90										
	Trader Joe's	Trader Joe's	ABF			1.99												
	VG's Food	Spartan			1.79													
	Walmart	n/i			1.78													
Whole Foods MW	n/i			4.99			5.99					4.99			6.99			
		n/i	organic	6.99														
<b>MN</b>	Affiliated Foods MW	Shurfresh			1.99													
		Grandpa Bill's Pride							1.29									
		Maple Leaf											2.59					
	ALDI	Honeysuckle			1.39													
	Econofoods	n/i			1.69													
		Gold'n Plump				1.79												
	Family Fare	n/i			1.69													
		Gold'n Plump				1.79												
	Fareway	Fareway			1.49													
	Food Pride	n/i			1.69													
	Hugo's	Festive			1.58													
	Hy-Vee	Honeysuckle		2.99	1.77													
		Tyson						2.80										
		Hy-Vee			1.49													
		n/i											2.99					
	Lunds & Byerlys	Lunds & Byerlys	ABF	3.99														
	Marketplace Foods	Festive			1.48													
	Quillin's	Festive			1.49													
		Maple Leaf											2.59					
	Save-a-Lot	Honeysuckle			1.49													
Sun Mart	Sanderson Farms				1.79													
Sunshine Foods	n/i			1.69														
Super One Foods	Gold'n Plump				1.66													
Target	Market Pantry			1.19														

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
MN <i>(cont)</i>	Teal's Market	Maple Leaf Gold'n Plump				1.59							2.59					
	Trader Joe's	Trader Joe's	ABF			1.99												
	Walmart	n/i		1.78														
	Whole Foods MW	n/i		4.99		5.99						4.99			6.99			
		n/i	organic	6.99														
ND	Albertsons IntrMnt	Honeysuckle			1.79													
		Jennie-O		2.99														
	Dan's	Farm Fresh			1.79													
	Econofoods	n/i			1.69													
	Family Fare	n/i			1.69													
		Gold'n Plump				1.79												
	Food Pride	n/i			1.69													
	Hugo's	Festive			1.58													
	Marketplace Foods	Festive			1.48													
	Super One Foods	Gold'n Plump				1.66												
	Target	Market Pantry				1.19												
Teal's Market	Maple Leaf Gold'n Plump				1.59							2.59						
Walmart	n/i				1.78													
NE	Affiliated Foods MW	Shurfresh			1.99													
		Grandpa Bill's Pride							1.29									
		Maple Leaf											2.59					
	ALDI	Honeysuckle			1.39													
	Apple Market	n/i							1.29				2.99					
		Honeysuckle				1.79												
		Tyson						2.66										
	Baker's	Honeysuckle			BOGO													
		Tyson						2.18										
	Bag'n Save	Festive				1.49												
	Fareway	Fareway				1.49												
Food Pride	n/i					1.69												
Hy-Vee	Honeysuckle		2.99	1.77														
	Tyson						2.80											
	Hy-Vee				1.49													
	n/i											2.99						

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	frozen	
NE <i>(cont)</i>	Russ's Market	Tyson						2.40											
		n/i											2.99						
		Honeysuckle			1.69														
	Safeway	Honeysuckle			1.99														
		Tyson						1.99											
	Sun Mart	Sanderson Farms				1.79													
	Target	Market Pantry				1.19													
	Trader Joe's	Trader Joe's	ABF			1.99													
Walmart	n/i				1.78														
Whole Foods MW	n/i			4.99			5.99					4.99				6.99			
	n/i		organic	6.99															
OH	Acme Fresh	Acme			1.89														
		Amish Farm	ABF			1.69													
		n/i								2.59				2.59					
	ALDI	Honeysuckle			1.39														
	Buehler's	Festive			1.27														
		n/i			1.99														
	Chief Supermarkets	n/i			1.79														
	Dave's Market	n/i				1.59													
		Shady Brook			1.69														
		Tyson						2.91											
	Dollar General Market	Festive			1.25														
	Earth Fare	n/i	ABF	5.99															
	Fisher's Foods	Perdue				1.49													
	Food Fair	Butterball		3.19															
		Jennie-O		2.69															
	Fresh Encounter	n/i			1.69														
		Tyson						2.90											
	Giant Eagle	Honeysuckle			1.99														
		Giant Eagle				1.39													
	Heinen's	Heinen's		3.49															
Kroger Central	Honeysuckle			1.89															
Kroger Cincinnati	Tyson						2.18												
	Pride of the Farm			1.69															
	Honeysuckle		2.79	1.79															
Kroger Columbus	Honeysuckle			1.89															

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	frozen
OH <i>(cont)</i>	Kroger Mid-Atlantic	n/i			1.59													
		Tyson						2.18										
	Lucky's Market	Never Ever	ABF		4.49													
		n/i											2.99					
	Marsh	Perdue				1.29												
		Honeysuckle				1.99												
		n/i							2.49	4.49				4.49	5.49			
	Remke Markets	Honeysuckle				1.79												
	Save-a-Lot	Honeysuckle				1.49												
		n/i							2.90									
	Shop'n Save	Honeysuckle				1.79												
		Gerber's	ABF				1.79											
		Tyson					1.99											
	Sparkle	Honeysuckle				1.99												
		n/i								1.59								
		Mountaire					1.29											
Target	Market Pantry				1.19													
The Fresh Market	TFM	ABF	4.99															
Thorne's Market	Honeysuckle				1.79													
	1893 Premium					1.29												
Trader Joe's	Trader Joe's	ABF				1.99												
Walmart	n/i				1.78													
Weis	n/i				1.88								2.99					
	Perdue							1.88										
	Weis				1.98													
Whole Foods Md Atlntc	n/i			4.99			6.99					4.99		6.99	6.99			
SD	Affiliated Foods MW	Shurfresh			1.99													
		Grandpa Bill's Pride							1.29									
		Maple Leaf											2.59					
	Buche Foods	Shurfine			1.68													
	Family Thrift	n/i			1.69													
		Gold'n Plump					1.79											
	Fareway	Fareway			1.49													
	Hy-Vee	Honeysuckle		2.99	1.77													
		Tyson							2.80									
		Hy-Vee			1.49													
	n/i											2.99						

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
SD <i>(cont)</i>	Ken's Safeway	Maple Leaf											2.49					
		Honeysuckle		1.99														
	Sunshine Foods	Tyson						1.99										
		n/i		1.69														
	Target	Market Pantry		1.19														
	Teal's Market	Maple Leaf											2.59					
Walmart	Gold'n Plump				1.59													
		n/i		1.78														
WI	Affiliated Foods MW	Shurfresh			1.99													
		Grandpa Bill's Pride						1.29										
	ALDI	Maple Leaf											2.59					
		Honeysuckle		1.39														
	Econofoods	n/i		1.69														
		Gold'n Plump			1.79													
	Festival	Festive		1.48														
		Hy-Vee	Honeysuckle	2.99	1.77													
	Hy-Vee	Tyson						2.80										
		Hy-Vee		1.49														
	Marketplace Foods	n/i											2.99					
		Festive		1.48														
	Pick'n Save/Copps	Jennie-O		1.99														
		Perdue						3.00										
	Piggly Wiggly MW	Jurgielewicz											2.49					
		Honeysuckle		1.49														
	Quillin's	n/i	2.49															
		Festive		1.49														
	Save-a-Lot	Maple Leaf											2.59					
		Honeysuckle		1.49														
Schnuck's	n/i						2.90											
	Perdue	2.99										3.29						
Sendik's	Maple Leaf																	
	Jennie-O		1.79															
Sentry	Tyson					2.33												
Super One Foods	Gold'n Plump			1.66														
Tadych's	Festive		1.49															
Target	Market Pantry		1.19															
The Fresh Market	TFM	ABF	4.99															

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
WI <i>(cont)</i>	Trader Joe's	Trader Joe's	ABF			1.99												
	Trig's	Jennie-O			1.69													
		Festive			1.69													
	Walmart	n/i			1.78													
	Whole Foods MW	n/i		4.99			5.99					4.99			6.99			
		n/i	organic	6.99														
	Woodman's	Tyson						2.18										
		Jennie-O			1.69													

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																		
AR	Affiliated Fds MW	Grandpa Bill's Pride								1.29								
	Albertsons Sthrn	Maple Leaf											2.59					
		Honeysuckle		2.99	BOGO													
		Butterball	smoked		3.49													
		Sanderson Farms				1.49												
	ALDI	Honeysuckle			1.39													
	Bill's Fresh	n/i							0.98									
		Honeysuckle			1.69													
	Brookshire	n/i		2.79														
		Honeysuckle			1.99													
		Butterball	smoked		3.59													
		n/i								1.29								
	Cranford's	Honeysuckle			1.49													
		Honeysuckle	smoked		3.49													
		Tyson						2.57										
		n/i							0.99				2.99					
	CV's Family Foods	Honeysuckle			1.79													
		Maple Leaf											2.99					
	Edwards Food Giant	n/i							0.98									
		Honeysuckle			1.58													
	Food Giant	Pride of the Farm			1.58													
		n/i							1.18									
	G&W Foods	Fieldale Farms									1.18	1.18						
		Honeysuckle			1.78													
	Hay's	Butterball			2.98													
		Honeysuckle			1.79													
	Kroger Delta	n/i			1.69													
		Tyson						2.18										
	Mac's Fresh	n/i							1.29									
	Marvin's	Honeysuckle			1.79													
		Maple Leaf											2.99					
	Piggly Wiggly Houchen	Pride of the Farm			1.58													
		n/i							1.18		0.98							
	Pyramid Foods	Tyson						2.48										
		n/i							0.99	2.79			2.49	3.99				

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Thanksgiving 2014  
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
AR <i>(cont)</i>	Rehkopf's	Southern Hen								0.99								
		Honeysuckle			1.59													
	Save-a-Lot	Honeysuckle			1.49													
		n/i					2.90											
	Target	Market Pantry			1.19													
	The Fresh Market	TFM	ABF	4.99														
	Walmart	n/i			1.78													
	Whole Foods SW	n/i		5.99			6.99							8.99				
		n/i	organic	7.99														
		n/i	Pekin									5.49			6.99	14.99		
AZ	Albertsons SW	Honeysuckle			1.57													
		Sanderson Farms				1.49												
		Tyson						2.80										
	Basha's	n/i				1.29												
	Fry's	Tyson						2.18										
	Lowe's	Tip Top							1.29									
	Natural Grocers	Mary's	organic	6.99														
		Mary's	free range												7.99			
	Safeway	Honeysuckle			1.99													
	Smith's	Honeysuckle			1.49													
		Jennie-O			2.69													
	Sprout's Market	n/i			2.99				1.99									
	Target	Market Pantry			1.19													
	Trader Joe's	Trader Joe's	ABF			1.99												
	Walmart	n/i			1.78													
	Whole Foods SPacfc	Diestel	free range	5.99														
		Heidi's	organic	7.99														
		Mary's	organic	7.99														
		Mary's	ABF									5.99						
		Mary's	free range											7.99				
		n/i	smoked	8.99														
CO	Affiliated Foods MW	Shurfresh			1.99													
	Affiliated Foods Inc.	Tip Top								1.39								
	Albertsons IntrMnt	Honeysuckle			1.79													
		Jennie-O		2.99														
		Jennie-O				BOGO												
		Tyson						2.49										



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Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
CO <i>(cont)</i>	King Soopers	Honeysuckle			1.69													
		Tyson						2.18										
	Lowe's	Tip Top							1.29									
	Lucky's Market	Never Ever	ABF		4.49													
		n/i											2.99					
	Safeway	Honeysuckle			1.99													
		Tyson						1.99										
	Sprout's Market	n/i		2.99				1.99										
	Sun Mart	Sanderson Farms				1.79												
	Target	Market Pantry			1.19													
Trader Joe's	Trader Joe's	ABF			1.99													
Walmart	n/i			1.78														
Whole Foods Mtn	n/i					5.99						3.99		7.99	7.99	15.99		
KS	Affiliated Foods MW	Shurfresh			1.99													
	Affiliated Foods Inc.	Tip Top							1.39									
	ALDI	Honeysuckle			1.39													
	Apple Market	n/i							1.29					2.99				
		Honeysuckle			1.79													
		Tyson						2.66										
	Country Mart	Honeysuckle			1.79													
		Tyson						2.67										
		n/i												2.99				
	Dillon's	Honeysuckle			BOGO													
		Tyson						2.18										
	G&W Foods	Fieldale Farms									1.18	1.18						
		Honeysuckle			1.78													
	Hen House	n/i		2.99										3.19				
		Honeysuckle			1.79													
		Tyson						3.28										
	Homeland Stores	Honeysuckle		2.49	1.99													
	Pilgrim's				1.49													
Hy-Vee	Honeysuckle		2.99	1.77														
	Tyson						2.80											
	Hy-Vee			1.49														
	n/i												2.99					
Lowe's	Tip Top								1.29									

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**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
KS <i>(cont)</i>	Marvin's	Honeysuckle			1.79													
	Price Chopper	Maple Leaf											2.99					
		Honeysuckle			1.79													
	Save-a-Lot	n/i							1.29					2.99				
		Tyson							2.80									
	Sprout's Market	Honeysuckle			1.49													
		n/i							2.90									
	Sun Fresh	n/i		2.99					1.99									
		Honeysuckle			1.79													
	Target	Tyson							2.67									
n/i													2.99					
The Fresh Market	Market Pantry			1.19														
Trader Joe's	TFM	ABF	4.99															
Walmart	Trader Joe's	ABF				1.99												
Woods	n/i			1.78														
	n/i							5.99				3.99		7.99	7.99	15.99		
	Tyson							2.40										
		Honeysuckle		2.98	1.88													
LA	AG Baton Rouge	n/i			1.49													
	Albertsons Sthrn	Tyson						1.99										
		Honeysuckle		2.99	BOGO													
	Breaux	Butterball	smoked		3.49													
		Sanderson Farms				1.49												
		Long Island												2.69				
	Brookshire	Buckley Farms			1.49													
		Tyson							1.99									
		n/i									0.99							
	Kroger Southwest	n/i		2.79														
		Honeysuckle			1.99													
	LeBlanc's	Butterball	smoked		3.59													
		n/i																
Market Basket	Private Selection			1.99														
Piggly Wiggly	n/i																	
	Tyson					1.49												
	n/i			1.49														
		n/i	smoked	3.99														
		n/i	mature										2.49					

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**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
LA <i>(cont)</i>	Piggly Wiggly <i>(continued)</i> Rouses Save-a-Lot Super 1 Foods Target The Fresh Market Walmart Whole Foods SW Winn-Dixie	Tyson						2.90										
		Perdue									0.99							
		Sanderson Farms									1.79	1.79						
		Honeysuckle											1.69					
		Honeysuckle											1.49					
		n/i							2.90									
		n/i																
		Market Pantry												1.19				
		TFM	ABF		4.99													
		n/i												1.78				
MO	Affiliated Foods MW ALDI Apple Market C&R Market County Market Country Mart Dierberg's Food Giant Gerbe's	Shurfresh																
		Grandpa Bill's Pride																
		Maple Leaf																
		Honeysuckle																
		n/i																
		Honeysuckle																
		Tyson																
		Festive																
		Tyson																
		n/i																
n/i																		
Tyson																		
Honeysuckle																		
Tyson																		
n/i																		
Honeysuckle																		
Perdue																		
Pride of the Farm																		
n/i																		
Honeysuckle																		
Tyson																		

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen		
MO <i>(cont)</i>	G&W Foods	Fieldale Farms	ABF									1.18	1.18						
		Honeysuckle			1.78														
	Harter House	Honeysuckle		2.99	1.89														
		Tyson						2.60											
	Hay's	Butterball			2.98														
		Honeysuckle			1.79														
	Hen House	n/i		2.99											3.19				
		Honeysuckle			1.79														
		Tyson						3.28											
	Hy-Vee	Honeysuckle		2.99	1.77														
		Tyson						2.80											
		Hy-Vee			1.49														
		n/i														2.99			
	Kroger Central	Honeysuckle			1.89														
	Kroger Delta	n/i			1.69														
		Tyson						2.18											
	Lucky's Market	Never Ever			4.49														
		n/i														2.99			
	Mac's Fresh	n/i								1.29									
	Moser's	Honeysuckle			1.79														
		Tyson						2.67											
		n/i														2.99			
	Prenger Foods	Honeysuckle			1.79														
		Tyson						2.66											
		n/i								1.29						2.99			
	Price Chopper	Honeysuckle			1.79														
		n/i								1.29						2.99			
		Tyson						2.80											
Pyramid Foods	Tyson					2.48													
	n/i							0.99	2.79					2.49	3.99				
	Honeysuckle		1.47																
Save-a-Lot	Honeysuckle		1.49																
	n/i							2.90											
Schnuck's	Perdue		2.99																
	Maple Leaf											3.29							
Shop'n Save	n/i			1.99															

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	frozen
MO <i>(cont)</i>	Sun Fresh	Honeysuckle			1.79													
		Tyson						2.67										
		n/i											2.99					
	Target	Market Pantry			1.19													
	Town&Cntry SprMrkt	Honeysuckle			1.69													
		Tyson						2.40										
		n/i							1.29									
	Trader Joe's	Trader Joe's	ABF			1.99												
Walmart	n/i			1.78														
Whole Foods MW	n/i			4.99			5.99					4.99			6.99			
	n/i	organic		6.99														
Woods	Tyson						2.40											
	Honeysuckle			2.98	1.88													
NM	Affiliated Foods Inc.	Tip Top							1.39									
	Albertsons SW	Honeysuckle			1.57													
		Sanderson Farms				1.49												
		Tyson						2.80										
	Basha's	n/i				1.29												
	Dollar General Market	Festive			1.25													
	John Brooks	Tip Top							1.39									
		Honeysuckle			1.79													
	King Soopers	Honeysuckle			1.69													
		Tyson						2.18										
	Lawrence Bros.	Southern Hen							1.29									
		Honeysuckle			1.79													
	Lowe's	Tip Top							1.29									
	Safeway	Honeysuckle			1.99													
		Tyson						1.99										
	Smith's	Honeysuckle			1.49													
		Jennie-O			2.69													
	Sprout's Market	n/i			2.99			1.99										
Target	Market Pantry				1.19													
Trader Joe's	Trader Joe's	ABF				1.99												
Walmart	n/i			1.78														
Whole Foods Mtn	n/i						5.99					3.99		7.99	7.99	15.99		

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	frozen
OK	Affiliated Foods MW	Shurfresh			1.99													
	Affiliated Foods Inc.	Tip Top							1.39									
	ALDI	Honeysuckle			1.39													
	Country Mart	Honeysuckle			1.79													
		Tyson						2.67										
		n/i											2.99					
	CV's Family Foods	Honeysuckle			1.79													
		Maple Leaf												2.99				
	Dollar General Market	Festive			1.25													
	Homeland Stores	Honeysuckle		2.49	1.99													
		Pilgrim's					1.49											
	Market Square	Honeysuckle			1.79													
		Tip Top								1.39								
		Tyson							3.05									
	Marvin's	Honeysuckle			1.79													
		Maple Leaf																
	Nichols Dollar Saver	Honeysuckle			1.69													
		Pilgrim's					1.39											
		Tyson							2.66									
		n/i								1.19								
	Pyramid Foods	Tyson							2.48									
		n/i								0.99	2.79			2.49	3.99			
		Honeysuckle				1.47												
	Reasor's	n/i				1.48			2.66									
	Rehkopf's	Southern Hen								0.99								
		Honeysuckle				1.59												
	Save-a-Lot	Honeysuckle				1.49												
		n/i								2.90								
	Sprout's Market	n/i			2.99					1.99								
	Target	Market Pantry				1.19												
The Fresh Market	TFM	ABF		4.99														
Walmart	n/i				1.78													
Warehouse Market	Honeysuckle				1.69													
Whole Foods SW	n/i			5.99			6.99							8.99				
	n/i	organic		7.99														
	n/i	Pekin										5.49			6.99	14.99		

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
OK <i>(cont)</i>	Williams	Pilgrim's				1.39												
		Honeysuckle																
		Tyson n/i			1.69			2.66										
TX	Affiliated Foods Inc.	Tip Top																
	Albertsons Sthrn	Honeysuckle		2.99	BOGO													
		Butterball	smoked		3.49													
		Sanderson Farms				1.49												
	Albertsons SW	Honeysuckle			1.57													
		Sanderson Farms				1.49												
		Tyson						2.80										
	ALDI	Honeysuckle			1.39													
	Arlan's	Tyson						2.72										
	Brookshire	n/i		2.79														
		Honeysuckle			1.99													
		Butterball	smoked		3.59													
		n/i								1.29								
	Brookshire Bros.	n/i								1.29								
		Pride of the Farm			1.89													
		Maple Leaf											3.19					
	Diamond IGA	Southern Hens								0.99								
		Honeysuckle			1.59													
	El Ahorro	n/i								1.19								
	El Rancho	n/i											0.99					
	Fiesta Mart	Southern Hens								0.99								
	Foodarama	n/i								1.19		1.19	1.19					
		Tyson						2.54										
	Gerland's	Tyson						2.54										
	Homeland Stores	Honeysuckle		2.49	1.99													
		Pilgrim's					1.49											
	Kroger Southwest	Private Selection			1.99													
La Fiesta	n/i								1.19		1.19	1.19						
Lawrence Bros.	Southern Hen								1.29									
	Honeysuckle			1.79														
Lowe's	Tip Top								1.29									
Market Basket	Tyson					1.49												

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
TX <i>(cont)</i>	Market Place	n/i								1.28								
		Honeysuckle			1.78													
		Tyson						2.80										
	Market Square	Honeysuckle			1.79													
		Tip Top								1.39								
		Tyson						3.05										
	Minyard's	n/i							0.98		1.29	1.29						
	Randalls/Tom Thumb	Honeysuckle			1.99													
		Tyson						2.18										
	Rehkopf's	Southern Hen								0.99								
		Honeysuckle			1.59													
	Save-a-Lot	Honeysuckle			1.49													
		n/i						2.90										
	Sellers Bros.	Patti Jean						2.22										
	Sprout's Market	n/i			2.99			1.99										
	Super 1 Foods	n/i								0.97								
	Target	Market Pantry				1.19												
	The Fresh Market	TFM		ABF	4.99													
	The United Family	Prater's		smoked		3.69												
		Honeysuckle				1.99												
	n/i									1.29								
Trader Joe's	Trader Joe's		ABF			1.99												
Vista Markets	n/i									1.29								
	Honeysuckle				1.69													
	Tyson						2.40											
Walmart	n/i				1.78													
Whole Foods SW	n/i			5.99			6.99							8.99				
	n/i		organic	7.99														
	n/i		Pekin									5.49			6.99	14.99		
UT	Albertsons IntrMnt	Honeysuckle			1.79													
		Jennie-O		2.99														
		Jennie-O			BOGO													
		Tyson						2.49										
	Albertsons SW	Honeysuckle			1.57													
	Sanderson Farms					1.49												
	Tyson						2.80											



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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
UT <i>(cont)</i>	Associated Food	Tyson	local					2.40										
		Honeysuckle			1.49													
	Harmon's	n/i		2.99														
		n/i			1.99													
	King Soopers	Honeysuckle			1.69													
		Tyson						2.18										
	Ream's	Honeysuckle			1.49													
	Smith's	Honeysuckle			1.49													
		Jennie-O			2.69													
	Sprout's Market	n/i			2.99				1.99									
Target	Market Pantry	ABF		1.19														
Trader Joe's	Trader Joe's				1.99													
Walmart	n/i			1.78														
Whole Foods Mtn	n/i						5.99					3.99		7.99	7.99	15.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																		
CA	Albertsons SthCA	Foster Farms		2.99				2.99										
	Dollar General Market	Festive			1.25													
	El Tapatio	n/i									0.89							
	Foodland IGA	n/i						1.58										
	Jons Marketplace	Tyson						2.49										
		Honeysuckle			1.69													
		n/i									1.39							
	Mar-Val	Norbest		2.29														
	Mi Pueblo	n/i			1.27													
	Mollie Stones	Mollie Stones	ABF	3.59														
		Mary's	free range										4.99					
		n/i						3.63										
	Northgate	Harrison				1.49												
	Ralph's	Private Selection			1.99													
	Safeway	Honeysuckle			2.29													
		Tyson						2.29										
	Save-a-Lot	Honeysuckle			1.49													
		n/i						2.90										
	Sprout's Market	n/i		2.99				1.99										
	Stater Bros.	Zacky Farms			1.99													
		Tyson						2.99										
	Super A Foods	n/i				1.69					0.99							
	Target	Market Pantry			1.19													
	The Fresh Market	TFM	ABF	4.99														
	Trader Joe's	Trader Joe's	ABF			1.99												
	Vons/Pavilions	Honeysuckle			1.99													
		Tyson						1.99										
	Walmart	n/i			1.78													
	Whole Foods NCal	Diestel	organic	7.99														
		Diestel	ABF	5.99														
		Mary's	free range					5.99						9.99				
		Mary's	organic					7.49										
		Mary's	Pekin								4.99							

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	frozen
CA <i>(cont)</i>	Whole Foods SPacfc	Diestel	free range	5.99														
		Heidi's	organic	7.99														
		Mary's	organic	7.99														
		Mary's	ABF									5.99						
		Mary's n/i	free range smoked	8.99										7.99				
HI	Safeway	Honeysuckle			2.29													
		Tyson				2.29												
	Whole Foods SPacfc	Diestel	free range	5.99														
		Heidi's	organic	7.99														
		Mary's	organic	7.99														
Mary's	ABF									5.99								
Mary's n/i	free range smoked	8.99										7.99						
NV	Albertsons IntrMnt	Honeysuckle		1.79														
		Jennie-O		2.99														
		Jennie-O			BOGO													
	Albertsons SW	Tyson					2.49											
		Honeysuckle			1.57													
	Associated Food	Sanderson Farms				1.49												
		Tyson					2.80											
	Dollar General Market	Tyson					2.40											
		Honeysuckle			1.49													
	Ralph's	Festive			1.25													
	Safeway	Private Selection			1.99													
		Honeysuckle			2.29													
	Scolari's	Tyson					2.29											
		Patti Jean					2.17											
	Smith's	Norbest			1.59													
		Honeysuckle			1.49													
	Sprout's Market	Jennie-O			2.69													
n/i				2.99														
Target	Market Pantry			1.19														
Vons/Pavilions	Honeysuckle			1.99														
	Tyson					1.99												
Walmart	n/i			1.78														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NV <i>(cont)</i>	Whole Foods NCal	Diestel	organic	7.99														
		Diestel	ABF	5.99														
		Mary's	free range					5.99							9.99			
		Mary's	organic					7.49										
		Mary's	Pekin									4.99						
	Whole Foods SPacfc	Diestel	free range		5.99													
		Heidi's	organic		7.99													
		Mary's	organic		7.99													
		Mary's	ABF									5.99						
		Mary's n/i	free range smoked		8.99										7.99			

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Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																		
AK	Alaskan & Proud	n/i			1.98													
		King Cole											2.98					
	Carrs/Safeway	Honeysuckle			2.29													
		Tyson						2.99										
	Foodland IGA	Farm Fresh			1.89													
	Fred Meyer	Honeysuckle			1.99													
		Foster Farms		2.99														
	Sea Mart	n/i			2.29													
	Walmart	n/i			1.78													
ID	Albertsons IntrMnt	Honeysuckle			1.79													
		Jennie-O		2.99														
		Jennie-O			BOGO													
		Tyson						2.49										
	Albertsons Nrthwst	Jennie-O			BOGO													
		Tyson						2.49										
	Associated Food	Tyson						2.40										
		Honeysuckle			1.49													
	Family Foods	Jennie-O			1.68													
	Fred Meyer	Honeysuckle			1.99													
	Harvest Foods	Foster Farms				1.48												
		Norbest			1.98													
	IGA Markets	Farm Fresh			1.79													
	Safeway	Honeysuckle			1.69													
		Tyson						1.99										
	Smith's	Honeysuckle			1.49													
		Jennie-O		2.69														
	Target	Market Pantry			1.19													
Trader Joe's	Trader Joe's	ABF		1.99														
Walmart	n/i			1.78														
Whole Foods Mtn	n/i					5.99					3.99		7.99	7.99	15.99			
Yoke's Fresh	n/i		2.79															
	Maple Leaf											3.79						
	Patti Jean						2.40											

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

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Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
MT	Albertsons IntrMnt	Honeysuckle			1.79													
		Jennie-O		2.99														
	Jennie-O			BOGO														
	Tyson							2.49										
	Associated Food	Tyson							2.40									
		Honeysuckle				1.49												
	Family Foods	Jennie-O			1.68													
	Harvest Foods	Foster Farms					1.48											
		Norbest				1.98												
	IGA Markets	Farm Fresh				1.79												
	Lucky's Market	Never Ever		ABF		4.49												
		n/i											2.99					
	Reynold's	Honeysuckle				1.49												
	Safeway	Honeysuckle				1.99												
Tyson								1.81										
Smith's	Honeysuckle				1.49													
	Jennie-O			2.69														
Target	Market Pantry				1.19													
Walmart	n/i				1.78													
OR	Albertsons Nrthwst	Jennie-O			BOGO													
		Tyson						2.49										
	Family Foods	Jennie-O			1.68													
	Fred Meyer	Honeysuckle			1.99													
	Haggen/TOP Food	Mary's		organic	6.99													
		Mary's		free range	4.99													
	Harvest Foods	Foster Farms					1.48											
		Norbest				1.98												
	IGA Markets	Farm Fresh				1.79												
	IGA Market Fresh	Jennie-O				1.69												
		Norbest				1.69												
	Market of Choice	Shelton's		ABF	5.99													
	New Seasons	Diestel		free range	5.59													
		Grimaud Farms		ABF									5.99		6.99			
	n/i		ABF					5.99										
	n/i		free range															
QFC	Tyson							2.18										
	NW Natural			2.69														

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**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
OR <i>(cont)</i>	Red Apple/Thriftway	n/i			1.99													
	Roth's	Foster Farms		2.99														
	Safeway	Honeysuckle			1.99													
	Target	Tyson						1.81										
	Trader Joe's	Market Pantry			1.19													
	Walmart	Trader Joe's	ABF			1.99												
	Walmart	n/i			1.78													
WA	Albertsons Nrthwst	Jennie-O			BOGO													
		Tyson						2.49										
	Family Foods	Jennie-O			1.68													
	Fred Meyer	Honeysuckle			1.99													
	Haggen/TOP Food	Mary's	organic	6.99														
		Mary's	free range	4.99														
	Harvest Foods	Foster Farms				1.48												
		Norbest			1.98													
	IGA Markets	Farm Fresh			1.79													
	IGA Market Fresh	Jennie-O			1.69													
		Norbest			1.69													
	Metropolitan	n/i	free range	4.99														
	Meyers Group IGA	Farm Fresh			1.79													
	New Seasons	Diestel	free range	5.59														
		Grimaud Farms	ABF									5.99		6.99				
		n/i	ABF					5.99										
		n/i	free range								3.29							
	QFC	Tyson						2.18										
		NW Natural			2.69													
	Red Apple/Thriftway	n/i			1.99													
	Safeway	Honeysuckle			1.99													
		Tyson						1.81										
Save-a-Lot	Honeysuckle			1.49														
Target	Market Pantry			1.19														
The Markets LLC	n/i						2.48											
	Honeysuckle			1.98														
Town & Country	NW Natural			2.49														
Trader Joe's	Trader Joe's	ABF			1.99													
Walmart	n/i			1.78														

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

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Thanksgiving 2014  
**MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
<b>WA</b> <i>(cont)</i>	Yoke's Fresh	n/i		2.79														
		Maple Leaf											3.79					
		Patti Jean						2.40										
<b>WY</b>	Affiliated Foods MW	Shurfresh			1.99													
		Grandpa Bill's Pride							1.29									
		Maple Leaf											2.59					
	Albertsons IntrMnt	Honeysuckle			1.79													
		Jennie-O		2.99														
		Jennie-O			BOGO													
		Tyson						2.49										
	Associated Food	Tyson						2.40										
		Honeysuckle			1.49													
	IGA Markets	Farm Fresh			1.79													
	King Soopers	Honeysuckle			1.69													
		Tyson						2.18										
	Safeway	Honeysuckle			1.99													
		Tyson						1.99										
	Smith's	Honeysuckle			1.49													
		Jennie-O		2.69														
	Walmart	n/i			1.78													