



USDA HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

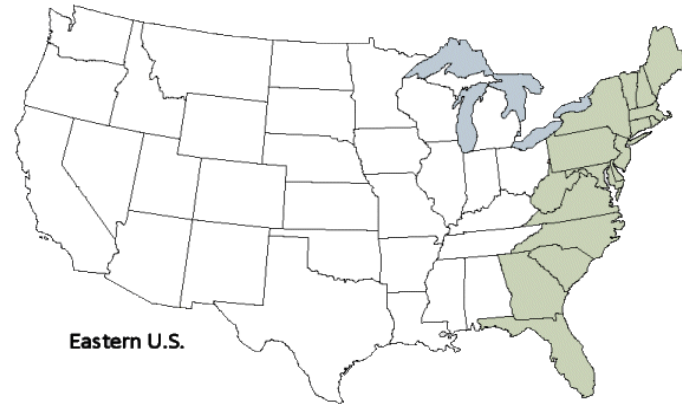
Advertised Prices effective through November 24, 2011

Thanksgiving 2011

This report provides a detailed breakdown of supermarket holiday promotions by region, state, and grocery chain including brand names, prices, and any special conditions for whole turkeys, turkey breasts, holiday turkey dinners, roaster chickens, capons, Cornish hens, chicken gizzards and livers, ducklings, geese, baking hens, poultry-based broth and gravy, shell eggs, liquid eggs, and egg nog.

Whole Turkey promotions in the Eastern U.S. (CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)

<input checked="" type="checkbox"/>	Whole Turkeys - Eastern U.S.	31 pages
	Whole Turkeys - Central U.S.	30 pages
	Whole Turkeys - Western U.S.	16 pages
	Turkey Dinners	25 pages
	Miscellaneous Poultry	35 pages
	Poultry-Based Broth and Gravy	40 pages
	Shell Eggs and Egg Products	35 pages



Eastern U.S.

Prices in U.S. dollars per pound unless otherwise noted.

Note: BOGO = Buy one, get one free

ABF = Antibiotic-free

All information from publicly available sources including store circulars, newspaper ads, and retailer websites.



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
CT	A&P Stores	no label		0.49							limit 1 additional purchases w/ store card w/ store card
		no label		1.19							
		Butterball	1.59	1.39							
		Shady Brook	1.19								
		Empire				2.49					
	Adams	IGA		0.49							w/ \$100 purchase and coupon; limit 1 w/ coupon
		IGA		0.99							
		Shady Brook	1.39								
	Aldi	Butterball	1.09								smoked @ \$1.79/lb.
		Butterball	1.09								
	Big Y	Shady Brook	1.49								
		Big Y		0.99							
		Butterball	1.59	1.39							
	Bravo Supermarket	Butterball		0.69							w/ \$100 purchase; limit 1 < 16 lbs. (hen) w/ \$150 purchase; limit 1 < 16 lbs. (hen) w/ \$150 purchase; limit 1
Butterball			free								
Shady Brook		free									
Compare Foods	no label		0.89							< 16 lbs. (hen); w/ \$75 purchase < 16 lbs. (hen); additional purchases w/ \$150 purchase; limit 1 w/ \$75 purchase; limit 1	
	no label		1.29								
	Norbest		free								
	Norbest		0.49								
C-Town	Butterball		0.69							w/ \$100 purchase; limit 1 w/ \$100 purchase; limit 1	
	Shady Brook		0.69								
Geissler's	IGA		0.99							w/ \$75 purchase and coupon	
	Waybest	1.59									
	Plainville Farms							2.79			
Grand Union	no label		0.79							w/ \$50 purchase; limit 1 limit 1 5-9 lb.. limit 1	
	Butterball	1.49	1.19								
	Li'l Butterball		1.69								
	Shady Brook	1.19									
The Fresh Market	TFM							2.29		w/ store card w/o store card	
	TFM							2.49			
Price Chopper	Butterball		0.99							limit 1 w/ store card	
	Butterball	1.89									



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
CT (cont.)	Price Chopper (continued)	Shady Brook	0.99								w/ store card	
		Price Chopper		0.79							w/ store card; limit 1	
		Riverside		0.49							w/ store card; limit 1	
		Plainville Farms								2.59		
ShopRite	ShopRite	ShopRite		free							w/ \$300 accumulated purchase; limit 1	
		ShopRite		1.29							additional purchases	
		ShopRite	1.79								w/ store card	
		ShopRite	2.29								w/o store card	
Stop & Shop	Shady Brook	Shady Brook		0.58							w/ \$25 purchase; limit 1	
		Shady Brook	1.29								frozen	
		Nature's Promise										
		Butterball	1.49	1.09								
Whole Foods	Whole Foods	Whole Foods					3.99		2.29			
		Whole Foods									brined @ \$2.99/lb.	
		Plainville Farms									2.99	
		Eberly					4.99					
Koch's	Koch's	Koch's										
		Koch's										
		Koch's										
		Koch's										
Kosher Valley	Kosher Valley	Kosher Valley										
		Kosher Valley										
		Kosher Valley										
		Kosher Valley										
DC	Giant Landover	Shady Brook		0.58							w/ \$25 purchase; limit 1	
		Shady Brook	1.29								frozen	
		Nature's Promise										
		Butterball	1.49	1.09								
Harris Teeter	Harris Teeter	Harris Teeter		0.89							< 16 lbs. (hen) w/ store card	
		Harris Teeter		1.49							< 16 lbs. (hen) w/o store card	
		Harris Teeter		0.79							> 16 lbs. (tom) w/ store card	
		Harris Teeter		1.39							> 16 lbs. (tom) w/o store card	
		Harris Teeter	1.29								w/ store card	
		Harris Teeter	1.99								w/o store card	
		Butterball	1.69	1.39							w/ store card	
		Butterball	2.39	1.89							w/o store card	
		Honeysuckle		1.49							w/ store card	
		Honeysuckle		1.99							w/o store card	
		Bell & Evans								2.49	w/ store card	
		Bell & Evans								3.29	w/o store card	
		Plainville Farms								2.49	w/ store card	
		Plainville Farms								3.29	w/o store card	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
DC (cont.)	Safeway	Butterball		0.99							w/ \$25 purchase; limit1 w/ store card	
		Shady Brook		0.99							w/ \$25 purchase; limit1 w/ store card	
Safeway			0.58							w/ \$25 purchase; limit1 w/ store card		
Jennie-O			*								oven-ready; \$24.99; 12 pound average	
	Whole Foods	Whole Foods					3.99				heirloom @ \$3.49/lb.	
		Whole Foods									brined @ \$2.79/lb.	
		Kosher Valley			3.49							
		Maple Lawn							2.49			
		Koch's							2.49			
	Kopp's							2.49				
DE	A&P Stores	no label		0.49							limit 1	
		no label		1.19							additional purchases	
		Butterball	1.59	1.39							w/ store card	
		Shady Brook	1.19								w/ store card	
		Empire				2.49						
	ACME	Butterball		0.99								w/ store card; limit 1
		Butterball		*								smoked @ \$1.99/lb.
		Lancaster	0.99	0.89								w/ store card; limit 1
		no label		0.49								w/ store card; limit 1
		Wild Harvest								1.99		frozen
	Food Lion	Butterball		1.19								w/ \$35 purchase; limit 2
		Jennie-O	1.39									w/ store card
		Jennie-O		0.45								w/ \$35 purchase; limit 2
	The Fresh Grocer	Farm Fresh		0.39								w/ \$100 purchase; limit 1
Farm Fresh			free								< 16 lbs. (hen) w/ \$150 purchase	
Farm Fresh		1.39	free								> 16 lbs. (tom) w/ \$200 purchase	
	Farm Fresh	1.99	1.69									
Giant Landover	Shady Brook		0.58								w/ \$25 purchase; limit 1	
	Shady Brook	1.29										
	Nature's Promise								1.99		frozen	
	Butterball	1.49	1.09									
GreatVALU	Farm Fresh		0.69								w/ \$50 purchase; limit 1	
	Farm Fresh		0.99								additional purchases	
	Shady Brook	1.69										



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
DE (cont.)	Harris Teeter	Harris Teeter		0.89							< 16 lbs. (hen) w/ store card
		Harris Teeter		1.49							< 16 lbs. (hen) w/o store card
		Harris Teeter		0.79							> 16 lbs. (tom) w/ store card
		Harris Teeter		1.39							> 16 lbs. (tom) w/o store card
		Harris Teeter	1.29								w/ store card
		Harris Teeter	1.99								w/o store card
		Butterball	1.69	1.39							w/ store card
		Butterball	2.39	1.89							w/o store card
		Honeysuckle		1.49							w/ store card
		Honeysuckle		1.99							w/o store card
		Bell & Evans								2.49	w/ store card
		Bell & Evans								3.29	w/o store card
		Plainville Farms								2.49	w/ store card
	Plainville Farms								3.29	w/o store card	
	Pathmark	Butterball	1.59	1.39							w/ store card
Shady Brook		1.19								w/ store card	
Safeway	Butterball		0.99							w/ \$25 purchase; limit1 w/ store card	
	Shady Brook		0.99							w/ \$25 purchase; limit1 w/ store card	
	Safeway		0.58							w/ \$25 purchase; limit1 w/ store card	
	Jennie-O		*							oven-ready; \$24.99; 12 pound average	
ShopRite	ShopRite		free							w/ \$300 accumulated purchase; limit 1	
	ShopRite		1.29							additional purchases	
	ShopRite	1.79								w/ store card	
	ShopRite	2.29								w/o store card	
	Readington Farms								2.79	< 16 lbs. (hen)	
FL	Albertsons LLC	Honeysuckle		0.49							w/ \$20 purchase; limit 1
		Honeysuckle	1.19								smoked @ \$1.99/lb.
		Eddy									smoked @ \$1.79/lb.
	Aldi	Butterball	1.09								smoked @ \$1.79/lb.
	Bravo Supermarket	House of Raeford		0.69							
	Food Lion	Butterball		1.19							w/ \$35 purchase; limit 2
		Jennie-O	1.39								w/ store card
		Jennie-O		0.45							w/ \$35 purchase; limit 2
	Food World	Honeysuckle		0.77							w/ \$15 purchase; limit 1 w/ store card
		Honeysuckle		1.69							w/o store card
Butterball			1.29							w/ \$15 purchase; limit 1 w/ store card	
Butterball			1.89							w/o store card	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
FL (cont.)	Food World (continued)	Butterball	2.19									
		Honeysuckle	1.49								w/ store card	
		Honeysuckle	1.99								w/o store card	
	Greer's	Best Choice		0.88								w/ \$50 purchase; limit 1
		Butterball		1.38								
	Hitchcock Market	Farm Fresh		0.49								w/ \$100 purchase; limit 1 w/ coupon
		Farm Fresh		0.59								w/ \$50 purchase; limit 1 w/ coupon
		Farm Fresh		0.69								w/ \$25 purchase; limit 1 w/ coupon
		Farm Fresh		0.98								no conditions
		Jennie-O	1.38									
	J.H. Harvey's	Butterball		1.29								w/ store card
		Butterball		1.69								w/o store card
		Norbest	1.49	0.99								w/ store card
		Norbest		1.49								w/o store card
	Publix	Butterball		1.09								limit 5
		Butterball		1.29								> 5 birds
		Butterball	1.89									
Publix			0.59								w/ store card; limit 5	
Publix			0.99								w/ store card; more than 5	
Publix		1.59									w/ store card	
Publix		1.99	1.49								w/o store card	
Sedano's	Shady Brook		0.59								w/ \$10 purchase; limit 1	
	Super Target	Butterball		0.97							limit 2	
Sweetbay	Market Pantry		0.79									
	no label		0.59								limit 2	
	no label		1.39								additional purchases	
	Butterball		1.19								w/ store card	
	Butterball		1.89								w/o store card	
	Jennie-O	1.49									w/ store card	
Jennie-O	2.19									w/o store card		
The Fresh Market	no label		*								10-12 lb. Cajun Fried @ \$2.99/lb.	
	TFM									2.29	w/ store card	
	TFM									2.49	w/o store card	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
FL (cont.)	Whole Foods	Nature's Rancher Kosher Valley Plainville Farms Plainville Farms			3.49		3.99		2.29	*	brined @ \$2.99/lb.	
	Winn-Dixie	Butterball Butterball Butterball no label no label	1.79	0.99 1.59 0.90 1.49							w/ store card; limit 2 w/o store card w/ store card; limit 2 w/ store card; limit 2 w/o store card	
GA	Aldi	Butterball	1.09								smoked @ \$1.79/lb.	
	Bi-Lo	Butterball		0.99							w/ \$35 purchase; limit 1 w/ store card	
		Butterball		1.79							w/o store card	
		Honeysuckle		0.59							w/ \$35 purchase; limit 1 w/ store card	
		Honeysuckle		1.49							w/o store card	
	Food Depot	no label		0.64							< 16 lbs. (hen) w/ \$10 purchase; limit 1	
	Food Lion	Butterball			1.19							w/ \$35 purchase; limit 2
		Jennie-O Jennie-O	1.39		0.45							w/ store card w/ \$35 purchase; limit 2
	Ingle's	Honeysuckle			0.78							< 16 lbs. (hen) w/ store card
		Honeysuckle			1.48							< 16 lbs. (hen) w/o store card
		Butterball	1.98									w/ store card
		Butterball	2.58									w/o store card
	J.H. Harvey's	Butterball			1.29							w/ store card
Butterball				1.69							w/o store card	
Norbest		1.49		0.99							w/ store card	
Norbest				1.49							w/o store card	
Kroger Atlanta	Carolina			0.59							w/ store card	
	Honeysuckle	1.49									w/ store card	
	Butterball	1.69		1.19							w/ store card	
	Private Selection			0.99							w/ store card	
Piggly Wiggly	Piggly Wiggly			0.39							w/ point redemption; limit 1	
	Butterball	1.79		1.39							w/ store card	
Publix	Butterball			1.09							limit 5	
	Butterball			1.29							> 5 birds	
	Butterball	1.89										



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
GA (cont.)	Publix (continued)	Publix		0.59							w/ store card; limit 5	
		Publix		0.99							w/ store card; more than 5	
		Publix	1.59								w/ store card	
		Publix	1.99	1.49							w/o store card	
		Publix									smoked @ \$2.49/lb.	
	Quality Foods	no label	0.99									
	Shop Rite Sprmrkt	Food Club		0.99								
	Super Target	Butterball		0.97								limit 2
		Market Pantry		0.79								
	The Fresh Market	TFM								2.29		w/ store card
TFM									2.49		w/o store card	
Whole Foods	Whole Foods									2.29	Bronze Breed @ \$3.99/lb.	
	Bell & Evans Koch Farms					3.99			*		brined @ \$2.49/lb.	
Winn-Dixie	Butterball		0.99								w/ store card; limit 2	
	Butterball		1.59								w/o store card	
	Butterball	1.79									w/ store card; limit 2	
	no label		0.90								w/ store card; limit 2	
	no label		1.49								w/o store card	
MA	Adams	IGA		0.49							w/ \$100 purchase and coupon; limit 1	
		IGA		0.99							w/ coupon	
		Shady Brook	1.39									
		Butterball	1.79									
	Aldi	Butterball	1.09								smoked @ \$1.79/lb.	
	Big Y	Shady Brook	1.49									
		Big Y		0.99								
		Butterball	1.59	1.39								
	Compare Foods	no label		0.89								< 16 lbs. (hen); w/ \$75 purchase
		no label		1.29								< 16 lbs. (hen); additional purchases
		Norbest		free								w/ \$150 purchase; limit 1
		Norbest		0.49								w/ \$75 purchase; limit 1
	C-Town	Butterball		0.69								w/ \$100 purchase; limit 1
Shady Brook			0.69								w/ \$100 purchase; limit 1	
Crosby's	Shady Brook	1.29									limit 1	
	Plainville Farms								2.99		w/ store card	
	Plainville Farms								3.49		w/o store card	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
MA (cont.)	Crosby's (continued)	Bell & Evans								2.99	w/ store card	
		Bell & Evans no label no label		0.69 1.99						3.49	w/o store card w/ \$25 purchase; limit 1 additional purchases	
	Donelan's	Butterball		1.19								> 16 lbs. (tom); w/ \$50 purchase; limit 1
		Shady Brook	0.99									
		Bell & Evans no label		0.99						2.79		
	Foodmaster	no label		0.45								w/ \$50 purchase and coupon limit 1 w/ coupon
		Shady Brook		0.59								
	Geissler's	IGA		0.99								w/ \$75 purchase and coupon
		Waybest	1.59									
		Plainville Farms								2.79		
Grand Union	no label		0.79								w/ \$50 purchase; limit 1 limit 1 5-9 lb.. limit 1	
	Butterball	1.49	1.19									
	Li'l Butterball		1.69									
	Shady Brook	1.19										
Hannaford	Marval		0.49								w/ store card w/o store card w/ store card w/o store card w/ store card w/o store card	
	Marval		1.29									
	Shady Brook	0.99										
	Butterball		1.29									
	Butterball		1.69									
	Hannaford		0.69									
Price Chopper	Butterball		0.99								limit 1 w/ store card w/ store card w/ store card; limit 1 w/ store card; limit 1	
	Butterball	1.89										
	Shady Brook	0.99										
	Price Chopper		0.79									
	Riverside		0.49									
	Plainville Farms								2.59			
Roche Brothers	Roche Bros.	1.19									limit 1 additional purchases brined @ \$2.79/lb. limit 1	
	Roche Bros.		0.90									
	Roche Bros.	*										
	no label		0.59									
	Plainville Farms Butterball		1.19						2.79			



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
MA (cont.)	Shaw's/Star	no label		0.49							w/ store card	
		Butterball	1.49	1.29							w/ store card	
		Shady Brook	0.99	0.49							w/ store card; limit 2	
		Jennie-O	0.99	0.49							w/ store card; limit 2	
	Stop & Shop	Shady Brook		0.58							w/ \$25 purchase; limit 1	
		Shady Brook	1.29						1.99	frozen		
		Nature's Promise										
		Butterball	1.49	1.09								
	The Fresh Market	TFM								2.29	w/ store card	
		TFM								2.49	w/o store card	
	Wegman's	Wegman's	1.49							2.49		
		Wegman's										
	Whole Foods	Whole Foods					3.99		2.29		brined @ \$2.99	
		Plainville Farms								2.99	heirloom @ \$3.99/lb.	
		Koch Farms										
MD	ACME	Butterball		0.99							w/ store card; limit 1	
		Butterball		*							smoked @ \$1.99/lb.	
		Lancaster	0.99	0.89							w/ store card; limit 1	
		no label		0.49							w/ store card; limit 1	
	Aldi	Butterball	1.09								smoked @ \$1.79/lb.	
	Bloom	Butterball		0.99							w/ store card; limit 2	
		Jennie-O	1.39	0.57							w/ store card; limit 2	
	Bottom Dollar	Jennie-O		0.54							w/ \$25 purchase; limit 2	
		Butterball		0.98							limit 2	
		no label	1.37									
	Compare Foods	no label		0.89								< 16 lbs. (hen); w/ \$75 purchase
		no label		1.29								< 16 lbs. (hen); additional purchases
Norbest			free								w/ \$150 purchase; limit 1	
Norbest			0.49								w/ \$75 purchase; limit 1	
Food Lion	Butterball		1.19								w/ \$35 purchase; limit 2	
	Jennie-O	1.39	0.45								w/ store card	
	Jennie-O										w/ \$35 purchase; limit 2	
Foodland	Honeysuckle		0.79								w/ \$20 purchase; limit 1	
	Honeysuckle	1.59										
	Butterball		1.59									



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
MD (cont.)	Giant Carlisle	Shady Brook	0.49	free							w/ certificate
		Shady Brook	1.29	0.58							w/o certificate
		Nature's Promise								1.99	frozen
		Giant	1.29								w/ store card
		Giant	1.89								w/o store card
		Butterball	1.49	1.09							w/ store card
		Butterball	1.99								w/o store card
	Giant Eagle	Bell & Evans								2.69	
		Nature's Basket								2.69	frozen @ \$2.59/lb.
		Butterball	1.99	1.49							< 16 lbs. (hen)
		Li'l Butterball		1.99							
		Honeysuckle	1.49								> 16 lbs. (tom) w/ \$25 purchase; limit 1
		Honeysuckle		0.89							
		Giant Eagle	1.49								> 16 lbs. (tom) w/ \$25 purchase; limit 1
	Giant Landover	Shady Brook									w/ \$25 purchase; limit 1
		Shady Brook	1.29								
		Nature's Promise								1.99	frozen
		Butterball	1.49	1.09							
	Graul's	Bell & Evans no label								2.79	
										1.99	locally raised
	GreatVALU	Farm Fresh		0.69							w/ \$50 purchase; limit 1
		Farm Fresh		0.99							additional purchases
		Shady Brook	1.69								
	Harris Teeter	Harris Teeter		0.89							< 16 lbs. (hen) w/ store card
		Harris Teeter		1.49							< 16 lbs. (hen) w/o store card
		Harris Teeter		0.79							> 16 lbs. (tom) w/ store card
		Harris Teeter		1.39							> 16 lbs. (tom) w/o store card
Harris Teeter		1.29								w/ store card	
Harris Teeter		1.99								w/o store card	
Butterball		1.69	1.39							w/ store card	
Butterball		2.39	1.89							w/o store card	
Honeysuckle			1.49							w/ store card	
Honeysuckle			1.99							w/o store card	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
MD (cont.)	Harris Teeter (continued)	Bell & Evans								2.49	w/ store card	
		Bell & Evans								3.29	w/o store card	
		Plainville Farms								2.49	w/ store card	
		Plainville Farms								3.29	w/o store card	
	Magruder's	Perdue	1.19									w/ \$40 purchase; limit 2
		Perdue	1.27									limit 2
		Butterball	1.89	1.39								< 10 lbs.
		Li'l Butterball	1.99	1.89								
		Farm Fresh		0.99								
		Empire no label			1.99							
	Mars	Shady Brook		0.39								< 16 lbs. (hen) w/ \$75 purchase; limit 1
		Shady Brook		0.69								w/ \$10 purchase; limit 1
		Shady Brook	1.19	1.39								no conditions
		Butterball		1.39								limit 1
Redner's	Shady Brook	1.18	0.68								w/ store card; limit 1	
	Shady Brook	1.58	1.48								w/o store card	
	Butterball		1.08								w/ store card; limit 1	
	Butterball		1.38								w/o store card	
	no label		0.68								w/ store card; limit 1	
	no label		1.48								w/o store card	
Safeway	Butterball		0.99								w/ \$25 purchase; limit1 w/ store card	
	Shady Brook		0.99								w/ \$25 purchase; limit1 w/ store card	
	Safeway		0.58								w/ \$25 purchase; limit1 w/ store card	
	Jennie-O		*								oven-ready; \$24.99; 12 pound average	
Shopper's Food	Shady Brook	0.99	0.99								limit 1	
	Marval		0.54								limit 1	
	Honeysuckle		0.99								limit 1	
	Li'l Butterball	2.19									9-11 lbs.	
ShopRite	ShopRite		free								w/ \$300 accumulated purchase; limit 1	
	ShopRite		1.29								additional purchases	
	ShopRite	1.79									w/ store card	
	ShopRite	2.29									w/o store card	
	Readington Farms									2.79	< 16 lbs. (hen)	
Shurfine	Shady Brook	1.69									w/ store card	
	Butterball		free								< 16 lbs. (hen) w/ store reward certificate; limit 1	
	Shurfine		free								< 16 lbs. (hen) w/ store reward certificate; limit 1	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
MD (cont.)	Stop Shop Save	Farm Fresh Farm Fresh		0.49 0.69							< 16 lbs. (hen) w/ \$100 purchase < 16 lbs. (hen) w/ ham purchase
	The Fresh Market	TFM TFM								2.29 2.49	w/ store card w/o store card
	Wegman's	Wegman's Wegman's	1.49							2.49	
	Weis	Butterball Li'l Butterball Weis Weis	1.49 1.19	0.99 1.79 0.58							w/ store card limit 1 w/ store card
	Whole Foods	Whole Foods Whole Foods Kosher Valley Maple Lawn Koch's Kopp's			3.49		3.99			2.49 2.49 2.49	heirloom @ \$3.49/lb. brined @ \$2.79/lb.
ME	Hannaford	Marval		0.49							w/ store card
		Marval		1.29							w/o store card
		Shady Brook	0.99								
		Butterball		1.29							w/ store card
		Butterball		1.69							w/o store card
		Hannaford		0.69							w/ store card
	Hannaford		1.39							w/o store card	
Shaw's	no label Butterball Shady Brook Jennie-O	1.49 0.99 0.99	0.49 1.29 0.49 0.49							w/ store card w/ store card w/ store card; limit 2 w/ store card; limit 2	
Whole Foods	Whole Foods Plainville Farms Koch Farms					3.99		2.29	2.99	brined @ \$2.99 heirloom @ \$3.99/lb.	
NC	Aldi	Butterball	1.09								smoked @ \$1.79/lb.
	Bi-Lo	Butterball		0.99							w/ \$35 purchase; limit 1 w/ store card
		Butterball		1.79							w/o store card
		Honeysuckle Honeysuckle		0.59 1.49							w/ \$35 purchase; limit 1 w/ store card w/o store card



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
NC (cont.)	Bottom Dollar	Jennie-O		0.54							w/ \$25 purchase; limit 2 limit 2	
		Butterball no label	1.37	0.98								
	Carlie C's IGA	Butterball		0.98							w/ additional food purchase; limit 1	
	Compare Foods	Butterball no label		0.98 free							< 16 lbs. (hen) w/ \$100 purchase; limit 1	
	Farm Fresh	Butterball Butterball Perdue Farm Fresh		1.49	0.69 *							w/ \$25 purchase; limit 1 fully cooked @ \$1.99/lb..
					0.49							w/ \$25 purchase; limit 1
					1.08							
	Farmer's Food	Butterball Butterball Butterball Shady Brook Shady Brook no label no label		1.78								w/ store card
				2.59								w/o store card
				1.38								w/ store card
				2.39								w/o store card
					0.75 1.69							
	Food Lion	Butterball Jennie-O Jennie-O		1.39	1.19							w/ \$35 purchase; limit 2 w/ store card
					0.45							w/ \$35 purchase; limit 2
				0.69							w/ \$50 purchase; limit 1	
Harris Teeter	Harris Teeter Harris Teeter Harris Teeter Harris Teeter Harris Teeter Harris Teeter Butterball Butterball Honeysuckle Honeysuckle Bell & Evans Bell & Evans Plainville Farms Plainville Farms			0.89							< 16 lbs. (hen) w/ store card	
				1.49								< 16 lbs. (hen) w/o store card
				0.79								> 16 lbs. (tom) w/ store card
				1.39								> 16 lbs. (tom) w/o store card
			1.29									w/ store card
			1.99									w/o store card
			1.69	1.39								w/ store card
			2.39	1.89								w/o store card
				1.49								w/ store card
				1.99								w/o store card
										2.49		w/ store card
										3.29		w/o store card
										2.49		w/ store card
								3.29		w/o store card		



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
NC (cont.)	Ingle's	Honeysuckle		0.78							< 16 lbs. (hen) w/ store card	
		Honeysuckle		1.48							< 16 lbs. (hen) w/o store card	
		Butterball	1.98								w/ store card	
		Butterball	2.58								w/o store card	
	Kroger Mid-Atlantic	Honeysuckle		0.39							w/ \$25 purchase; limit 1; w/ store card	
		Shady Brook	1.49								w/ store card	
		Butterball		1.79							w/ store card	
	Lowe's Food	no label		0.77							w/ \$25 purchase; limit 1	
		Butterball		0.87							w/ \$25 purchase; limit 1	
		Butterball		1.99							w/o store card	
Shady Brook		1.27								w/ store card		
Shady Brook		2.29								w/o store card		
Super Target	Butterball		0.97							limit 2		
	Market Pantry		0.79									
The Fresh Market	TFM								2.29	w/ store card		
	TFM								2.49	w/o store card		
Whole Foods	Whole Foods									2.29	Bronze Breed @ \$3.99/lb.	
	Bell & Evans Koch Farms						3.99		*		brined @ \$2.49/lb.	
NH	Hannaford	Marval		0.49							w/ store card	
		Marval		1.29							w/o store card	
		Shady Brook	0.99									
		Butterball		1.29							w/ store card	
		Butterball		1.69							w/o store card	
		Hannaford		0.69							w/ store card	
	Price Chopper	Hannaford		1.39								w/o store card
		Butterball		0.99								limit 1 w/ store card
		Butterball	1.89									
		Shady Brook	0.99									w/ store card
		Price Chopper		0.79								w/ store card; limit 1
		Riverside		0.49								w/ store card; limit 1
	Shaw's	Plainville Farms								2.59		
		no label		0.49								w/ store card
		Butterball	1.49	1.29								w/ store card
Shady Brook		0.99	0.49								w/ store card; limit 2	
	Jennie-O	0.99	0.49								w/ store card; limit 2	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
NH (cont.)	Stop & Shop	Shady Brook		0.58							w/ \$25 purchase; limit 1
		Shady Brook	1.29								
		Nature's Promise								1.99	frozen
		Butterball	1.49	1.09							
NJ	A&P Stores	no label		0.49							limit 1
		no label		1.19							additional purchases
		Butterball	1.59	1.39							w/ store card
		Shady Brook	1.19								w/ store card
		Empire			2.49						
	ACME	Butterball		0.99							w/ store card; limit 1
		Butterball		*							smoked @ \$1.99/lb.
		Lancaster	0.99	0.89							w/ store card; limit 1
		no label		0.49							w/ store card; limit 1
	Aldi	Butterball	1.09								smoked @ \$1.79/lb.
	Associated	Shady Brook	free								w/ \$150 purchase; limit 1
	Bottom Dollar	Jennie-O		0.54							w/ \$25 purchase; limit 2
		Butterball		0.98							limit 2
		no label	1.37								
	Bravo Supermarket	Butterball		0.69							w/ \$100 purchase; limit 1
		Butterball		free							< 16 lbs. (hen) w/ \$150 purchase; limit 1
		Shady Brook	free								< 16 lbs. (hen) w/ \$150 purchase; limit 1
	C-Town	Butterball		0.69							w/ \$100 purchase; limit 1
		Shady Brook		0.69							w/ \$100 purchase; limit 1
	Extra Supermarkets	Shady Brook	free								< 16 lbs. (hen) w/ \$100 purchase; limit 1
Fine Fare	Butterball		*							\$10 off w/ coupon and \$100 purchase	
	Shady Brook	*								\$10 off w/ coupon and \$100 purchase	
	Butterball		0.69							w/ \$100 purchase and coupon; limit 1	
	Shady Brook	1.69									
Food Basics	no label		0.48							w/ \$25 purchase; limit 1	
	no label		1.18							additional purchases	
	Butterball		1.48								
	Shady Brook	0.98									
Food Bazaar	Butterball		0.79							w/ \$150 purchase	
	Shady Brook	1.99									



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
NJ (cont.)	Foodtown	Butterball		0.20							w/ \$300 purchase; limit 1	
		Butterball	1.59	1.59							no conditions	
		Foodtown		free							w/ \$300 purchase; limit 1	
		Foodtown	1.39	1.39							no conditions	
		Shady Brook	0.60								w/ \$300 purchase; limit 1	
		Shady Brook	1.99								no conditions	
	Genuardi's	Butterball		0.79							w/ \$25 purchase; limit 1	
		Shady Brook	0.99								w/ \$25 purchase; limit 1	
		Jennie-O		*							oven-ready @ \$24.99 each; 12 lb. avg.	
		Safeway		0.59							w/ \$25 purchase; limit 1	
	GreatVALU	Farm Fresh		0.69							w/ \$50 purchase; limit 1	
		Farm Fresh		0.99							additional purchases	
		Shady Brook	1.69									
	King's	D'Artagnan						3.99				brined @ \$2.99/lb. < 16 lbs. (hen)
		Bell & Evans						3.99			2.79	
		Plainville Farms						3.99			2.79	
		Murray's									2.79	
		Martha Stewart									2.99	
		Empire			3.49	2.49						
		Butterball	1.79	1.69								
		Li'l Butterball		1.89								
	King's	King's	1.79									
		King's	1.79									
	Met Foods	Shady Brook		free								w/ \$150 purchase; limit 1
		Shady Brook		0.99								w/ \$75 purchase; limit 1
	Murphy's	Butterball		free								w/ \$400 purchase
	Pathmark	Butterball	1.59	1.39								w/ store card
Shady Brook		1.19									w/ store card	
ShopRite	ShopRite		free								w/ \$300 accumulated purchase; limit 1	
	ShopRite		1.29								additional purchases	
	ShopRite	1.79									w/ store card	
	ShopRite	2.29									w/o store card	
	Readington Farms									2.79	< 16 lbs. (hen)	
Stop & Shop	Shady Brook		0.58								w/ \$25 purchase; limit 1	
	Shady Brook	1.29										
	Nature's Promise									1.99	frozen	
	Butterball	1.49	1.09									



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
NJ (cont.)	Thriftway	no label		1.29							< 16 lbs. (hen)	
		Butterball		1.49							< 16 lbs. (hen)	
	The Fresh Market	TFM								2.29	w/ store card	
		TFM								2.49	w/o store card	
	Wegman's	Wegman's	1.49							2.49		
Weis	Butterball		1.49	0.99							w/ store card	
	Li'l Butterball			1.79								
	Weis		1.19									
	Weis			0.58							limit 1 w/ store card	
Whole Foods	Whole Foods						3.99		2.29		brined @ \$2.99/lb.	
	Whole Foods									2.99		
	Plainville Farms											
	Eberly						4.99					
	Koch's								3.99			
	Kosher Valley				2.99							
NY NYC	A&P Stores	no label		0.49							limit 1 additional purchases w/ store card w/ store card	
		no label		1.19								
		Butterball	1.59	1.39								
		Shady Brook	1.19									
		Empire				2.49						
	Aldi	Butterball	1.09								smoked @ \$1.79/lb.	
	Associated	Shady Brook	free								w/ \$150 purchase; limit 1	
	Best Yet	Best Yet			1.49							
		Shady Brook		1.59								
		Butterball		1.79	1.59							
	Bravo Supermarket	Butterball			0.69							w/ \$100 purchase; limit 1
		Butterball			free							< 16 lbs. (hen) w/ \$150 purchase; limit 1
		Shady Brook	free									< 16 lbs. (hen) w/ \$150 purchase; limit 1
Compare Foods	no label			0.89							< 16 lbs. (hen); w/ \$75 purchase	
	no label			1.29							< 16 lbs. (hen); additional purchases	
	Norbest			free							w/ \$150 purchase; limit 1	
	Norbest			0.49							w/ \$75 purchase; limit 1	
C-Town	Butterball			0.69							w/ \$100 purchase; limit 1	
	Shady Brook			0.69							w/ \$100 purchase; limit 1	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
NY NYC (cont.)	D'Agostino	Shady Brook	1.69								2.99
		Butterball		1.69							
		Murray's			3.69						
		Empire Best Yet		1.39							
	Fine Fare	Butterball		*							\$10 off w/ coupon and \$100 purchase \$10 off w/ coupon and \$100 purchase w/ \$100 purchase and coupon; limit 1
		Shady Brook	*								
		Butterball Shady Brook	1.69	0.69							
	Food Basics	no label		0.48							w/ \$25 purchase; limit 1 additional purchases
		no label		1.18							
	Food Bazaar	Butterball		0.79							w/ \$150 purchase
		Shady Brook	1.99								
	Food Emporium	Bell & Evans					3.99				1.69
		Empire			3.49						
		Mid-Atlantic Farm Shady Brook	1.39								
Foodtown	Butterball		0.20							w/ \$300 purchase; limit 1 no conditions w/ \$300 purchase; limit 1 no conditions w/ \$300 purchase; limit 1 no conditions	
	Butterball	1.59	1.59								
	Foodtown		free								
	Foodtown	1.39	1.39								
	Shady Brook	0.60									
	Shady Brook	1.99									
Key Food	Shady Brook	1.19	0.89							w/ \$25 purchase; limit 1 w/o qualified purchase w/ \$25 purchase; limit 1 w/o qualified purchase w/ \$25 purchase; limit 1 w/o qualified purchase < 16 lbs. (hen) w/ \$25 purchase; limit 1 < 16 lbs. (hen) w/o qualified purchase	
	Shady Brook	1.59	1.39								
	Key Food		0.79								
	Key Food		1.29								
	Butterball	1.49	1.19								
	Butterball	1.89	1.59								
	Empire			1.99							
	Empire			2.49							
King Kullen	King Kullen		0.29							w/ \$50 purchase; limit 1 w/o qualified purchase < 16 lbs. (hen)	
	King Kullen		1.29								
	Perdue	1.69									
	Shady Brook	1.59									
	Butterball	1.69	1.39								



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
NY NYC (cont.)	Met Foods	Shady Brook	free								w/ \$150 purchase; limit 1
		Shady Brook	0.99								w/ \$75 purchase; limit 1
	Morton Williams	Shady Brook		*							< 16 lbs. (hen) w/ \$150 purchase; limit 1
		Shady Brook		*							> 16 lbs. (tom) w/ \$200 purchase; limit 1
		Jennie-O		*							< 16 lbs. (hen) w/ \$150 purchase; limit 1
		Jennie-O		*							> 16 lbs. (tom) w/ \$200 purchase; limit 1
	Pathmark	Butterball	1.59	1.39							w/ store card
		Shady Brook	1.19								w/ store card
	Pioneer	no label		0.69							w/ \$100 purchase; limit 1
	ShopRite	ShopRite		free							w/ \$300 accumulated purchase; limit 1
	ShopRite		1.29							additional purchases	
	ShopRite	1.79								w/ store card	
	ShopRite	2.29								w/o store card	
	Readington Farms								2.79	< 16 lbs. (hen)	
Trade Fair	Norbest		free							w/ \$175 purchase; limit 1	
	Norbest		0.69							w/ \$125 purchase; limit 1	
	Butterball		0.79							w/ \$125 purchase; limit 1	
	Shady Brook	0.89								w/ \$125 purchase; limit 1	
Western Beef	no label	1.69									< 16 lbs. (hen) w/ \$100 purchase; limit 1
	no label		0.29								> 16 lbs. (tom) w/ \$100 purchase; limit 1
	no label		0.59								
Whole Foods	Whole Foods						3.99		2.29		brined @ \$2.99/lb.
	Whole Foods									2.99	
	Plainville Farms										
	Eberly					4.99					
	Koch's							3.99			
	Kosher Valley			2.99							
NY Upstate	Aldi	Butterball	1.09								smoked @ \$1.79/lb.
	Grand Union	no label		0.79							w/ \$50 purchase; limit 1
		Butterball	1.49	1.19							limit 1
		Li'l Butterball		1.69							5-9 lb..
		Shady Brook	1.19								limit 1
	Hannaford	Marval		0.49							w/ store card
		Marval		1.29							w/o store card
		Shady Brook	0.99								



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
NY Upstate (cont.)	Hannaford (continued)	Butterball		1.29							w/ store card	
		Butterball		1.69							w/o store card	
		Hannaford		0.69							w/ store card	
		Hannaford		1.39							w/o store card	
	Price Chopper	Butterball		0.99								limit 1 w/ store card
		Butterball	1.89									w/ store card
		Shady Brook	0.99									w/ store card; limit 1
		Price Chopper		0.79								w/ store card; limit 1
		Riverside Plainville Farms		0.49						2.59		
	Stop & Shop	Shady Brook		0.58								w/ \$25 purchase; limit 1
Shady Brook		1.29								1.99	frozen	
Nature's Promise Butterball		1.49	1.09									
The Fresh Market	TFM									2.29	w/ store card	
	TFM									2.49	w/o store card	
Wegman's	Wegman's	1.49										
	Wegman's									2.49		
Weis	Butterball	1.49	0.99								w/ store card	
	Li'l Butterball		1.79									
	Weis	1.19										
	Weis		0.58								limit 1 w/ store card	
PA East	A&P Stores	no label		0.49							limit 1	
		no label		1.19							additional purchases	
		Butterball	1.59	1.39							w/ store card	
		Shady Brook	1.19								w/ store card	
		Empire				2.49						
	ACME	Butterball		0.99								w/ store card; limit 1
		Butterball		*								smoked @ \$1.99/lb.
		Lancaster no label	0.99	0.89 0.49								w/ store card; limit 1 w/ store card; limit 1
	Aldi	Butterball	1.09								smoked @ \$1.79/lb.	
	Bottom Dollar	Jennie-O		0.54								w/ \$25 purchase; limit 2
Butterball			0.98								limit 2	
no label		1.37										



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
PA East (cont.)	Boyer Food	Butterball	1.29	0.99							w/ \$50 purchase
		Butterball	1.79	1.49							w/o purchase requirement
		Jennie-O	0.89								w/ \$50 purchase
		Jennie-O	1.39								w/o purchase requirement
		Koch's							1.99		w/ \$50 purchase
		Koch's							2.49		w/o purchase requirement
		no label		0.49							w/ \$50 purchase
		no label		1.19							w/o purchase requirement
	Bravo Supermarket	Butterball		0.69							w/ \$100 purchase; limit 1
		Butterball		free							< 16 lbs. (hen) w/ \$150 purchase; limit 1
		Shady Brook	free								< 16 lbs. (hen) w/ \$150 purchase; limit 1
	C-Town	Butterball		0.69							w/ \$100 purchase; limit 1
		Shady Brook		0.69							w/ \$100 purchase; limit 1
	Fine Fare	Butterball		*							\$10 off w/ coupon and \$100 purchase
		Shady Brook	*								\$10 off w/ coupon and \$100 purchase
		Butterball		0.69							w/ \$100 purchase and coupon; limit 1
		Shady Brook	1.69								
	Food Basics	no label		0.48							w/ \$25 purchase; limit 1
		no label		1.18							additional purchases
		Butterball		1.48							
		Shady Brook	0.98								
	Food Lion	Butterball		1.19							w/ \$35 purchase; limit 2
		Jennie-O	1.39								w/ store card
		Jennie-O		0.45							w/ \$35 purchase; limit 2
	Foodtown	Butterball		0.20							w/ \$300 purchase; limit 1
		Butterball	1.59	1.59							no conditions
		Foodtown		free							w/ \$300 purchase; limit 1
		Foodtown	1.39	1.39							no conditions
Shady Brook		0.60								w/ \$300 purchase; limit 1	
Shady Brook		1.99								no conditions	
Genuardi's	Butterball		0.79							w/ \$25 purchase; limit 1	
	Shady Brook	0.99								w/ \$25 purchase; limit 1	
	Jennie-O		*							oven-ready @ \$24.99 each; 12 lb. avg.	
	Safeway		0.59							w/ \$25 purchase; limit 1	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
PA East (cont.)	Giant Carlisle	Shady Brook	0.49	free							w/ certificate	
		Shady Brook	1.29	0.58							w/o certificate	
		Nature's Promise								1.99	frozen	
		Giant	1.29								w/ store card	
		Giant	1.89								w/o store card	
		Butterball	1.49	1.09							w/ store card	
		Butterball	1.99								w/o store card	
	GreatVALU	Farm Fresh			0.69							w/ \$50 purchase; limit 1
		Farm Fresh			0.99							additional purchases
		Shady Brook	1.69									
	Karn's	Pennfield			1.65							< 20 lbs.; \$10 off w/ coupon
		Pennfield			1.75							21-28 lbs.; \$10 off w/ coupon
John F. Martin											smoked @ \$2.49/lb.	
Pathmark	Butterball	1.59	1.39								w/ store card	
	Shady Brook	1.19									w/ store card	
Price Chopper	Butterball		0.99								limit 1 w/ store card	
	Butterball	1.89									w/ store card	
	Shady Brook	0.99									w/ store card; limit 1	
	Price Chopper		0.79								w/ store card; limit 1	
	Riverside		0.49									
Redner's	Shady Brook	1.18	0.68								w/ store card; limit 1	
	Shady Brook	1.58	1.48								w/o store card	
	Butterball		1.08								w/ store card; limit 1	
	Butterball		1.38								w/o store card	
	no label		0.68								w/ store card; limit 1	
	no label		1.48								w/o store card	
ShopRite	ShopRite		free								w/ \$300 accumulated purchase; limit 1	
	ShopRite		1.29								additional purchases	
	ShopRite	1.79									w/ store card	
	ShopRite	2.29									w/o store card	
	Readington Farms								2.79		< 16 lbs. (hen)	
ShurSave	Butterball		1.29								w/ \$35 purchase; limit 1	
	Shurfine		0.49								w/ store card	
	Shady Brook	1.49										
Family Owned	Butterball	1.79	1.49									
	Shurfine		1.19									



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
PA East (cont.)	Thriftway	no label		1.29							< 16 lbs. (hen)	
		Butterball		1.49							< 16 lbs. (hen)	
	The Fresh Grocer	Farm Fresh		0.39							w/ \$100 purchase; limit 1	
		Farm Fresh		free							< 16 lbs. (hen) w/ \$150 purchase	
		Farm Fresh		free							> 16 lbs. (tom) w/ \$200 purchase	
		Farm Fresh Butterball	1.39 1.99		1.69							
	The Fresh Market	TFM								2.29	w/ store card	
		TFM								2.49	w/o store card	
	Tops	Tops			0.48							w/ \$25 purchase; limit1; w/ store card
		Jennie-O	1.28									w/ store card
Jennie-O		2.29									w/o store card	
Butterball				1.39							w/ store card	
Honeysuckle				1.39							w/ store card	
Li'l Butterball Jaendl				2.29						2.29	w/ store card	
Wegman's	Wegman's		1.49									
	Wegman's									2.49		
Weis	Butterball		1.49	0.99							w/ store card	
	Li'l Butterball			1.79								
	Weis		1.19									
	Weis			0.58							limit 1 w/ store card	
Whole Foods	Whole Foods						3.99				heirloom @ \$3.49/lb.	
	Whole Foods										brined @ \$2.79/lb.	
	Kosher Valley				3.49							
	Maple Lawn								2.49			
	Koch's								2.49			
	Kopp's								2.49			
PA West	Aldi	Butterball	1.09								smoked @ \$1.79/lb.	
	Foodland	Honeysuckle		0.79							w/ \$20 purchase; limit 1	
		Honeysuckle	1.59									
		Butterball			1.59							
	Food Lion	Butterball			1.19							w/ \$35 purchase; limit 2
Jennie-O Jennie-O		1.39		0.45							w/ store card w/ \$35 purchase; limit 2	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
PA West (cont.)	Giant Eagle	Bell & Evans								2.69	frozen @ \$2.59/lb. < 16 lbs. (hen) > 16 lbs. (tom) w/ \$25 purchase; limit 1 > 16 lbs. (tom) w/ \$25 purchase; limit 1	
		Nature's Basket								2.69		
		Butterball	1.99	1.49								
		Li'l Butterball		1.99								
		Honeysuckle	1.49									
		Honeysuckle		0.89								
		Giant Eagle	1.49									
	Kuhn's		Giant Eagle		0.69							
			Honeysuckle		0.88							
			Honeysuckle		1.79							
			Honeysuckle	1.69								
	Shop'n Save		Amish Country	1.69	1.19							
			Butterball		1.59							
			Li'l Butterball		1.79							
	Tops		Honeysuckle	1.59	0.99							
Butterball				1.49								
Tops				0.48								
Jennie-O			1.28									
Jennie-O			2.29									
Whole Foods		Butterball		1.39								
		Honeysuckle		1.39								
		Li'l Butterball		2.29								
		Whole Foods					3.99					
		Whole Foods										
		Kosher Valley				3.49						
Whole Foods		Maple Lawn							2.49			
		Koch's							2.49			
		Kopp's							2.49			
RI	Aldi	Butterball	1.09								smoked @ \$1.79/lb.	
	Bravo Supermarket	Butterball		0.69							w/ \$100 purchase; limit 1	
		Butterball		free							< 16 lbs. (hen) w/ \$150 purchase; limit 1	
		Shady Brook	free								< 16 lbs. (hen) w/ \$150 purchase; limit 1	
	Compare Foods	no label		0.89								< 16 lbs. (hen); w/ \$75 purchase
		no label		1.29								< 16 lbs. (hen); additional purchases
		Norbest		free								w/ \$150 purchase; limit 1
Norbest			0.49								w/ \$75 purchase; limit 1	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
RI (cont.)	C-Town	Butterball		0.69							w/ \$100 purchase; limit 1	
		Shady Brook		0.69							w/ \$100 purchase; limit 1	
	Dave's Marketplace	no label	1.69									
		Bell & Evans								2.79		
		Plainville Farms								2.69		
	Shaw's	no label		0.49								w/ store card
Butterball		1.49	1.29								w/ store card	
Shady Brook		0.99	0.49								w/ store card; limit 2	
Jennie-O		0.99	0.49								w/ store card; limit 2	
Stop & Shop	Shady Brook		0.58								w/ \$25 purchase; limit 1	
	Shady Brook	1.29								1.99	frozen	
	Nature's Promise											
	Butterball	1.49	1.09									
Whole Foods	Whole Foods					3.99			2.29		brined @ \$2.99	
	Plainville Farms Koch Farms									2.99	heirloom @ \$3.99/lb.	
SC	Aldi	Butterball	1.09								smoked @ \$1.79/lb.	
	Bi-Lo	Butterball		0.99								w/ \$35 purchase; limit 1 w/ store card
		Butterball		1.79								w/o store card
		Honeysuckle		0.59								w/ \$35 purchase; limit 1 w/ store card
		Honeysuckle		1.49								w/o store card
	Food Lion	Butterball		1.19								w/ \$35 purchase; limit 2
		Jennie-O	1.39									w/ store card
		Jennie-O		0.45								w/ \$35 purchase; limit 2
	Ingle's	Honeysuckle		0.78								< 16 lbs. (hen) w/ store card
		Honeysuckle		1.48								< 16 lbs. (hen) w/o store card
		Butterball	1.98									w/ store card
		Butterball	2.58									w/o store card
	Kroger Atlanta	Carolina		0.59								w/ store card
		Honeysuckle	1.49									w/ store card
		Butterball	1.69	1.19								w/ store card
Private Selection			0.99								w/ store card	
Lowe's Food	no label		0.77								w/ \$25 purchase; limit 1	
	Butterball		0.87								w/ \$25 purchase; limit 1	
	Butterball		1.99								w/o store card	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
SC (cont.)	Lowe's Food (continued)	Shady Brook	1.27								w/ store card
		Shady Brook	2.29								w/o store card
		Butterball	2.49								
	Piggly Wiggly	Piggly Wiggly		0.39							w/ point redemption; limit 1
		Butterball	1.79	1.39							w/ store card
	Reid's	no label	1.07								
		Jennie-O	1.39								
	Publix	Butterball		1.09							limit 5
		Butterball		1.29							> 5 birds
		Butterball	1.89								
Publix			0.59							w/ store card; limit 5	
Publix			0.99							w/ store card; more than 5	
Publix		1.59								w/ store card	
The Fresh Market	TFM								2.29	w/ store card	
	TFM								2.49	w/o store card	
Whole Foods	Whole Foods										
	Bell & Evans Koch Farms					3.99			*	2.29	Bronze Breed @ \$3.99/lb. brined @ \$2.49/lb.
VA	Aldi	Butterball	1.09								smoked @ \$1.79/lb.
	Bloom	Butterball		0.99							w/ store card; limit 2
		Jennie-O	1.39	0.57							w/ store card; limit 2
	Bottom Dollar	Jennie-O		0.54							w/ \$25 purchase; limit 2
		Butterball		0.98							limit 2
		no label	1.37								
	Farmer's Food	Butterball		1.08							
		Butterball	1.78								w/ store card
		Butterball	2.59								w/o store card
		Shady Brook	1.38								w/ store card
Shady Brook		2.39								w/o store card	
no label			0.75							w/ store card; limit 1	
Farm Fresh	no label		1.69							w/o store card	
	Butterball		0.69							w/ \$25 purchase; limit 1	
	Butterball		*							fully cooked @ \$1.99/lb..	
	Perdue	1.49									
Farm Fresh	Farm Fresh		0.49							w/ \$25 purchase; limit 1	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
VA (cont.)	Food City	Butterball		0.99							limit 2 w/ store card
		Butterball	1.89								w/ store card
		Butterball	2.29	1.49							w/o store card
		Food City		0.89							w/ store card
		Food City		1.29							w/o store card
		Food Club	1.59								w/ store card
		Food club	1.99								w/o store card
	Food Country USA	House of Raeford		0.89							w/ store card
		House of Raeford		1.59							w/o store card
		no label	1.39								w/ store card
		no label	1.99								w/o store card
	Food Lion	Butterball		1.19							w/ \$35 purchase; limit 2
		Jennie-O	1.39								w/ store card
		Jennie-O		0.45							w/ \$35 purchase; limit 2
	Giant Carlisle	Shady Brook	0.49	free							w/ certificate
		Shady Brook	1.29	0.58							w/o certificate
		Nature's Promise								1.99	frozen
		Giant	1.29								w/ store card
		Giant	1.89								w/o store card
		Butterball	1.49	1.09							w/ store card
		Butterball	1.99								w/o store card
	Giant Landover	Shady Brook		0.58							w/ \$25 purchase; limit 1
		Shady Brook	1.29								
		Nature's Promise								1.99	frozen
		Butterball	1.49	1.09							
	Grants	no label		0.99							
	GreatVALU	Farm Fresh		0.69							w/ \$50 purchase; limit 1
Harris Teeter	Harris Teeter		0.89							< 16 lbs. (hen) w/ store card	
	Harris Teeter		1.49							< 16 lbs. (hen) w/o store card	
	Harris Teeter		0.79							> 16 lbs. (tom) w/ store card	
	Harris Teeter		1.39							> 16 lbs. (tom) w/o store card	
	Harris Teeter	1.29								w/ store card	
	Harris Teeter	1.99								w/o store card	
	Butterball	1.69	1.39							w/ store card	
	Butterball	2.39	1.89							w/o store card	
	Honeysuckle		1.49							w/ store card	
	Honeysuckle		1.99							w/o store card	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
VA (cont.)	Harris Teeter (continued)	Bell & Evans								2.49	w/ store card	
		Bell & Evans								3.29	w/o store card	
		Plainville Farms								2.49	w/ store card	
		Plainville Farms								3.29	w/o store card	
	Ingle's	Honeysuckle		0.78								< 16 lbs. (hen) w/ store card
		Honeysuckle		1.48								< 16 lbs. (hen) w/o store card
		Butterball	1.98									w/ store card
		Butterball	2.58									w/o store card
	Kroger Mid-Atlantic	Honeysuckle		0.39								w/ \$25 purchase; limit 1; w/ store card
		Shady Brook	1.49									w/ store card
		Butterball		1.79								w/ store card
	Lowe's Food	no label		0.77								w/ \$25 purchase; limit 1
		Butterball		0.87								w/ \$25 purchase; limit 1
		Butterball		1.99								w/o store card
		Shady Brook	1.27									w/ store card
Shady Brook		2.29									w/o store card	
Magruder's	Butterball	1.19									w/ \$40 purchase; limit 2	
	Perdue	1.27									limit 2	
	Butterball	1.89	1.39									
	Li'l Butterball	1.99	1.89								< 10 lbs.	
	Farm Fresh		0.99									
	Empire				1.99							
Safeway	Butterball		0.99								w/ \$25 purchase; limit1 w/ store card	
	Shady Brook		0.99								w/ \$25 purchase; limit1 w/ store card	
	Safeway		0.58								w/ \$25 purchase; limit1 w/ store card	
	Jennie-O		*								oven-ready; \$24.99; 12 pound average	
Shopper's Food	Shady Brook	0.99	0.99								limit 1	
	Marval		0.54								limit 1	
	Honeysuckle		0.99								limit 1	
	Li'l Butterball	2.19									9-11 lbs.	
Super Target	Butterball		0.97								limit 2	
	Market Pantry		0.79									
The Fresh Market	TFM									2.29	w/ store card	
	TFM									2.49	w/o store card	



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
VA (cont.)	Wegman's	Wegman's Wegman's	1.49							2.49	
	Whole Foods	Whole Foods Whole Foods Kosher Valley Maple Lawn Koch's Kopp's			3.49			3.99		2.49 2.49 2.49	heirloom @ \$3.49/lb. brined @ \$2.79/lb.
VT	Aldi	Butterball	1.09								smoked @ \$1.79/lb.
	Food Fair	Butterball		1.19							w/ additional purchase; limit 1
		Butterball		1.89							
		Honeysuckle Walnut Creek		1.69							< 16 lbs. (hen) smoked @ \$2.59/lb.
	Grand Union	no label			0.79						w/ \$50 purchase; limit 1
		Butterball		1.49	1.19						limit 1
		Li'l Butterball Shady Brook		1.19	1.69						5-9 lb.. limit 1
	Hannaford	Marval			0.49						w/ store card
		Marval			1.29						w/o store card
		Shady Brook		0.99							
Butterball				1.29						w/ store card	
Butterball Hannaford Hannaford				1.69 0.69 1.39						w/o store card w/ store card w/o store card	
Price Chopper	Butterball			0.99							limit 1 w/ store card
	Butterball		1.89								
	Shady Brook		0.99								w/ store card
	Price Chopper			0.79							w/ store card; limit 1
	Riverside Plainville Farms			0.49						2.59	w/ store card; limit 1
Shaw's	no label			0.49							w/ store card
	Butterball		1.49	1.29							w/ store card
	Shady Brook		0.99	0.49							w/ store card; limit 2
	Jennie-O		0.99	0.49							w/ store card; limit 2



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
WV	Aldi	Butterball	1.09								smoked @ \$1.79/lb.	
	Fas-Check	Butterball		1.19								
	Foodfair	Butterball		1.19							w/ additional purchase; limit 1	
	Foodland	Honeysuckle		0.79								w/ \$20 purchase; limit 1
		Honeysuckle	1.59									
		Butterball		1.59								
	Food Lion	Butterball		1.19								w/ \$35 purchase; limit 2
		Jennie-O	1.39									w/ store card
		Jennie-O		0.45								w/ \$35 purchase; limit 2
	Giant Carlisle	Shady Brook		0.49	free							w/ certificate
		Shady Brook		1.29	0.58							w/o certificate
		Nature's Promise								1.99		frozen
		Giant		1.29								w/ store card
		Giant		1.89								w/o store card
		Butterball		1.49	1.09							w/ store card
		Butterball		1.99								w/o store card
	Giant Eagle	Bell & Evans									2.69	
		Nature's Basket									2.69	frozen @ \$2.59/lb.
		Butterball	1.99	1.49								< 16 lbs. (hen)
		Li'l Butterball		1.99								
		Honeysuckle	1.49									> 16 lbs. (tom) w/ \$25 purchase; limit 1
		Honeysuckle		0.89								
		Giant Eagle	1.49									> 16 lbs. (tom) w/ \$25 purchase; limit 1
Giant Eagle		0.69										
GreatVALU	Farm Fresh		0.69								w/ \$50 purchase; limit 1	
Kroger Columbus	Jennie-O		0.59								w/ \$10 purchase; limit 1	
	Riverside		0.59								w/ \$10 purchase; limit 1	
Kroger Mid-Atlantic	Honeysuckle		0.39								w/ \$25 purchase; limit 1; w/ store card	
	Shady Brook	1.49									w/ store card	
	Butterball		1.79								w/ store card	
Riesbeck's	Honeysuckle		0.94									
	Honeysuckle		0.69								> 20 lbs. (tom) w/ purchase of 10 qualifying items	
Shop'n Save	Li'l Butterball		1.79									
	Honeysuckle	1.59	0.99									
	Butterball		1.49									



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through November 24, 2011)
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

Thanksgiving 2011
WHOLE TURKEYS

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
WV (cont.)	Sparkle	Honeysuckle		0.68							w/ \$25 purchase; limit 1	
		Honeysuckle		1.79							no conditions	
		Honeysuckle	1.69								w/ store card	
		Honeysuckle	2.29								w/o store card	
		Butterball	1.49								w/ store card	
		Butterball	2.09								w/o store card	
	Weis	Butterball	Butterball	1.49	0.99							w/ store card
			Li'l Butterball		1.79							
		Weis	1.19									
		Weis		0.58								limit 1 w/ store card