



United States  
Department of  
Agriculture

Agricultural  
Marketing  
Service

Livestock,  
Poultry and  
Seed Program

Agricultural  
Analytics  
Division

# Feature Advertising by U.S. Supermarkets Meat, Poultry, Fruits, and Vegetables

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## Thanksgiving 2014

Advertised Prices effective through November 27, 2014



## Feature Advertising by U.S. Supermarkets During Key Seasonal Marketing Events

This report provides a detailed breakdown of supermarket featuring of popular meat, poultry, egg, vegetable and fruit products for the Thanksgiving marketing period. Thanksgiving is an American tradition marked by large family meals, football, parades, and the unofficial start of the holiday shopping season. It is a major marketing period for many poultry, meat, eggs, and vegetables. Advertised sale prices and associated purchase conditions are shown by region, state, and supermarket banner and include brand names, prices, and any special conditions.

### Turkey -

Whole body, fresh and frozen, hens and toms in conventional, kosher, organic, free-range, antibiotic-free, non-GMO certified, and heritage breed varieties.

Northeast.....	4
Southeast .....	28
Midwest .....	44
South Central.....	64
Southwest.....	78
Northwest .....	85

### Cured Pork -

Bone-in, boneless, and semi-boneless; spiral-cut and uncut; whole, half, quartered, and sliced hams and picnics; conventional and country cured.

Northeast.....	93
Southeast .....	111
Midwest .....	125
South Central.....	143
Southwest.....	157
Northwest .....	161

### Fresh Pork -

Fresh pork leg, loin, shoulder, sirloin, and tenderloin roasts; bone-in and boneless.

Northeast.....	163
Southeast .....	173
Midwest .....	179
South Central.....	185
Southwest.....	191
Northwest .....	193

### Lamb -

Bone-in, semi-boneless, and boneless, whole and half legs; bone-in frenched and crown roast racks; and breasts.

Northeast.....	195
Southeast .....	199
Midwest .....	200
South Central.....	202
Southwest.....	204
Northwest .....	205

### Miscellaneous Poultry -

Bone-in turkey breasts; chicken roasters, Cornish hens, baking hens; capons, livers, and gizzards; ducklings; geese; pheasants, quail, and rabbits.

Northeast.....	206
Southeast .....	220
Midwest .....	232
South Central.....	244
Southwest.....	255
Northwest .....	258

**Eggs -**

Conventional and specialty shell eggs; liquid eggs and egg nog.

Northeast.....	262
Southeast .....	276
Midwest .....	281
South Central.....	290
Southwest.....	297
Northwest .....	299

**Vegetables -**

Baby carrots, celery, green beans, sweet and regular potatoes, squash, yellow onion, green cabbage, broccoli, cauliflower; greens, fresh herbs, cluster and roma tomatoes; and turnips.

Northeast.....	302
Southeast .....	317
Midwest .....	329
South Central.....	346
Southwest.....	358
Northwest .....	362

**Fruits and Baking Nuts -**

Cranberry, pomegranates, apples, and pears; shelled pecans, walnuts, and almonds.

Northeast.....	368
Southeast .....	384
Midwest .....	395
South Central.....	410
Southwest.....	421
Northwest .....	424

**Store-Prepared Holiday Dinners -**

Poultry and meat-based store prepared holiday dinners and sides.

Northeast.....	430
Southeast .....	442
Midwest .....	455
South Central.....	469
Southwest.....	479
Northwest .....	483

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**Report Notes and Key to Abbreviations:**

All information is collected from publicly available, on-line supermarket advertising circulars during the holiday marketing period. All prices are in U.S. dollars per pound unless otherwise noted.

**Common Abbreviations:**

n/i .....not identified  
BOGO .....Buy one, get one free  
A .....Antibiotic-free  
F .....Free Range  
K .....Kosher  
L .....Locally-grown  
O .....USDA Certified Organic

**Miscellaneous Poultry Weight Ranges:**

Turkey Breast, bone-in ..... 4-9 pounds  
Roasters ..... 7-10 pounds  
Cornish Hens..... 1-2 pounds  
Baking Hens ..... 4-6 pounds  
Capon..... 7-10 pounds  
Duckling/Duck..... 4-6 pounds  
Goose ..... 8-12 pounds  
Rabbit ..... 2.5-3.5 pounds  
Pheasant ..... 1.5-2 pounds  
Quail ..... .05-.75 pounds

**U.S. Regional Definitions:**

Northeast .....CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT  
Southeast.....AL,FL,GA,MS,NC,SC,TN,VA,WV  
Midwest.....IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI  
South Central .....AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT  
Southwest .....CA, HI, NV  
Northwest.....AK,ID,MT,OR,WA,WY

**Lamb Origin Codes:**

US ..... United States  
AU ..... Australia  
NZ..... New Zealand

**Shell Egg Codes:**

JB.....Jumbo  
XL .....Extra Large  
LG .....Large  
MD .....Medium  
W .....White Shell  
B .....Brown Shell

**Vegetable Information:**

- Greens includes kale, turnip, mustard, and collards.
- Fresh Herbs includes sage, parsley, basil, rosemary, oregano, thyme, and cilantro.
- Winter squash includes varieties of summer-grown squash harvested in the mature stage with a tough rind.
- Sweet potatoes include orange-flesh yams.

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

**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>														
CT	A&P Stores	n/i		0.39									w/ \$100 purchase	
		n/i		0.55									w/ \$50 purchase	
		Honeysuckle		1.69										w/ \$25 purchase
		Butterball		0.99										w/ \$25 purchase
		Butterball	1.59											
	Adams IGA	America's Choice	1.39											
		IGA			1.29									
		IGA			0.79									w/ \$50 purchase
		IGA			0.49									w/ \$400 accumulated purchase; limit 1
	AG New England	Shady Brook	1.69											
		Butterball			1.69									
	ALDI	Jennie-O			0.69									w/ \$25 purchase; limit 2
		Butterball			1.19									smoked @ \$1.89/lb.
	Associated	Honeysuckle	0.99											
		Shady Brook			free									w/ \$150 purchase; limit 1
	Balducci's	Plainville Farms						4.99			2.99			
		D'Artagnan						4.99						
	Best Market	Butterball			1.67									
		Shady Brook	1.69											
		Best Yet			1.47									
	Big Y	Butterball	1.69		1.49									
		Big Y			1.19									limit 1
	Bravo Supermarket	Shady Brook			0.79									w/ \$100 purchase
C-Town	Shady Brook	0.99		0.79									w/ \$100 purchase	
	Butterball			0.79									w/ \$100 purchase	
Compare Foods	n/i			0.89									< 16 lbs. (hen); w/ \$50 purchase	
Fairway Foods	Fairway						3.99			2.49	3.99			
	Fairway									2.99			brined	
	Murray's									3.49				
	Maplecrest	1.99												
	Empire					3.99								
Food Bazaar	Good Shepard											9.99	free range	
	Hidden Camp Farm						5.99							
	Butterball			free									< 16 lbs. (hen) w/ \$200 purchase	
	Butterball			0.99									< 16 lbs. (hen) w/ \$100 purchase	
	Shady Brook	1.99												

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
CT <i>(cont)</i>	Food Emporium	Mid-Atlantic Farm								2.49			locally grown	
	Geissler's	IGA		0.99									w/ \$100 purchase; limit 1	
		Butterball	1.79	1.59										
		Waybest	1.29											w/ \$100 purchase; limit 1
		Plainville Farms									2.79			
		King's	King's								1.99			locally grown
			Plainville Farms					4.49			2.99			locally grown
			D'Artagnan					4.49						locally grown
			Bell & Evans					4.49			2.99			locally grown
			Murray's								2.99			locally grown
			Butterball	1.99										
			Empire				3.49							locally grown
		Marc's	Honeysuckle		0.75									limit 2
		Mrs. Green's	Murray's								2.99			
			Mary's							1.99				
		NSA Supermarket	Best Yet		free									w/ \$150 purchase; limit 1
			Best Yet		1.29									additional quantities
			Butterball		1.39									
			Shady Brook	1.59										
		Pioneer	Shady Brook		free									w/ \$150 purchase; limit 1
		Price Chopper	Butterball	1.69										
			Price Chopper		0.79									
			Shady Brook	1.39										
			Plainville Farms								2.69			
		Price Rite	n/i		0.99									
			Shady Brook	1.69										< 16 lbs. (hen)
		ShopRite	Butterball		0.40									w/ \$400 purchase & store card; limit 1
			Butterball	2.49	1.89									< 16 lbs. (hen); w/o conditions
			n/i					3.99						< 16 lbs. (hen)
			Readington Farms								2.99			< 16 lbs. (hen)
			ShopRite	1.99	1.49									< 16 lbs. (hen)
			ShopRite		free									w/ \$400 purchase & store card; limit 1
	Stew Leonard's	Stew Leonard's	1.49											
		Stew Leonard's							2.99	2.99				
	Stop & Shop	Stop & Shop		0.59									w/ \$25 purchase & card; limit 1	
		Stop & Shop	0.99										w/ store card	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
CT <i>(cont)</i>	Stop & Shop <i>(continued)</i>	Butterball		0.99									w/ \$25 purchase & card; limit 1	
		Butterball	1.49											
	Target	Plainville Farms						3.99						
		Nature's Promise									1.79			frozen
		Market Pantry		0.89										
	The Fresh Market	Butterball		1.19										
		TFM									2.49			
	Trader Joe's	Trade Joe's									1.99			brined
		Trade Joe's				2.49								< 16 lbs. (hen)
	Whole Foods NA	Jaindl Farms						3.99		2.49				
		WFM								2.99				brined
		Koch Farm										3.99		
	Whole Foods NE	Plainville Farms								2.99				
		Jaindl Farms								3.99				locally grown
		WFM								2.99				brined; locally grown
		WFM								2.49				locally grown
Plainville Farms							3.99			2.99			locally grown	
DC	ALDI	Kosher Valley					3.49						locally grown	
		Koch Farm									4.99		locally grown	
	Giant Food	Butterball		1.19										smoked @ \$1.89/lb.
		Honeysuckle	0.99											
		Giant		0.59										w/ \$25 purchase & card; limit 1
		Giant	0.99											w/ store card
	Harris Teeter	Butterball		0.99										w/ \$25 purchase & card; limit 1
		Butterball	1.49											
		Plainville Farms						3.99						
		Nature's Promise									1.79			frozen
		Harris Teeter		0.47										w/ \$40 purchase; limit 1
		Harris Teeter		0.99										w/ store card
		Harris Teeter		1.59										w/o store card
		Harris Teeter	1.39											w/ store card
		Harris Teeter	1.99											w/o store card
		Butterball	1.69	1.39										w/ store card
Empire	Butterball	2.39	1.99										w/o store card	
	Butterball		2.69										smoked	
	Empire					3.69							w/ store card	
	Empire					3.99							w/o store card	

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh			
DC (cont)	Harris Teeter (continued)	Bell & Evans					3.99			2.69			w/ store card		
		Bell & Evans					4.99			3.49			w/o store card		
		Organic Prairie						3.49					w/ store card		
		Organic Prairie						3.99					w/o store card		
		Plainville Farms								2.69			w/ store card		
		Plainville Farms								3.49			w/o store card		
		Li'l Butterball	1.99	1.99										w/ store card	
		Li'l Butterball	2.49	2.49										w/o store card	
		Safeway Eastern	Safeway Farms		0.59										w/ \$25 purchase & card; limit 1
			Shady Brook		0.59										w/ \$25 purchase & card; limit 1
			Butterball		0.88										w/ \$25 purchase & card; limit 1
			Open Nature								1.79				frozen; limit 1
			Butterball	1.99											w/ store card
		Target	Shady Brook	1.19											w/ store card; limit 1
			Market Pantry		0.89										
		Trader Joe's	Butterball		1.19										
			Trade Joe's					2.49				1.99			brined < 16 lbs. (hen)
		Whole Foods Md-At	Trade Joe's												
Maple Lawn									2.49						
Koch									2.49						
Kopp									2.49						
n/i						3.49		3.99			3.99				
	n/i								2.99				brined		
	n/i										3.49				
DE	A&P Stores	n/i		0.39									w/ \$100 purchase		
		n/i		0.55									w/ \$50 purchase		
		Honeysuckle		1.69										w/ \$25 purchase	
		Butterball		0.99										w/ \$25 purchase	
		Butterball	1.59												
	ACME Markets	America's Choice	1.39												
		Lancaster Brand	0.99	0.89										limit 1	
		Shady Brook	0.99											limit 1	
		Shady Brook		0.59										w/ \$25 purchase & card; limit 1	
		Butterball	1.69	0.99										limit 1	
	Praters												cooked @ \$2.99/lb.		



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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
DE (cont)	Food Lion	n/i		0.47									w/ \$25 purchase & card; limit 1	
		n/i		1.59									w/o store card	
		Butterball		0.99									w/ store card	
		Butterball		1.79									w/o store card	
		Jennie-O	1.29										w/ \$25 purchase & card; limit 1	
		Jennie-O	2.49										w/o store card	
	Fresh Grocer	n/i			*									baked @ \$2.49/lb.
		n/i			1.49									
		Butterball			1.89									
		Shady Brook	1.99											
	Giant Food	Giant			0.59									w/ \$25 purchase & card; limit 1
		Giant	0.99											w/ store card
		Butterball			0.99									w/ \$25 purchase & card; limit 1
		Butterball	1.49											
		Plainville Farms						3.99						
	Great Valu Market	Nature's Promise									1.79			frozen
		Honeysuckle			0.77									w/ \$25 purchase; limit 1
		Honeysuckle			0.99									additional quantities
		Farm Fresh			0.77									w/ \$25 purchase; limit 1
		Farm Fresh			0.99									additional quantities
	Harris Teeter	Harris Teeter			0.47									w/ \$40 purchase; limit 1
		Harris Teeter			0.99									w/ store card
		Harris Teeter			1.59									w/o store card
		Harris Teeter	1.39											w/ store card
		Harris Teeter	1.99											w/o store card
		Butterball	1.69	1.39										w/ store card
		Butterball	2.39	1.99										w/o store card
		Butterball		2.69										smoked
		Empire					3.69							w/ store card
		Empire					3.99							w/o store card
Bell & Evans	Bell & Evans						3.99			2.69			w/ store card	
	Bell & Evans						4.99			3.49			w/o store card	
	Organic Prairie							3.49					w/ store card	
	Organic Prairie							3.99					w/o store card	
	Plainville Farms									2.69			w/ store card	
	Plainville Farms									3.49			w/o store card	

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
DE <i>(cont)</i>	Harris Teeter <i>(continued)</i>	Li'l Butterball	1.99	1.99									w/ store card	
		Li'l Butterball	2.49	2.49									w/o store card	
	Pathmark	n/i		0.39									w/ \$75 purchase	
		n/i		0.55									w/ \$25 purchase	
	Redner's	America's Choice	1.39											
		Butterball	1.59											
		Butterball		0.99										w/ \$25 purchase
		Jaindl		0.68										w/ store card; limit 1
		Jaindl		1.68										no limit
		Jennie-O	1.28	0.68										w/ store card; limit 1
		Jennie-O	1.68	1.68										no limit
		Butterball		0.98										w/ store card; limit 1
	Safeway Eastern	Butterball		1.68										no limit
		Safeway Farms		0.59										w/ \$25 purchase & card; limit 1
		Shady Brook		0.59										w/ \$25 purchase & card; limit 1
		Butterball		0.88										w/ \$25 purchase & card; limit 1
		Open Nature									1.79			frozen; limit 1
		Butterball	1.99											w/ store card
	ShopRite	Shady Brook	1.19											w/ store card; limit 1
		Butterball		0.40										w/ \$400 purchase & store card; limit 1
		Butterball	2.49	1.89										< 16 lbs. (hen); w/o conditions
		n/i					3.99							< 16 lbs. (hen)
		Readington Farms									2.99			< 16 lbs. (hen)
	Shurfine	ShopRite	1.99	1.49										< 16 lbs. (hen)
		ShopRite		free										w/ \$400 purchase & store card; limit 1
		Shurfine		free										w/ rewards redemption; limit 2
	Target	Market Pantry		0.89										
Butterball			1.19											
The Fresh Grocer	n/i		0.39										w/ \$100 purchase; limit 1 w/ card	
	n/i		1.49											
	Butterball		1.89											
Trader Joe's	Trade Joe's									1.99			brined	
	Trade Joe's				2.49								< 16 lbs. (hen)	
MA	Adams IGA	IGA		1.29										
		IGA		0.79									w/ \$50 purchase	
		IGA		0.49									w/ \$400 accumulated purchase; limit 1	

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MA <i>(cont)</i>	Adams IGA	Shady Brook	1.69											
	<i>(continued)</i>	Butterball		1.69										
	AG New England	Jennie-O		0.69									w/ \$25 purchase; limit 2	
	ALDI	Butterball		1.19									smoked @ \$1.89/lb.	
			Honeysuckle	0.99										
	Big Y	Butterball	1.69	1.49										
			Big Y		1.19									limit 1
	C-Town	Shady Brook	0.99	0.79										w/ \$100 purchase
			Butterball		0.79									w/ \$100 purchase
	Compare Foods	n/i		0.89										< 16 lbs. (hen); w/ \$50 purchase
	Crosby's	Crosby's	1.39											w/ store card; limit 1
			Crosby's	2.39										w/o store card
			Bell & Evans								2.99			w/ store card
			Bell & Evans								3.49			w/o store card
	Donelan's	n/i		0.49										w/ \$25 purchase; limit 1
			Perdue	0.79										w/ \$25 purchase; limit 1
			Butterball	1.99	1.19									
			Bell & Evans								2.99			
	Geissler's	IGA		0.99										w/ \$100 purchase; limit 1
			Butterball	1.79	1.59									
			Waybest	1.29										w/ \$100 purchase; limit 1
			Plainville Farms								2.79			
	Hannaford	Marval		0.59										w/ store card; limit 1
			Marval		1.49									w/o store card
			Shady Brook	0.99										w/ store card
			Shady Brook	1.99										w/o store card
			Hannaford		0.79									w/ store card
			Hannaford		1.59									w/o store card
			Butterball	1.49	1.29									
	Market Basket	Shady Brook	0.89											limit 2
			Jennie-O	0.89	0.69									limit 2
			Market Basket		0.69									limit 2
Met Foods	Shady Brook		free										w/ \$150 purchase; limit 1	
NSA Supermarket	Best Yet		free										w/ \$150 purchase; limit 1	
		Best Yet		1.29									additional quantities	

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
MA <i>(cont)</i>	NSA Supermarket <i>(continued)</i>	Butterball		1.39									
		Shady Brook	1.59										
	Price Rite	n/i		0.99									
		Shady Brook	1.69										< 16 lbs. (hen)
	Price Chopper	Butterball	1.69										
		Price Chopper		0.79									
	Roche Bros.	Shady Brook	1.39										
		Plainville Farms								2.69			
		Butterball		1.39									< 23 lbs.
		Butterball		1.49									> 23 lbs.
	Shaw's	Plainville Farms					4.99						
		Roche Bros.	1.29										w/ \$25 purchase and store card; limit 1
		Roche Bros.	2.19										w/o store card
	Star Market	n/i		0.49									w/ \$10 purchase; limit 1
		n/i	1.29										limit 1
	Stop & Shop	Butterball	1.59	1.29									limit 1
		Butterball	1.59	1.29									limit 1
	Target	n/i	1.29	0.49									w/ \$10 purchase; limit 1
		Stop & Shop		0.59									w/ \$25 purchase & card; limit 1
		Stop & Shop	0.99										w/ store card
		Butterball		0.99									w/ \$25 purchase & card; limit 1
	The Fresh Market	Butterball	1.49										
		Plainville Farms					3.99						
	Trader Joe's	Nature's Promise									1.79		frozen
		Market Pantry		0.89									
	Trucchi's	Butterball		1.19									
		TFM								2.49			
Wegman's	Trade Joe's								1.99			brined	
	Trade Joe's			2.49								< 16 lbs. (hen)	
Whole Foods NA	Norbest		0.69									w/ \$10 purchase; limit 1	
	Wegman's	1.59								2.49			
Whole Foods NA	Jaindl Farms							3.99	2.49				
	WFM								2.99			brined	
	Koch Farm										3.99		
	Plainville Farms							2.99					

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

**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MD	A&P Stores	n/i		0.39									w/ \$100 purchase	
		n/i		0.55									w/ \$50 purchase	
		Honeysuckle		1.69										w/ \$25 purchase
		Butterball		0.99										w/ \$25 purchase
		Butterball	1.59											
	ACME Markets	America's Choice	1.39											
		Lancaster Brand	0.99	0.89										limit 1
		Shady Brook	0.99											limit 1
		Shady Brook		0.59										w/ \$25 purchase & card; limit 1
		Butterball	1.69	0.99										limit 1
	AG New England	Praters												cooked @ \$2.99/lb.
		Jennie-O		0.69										w/ \$25 purchase; limit 2
	ALDI	Butterball		1.19										smoked @ \$1.89/lb.
		Honeysuckle	0.99											
	Associated	Shady Brook		free										w/ \$150 purchase; limit 1
	Balducci's	Plainville Farms					4.99				2.99			
		D'Artagnan					4.99							
	Family Owned	Jennie-O		0.68										w/ \$50 purchase & card; limit 1
		Jennie-O		1.29										additional quantities
	Food Lion	n/i		0.47										w/ \$25 purchase & card; limit 1
		n/i		1.59										w/o store card
		Butterball		0.99										w/ store card
		Butterball		1.79										w/o store card
		Jennie-O	1.29											w/ \$25 purchase & card; limit 1
	Giant Eagle	Jennie-O	2.49											w/o store card
		Giant Eagle		0.78										w/ \$25 purchase & card; limit 1
		Giant Eagle	1.59											
		Honeysuckle		0.99										w/ \$25 purchase & card; limit 1
		Honeysuckle	1.69											
	Giant Food	Butterball	1.99	1.59										
Bell & Evans										2.99				
Nature's Basket										2.89				
Giant			0.59										w/ \$25 purchase & card; limit 1	
Giant		0.99											w/ store card	
Giant Food	Butterball		0.99										w/ \$25 purchase & card; limit 1	
	Butterball	1.49												

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MD <i>(cont)</i>	Giant Food <i>(continued)</i>	Plainville Farms					3.99							
		Nature's Promise								1.79			frozen	
	Graul's	Amish Brand	1.99											
		Bell & Evans								2.99				
	Great Valu Market	Honeysuckle		0.77									w/ \$25 purchase; limit 1	
		Honeysuckle		0.99									additional quantities	
		Farm Fresh		0.77									w/ \$25 purchase; limit 1	
		Farm Fresh		0.99									additional quantities	
	Harris Teeter	Harris Teeter		0.47									w/ \$40 purchase; limit 1	
		Harris Teeter		0.99									w/ store card	
		Harris Teeter		1.59									w/o store card	
		Harris Teeter	1.39										w/ store card	
		Harris Teeter	1.99										w/o store card	
		Butterball	1.69	1.39									w/ store card	
		Butterball	2.39	1.99									w/o store card	
		Butterball		2.69									smoked	
		Empire					3.69							w/ store card
		Empire					3.99							w/o store card
	Mars	Bell & Evans						3.99			2.69			w/ store card
		Bell & Evans						4.99			3.49			w/o store card
		Organic Prairie							3.49					w/ store card
		Organic Prairie							3.99					w/o store card
		Plainville Farms									2.69			w/ store card
		Plainville Farms									3.49			w/o store card
		Li'l Butterball	1.99	1.99										w/ store card
		Li'l Butterball	2.49	2.49										w/o store card
		Shady Brook		0.79										w/ \$35 purchase; limit 1
		Shady Brook	1.39											limit 1
	Martin's Food	Butterball		1.19										w/ \$35 purchase; limit 1
		Butterball		0.99										w/ \$25 purchase & card; limit 1
		Butterball	1.49											w/ store card
		Giant	0.99	0.59										w/ \$25 purchase & card; limit 1
	Price Rite	Nature's Promise									1.79			frozen
n/i			0.99											
Shady Brook		1.69											< 16 lbs. (hen)	

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MD <i>(cont)</i>	Redner's	Jaindl		0.68									w/ store card; limit 1	
		Jaindl		1.68									no limit	
		Jennie-O	1.28	0.68										w/ store card; limit 1
		Jennie-O	1.68	1.68										no limit
		Butterball		0.98										w/ store card; limit 1
		Butterball		1.68										no limit
	Safeway Eastern	Safeway Farms		0.59										w/ \$25 purchase & card; limit 1
		Shady Brook		0.59										w/ \$25 purchase & card; limit 1
		Butterball		0.88										w/ \$25 purchase & card; limit 1
		Open Nature								1.79				frozen; limit 1
		Butterball	1.99											w/ store card
		Shady Brook	1.19											w/ store card; limit 1
	Shop'n Save	Li'l Butterball		1.69										
		Butterball		1.59										
		Honeysuckle	1.59											
	Shoppers Food	Marval		0.68										limit 1
		Butterball		1.69										
		Shady Brook	0.99											limit 1
		Shady Brook	1.19											additional quantities
	ShopRite	Butterball		0.40										w/ \$400 purchase & store card; limit 1
		Butterball	2.49	1.89										< 16 lbs. (hen); w/o conditions
		n/i					3.99							< 16 lbs. (hen)
		Readington Farms									2.99			< 16 lbs. (hen)
		ShopRite	1.99	1.49										< 16 lbs. (hen)
	Shurfine	ShopRite		free										w/ \$400 purchase & store card; limit 1
		Shurfine		free										w/ rewards redemption; limit 2
	Target	Market Pantry		0.89										
Butterball			1.19											
The Fresh Market	TFM									2.49				
Trader Joe's	Trade Joe's									1.99			brined	
	Trade Joe's				2.49								< 16 lbs. (hen)	
Wegman's	Wegman's	1.59								2.49				
Weis	Weis		0.59										w/ \$25 purchase & store card; limit 1	
	Weis	1.39												
	Butterball		0.99										w/ store card	
		Li'l Butterball		1.98									w/ store card	

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
ME	AG New England Hannaford	Jennie-O		0.69									w/ \$25 purchase; limit 2	
		Marval		0.59									w/ store card; limit 1	
		Marval		1.49									w/o store card	
		Shady Brook	0.99										w/ store card	
		Shady Brook	1.99										w/o store card	
		Hannaford		0.79									w/ store card	
		Hannaford		1.59									w/o store card	
		Butterball	1.49	1.29										
		Market Basket	Market Basket		0.69									limit 2
	Shaw's	n/i		0.49										w/ \$10 purchase; limit 1
		n/i	1.29											limit 1
		Butterball	1.59	1.29										limit 1
	Target	Market Pantry		0.89										
		Butterball		1.19										
	Trader Joe's	Trade Joe's								1.99				brined
	Trade Joe's				2.49								< 16 lbs. (hen)	
Whole Foods NA	Jaindl Farms						3.99		2.49					
	WFM								2.99				brined	
	Koch Farm								2.99			3.99		
	Plainville Farms													
NH	AG New England ALDI	Jennie-O		0.69									w/ \$25 purchase; limit 2	
		Butterball		1.19									smoked @ \$1.89/lb.	
		Honeysuckle	0.99											
	Hannaford	Marval		0.59										w/ store card; limit 1
		Marval		1.49										w/o store card
		Shady Brook	0.99											w/ store card
		Shady Brook	1.99											w/o store card
		Hannaford		0.79										w/ store card
		Hannaford		1.59										w/o store card
	Market Basket	Butterball	1.49	1.29										
		Market Basket		0.69										limit 2
		Price Chopper	Butterball	1.69										
	Price Chopper	Price Chopper		0.79										
		Shady Brook	1.39											
		Plainville Farms									2.69			



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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
ME <i>(cont)</i>	Shaw's	n/i		0.49									w/ \$10 purchase; limit 1	
		n/i	1.29										limit 1	
		Butterball	1.59	1.29										limit 1
	Target	Market Pantry			0.89									
		Butterball			1.19									
	The Fresh Market	TFM								2.49				
Trader Joe's	Trade Joe's								1.99				brined	
	Trade Joe's				2.49								< 16 lbs. (hen)	
NJ	A&P Stores	n/i		0.39									w/ \$100 purchase	
		n/i		0.55									w/ \$50 purchase	
		Honeysuckle		1.69										w/ \$25 purchase
		Butterball		0.99										w/ \$25 purchase
		Butterball	1.59											
	ACME Markets	America's Choice	1.39											
		Lancaster Brand	0.99	0.89										limit 1
		Shady Brook	0.99											limit 1
		Shady Brook		0.59										w/ \$25 purchase & card; limit 1
		Butterball	1.69	0.99										limit 1
	ALDI	Praters												cooked @ \$2.99/lb.
		Butterball		1.19										smoked @ \$1.89/lb.
	Associated	Honeysuckle	0.99											
		Shady Brook		free										w/ \$150 purchase; limit 1
	Best Market	Butterball		1.67										
		Best Yet		1.47										
	Bottom Dollar	n/i		0.54										w/ \$25 purchase; limit 1
		Butterball		0.87										w/ \$25 purchase; limit 1
	Bravo Supermarket	Shady Brook		0.79										w/ \$100 purchase
	C-Town	Shady Brook	0.99	0.79										w/ \$100 purchase
		Butterball		0.79										w/ \$100 purchase
Compare Foods	n/i		0.89										< 16 lbs. (hen); w/ \$50 purchase	
Extra Supermarket	n/i		0.98										< 16 lbs. (hen); w/ \$50 purchase; limit 1	
	n/i		1.48										additional quantities	
Fairway Foods	Fairway					3.99				2.49	3.99			
	Fairway									2.99			brined	
	Murray's									3.49				
	Maplecrest	1.99												
	Empire			3.99										

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NJ <i>(cont)</i>	Fairway Foods	Good Shepard										9.99	free range	
	<i>(continued)</i>	Hidden Camp Farm					5.99							
	Fine Fare	Shady Brook	1.79											
	Food Basics	n/i		0.38									w/ \$75 purchase	
		n/i		0.55									w/ \$25 purchase	
	Food Bazaar	Butterball		0.98									w/ \$25 purchase	
		Butterball		free									< 16 lbs. (hen) w/ \$200 purchase	
		Butterball		0.99									< 16 lbs. (hen) w/ \$100 purchase	
	Foodtown	Shady Brook	1.99											
		Butterball	0.70											w/ \$400 accumulated purchase and store card
		Butterball	2.19											additional quantities
		Shady Brook	0.50											w/ \$400 accumulated purchase and store card
		Shady Brook	1.99											additional quantities
		Foodtown	free											w/ \$400 accumulated purchase and store card
	Great Valu Market	Foodtown	1.49											additional quantities
		Honeysuckle	0.77											w/ \$25 purchase; limit 1
		Honeysuckle	0.99											additional quantities
		Farm Fresh	0.77											w/ \$25 purchase; limit 1
	Key Food	Farm Fresh	0.99											additional quantities
		Butterball	1.59	0.99										w/ \$50 purchase; limit 1
		Empire				2.49								< 16 lbs. (hen); w/ 50 purchase; limit 1
	King's	Key Food		0.58										w/ \$50 purchase; limit 1
		Shady Brook	1.29	0.79										w/ \$50 purchase; limit 1
		King's								1.99				locally grown
		Plainville Farms						4.49		2.99				locally grown
		D'Artagnan						4.49						locally grown
		Bell & Evans						4.49		2.99				locally grown
	Murray's	Murray's								2.99				locally grown
		Butterball	1.99											
		Empire				3.49								locally grown
	Met Foods	Shady Brook		free									w/ \$150 purchase; limit 1	
	Morton Williams	Shady Brook		free										< 16 lbs. (hen); w/ \$150 purchase; limit 1
Shady Brook			free										> 16 lbs. (tom); w/ \$200 purchase; limit 1	
Mrs. Green's	Murray's								2.99					
	Mary's							1.99						
Murphy's	Butterball		free									w/ \$400 accumulated purchase		
Pathmark	n/i		0.99						1.69				w/ \$25 purchase	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NJ <i>(cont)</i>	Pioneer	Shady Brook		free									w/ \$150 purchase; limit 1	
	Price Rite	n/i		0.99										
	ShopRite	Shady Brook	1.69											< 16 lbs. (hen)
		Butterball		0.40										w/ \$400 purchase & store card; limit 1
	Stop & Shop	Butterball	2.49	1.89										< 16 lbs. (hen); w/o conditions
		n/i					3.99							< 16 lbs. (hen)
		Readington Farms								2.99				< 16 lbs. (hen)
		ShopRite	1.99	1.49										< 16 lbs. (hen)
		ShopRite		free										w/ \$400 purchase & store card; limit 1
		Stop & Shop	Stop & Shop		0.59									w/ \$25 purchase & card; limit 1
		Stop & Shop	Stop & Shop	0.99										w/ store card
		Butterball	Butterball		0.99									w/ \$25 purchase & card; limit 1
		Butterball	Butterball	1.49										
		Plainville Farms	Plainville Farms					3.99						
	Nature's Promise	Nature's Promise								1.79			frozen	
	Target	Market Pantry	Market Pantry		0.89									
		Butterball	Butterball		1.19									
	The Fresh Market	TFM								2.49				
	Trader Joe's	Trade Joe's	Trade Joe's								1.99			brined
		Trade Joe's	Trade Joe's			2.49								< 16 lbs. (hen)
	Wegman's	Wegman's	Wegman's	1.59							2.49			
	Weis	Weis	Weis		0.59									w/ \$25 purchase & store card; limit 1
		Butterball	Butterball		0.99									w/ store card
Li'l Butterball		Li'l Butterball		1.98									w/ store card	
Western Beef	n/i	n/i		0.29									< 16 lbs. (hen); w/ \$100 purchase; limit 1	
	n/i	n/i		0.49									> 16 lbs. (tom); w/ \$100 purchase; limit 1	
Whole Foods NE	Jaindl Farms	Jaindl Farms							3.99				locally grown	
	WFM	WFM							2.99				brined; locally grown	
	WFM	WFM							2.49				locally grown	
	Plainville Farms	Plainville Farms					3.99			2.99			locally grown	
	Kosher Valley	Kosher Valley					3.49						locally grown	
	Koch Farm	Koch Farm									4.99		locally grown	
NY	A&P Stores	n/i		0.39									w/ \$100 purchase	
		n/i		0.55									w/ \$50 purchase	
		Honeysuckle		1.69									w/ \$25 purchase	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NY <i>(cont)</i>	A&P Stores <i>(continued)</i>	Butterball		0.99									w/ \$25 purchase	
		Butterball	1.59											
		America's Choice	1.39											
	ALDI	Butterball		1.19										smoked @ \$1.89/lb.
		Honeysuckle	0.99											
	Associated	Shady Brook		free										w/ \$150 purchase; limit 1
	Balducci's	Plainville Farms						4.99			2.99			
		D'Artagnan						4.99						
	Best Market	Butterball		1.67										
		Best Yet		1.47										
	Big M	Shady Brook	1.59											
		Honeysuckle		0.99										
	Bravo Supermarket	Shady Brook		0.79										w/ \$100 purchase
	C-Town	Shady Brook	0.99	0.79										w/ \$100 purchase
		Butterball		0.79										w/ \$100 purchase
	Compare Foods	n/i		0.89										< 16 lbs. (hen); w/ \$50 purchase
	D'Agostino's	Shady Brook	1.49								2.99			
		Murray's												
		Best Yet		1.29										
		Butterball		1.69										
		Empire				3.99								
	DeCiccio's	Shady Brook	0.99											
		Butterball		0.99										
	Fairway Foods	Fairway						3.99			2.49	3.99		
		Fairway									2.99			brined
		Murray's									3.49			
		Maplecrest	1.99											
		Empire				3.99								
		Good Shepard										9.99		free range
	Hidden Camp Farm							5.99						
		Shady Brook	1.79											
	Fine Fare	n/i		0.38										w/ \$75 purchase
n/i			0.55										w/ \$25 purchase	
Food Basics	Butterball		0.98										w/ \$25 purchase	
	Butterball		free										< 16 lbs. (hen) w/ \$200 purchase	
	Butterball		0.99										< 16 lbs. (hen) w/ \$100 purchase	
	Shady Brook	1.99												

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NY <i>(cont)</i>	Food Emporium	Mid-Atlantic Farm								2.49			locally grown	
	Foodtown	Butterball	0.70										w/ \$400 accumulated purchase and store card additional quantities	
		Butterball	2.19										w/ \$400 accumulated purchase and store card additional quantities	
		Shady Brook	0.50										w/ \$400 accumulated purchase and store card additional quantities	
		Shady Brook	1.99										w/ \$400 accumulated purchase and store card additional quantities	
		Foodtown			free								w/ \$400 accumulated purchase and store card additional quantities	
		Foodtown			1.49								w/ \$400 accumulated purchase and store card additional quantities	
	Giunta's Meat Farms	Norbest			1.69									
		Shady Brook	1.79											
	Great American	Butterball			0.99									
		Best Yet			0.79									
		Shady Brook	1.49											
		Hannaford			0.59									w/ store card; limit 1
		Marval			1.49									w/o store card
		Shady Brook	0.99											w/ store card
		Shady Brook	1.99											w/o store card
		Hannaford			0.79									w/ store card
		Hannaford			1.59									w/o store card
		Butterball	1.49	1.29										
	Key Food	Butterball	1.59	0.99										w/ \$50 purchase; limit 1
		Empire				2.49								< 16 lbs. (hen); w/ 50 purchase; limit 1
		Key Food		0.58										w/ \$50 purchase; limit 1
		Shady Brook	1.29	0.79										w/ \$50 purchase; limit 1
	King's	King's									1.99			locally grown
		Plainville Farms						4.49			2.99			locally grown
		D'Artagnan						4.49						locally grown
		Bell & Evans						4.49			2.99			locally grown
		Murray's									2.99			locally grown
		Butterball	1.99											
		Empire				3.49								locally grown
King Kullen			0.49										w/ \$25 purchase; limit 1	
	King Kullen		1.69											
	Butterball	1.79	1.59											
Met Foods	Shady Brook		free									w/ \$150 purchase; limit 1		
Metropolitan	Shady Brook		free									w/ \$150 purchase; limit 1		
Morton Williams	Shady Brook		free										< 16 lbs. (hen); w/ \$150 purchase; limit 1	
	Shady Brook		free										> 16 lbs. (tom); w/ \$200 purchase; limit 1	

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

**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NY (cont)	Mrs. Green's	Murray's								2.99			
		Mary's							1.99				
	North Shore Farms	Murray's								1.99			
		Bell & Evans								1.99			
		Empire				2.99							
		Shady Brook	1.69										
	NSA Supermarket	Best Yet		free									w/ \$150 purchase; limit 1 additional quantities
		Best Yet		1.29									
		Butterball		1.39									
		Shady Brook	1.59										
	Pathmark	n/i		0.99						1.69			w/ \$25 purchase
	Pioneer	Shady Brook		free									w/ \$150 purchase; limit 1
	Price Chopper	Butterball	1.69										
		Price Chopper		0.79									
		Shady Brook	1.39										
		Plainville Farms									2.69		
	Price Rite	n/i		0.99									
		Shady Brook	1.69										< 16 lbs. (hen)
	Shop'n Save	Li'l Butterball		1.69									
		Butterball		1.59									
		Honeysuckle	1.59										
	ShopRite	Butterball		0.40									w/ \$400 purchase & store card; limit 1
		Butterball	2.49	1.89									< 16 lbs. (hen); w/o conditions
		n/i					3.99						< 16 lbs. (hen)
		Readington Farms									2.99		< 16 lbs. (hen)
		ShopRite	1.99	1.49									< 16 lbs. (hen)
		ShopRite		free									w/ \$400 purchase & store card; limit 1
	Stew Leonard's	Stew Leonard's	1.49										
	Stew Leonard's								2.99	2.99			
Stop & Shop	Stop & Shop		0.59									w/ \$25 purchase & card; limit 1	
	Stop & Shop	0.99										w/ store card	
	Butterball		0.99									w/ \$25 purchase & card; limit 1	
	Butterball	1.49											
	Plainville Farms							3.99					
	Nature's Promise									1.79			frozen
Target	Market Pantry		0.89										
	Butterball		1.19										

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NY <i>(cont)</i>	The Fresh Market	TFM								2.49			
	Tops Markets	Tops		0.48									w/ \$25 purchase; limit 1
		Jennie-O	1.49										
		Butterball		1.49									
		Honeysuckle	1.79	1.29									
	Trade Fair	Shady Brook		free									w/ \$125 purchase; limit 1
		Shady Brook	0.99	0.89									w/ \$100 purchase; limit 1
		Butterball		0.99									w/ \$100 purchase; limit 1
		n/i	1.39	1.69									Halal
	Trader Joe's	Trade Joe's								1.99			brined
		Trade Joe's			2.49								< 16 lbs. (hen)
	Wegman's	Wegman's	1.59							2.49			
	Weis	Weis		0.59									w/ \$25 purchase & store card; limit 1
		Butterball		0.99									w/ store card
		Li'l Butterball		1.98									w/ store card
	Western Beef	n/i		0.29									< 16 lbs. (hen); w/ \$100 purchase; limit 1
		n/i		0.49									> 16 lbs. (tom); w/ \$100 purchase; limit 1
	Whole Foods NE	Jaindl Farms							3.99				locally grown
		WFM							2.99				brined; locally grown
		WFM							2.49				locally grown
	Plainville Farms					3.99				2.99		locally grown	
	Kosher Valley					3.49						locally grown	
	Koch Farm										4.99	locally grown	
PA	A&P Stores	n/i		0.39									w/ \$100 purchase
		n/i		0.55									w/ \$50 purchase
		Honeysuckle		1.69									w/ \$25 purchase
		Butterball		0.99									w/ \$25 purchase
		Butterball	1.59										
		America's Choice	1.39										
	ACME Markets	Lancaster Brand	0.99	0.89									limit 1
		Shady Brook	0.99										limit 1
		Shady Brook		0.59									w/ \$25 purchase & card; limit 1
		Butterball	1.69	0.99									limit 1
		Praters											cooked @ \$2.99/lb.
	ALDI	Butterball		1.19									smoked @ \$1.89/lb.
		Honeysuckle	0.99										
Associated	Shady Brook		free									w/ \$150 purchase; limit 1	

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
PA <i>(cont)</i>	Big M	Shady Brook	1.59										
		Honeysuckle		0.99									
	Bottom Dollar	n/i		0.54									w/ \$25 purchase; limit 1
		Butterball		0.87									w/ \$25 purchase; limit 1
	Boyer's Market	n/i		0.67									w/ \$50 purchase
		n/i		1.27									w/o purchase limit
		Butterball	1.47	0.97									w/ \$50 purchase
		Butterball	1.97	1.47									w/o purchase limit
		Koch's	1.97										w/ \$50 purchase
		Koch's	2.47										w/o purchase limit
		Jennie-O	0.97										w/ \$50 purchase
		Jennie-O	1.47										w/o purchase limit
	Bravo Supermarket	Shady Brook		0.79									w/ \$100 purchase
	C-Town	Shady Brook	0.99	0.79									w/ \$100 purchase
		Butterball		0.79									w/ \$100 purchase
	Family Owned	Jennie-O		0.68									w/ \$50 purchase & card; limit 1
		Jennie-O		1.29									additional quantities
	Fine Fare	Shady Brook	1.79										
	Foodland	Honeysuckle		0.99									w/ \$20 purchase; limit 1
	Food Basics	n/i		0.38									w/ \$75 purchase
		n/i		0.55									w/ \$25 purchase
		Butterball		0.98									w/ \$25 purchase
	Food Lion	n/i		0.47									w/ \$25 purchase & card; limit 1
		n/i		1.59									w/o store card
		Butterball		0.99									w/ store card
		Butterball		1.79									w/o store card
		Jennie-O	1.29										w/ \$25 purchase & card; limit 1
		Jennie-O	2.49										w/o store card
	Foodtown	Butterball	0.70										w/ \$400 accumulated purchase and store card
		Butterball	2.19										additional quantities
		Shady Brook	0.50										w/ \$400 accumulated purchase and store card
		Shady Brook	1.99										additional quantities
		Foodtown		free									w/ \$400 accumulated purchase and store card
Fresh Grocer	Foodtown		1.49									additional quantities	
	n/i		*									baked @ \$2.49/lb.	
	n/i		1.49										



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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
PA <i>(cont)</i>	Fresh Grocer <i>(continued)</i>	Butterball		1.89										
	GFS Marketplace	Shady Brook	1.99											
		n/i		\$12 off									> 16 lbs. (hen); w/ \$25 purchase; limit 1	
		n/i		\$17 off									> 16 lbs. (tom); w/ \$25 purchase; limit 1	
	Giant Eagle	Giant Eagle		0.78									w/ \$25 purchase & card; limit 1	
		Giant Eagle	1.59											
		Honeysuckle		0.99										w/ \$25 purchase & card; limit 1
		Honeysuckle	1.69											
		Butterball	1.99	1.59										
		Bell & Evans								2.99				
		Nature's Basket								2.89				
	Giant Food Stores	Butterball		0.99										w/ \$25 purchase & card; limit 1
		Butterball	1.49											w/ store card
		Giant	0.99	0.59										w/ \$25 purchase & card; limit 1
		Nature's Promise								1.79				frozen
	Great Valu Market	Honeysuckle		0.77										w/ \$25 purchase; limit 1
		Honeysuckle		0.99										additional quantities
		Farm Fresh		0.77										w/ \$25 purchase; limit 1
		Farm Fresh		0.99										additional quantities
	Karn's	Prestage Farms	1.89	1.55										< 20 lbs.
		Prestage Farms	1.99											> 20 lbs.
	Key Food	Butterball	1.59	0.99										w/ \$50 purchase; limit 1
		Empire				2.49								< 16 lbs. (hen); w/ 50 purchase; limit 1
		Key Food		0.58										w/ \$50 purchase; limit 1
		Shady Brook	1.29	0.79										w/ \$50 purchase; limit 1
	Kuhn's	Honeysuckle		0.99										limit 1
		Honeysuckle	1.69											
		Amish Country	1.69	1.29										
		Butterball		1.59										
	Martin's Food	Butterball		0.99										w/ \$25 purchase & card; limit 1
	Butterball	1.49											w/ store card	
	Giant	0.99	0.59										w/ \$25 purchase & card; limit 1	
	Nature's Promise								1.79				frozen	
Pathmark	n/i		0.99						1.69				w/ \$25 purchase	
Price Rite	n/i		0.99											
	Shady Brook	1.69											< 16 lbs. (hen)	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
PA <i>(cont)</i>	Price Chopper	Butterball	1.69											
		Price Chopper		0.79										
	Redner's	Shady Brook	1.39											
		Plainville Farms								2.69				
		Jaindl		0.68										w/ store card; limit 1
		Jaindl		1.68										no limit
		Jennie-O	1.28	0.68										w/ store card; limit 1
		Jennie-O	1.68	1.68										no limit
		Butterball		0.98										w/ store card; limit 1
		Butterball		1.68										no limit
	Shop'n Save	Li'l Butterball		1.69										
		Butterball		1.59										
		Honeysuckle	1.59											
	ShopRite	Butterball		0.40										w/ \$400 purchase & store card; limit 1
		Butterball	2.49	1.89										< 16 lbs. (hen); w/o conditions
		n/i					3.99							< 16 lbs. (hen)
		Readington Farms									2.99			< 16 lbs. (hen)
	Shurfine	Shurfine		free										< 16 lbs. (hen)
		Shurfine		free										w/ \$400 purchase & store card; limit 1
	ShurSave	Shurfine		0.49										w/ rewards redemption; limit 2
		Honeysuckle		0.49										w/ \$35 purchase and card; limit 1
	Sparkle	Butterball	1.79	1.59										w/ \$35 purchase and card; limit 1
		Butterball												w/ store card
		Shady Brook	1.59											
		Honeysuckle	1.79	0.68										w/ \$30 purchase; limit 1
		Honeysuckle	2.29	1.99										additional quantities
		Butterball		1.99										
	Target	Market Pantry		0.89										
		Butterball		1.19										
	The Fresh Grocer	n/i		0.39										w/ \$100 purchase; limit 1 w/ card
n/i			1.49											
The Fresh Market	Butterball		1.89											
The Fresh Market	TFM									2.49				
Thornes Market	Shady Brook	1.59												

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
PA <i>(cont)</i>	Tops Markets	Tops		0.48									w/ \$25 purchase; limit 1  brined < 16 lbs. (hen)  w/ \$25 purchase & store card; limit 1 w/ store card w/ store card
		Jennie-O	1.49										
		Butterball		1.49									
	Trader Joe's	Honeysuckle	1.79	1.29									
		Trade Joe's			2.49					1.99			
	Wegman's Weis	Trade Joe's											
		Wegman's	1.59							2.49			
RI	ALDI	Weis		0.59									
		Butterball		0.99									
	ALDI	Li'l Butterball		1.98									
		Butterball		1.19									
	Associated	Butterball	0.99									smoked @ \$1.89/lb.	
	Bravo Supermarket	Honeysuckle											w/ \$150 purchase; limit 1
		Shady Brook		free									w/ \$100 purchase
	Compare Foods	Shady Brook		0.79									< 16 lbs. (hen); w/ \$50 purchase
		n/i		0.89									
	Dave's Marketplace	n/i	1.79										
		Plainville Farms								2.99			
	Price Rite	Bell & Evans								2.99			
		n/i		0.99									
	Shaw's	Shady Brook	1.69										< 16 lbs. (hen)
		n/i		0.59									w/ \$10 purchase; limit 1
	Stop & Shop	n/i	1.29										limit 1
		Butterball	1.59	1.29									limit 1
Stop & Shop			0.59									w/ \$25 purchase & card; limit 1	
Stop & Shop		0.99										w/ store card	
Butterball			0.99									w/ \$25 purchase & card; limit 1	
Butterball		1.49											
Target	Plainville Farms					3.99							
	Nature's Promise								1.79			frozen	
Trader Joe's	Market Pantry		0.89										
	Butterball		1.19										
Whole Foods NA	Trade Joe's				2.49				1.99			brined	
	Trade Joe's											< 16 lbs. (hen)	
Whole Foods NA	Jaindl Farms					3.99		2.49					
	WFM							2.99				brined	
	Koch Farm										3.99		
	Plainville Farms							2.99					

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
VT	AG New England	Jennie-O		0.69									w/ \$25 purchase; limit 2 smoked @ \$1.89/lb.  w/ store card; limit 1 w/o store card w/ store card w/o store card w/ store card w/o store card  w/ \$10 purchase; limit 1 limit 1 limit 1 w/ \$25 purchase; limit 1  brined < 16 lbs. (hen)	
	ALDI	Butterball		1.19										
			Honeysuckle	0.99										
		Hannaford	Marval		0.59									
			Marval		1.49									
			Shady Brook	0.99										
			Shady Brook	1.99										
			Hannaford		0.79									
			Hannaford		1.59									
			Butterball	1.49	1.29									
		Price Chopper	Butterball	1.69										
			Price Chopper		0.79									
			Shady Brook	1.39										
			Plainville Farms								2.69			
		Shaw's	n/i		0.49									
			n/i	1.29										
			Butterball	1.59	1.29									
		Tops Markets	Tops		0.48									
			Jennie-O	1.49										
			Butterball		1.49									
		Honeysuckle	1.79	1.29										
	Trader Joe's	Trade Joe's								1.99				
		Trade Joe's			2.49									

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>													
AL	ALDI	Butterball		1.19									smoked @ \$1.89/lb.
		Honeysuckle	0.99										limit 1
	Dollar General Mrkt	n/i		0.75									
	Earth Fare	n/i					3.99			2.28			
	Food Giant	Best Choice		0.68									w/ \$50 purchase
	Greer's	Best Choice		0.80									w/ additional purchase; limit 1
	Hometown Market	Best Choice		0.79									w/ additional purchase; limit 2
	Ingle's	Butterball		0.98									w/ store card; limit 2
		Butterball		2.18									w/o store card or limit
		Butterball	1.98										w/ store card
		Butterball	2.58										w/o store card
		Honeysuckle		0.67									w/ \$35 purchase and card; limit 1
		Honeysuckle		1.88									w/o store card or limit
	Kroger Atlanta	Kroger		0.69									w/ card; limit 2
		Private Selection		1.09									w/ store card
		Honeysuckle	1.49										w/ store card
		Butterball	1.69	1.49									w/ store card
	Kroger Nashville	Kroger		0.59									w/ \$25 purchase and card; limit 1
		Private Selection		0.79									w/ \$25 purchase and card; limit 1
		Butterball	1.69	1.49									w/ store card
		Honeysuckle	1.49										w/ store card
	Lucky's	Best Choice		0.99									
	Piggly Wiggly HAC	Best Choice		free									w/ purchase of ham; limit 1
	Piggly Wiggly Htchns	Best Choice		0.68									w/ \$50 purchase; limit 1
	Piggly Wiggly Inc	Piggly Wiggly		0.99									
	Publix	Publix		0.59									w/ store card; limit 2
		Publix	1.69	1.09									w/ store card
		Publix	2.69	1.49									w/o store card; smoked @ \$3.49/lb.
		Butterball		1.09									w/ store card; limit 2
		Butterball	1.89	1.29									w/ store card; additional quantities
		GreenWise								2.49			w/ store card
		GreenWise								2.99			w/o store card
	Ramey's	Best Choice		0.88									w/ \$25 purchase; limit 1
		Best Choice		1.19									additional quantities
		Butterball		1.88									
	Shop Rite	Food Club		0.99									

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
AL <i>(cont)</i>	Target	Market Pantry		0.89									
		Butterball		1.19									
		The Fresh Market	TFM							2.49			
		Trader Joe's	Trade Joe's							1.99			brined
			Trade Joe's			2.49							< 16 lbs. (hen)
		Vowell's	Best Choice		0.87								
		Western Market	Jennie-O	1.39									< 16 lbs. (hen)
		Whole Foods South	Bell & Evans						2.99				brined
			WFM					3.99			2.49		
	Winn-Dixie	Butterball		0.99								w/ store card	
		Butterball	1.89									limit 2	
		Honeysuckle		0.79									limit 2
FL	Albertsons Sthrn	Honeysuckle		0.58									
	ALDI	Butterball		1.19									smoked @ \$1.89/lb.
		Honeysuckle	0.99										
	Bravo of FL	n/i		0.69									w/ \$50 purchase; limit 1
	Dollar General Mrkt	n/i		0.75									limit 1
	Earth Fare	n/i					3.99			2.28			
	Food Giant	Best Choice		0.68									w/ \$50 purchase
	GFS Marketplace	n/i		\$12 off									> 16 lbs. (hen); w/ \$25 purchase; limit 1
		n/i		\$17 off									> 16 lbs. (tom); w/ \$25 purchase; limit 1
	Greer's	Best Choice		0.80									w/ additional purchase; limit 1
	Harris Teeter	Harris Teeter		0.47									w/ \$40 purchase; limit 1
		Harris Teeter		0.99									w/ store card
		Harris Teeter		1.59									w/o store card
		Harris Teeter	1.39										w/ store card
		Harris Teeter	1.99										w/o store card
		Butterball	1.69	1.39									w/ store card
		Butterball	2.39	1.99									w/o store card
		Butterball		2.69									smoked
		Empire				3.69							w/ store card
		Empire				3.99							w/o store card
	Bell & Evans					3.99			2.69			w/ store card	
	Bell & Evans					4.99			3.49			w/o store card	
	Organic Prairie						3.49					w/ store card	
	Organic Prairie						3.99					w/o store card	
	Plainville Farms								2.69			w/ store card	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
FL <i>(cont)</i>	Harris Teeter <i>(continued)</i>	Plainville Farms								3.49			w/o store card
		Li'l Butterball	1.99	1.99									w/ store card
	Hitchcock's	Li'l Butterball	2.49	2.49									w/o store card
		n/i		0.79									limit 1
	J.H. Harvey's	n/i	1.49										limit 2
		Butterball		1.59									smoked @ \$2.89/lb.
		Butterball		1.29									w/ store card; limit 2
		Honeysuckle		0.99									w/ store card; limit 2
	Piggly Wiggly Htchns Publix	Norbest	1.69	1.19									w/ store card; limit 2
		n/i											smoked @ \$1.99/lb.
		Best Choice		0.68									w/ \$50 purchase; limit 1
		Publix		0.59									w/ store card; limit 2
		Publix	1.69	1.09									w/ store card
		Publix	2.69	1.49									w/o store card; smoked @ \$3.49/lb.
		Butterball		1.09									w/ store card; limit 2
		Butterball	1.89	1.29									w/ store card; additional quantities
	Sedano's	GreenWise									2.49		w/ store card
		GreenWise									2.99		w/o store card
	Target	Sedano's		0.49									w/ \$10 purchase; limit 1
	The Fresh Market	Market Pantry		0.89									
		Butterball		1.19									
	Trader Joe's	TFM									2.49		
Trade Joe's										1.99			
Whole Foods Florida	Trade Joe's				2.49								brined
	Plainville Farms								4.99				< 16 lbs. (hen)
	Plainville Farms								2.99				smoked
	Plainville Farms						3.99						brined
Winn-Dixie	Nature's Rancher									2.69			
	Kosher Valley				3.99								
	Butterball		0.99										w/ store card
GA	ALDI	Butterball		1.19									limit 2
		Honeysuckle	0.99										limit 2
Bi-Lo	Winn-Dixie	Butterball		0.99									w/ store card; limit 2
		Butterball	1.89										limit 2
		Honeysuckle		0.79									w/ store card; limit 2

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**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions				
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh					
GA (cont)	Dollar General Mrkt	n/i		0.75									limit 1				
	Earth Fare	n/i					3.99			2.28							
	Food Depot	Farm Fresh		0.56									< 16 lbs. (hen); w/ \$25 purchase; limit 1				
	Food Giant	Best Choice		0.68									w/ \$50 purchase				
	Food Lion	n/i		0.47										w/ \$25 purchase & card; limit 1			
				1.59										w/o store card			
		Butterball		0.99										w/ store card			
				1.79											w/o store card		
		Jennie-O		1.29										w/ \$25 purchase & card; limit 1			
				2.49											w/o store card		
	Food World	Best Choice		free										w/ \$400 accumulated purchase			
	Galaxy Food	House of Raeford		0.78										w/ \$25 purchase; limit 1			
				1.48											w/ \$25 purchase; limit 1		
	Harris Teeter	Harris Teeter		0.47										w/ \$40 purchase; limit 1			
				0.99											w/ store card		
				1.59												w/o store card	
				1.39												w/ store card	
				1.99												w/o store card	
				1.69	1.39											w/ store card	
				2.39	1.99											w/o store card	
					2.69												smoked
				Empire				3.69									w/ store card
				Empire				3.99									w/o store card
	IGA	Ingle's	Bell & Evans					3.99			2.69				w/ store card		
			Bell & Evans					4.99			3.49				w/o store card		
			Organic Prairie						3.49						w/ store card		
			Organic Prairie						3.99						w/o store card		
			Plainville Farms								2.69				w/ store card		
			Plainville Farms								3.49				w/o store card		
			Li'l Butterball	1.99	1.99											w/ store card	
Li'l Butterball			2.49	2.49											w/o store card		
			n/i		0.89										w/ \$25 purchase; limit 2		
			Butterball		0.98										w/ store card; limit 2		
	Butterball		2.18										w/o store card or limit				
	Butterball	1.98											w/ store card				
	Butterball	2.58											w/o store card				



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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
GA <i>(cont)</i>	Ingle's <i>(continued)</i>	Honeysuckle		0.67									w/ \$35 purchase and card; limit 1	
		Honeysuckle		1.88									w/o store card or limit	
	J.H. Harvey's	Butterball		1.29									w/ store card; limit 2	
		Honeysuckle		0.99									w/ store card; limit 2	
		Norbest	1.69	1.19									w/ store card; limit 2	
	Kroger Atlanta	n/i												smoked @ \$1.99/lb.
		Kroger		0.69										w/ card; limit 2
		Private Selection		1.09										w/ card
		Honeysuckle	1.49											w/ store card
	Piggly Wiggly Car	Butterball	1.69	1.49										w/ store card
		Piggly Wiggly		free										< 16 lbs. (hen);w/ stamp redemption
	Piggly Wiggly HAC	Butterball	1.79	1.49										
		Best Choice		free										w/ purchase of ham; limit 1
	Piggly Wiggly Htchns	Best Choice		0.68										w/ \$50 purchase; limit 1
	Publix	Publix		0.59										w/ store card; limit 2
		Publix	1.69	1.09										w/ store card
		Publix	2.69	1.49										w/o store card; smoked @ \$3.49/lb.
		Butterball		1.09										w/ store card; limit 2
		Butterball	1.89	1.29										w/ store card; additional quantities
		GreenWise									2.49			w/ store card
	Shop Rite	GreenWise									2.99			w/o store card
		Food Club		0.99										
	Sprout's Market	Sprout's	1.49					3.99						
	Target	Market Pantry		0.89										
		Butterball		1.19										
	The Fresh Market	TFM									2.49			
Trader Joe's	Trade Joe's									1.99			brined	
	Trade Joe's				2.49								< 16 lbs. (hen)	
Wayfield's	Honeysuckle		0.79										w/ \$10 purchase; limit 1	
	Honeysuckle		1.09										additional quantities	
Whole Foods South	Bell & Evans								2.99				brined	
	WFM						3.99			2.49				
Winn-Dixie	Butterball		0.99										w/ store card	
	Butterball	1.89											limit 2	
	Honeysuckle		0.79										limit 2	
MS	ALDI	Butterball		1.19									smoked @ \$1.89/lb.	
		Honeysuckle	0.99											

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MS (cont)	Corner Market	Farm Fresh		0.89									w/ additional purchase; limit 1	
	Dollar General Mrkt	n/i		0.75									limit 1	
	Food Giant	Best Choice		0.68									w/ \$50 purchase	
	Greer's	Best Choice		0.80									w/ additional purchase; limit 1	
	Kroger Delta	Kroger			0.78									w/ store card; limit 2
			Honeysuckle	1.79	1.39									w/ store card
			Butterball		1.49									w/ store card
	Piggly Wiggly Htchns	Best Choice		0.68										w/ \$50 purchase; limit 1
		Ramey's	Best Choice		0.88									w/ \$25 purchase; limit 1
	Target	Market Pantry			1.19									additional quantities
			Butterball		1.88									
			Butterball		1.19									
	The Fresh Market	TFM								2.49				
	Vowell's	Best Choice		0.87										
	Whole Foods South	Bell & Evans							2.99					brined
		WFM			3.99					2.49				
Winn-Dixie	Butterball			0.99									w/ store card	
			1.89										limit 2	
		Honeysuckle		0.79										limit 2
NC	ALDI	Butterball		1.19									smoked @ \$1.89/lb.	
		Honeysuckle	0.99											
	Bi-Lo	Butterball			0.99									w/ store card; limit 2
				1.89										limit 2
			Honeysuckle		0.79									
	Bo's Food Stores	Our Family		0.99										
	Carlie C's IGA	Butterball		0.99									w/ \$25 purchase; limit 1	
	Compare Foods	n/i			0.99									
					0.59									
	Dollar General Mrkt	n/i		0.75										limit 1
	Earth Fare	n/i			3.99					2.28				
	Farm Fresh	Farm Fresh			0.89									w/ \$25 purchase; limit 1
Butterball				1.39										w/ \$25 purchase; limit 1
Perdue			1.49											

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions		
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh			
NC (cont)	Food Lion	n/i		0.47									w/ \$25 purchase & card; limit 1		
		n/i		1.59									w/o store card		
		Butterball		0.99										w/ store card	
		Butterball		1.79										w/o store card	
		Jennie-O	1.29											w/ \$25 purchase & card; limit 1	
		Jennie-O	2.49											w/o store card	
	Food Pride	Our Family		0.99											
	Galaxy Food	House of Raeford		0.78										w/ \$25 purchase; limit 1	
		Butterball		1.48										w/ \$25 purchase; limit 1	
	Great Valu Market	n/i		0.59										w/ \$25 purchase; limit 1	
	Harris Teeter	Harris Teeter		0.47										w/ \$40 purchase; limit 1	
		Harris Teeter		0.99										w/ store card	
		Harris Teeter		1.59										w/o store card	
		Harris Teeter	1.39											w/ store card	
		Harris Teeter	1.99											w/o store card	
		Butterball	1.69	1.39										w/ store card	
		Butterball	2.39	1.99										w/o store card	
		Butterball		2.69										smoked	
		Empire				3.69									w/ store card
		Empire				3.99									w/o store card
		Bell & Evans						3.99			2.69				w/ store card
		Bell & Evans						4.99			3.49				w/o store card
		Organic Prairie							3.49						w/ store card
		Organic Prairie							3.99						w/o store card
	Plainville Farms									2.69				w/ store card	
	Plainville Farms									3.49				w/o store card	
	IGA	Li'l Butterball	1.99	1.99										w/ store card	
		Li'l Butterball	2.49	2.49										w/o store card	
		Ingle's	n/i		0.89										w/ \$25 purchase; limit 2
			Butterball		0.98										w/ store card; limit 2
			Butterball		2.18										w/o store card or limit
			Butterball	1.98											w/ store card
Butterball	2.58											w/o store card			
Just \$ave Foods	Honeysuckle		0.67										w/ \$35 purchase and card; limit 1		
	Honeysuckle		1.88										w/o store card or limit		
	Jennie-O	1.27	0.47										w/ \$35 purchase w/ card; limit 1		
	Jennie-O		1.99										no conditions		

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NC <i>(cont)</i>	Just \$ave Foods <i>(continued)</i>	n/i		0.47									w/ \$35 purchase w/ card; limit 1
		n/i		1.52									no conditions
	Kroger Mid-Atlantic	Honeysuckle		0.79									w/ \$35 purchase w/ card; limit 1
		Shady Brook	1.39										w/ store card
	Lowe's Food	Butterball		0.97									w/ \$35 purchase w/ card; limit 1
		Butterball		2.19									no conditions
		Butterball	1.47										w/ store card; locally grown
		Butterball	2.99										w/o store card; locally grown
		Jennie-O	1.27	0.47									w/ \$35 purchase w/ card; limit 1
		Jennie-O	2.49	1.89									no conditions
	Piggly Wiggly Retail	Butterball		0.99									w/ \$25 purchase; limit 1
	Piggly Wiggly Stores	Butterball		1.28									
		Jennie-O		0.98									
	Publix	Publix		0.59									w/ store card; limit 2
		Publix	1.69	1.09									w/ store card
		Publix	2.69	1.49									w/o store card; smoked @ \$3.49/lb.
		Butterball		1.09									w/ store card; limit 2
		Butterball	1.89	1.29									w/ store card; additional quantities
		GreenWise								2.49			w/ store card
		GreenWise								2.99			w/o store card
Target	Market Pantry		0.89										
	Butterball		1.19										
The Fresh Market	TFM									2.49			
Trader Joe's	Trade Joe's									1.99			
	Trade Joe's				2.49								
Whole Foods South	Bell & Evans							2.99					
	WFM									2.49			
SC	ALDI	Butterball		1.19									smoked @ \$1.89/lb.
		Honeysuckle	0.99										
	Bi-Lo	Butterball		0.99									w/ store card; limit 2
		Butterball	1.89										limit 2
		Honeysuckle		0.79									w/ store card; limit 2
	Dollar General Mrkt	n/i		0.75									limit 1
	Earth Fare	n/i					3.99				2.28		
Food Lion	n/i		0.47									w/ \$25 purchase & card; limit 1	
	n/i		1.59									w/o store card	

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
SC <i>(cont)</i>	Food Lion <i>(continued)</i>	Butterball		0.99									w/ store card	
		Butterball		1.79									w/o store card	
		Jennie-O	1.29											w/ \$25 purchase & card; limit 1
		Jennie-O	2.49											w/o store card
	Galaxy Food	House of Raeford		0.78										w/ \$25 purchase; limit 1
		Butterball		1.48										w/ \$25 purchase; limit 1
	Harris Teeter	Harris Teeter		0.47										w/ \$40 purchase; limit 1
		Harris Teeter		0.99										w/ store card
		Harris Teeter		1.59										w/o store card
		Harris Teeter	1.39											w/ store card
		Harris Teeter	1.99											w/o store card
		Butterball	1.69	1.39										w/ store card
		Butterball	2.39	1.99										w/o store card
		Butterball		2.69										smoked
		Empire				3.69								w/ store card
		Empire				3.99								w/o store card
		Bell & Evans					3.99				2.69			w/ store card
		Bell & Evans					4.99				3.49			w/o store card
		Organic Prairie						3.49						w/ store card
		Organic Prairie						3.99						w/o store card
		Plainville Farms									2.69			w/ store card
	Plainville Farms									3.49			w/o store card	
	IGA Ingle's	Li'l Butterball	1.99	1.99										w/ store card
		Li'l Butterball	2.49	2.49										w/o store card
		n/i		0.89										w/ \$25 purchase; limit 2
		Butterball		0.98										w/ store card; limit 2
		Butterball		2.18										w/o store card or limit
		Butterball	1.98											w/ store card
		Butterball	2.58											w/o store card
		Honeysuckle		0.67										w/ \$35 purchase and card; limit 1
		Honeysuckle		1.88										w/o store card or limit
		J.H. Harvey's	Butterball		1.29									
	Honeysuckle			0.99										w/ store card; limit 2
Norbest	1.69		1.19										w/ store card; limit 2	
n/i													smoked @ \$1.99/lb.	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
SC <i>(cont)</i>	Kroger Atlanta	Kroger		0.69									w/ card; limit 2	
		Private Selection		1.09										w/ card
		Honeysuckle	1.49											w/ store card
		Butterball	1.69	1.49										w/ store card
	Lowe's Food	Butterball		0.97										w/ \$35 purchase w/ card; limit 1
		Butterball		2.19										no conditions
		Butterball	1.47											w/ store card; locally grown
		Butterball	2.99											w/o store card; locally grown
		Jennie-O	1.27	0.47										w/ \$35 purchase w/ card; limit 1
		Jennie-O	2.49	1.89										no conditions
	Piggly Wiggly Car	Piggly Wiggly		free										< 16 lbs. (hen);w/ stamp redemption
		Butterball	1.79	1.49										
	Publix	Publix		0.59										w/ store card; limit 2
		Publix	1.69	1.09										w/ store card
		Publix	2.69	1.49										w/o store card; smoked @ \$3.49/lb.
		Butterball		1.09										w/ store card; limit 2
		Butterball	1.89	1.29										w/ store card; additional quantities
		GreenWise									2.49			w/ store card
	Target	GreenWise									2.99			w/o store card
		Market Pantry		0.89										
The Fresh Market	Butterball		1.19											
	TFM									2.49				
Trader Joe's	Trade Joe's									1.99			brined	
	Trade Joe's				2.49								< 16 lbs. (hen)	
Whole Foods South	Bell & Evans								2.99				brined	
	WFM							3.99		2.49				
TN	ALDI	Butterball		1.19									smoked @ \$1.89/lb.	
		Honeysuckle	0.99											
	Bi-Lo	Butterball		0.99									w/ store card; limit 2	
		Butterball	1.89										limit 2	
	Chappell's	Honeysuckle		0.79									w/ store card; limit 2	
		Food Club		0.88										
	Dollar General Mrkt	n/i		0.75									limit 1	
	E.W. James & Sons	Best Choice		0.89										w/ additional purchase; limit 2
		Best Choice		free										w/ ham purchase; limit 1
	Earth Fare	n/i						3.99		2.28				

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
TN <i>(cont)</i>	Food City	Butterball	1.99	1.19									limit 2 w/ store card	
		Food City	1.59	0.99									w/ store card	
	Food Country USA	Honeysuckle		1.19									w/ store card	
			Honeysuckle		1.89									w/o store card
	Food Giant	Best Choice		0.68										w/ \$50 purchase
	Food Lion	n/i		0.47										w/ \$25 purchase & card; limit 1
			n/i		1.59									w/o store card
			Butterball		0.99									w/ store card
			Butterball		1.79									w/o store card
			Jennie-O	1.29										w/ \$25 purchase & card; limit 1
			Jennie-O	2.49										w/o store card
	Food Rite	Best Choice			0.89									limit 2
	GFS Marketplace	n/i			\$12 off									> 16 lbs. (hen); w/ \$25 purchase; limit 1
			n/i		\$17 off									> 16 lbs. (tom); w/ \$25 purchase; limit 1
	H.G. Hill	Best Choice			0.89									
	Harris Teeter	Harris Teeter			0.47									w/ \$40 purchase; limit 1
			Harris Teeter		0.99									w/ store card
			Harris Teeter		1.59									w/o store card
			Harris Teeter	1.39										w/ store card
			Harris Teeter	1.99										w/o store card
			Butterball	1.69	1.39									w/ store card
			Butterball	2.39	1.99									w/o store card
			Butterball		2.69									smoked
			Empire				3.69							w/ store card
			Empire				3.99							w/o store card
			Bell & Evans					3.99			2.69			w/ store card
			Bell & Evans					4.99			3.49			w/o store card
			Organic Prairie						3.49					w/ store card
			Organic Prairie						3.99					w/o store card
			Plainville Farms								2.69			w/ store card
			Plainville Farms								3.49			w/o store card
			Li'l Butterball	1.99	1.99									w/ store card
			Li'l Butterball	2.49	2.49									w/o store card
Houchen's IGA	IGA			0.99									w/ \$25 purchase; limit 1	
		Honeysuckle	1.49											
Ingle's	Butterball			0.98									w/ store card; limit 2	
		Butterball		2.18									w/o store card or limit	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
TN <i>(cont)</i>	Ingle's <i>(continued)</i>	Butterball	1.98										w/ store card	
		Butterball	2.58										w/o store card	
	Kroger Delta	Honeysuckle		0.67										w/ \$35 purchase and card; limit 1
		Honeysuckle		1.88										w/o store card or limit
		Kroger		0.78										w/ store card; limit 2
		Honeysuckle	1.79	1.39										w/ store card
	Kroger Mid-Atlantic	Butterball		1.49										w/ store card
		Honeysuckle		0.79										w/ \$35 purchase w/ card; limit 1
	Kroger Nashville	Shady Brook	1.39											w/ store card
		Kroger		0.59										w/ \$25 purchase and card; limit 1
		Private Selection		0.79										w/ \$25 purchase and card; limit 1
	Lucky's Osborne's Publix	Butterball	1.69	1.49										w/ store card
		Honeysuckle	1.49											w/ store card
		Best Choice		0.99										
		Best Choice		0.89										w/ \$20 purchase; limit 1
		Publix		0.59										w/ store card; limit 2
		Publix	1.69	1.09										w/ store card
		Publix	2.69	1.49										w/o store card; smoked @ \$3.49/lb.
		Butterball		1.09										w/ store card; limit 2
		Butterball	1.89	1.29										w/ store card; additional quantities
		GreenWise									2.49			w/ store card
	GreenWise									2.99			w/o store card	
	Shop Rite	Food Club		0.99										
Super Dollar	n/i		0.99										limit 2	
Target	Market Pantry		0.89											
	Butterball		1.19											
The Fresh Market	TFM									2.49				
Town&Cntry Grocer	Best Choice		0.98											
Trader Joe's	Trade Joe's									1.99			brined	
	Trade Joe's				2.49								< 16 lbs. (hen)	
Whole Foods South	Bell & Evans								2.99				brined	
	WFM						3.99			2.49				
VA	ALDI	Butterball		1.19									smoked @ \$1.89/lb.	
	Dollar General Mrkt	Honeysuckle	0.99										limit 1	
		n/i		0.75										



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

**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
VA <i>(cont)</i>	Farm Fresh	Farm Fresh		0.89									w/ \$25 purchase; limit 1	
		Butterball		1.39									w/ \$25 purchase; limit 1	
		Perdue	1.49											
	Food City	Butterball	1.99	1.19									limit 2 w/ store card	
		Food City	1.59	0.99									w/ store card	
	Food Country USA	Honeysuckle		1.19									w/ store card	
		Honeysuckle		1.89									w/o store card	
	Food Lion	n/i		0.47									w/ \$25 purchase & card; limit 1	
		n/i		1.59									w/o store card	
		Butterball		0.99									w/ store card	
		Butterball		1.79									w/o store card	
		Jennie-O	1.29										w/ \$25 purchase & card; limit 1	
		Jennie-O	2.49										w/o store card	
	Galaxy Food	House of Raeford		0.78									w/ \$25 purchase; limit 1	
		Butterball		1.48									w/ \$25 purchase; limit 1	
	Giant Food	Giant		0.59									w/ \$25 purchase & card; limit 1	
		Giant	0.99										w/ store card	
		Butterball		0.99									w/ \$25 purchase & card; limit 1	
		Butterball	1.49											
	Great Valu Market	Plainville Farms					3.99							
		Nature's Promise									1.79			frozen
	Harris Teeter	n/i		0.59										w/ \$25 purchase; limit 1
		Harris Teeter		0.47										w/ \$40 purchase; limit 1
		Harris Teeter		0.99										w/ store card
		Harris Teeter		1.59										w/o store card
		Harris Teeter	1.39											w/ store card
		Harris Teeter	1.99											w/o store card
		Butterball	1.69	1.39										w/ store card
		Butterball	2.39	1.99										w/o store card
		Butterball		2.69										smoked
Empire						3.69							w/ store card	
Empire						3.99							w/o store card	
Bell & Evans							3.99			2.69			w/ store card	
Bell & Evans							4.99			3.49			w/o store card	
Organic Prairie								3.49					w/ store card	
Organic Prairie							3.99					w/o store card		

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
VA <i>(cont)</i>	Harris Teeter <i>(continued)</i>	Plainville Farms								2.69			w/ store card	
		Plainville Farms								3.49			w/o store card	
	Ingle's	Li'l Butterball	1.99	1.99										w/ store card
		Li'l Butterball	2.49	2.49										w/o store card
		Butterball		0.98										w/ store card; limit 2
		Butterball		2.18										w/o store card or limit
		Butterball	1.98											w/ store card
		Butterball	2.58											w/o store card
		Honeysuckle		0.67										w/ \$35 purchase and card; limit 1
		Honeysuckle		1.88										w/o store card or limit
	Kroger Mid-Atlantic	Honeysuckle		0.79										w/ \$35 purchase w/ card; limit 1
		Shady Brook	1.39											w/ store card
	Lowe's Food	Butterball		0.97										w/ \$35 purchase w/ card; limit 1
		Butterball		2.19										no conditions
		Butterball	1.47											w/ store card; locally grown
		Butterball	2.99											w/o store card; locally grown
		Jennie-O	1.27	0.47										w/ \$35 purchase w/ card; limit 1
	Martin's Food	Jennie-O	2.49	1.89										no conditions
		Butterball		0.99										w/ \$25 purchase & card; limit 1
		Butterball	1.49											w/ store card
		Giant	0.99	0.59										w/ \$25 purchase & card; limit 1
	Piggly Wiggly Retail	Nature's Promise									1.79			frozen
		Butterball		0.99										w/ \$25 purchase; limit 1
		Butterball		1.28										
	Piggly Wiggly Stores	Jennie-O		0.98										
		Butterball		0.59										w/ \$25 purchase & card; limit 1
	Safeway Eastern	Safeway Farms		0.59										w/ \$25 purchase & card; limit 1
		Shady Brook		0.59										w/ \$25 purchase & card; limit 1
		Butterball		0.88										w/ \$25 purchase & card; limit 1
		Open Nature									1.79			frozen; limit 1
Butterball		1.99											w/ store card	
Shady Brook		1.19											w/ store card; limit 1	
Shoppers Food	Marval		0.68										limit 1	
	Butterball		1.69											
	Shady Brook	0.99											limit 1	
Super Dollar	Shady Brook	1.19											additional quantities	
	n/i		0.99										limit 2	

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
VA <i>(cont)</i>	Target	Market Pantry		0.89									brined < 16 lbs. (hen)	
		Butterball		1.19										
	The Fresh Market	TFM								2.49				
	Trader Joe's	Trade Joe's								1.99				
		Trade Joe's			2.49									
	Wegman's	Wegman's	1.59							2.49				
WV	ALDI	Butterball		1.19									smoked @ \$1.89/lb.	
		Honeysuckle	0.99										limit 1	
	Dollar General Mrkt	n/i		0.75										
	Fas-Chek	Butterball		1.39										
	Foodland	Honeysuckle		free										< 16 lbs. (hen) w/ \$399 accumulated purchase
		Honeysuckle		free										> 16 lbs. (tom) w/ \$499 accumulated purchase
		Honeysuckle		0.88										w/ \$25 purchase; limit 1
	Food Fair	n/i		0.98										w/ \$35 purchase; limit 1
		Butterball		1.19										w/ additional purchase; limit1
		Butterball	1.99											
	Food Lion	Honeysuckle	1.79											
		Walnut Creek												smoked @ \$2.99/lb.
		n/i		0.47										w/ \$25 purchase & card; limit 1
		n/i		1.59										w/o store card
		Butterball		0.99										w/ store card
	Galaxy Food	Butterball		1.79										w/o store card
		Jennie-O	1.29											w/ \$25 purchase & card; limit 1
		Jennie-O	2.49											w/o store card
	Giant Eagle	House of Raeford		0.78										w/ \$25 purchase; limit 1
		Butterball		1.48										w/ \$25 purchase; limit 1
	Great Valu Market	Giant Eagle		0.78										w/ \$25 purchase & card; limit 1
Giant Eagle		1.59												
Honeysuckle			0.99										w/ \$25 purchase & card; limit 1	
Honeysuckle		1.69												
Butterball		1.99	1.59											
Kroger Columbus	Bell & Evans									2.99				
	Nature's Basket									2.89				
	n/i		0.59										w/ \$25 purchase; limit 1	
Kroger Columbus	Kroger		0.98										w/ \$10 purchase and card; limit 1	
	Honeysuckle	1.49	1.39										w/ store card	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
WV <i>(cont)</i>	Kroger Mid-Atlantic	Honeysuckle		0.79									w/ \$35 purchase w/ card; limit 1	
		Shady Brook	1.39										w/ store card	
	Martin's Food	Butterball		0.99									w/ \$25 purchase & card; limit 1	
		Butterball	1.49										w/ store card	
		Giant	0.99	0.59									w/ \$25 purchase & card; limit 1	
	Piggly Wiggly Stores	Nature's Promise									1.79			frozen
		Butterball		1.28										
		Jennie-O		0.98										
	Riesbeck's	Honeysuckle		1.19										limit 3
		Honeysuckle	1.69											
	Shop'n Save	Li'l Butterball		1.69										
		Butterball		1.59										
	Sparkle	Honeysuckle	1.59											
		Honeysuckle	1.79	0.68										w/ \$30 purchase; limit 1
		Honeysuckle	2.29	1.99										additional quantities
		Butterball		1.99										
	Target	Market Pantry		0.89										
		Butterball		1.19										
	Weis	Weis		0.59										w/ \$25 purchase & store card; limit 1
		Butterball		0.99										w/ store card
Li'l Butterball			1.98										w/ store card	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
<b>MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI</b>														
IA	Affiliated Foods MW	Shurfine		0.98									w/ \$25 purchase; limit 1	
		Butterball		1.69										
	ALDI	Butterball		1.19										smoked @ \$1.89/lb.
		Honeysuckle	0.99											
	County Market	Jennie-O	1.59											
	Family Foods	Butterball		1.49										
		Our Family		0.99										limit 1
	Fareway	Our Family		1.19										additional quantities
		Fareway		free										< 12 lbs. (hen); w/ \$50 meat purchase; limit 1
		Fareway		1.29										
	Food Pride	Our Family		0.89										w/ \$25 purchase; limit 1
	Hometown Foods	Shurfine		0.99										
	Hy-Vee	Honeysuckle		free										w/ ham purchase; limit 1
		Jewel-Osco	Jennie-O		0.38									w/ \$25 purchase; limit 1
	Maynard's	Jennie-O		0.76										additional quantities
		Honeysuckle		0.38										w/ \$25 purchase; limit 1
		Honeysuckle		0.76										additional quantities
		Butterball		0.99										limit 1
		Butterball	2.49											
		Shurfine		0.77										w/ \$50 purchase and coupon; limit 1
		Shurfine		1.18										w/o conditions
	No Frills	Norbest		0.77										w/ \$25 purchase; limit 1
		Norbest	1.49											
	Schnuck's	Schnuck's		0.75										w/ \$25 purchase; limit 1
		Schnuck's	1.49											limit 2
		Honeysuckle		0.95										w/ \$25 purchase; limit 1
		Honeysuckle	1.49											limit 2
Butterball			1.19										w/ \$25 purchase; limit 1	
Target	Perdue	1.69											limit 2	
	Market Pantry		0.89											
	Butterball		1.19											
Trader Joe's	Trade Joe's									1.99			brined	
	Trade Joe's				2.49								< 16 lbs. (hen)	
Whole Foods MW	Larry Schultz						3.99							
	Nature's Rancher									2.49				

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
IA <i>(cont)</i>	Whole Foods MW <i>(continued)</i>	Valerie's Farm Kosher Valley								2.49			brined
IL	Affiliated Foods MW	Shurfine		0.98									w/ \$25 purchase; limit 1
		Butterball		1.69									
	ALDI	Butterball		1.19									smoked @ \$1.89/lb.
	Angelo Caputo	Honeysuckle	0.99										
		Norbest		0.49									w/ \$75 purchase; limit 1
		Perdue	2.49										
		Butterball	1.49										
		Peacock Amish								2.99			
		Ho-Ka								2.99			
	Berkot's	Norbest		0.99									
	Borowiak's IGA	IGA		0.68									< 16 lbs. (hen); w/ \$25 purchase; limit 1
	Brookhaven	Honeysuckle		0.99									limit 1
		Honeysuckle		1.09									additional quantities
		Peacock Amish							2.49				
		Ho-Ka							2.99				
	Butera Market	Butterball		0.89									w/ \$30 purchase; limit 1
		Butterball		1.79									< 16 lbs. (hen)
		Honeysuckle	1.99										
		Jennie-O	1.59										< 16 lbs. (hen)
	County Market	Jennie-O	1.59										
	Cub Foods	Jennie-O		0.89									limit 1
		Jennie-O		1.49									additional quantities
		Butterball	1.79	1.29									w/ store card
		Jennie-O	1.49										w/ store card
		Jennie-O	2.19										w/o store card
		Honeysuckle	1.49							1.99			w/ store card; frozen
		Honeysuckle	2.19										w/o store card
	Dierberg's	Jennie-O		0.75									w/ \$25 purchase; limit 1
		Honeysuckle		0.95									w/ \$25 purchase; limit 1
		Butterball		1.29									w/ \$50 purchase; limit 1
		Honeysuckle	1.59										
	Fairplay Foods	Norbest		0.48									w/ \$50 purchase; limit 1
		Butterball		0.99									w/ \$50 purchase; limit 1
		Butterball	1.99										
		Rosebud Farms	1.99										

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
IL (cont)	Fareway	Fareway		free									< 12 lbs. (hen); w/ \$50 meat purchase; limit 1	
		Fareway		1.29										
	Food 4 Less	Butterball		0.89									w/ \$25 purchase and store card; limit 1	
		Butterball		2.19									w/o store card	
		Kroger		0.79									w/ \$25 purchase and store card; limit 1	
		Kroger		1.59									w/o store card	
		Food Pride	Our Family		0.89									w/ \$25 purchase; limit 1
		Fresh Thyme	n/i	1.37										
		Garden Fresh	Butterball		1.39									
			Empire				3.99							
			Norbest		0.99									
			Ho-Ka						2.99					locally grown
			Aaron's			4.49								
		GFS Marketplace	n/i		\$12 off									> 16 lbs. (hen); w/ \$25 purchase; limit 1
			n/i		\$17 off									> 16 lbs. (tom); w/ \$25 purchase; limit 1
		Heinen's	Amish	1.69										
			Plainville Farms					3.99			2.99			
			Butterball		1.69									
		Houchen's IGA	IGA		0.99									w/ \$25 purchase; limit 1
			Honeysuckle	1.49										
		Hy-Vee	Honeysuckle		free									w/ ham purchase; limit 1
		Jewel-Osco	Jennie-O		0.38									w/ \$25 purchase; limit 1
			Jennie-O		0.76									additional quantities
			Honeysuckle		0.38									w/ \$25 purchase; limit 1
			Honeysuckle		0.76									additional quantities
			Butterball		0.99									limit 1
			Butterball	2.49										
		Joe Caputo	Jennie-O		0.69									w/ \$50 purchase; limit 1
			Jennie-O		1.19									additional quantities
			Peacock Amish								2.79			
		Kirby IGA	Honeysuckle	0.99	0.99									limit 2
		Kroger Central	Honeysuckle	1.49										w/ store card
		Kroger		0.69									w/ store card; limit 1	
	Kroger Louisville	Honeysuckle	1.49											
		Kroger		0.79									limit 2	
		Private Selection		0.99										
		Butterball	1.19											

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
IL <i>(cont)</i>	Mariano's Fresh	Butterball		0.88									limit 1	
		Butterball	1.68											
		Jennie-O	1.68											
	Meijer	Meijer		0.54										w/ \$20 purchase; limit 1
		Meijer	0.98											w/ \$20 purchase; limit 1
		Butterball		0.99										w/ \$20 purchase; limit 1
	Pete's Fresh	Butterball	1.48											w/ \$20 purchase; limit 1
		Honeysuckle		0.99										w/ \$20 purchase; limit 1
		Norbest		0.49										w/ \$30 purchase; limit 1
		Norbest		1.29										additional quantities
	Piggly Wiggly MW	Perdue	2.39											
		Butterball	1.79	1.49										
		Butterball		0.89										w/ \$30 purchase; limit 1
	Schnuck's	Jennie-O		0.49										w/ \$30 purchase; limit 1
		Honeysuckle	1.99											
		Schnuck's		0.75										w/ \$25 purchase; limit 1
	Schnuck's	Schnuck's	1.49											limit 2
		Honeysuckle		0.95										w/ \$25 purchase; limit 1
		Honeysuckle	1.49											limit 2
		Butterball		1.19										w/ \$25 purchase; limit 1
	Schuette's	Perdue	1.69											limit 2
		Honeysuckle		0.72										< 16 lbs. (hen); w/ \$25 purchase; limit 1
		Honeysuckle		0.95										> 16 lbs. (tom); w/ \$25 purchase; limit 1
	Shop'n Save	Amish Valley	1.59											
		Butterball		1.33										
		Farm Fresh		0.89										w/ \$25 purchase; limit 1
	Shop & Save	Butterball		1.59										
		Jennie-O	1.69											
		Jennie-O	2.39											
		Peacock	2.79											
Amish Valley		2.19	0.99											
Farm Fresh			0.99											
Norbest			0.99											
Butterball		2.49	1.99											
Shop & Save	Perdue	2.29												
	Ho-Ka							2.99					locally grown	
	Norbest	2.59												



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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
IL <i>(cont)</i>	Shop & Save	Schau's	2.69											
	<i>(continued)</i>	Timber Valley	2.19											
	Strack & VanTil	Norbest		\$6 off									w/ \$25 purchase; limit 1	
			Butterball	1.99										
			Perdue	1.99										
		Sullivan's	Norbest		0.49									w/ \$200 purchase; limit 1
			Norbest		0.69									w/ \$150 purchase; limit 1
			Norbest		0.79									w/ \$100 purchase; limit 1
			Norbest		0.89									w/ \$50 purchase; limit 1
			Norbest		0.99									
		Sunset Foods	Norbest		0.89									w/ \$30 purchase; limit 1
		Target	Market Pantry		0.89									
			Butterball		1.19									
		The Fresh Market	TFM								2.49			
		Tony's Foods	Butterball		1.29									
			Jennie-O		0.49									w/ \$25 purchase; limit 1
			Peacock Amish								2.69			
			Ho-Ka							2.99	2.99			
			Perdue	1.99										
		Trader Joe's	Trade Joe's									1.99		brined
			Trade Joe's			2.49								< 16 lbs. (hen)
		Ultra Foods	Norbest		0.38									w/ \$25 purchase; limit 1
			Norbest		0.99									additional quantities
			n/i	1.89										
		Valli Produce	Jennie-O		0.58									w/ \$65 purchase; limit 1
			Jennie-O		1.19									additional quantities
			Farm Fresh		0.58									w/ \$65 purchase; limit 1
			Farm Fresh		1.19									additional quantities
			Perdue	1.99										
			Norbest	1.99										
	Walt's Food	Norbest		0.69									w/ \$50 purchase; limit 1	
		Butterball		0.99									w/ \$50 purchase; limit 1	
		Rosebud Farms		0.99									w/ \$50 purchase; limit 1	
		Rosebud Farms	1.79											
		Ho-Ka							2.99				locally grown	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
IL <i>(cont)</i>	Whole Foods MW	Larry Schultz					3.99						brined	
		Nature's Rancher								2.49				
		Valerie's Farm								2.49				
		Kosher Valley			3.99									
	Woodman's	Jennie-O		1.19										
IN	Al's Supermarkets	Butterball		1.28									w/ \$15 purchase and store card; limit 1	
		Honeysuckle	1.48	0.88									w/ \$15 purchase and store card; limit 1	
													w/o store card	
	ALDI	Butterball		1.19										smoked @ \$1.89/lb.
		Honeysuckle	0.99											
	Dollar General Mrkt	n/i		0.75									limit 1	
	Earth Fare	n/i					3.99			2.28				
	Food 4 Less	Butterball		0.89										w/ \$25 purchase and store card; limit 1
		Butterball		2.19										w/o store card
		Kroger		0.79										w/ \$25 purchase and store card; limit 1
		Kroger		1.59										w/o store card
	Fresh Thyme	n/i	1.37											
	GFS Marketplace	n/i		\$12 off										> 16 lbs. (hen); w/ \$25 purchase; limit 1
		n/i		\$17 off										> 16 lbs. (tom); w/ \$25 purchase; limit 1
	Harvest Market	Best Choice		0.88										limit 1
	Houchen's IGA	IGA		0.99										w/ \$25 purchase; limit 1
		Honeysuckle	1.49											
	IGA SpartanNash	IGA		0.88										w/ \$20 purchase; limit 1
		IGA		1.19										additional quantities
	Jay C	Butterball		1.18										w/ store card; limit 2
		Private Selection		0.88										w/ store card; limit 2
	Jewel-Osco	Jennie-O		0.38										w/ \$25 purchase; limit 1
Jennie-O			0.76										additional quantities	
Honeysuckle			0.38										w/ \$25 purchase; limit 1	
Honeysuckle			0.76										additional quantities	
Butterball			0.99										limit 1	
	Butterball	2.49												
Kirby IGA	Honeysuckle	0.99	0.99										limit 2	
Kroger Central	Honeysuckle	1.49											w/ store card	
	Kroger		0.69										w/ store card; limit 1	

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

**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
IN <i>(cont)</i>	Kroger Cincinnati	Kroger		0.99									w/ \$10 purchase; limit 2	
		Private Selection		1.19										w/ store card
		Honeysuckle	1.69	1.19										w/ store card
		Butterball	1.99											
	Kroger Louisville	Honeysuckle	1.49											
		Kroger		0.79										limit 2
		Private Selection		0.99										
	Lucky's Market	Butterball	1.19											
		Amish Country	1.39											
		Plainville Farms												
	Marsh	Sunny Meadows							3.29		1.99			locally grown
		Butterball	1.99											
	Martin's	Butterball		0.78										w/ \$25 purchase; limit 1
		Norbest		0.58										w/ \$25 purchase; limit 1
		Butterball	1.97											w/ store card
		Butterball	2.19											w/o store card
		Honeysuckle	1.77											w/ store card
		Honeysuckle	1.99											w/o store card
		Butterball		1.19										w/ \$25 purchase and store card; limit 1
		Butterball		1.99										additional quantities
		Honeysuckle		0.99										w/ \$25 purchase and store card; limit 1
		Honeysuckle		1.89										additional quantities
	Meijer	Troyer		0.49										w/ \$25 purchase and store card; limit 1
		Troyer		1.69										additional quantities
		Meijer		0.54										w/ \$20 purchase; limit 1
		Meijer	0.98											w/ \$20 purchase; limit 1
		Butterball		0.99										w/ \$20 purchase; limit 1
		Butterball	1.48											w/ \$20 purchase; limit 1
		Honeysuckle		0.99										w/ \$20 purchase; limit 1
		Farm Fresh		0.79										w/ \$30 purchase; limit 1
Schnuck's	Schnuck's		0.75										w/ \$25 purchase; limit 1	
	Schnuck's	1.49											limit 2	
	Honeysuckle		0.95										w/ \$25 purchase; limit 1	
	Honeysuckle	1.49											limit 2	
	Butterball		1.19										w/ \$25 purchase; limit 1	
	Perdue	1.69											limit 2	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
IN <i>(cont)</i>	Strack & VanTil	Norbest		\$6 off									w/ \$25 purchase; limit 1	
		Butterball	1.99											
		Perdue	1.99											
	Target	Market Pantry		0.89										
		Butterball		1.19										
	The Fresh Market	TFM								2.49				
	Trader Joe's	Trade Joe's									1.99			brined
		Trade Joe's			2.49									
	Ultra Foods	Norbest		0.38										w/ \$25 purchase; limit 1 additional quantities
		Norbest		0.99										
		n/i	1.89											
	Walt's Food	Norbest		0.69										w/ \$50 purchase; limit 1 w/ \$50 purchase; limit 1 w/ \$50 purchase; limit 1
		Butterball		0.99										
		Rosebud Farms		0.99										
		Rosebud Farms	1.79											
	Wesselman's	Ho-Ka							2.99					locally grown w/ \$25 purchase; limit 1 w/ \$25 purchase; limit 1
Jennie-O			0.47											
Whole Foods MW	Butterball		0.98									w/ \$25 purchase; limit 1 w/ \$25 purchase; limit 1		
	Larry Schultz					3.99								
	Nature's Rancher									2.49				
	Valerie's Farm									2.49				
	Kosher Valley			3.99								brined		
KY	ALDI	Butterball		1.19									smoked @ \$1.89/lb.	
		Honeysuckle	0.99											
	Cox IGA	IGA		0.88										w/ \$20 purchase; limit 1 additional quantities
		IGA		1.19										
	Dollar General Mrkt	n/i		0.75										limit 1 w/ additional purchase; limit 2 w/ ham purchase; limit 1
	E.W. James & Sons	Best Choice		0.89										
		Best Choice		free										
	Earth Fare	n/i					3.99				2.28			
	Food City	Butterball	1.99	1.19										limit 2 w/ store card w/ store card
		Food City	1.59	0.99										
	Food Fair	Butterball		1.19										w/ additional purchase; limit1
		Butterball	1.99											
Honeysuckle		1.79												
Food Giant	Walnut Creek											smoked @ \$2.99/lb. w/ \$50 purchase		
	Best Choice		0.68											

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
KY (cont)	Food Lion	n/i		0.47									w/ \$25 purchase & card; limit 1	
		n/i		1.59									w/o store card	
		Butterball		0.99									w/ store card	
		Butterball		1.79									w/o store card	
		Jennie-O	1.29										w/ \$25 purchase & card; limit 1	
		Jennie-O	2.49										w/o store card	
	Foodland	Honeysuckle			free									< 16 lbs. (hen) w/ \$399 accumulated purchase
		Honeysuckle			free									> 16 lbs. (tom) w/ \$499 accumulated purchase
		Honeysuckle			0.88									w/ \$25 purchase; limit 1
		n/i			0.98									w/ \$35 purchase; limit 1
	Galaxy Food	House of Raeford			0.78									w/ \$25 purchase; limit 1
		Butterball			1.48									w/ \$25 purchase; limit 1
	GFS Marketplace	n/i			\$12 off									> 16 lbs. (hen); w/ \$25 purchase; limit 1
		n/i			\$17 off									> 16 lbs. (tom); w/ \$25 purchase; limit 1
	Houchen's IGA	IGA			0.99									w/ \$25 purchase; limit 1
		Honeysuckle	1.49											
	IGA	IGA			0.88									w/ \$20 purchase; limit 1
		IGA			1.19									additional quantities
	Kroger Cincinnati	Kroger			0.99									w/ \$10 purchase; limit 2
		Private Selection			1.19									w/ store card
		Honeysuckle	1.69	1.19										w/ store card
	Kroger Delta	Butterball	1.99											
		Kroger			0.78									w/ store card; limit 2
		Honeysuckle	1.79	1.39										w/ store card
	Kroger Louisville	Butterball			1.49									w/ store card
		Honeysuckle	1.49											
		Kroger			0.79									limit 2
	Kroger Mid-Atlantic	Private Selection			0.99									
		Butterball	1.19											
		Honeysuckle			0.79									w/ \$35 purchase w/ card; limit 1
Kroger Nashville	Shady Brook	1.39											w/ store card	
	Kroger			0.59									w/ \$25 purchase and card; limit 1	
	Private Selection			0.79									w/ \$25 purchase and card; limit 1	
Kroger Nashville	Butterball	1.69	1.49										w/ store card	
	Honeysuckle	1.49											w/ store card	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
KY <i>(cont)</i>	Lucky's Market	Amish Country		1.39									
		Plainville Farms								1.99			
		Sunny Meadows							3.29				locally grown
	Meijer	Meijer		0.54									w/ \$20 purchase; limit 1
		Meijer	0.98										w/ \$20 purchase; limit 1
		Butterball		0.99									w/ \$20 purchase; limit 1
	Piggly Wiggly Htchns	Butterball	1.48										w/ \$20 purchase; limit 1
		Honeysuckle		0.99									w/ \$20 purchase; limit 1
		Best Choice		0.68									w/ \$50 purchase; limit 1
	Remke Markets	Honeysuckle		0.99									w/ \$25 purchase; limit 2
	Super Dollar	n/i		0.99									limit 2
	Target	Market Pantry		0.89									
The Fresh Market	Butterball		1.19										
Town&Cntry Grocer	TFM								2.49				
		Best Choice		0.98									
MI	Affiliated Fds MW	Shurfine		1.09									
	ALDI	Butterball		1.19									smoked @ \$1.89/lb.
		Honeysuckle	0.99										
		Jennie-O		0.69									w/ \$35 purchase; limit 1
	Busch's	Amish Country	1.89										
		Butterball		1.29									limit 1
		Spartan	0.98	0.54									w/ \$20 purchase; limit 1
	D&W Fresh Market	Butterball		0.99									w/ \$20 purchase; limit 1
		Honeysuckle		0.79									w/ \$20 purchase; limit 1
		Bell & Evans								3.49			
	Family Fare	Spartan	0.98	0.54									w/ \$20 purchase; limit 1
		Honeysuckle		0.79									w/ \$20 purchase; limit 1
		Butterball		0.99									w/ \$20 purchase; limit 1
	Food Pride	Our Family		0.99									w/ \$25 purchase; limit 1
	GFS Marketplace	n/i		\$12 off									> 16 lbs. (hen); w/ \$25 purchase; limit 1
		n/i		\$17 off									> 16 lbs. (tom); w/ \$25 purchase; limit 1
	Harding's	Spartan		0.69									w/ \$20 purchase; limit 1
		Butterball	1.69	1.49									
Spartan		1.59											
Hiller's	Timber Valley Frm	1.69											
	Northern Pride		0.99									w/ \$10 purchase; limit 1	
	Bell & Evans								2.99			locally grown	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
MI <i>(cont)</i>	Hiller's <i>(continued)</i>	Empire			3.49	2.49							< 16 lbs. (hen)
		n/i										5.99	< 16 lbs. (hen); locally grown
	Kroger Central	Honeysuckle	1.49										w/ store card
		Kroger		0.69									w/ store card; limit 1
	Kroger Columbus	Kroger		0.98									w/ \$10 purchase and card; limit 1
		Honeysuckle	1.49	1.39									w/ store card
	Kroger Michigan	Kroger		0.79									w/ \$10 purchase and card; limit 1
		Honeysuckle	1.29										w/ store card
		Butterball	1.79	1.69									w/ store card
	Martin's	Butterball	1.97										w/ store card
		Butterball	2.19										w/o store card
		Honeysuckle	1.77										w/ store card
		Honeysuckle	1.99										w/o store card
		Butterball		1.19									w/ \$25 purchase and store card; limit 1
		Butterball		1.99									additional quantities
		Honeysuckle		0.99									w/ \$25 purchase and store card; limit 1
		Honeysuckle		1.89									additional quantities
		Troyer		0.49									w/ \$25 purchase and store card; limit 1
		Troyer		1.69									additional quantities
	Meijer	Meijer		0.54									w/ \$20 purchase; limit 1
		Meijer	0.98										w/ \$20 purchase; limit 1
		Butterball		0.99									w/ \$20 purchase; limit 1
		Butterball	1.48										w/ \$20 purchase; limit 1
		Honeysuckle		0.99									w/ \$20 purchase; limit 1
	Plumb's/Duthler's	Spartan		0.98									w/ \$25 purchase; limit 1
		Spartan		1.79									no limit
	Polly's Market	Honeysuckle		1.39									w/ store card
		Honeysuckle		1.79									w/o store card
		Butterball		1.49									w/ store card
		Butterball		1.89									w/o store card
	Amish Country		0.80									w/ \$20 purchase; limit 1	
	Amish Country		1.59									additional quantities	
Ric's Food Center	Shurfine		0.59									w/ \$50 purchase; limit 1	
	Shurfine		1.19									additional quantities	
	Honeysuckle	1.99											
Save-a-Lot	Riverside		0.49										w/ \$25 purchase; limit 1

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MI <i>(cont)</i>	Spartan Stores	n/i	\$13 off	\$13 off									< 16 lbs. (hen) w/ \$25 purchase; limit 1 > 16 lbs. (tom) w/ \$25 purchase; limit 1 w/ store card w/o store card  < 16 lbs. (hen); w/ \$20 purchase; limit 1 < 16 lbs. (hen); w/ \$20 purchase; limit 1 > 16 lbs. (tom); w/ \$20 purchase; limit 1 > 16 lbs. (tom); w/ \$20 purchase; limit 1 brined < 16 lbs. (hen) w/ \$25 purchase; limit 1 w/ \$20 purchase; limit 1 w/ \$20 purchase; limit 1 w/ \$20 purchase; limit 1  brined	
		n/i	\$19 off	\$19 off										
	Super One Foods	Jennie-O	1.33											
		Jennie-O	1.66											
	Tadych's	Our Family	1.69											
	Target	Market Pantry		0.89										
		Butterball		1.19										
	Tom's/Oleson's	Spartan	\$10 off	\$10 off										
		Butterball		\$10 off										
		Spartan	\$17 off	\$17 off										
		Butterball		\$17 off										
	Trader Joe's	Trade Joe's								1.99				
		Trade Joe's			2.49									
	Valu Land	Spartan		0.47										
	VG's Food	Spartan	0.98	0.54										
		Honeysuckle		0.79										
	Butterball		0.99											
Whole Foods MW	Larry Schultz							3.99						
	Nature's Rancher									2.49				
	Valerie's Farm									2.49				
	Kosher Valley			3.99										
MN	Affiliated Foods MW	Shurfine		0.98									w/ \$25 purchase; limit 1	
		Butterball		1.69										
		Shurfine		1.09									no limit	
	ALDI	Butterball		1.19									smoked @ \$1.89/lb.	
		Honeysuckle	0.99											
	Cash Wise	Jennie-O	\$5 off	\$5 off									w/ qualified purchase; limit 1	
		Jennie-O	1.38	0.55									w/ \$30 purchase; limit 1	
	Coborn's	Butterball		1.29										
		Full Circle								1.99				
	Cub Foods	Jennie-O	1.39										limit 1	
		Jennie-O		0.89									additional quantities	
	Jennie-O		1.49									w/ store card		
	Butterball	1.79	1.29									w/ store card		
	Jennie-O	1.49										w/o store card		
	Jennie-O	2.19												



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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MN <i>(cont)</i>	Cub Foods	Honeysuckle	1.49							1.99			w/ store card; frozen	
	<i>(continued)</i>	Honeysuckle	2.19										w/o store card	
	Econofoods	Our Family		0.68									w/ \$25 purchase; limit 1	
	Family Fare	Butterball		1.19										
		Our Family		0.57										w/ \$25 purchase; limit 1
	Fareway	Fareway		free										< 12 lbs. (hen); w/ \$50 meat purchase; limit 1
		Fareway		1.29										
	Festival	Jennie-O		1.19										w/ \$25 purchase; limit 1
	Food Pride	Our Family		0.99										w/ \$25 purchase; limit 1
	Hornbacher's	Farm Fresh		0.88										
	Hugo's	Our Family		0.49										w/ \$30 purchase; limit 1
		Butterball	0.88											w/ \$30 purchase; limit 1
	Hy-Vee	Honeysuckle		free										w/ ham purchase; limit 1
	Lunds & Byerlys	Honeysuckle		0.99										w/ store card; limit 4
		Honeysuckle		2.69										w/o store card or limit
		Lunds & Byerlys		1.79				3.69			1.99			w/ store card
		Lunds & Byerlys		2.59				4.99			2.99			w/o store card
		Lunds & Byerlys									2.49			w/ store card; brined
		Lunds & Byerlys									3.69			w/o store card; brined
	Marketplace Foods	Our Family		0.69										w/ \$75 purchase; limit 1
		Our Family		0.98										additional quantities
		Butterball		1.48										
		Honeysuckle	1.78											
	Maynard's	Shurfine		0.77										w/ \$50 purchase and coupon; limit 1
		Shurfine		1.18										w/o conditions
	Rainbow Foods	Honeysuckle		0.89										limit 1
		Butterball		1.19										limit 1
		Jennie-O	1.49											
	Sun Mart	Our Family		0.57										w/ \$25 purchase; limit 1
	Super One Foods	Jennie-O	1.33											w/ store card
		Jennie-O	1.66											w/o store card
	Target	Market Pantry		0.89										
		Butterball		1.19										
Teal's Market	Our Family		0.69										w/ \$50 purchase	
	Our Family		0.99										w/ purchase under \$50	
Trader Joe's	Trade Joe's									1.99			brined	
	Trade Joe's				2.49								< 16 lbs. (hen)	

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
MN <i>(cont)</i>	Whole Foods MW	Larry Schultz					3.99						brined
		Nature's Rancher								2.49			
		Valerie's Farm								2.49			
		Kosher Valley			3.99								
ND	Albertsons IntrMnt	Honeysuckle		BOGO									w/ \$35 purchase; limit 2 w/ \$25 purchase; limit 1
		Honeysuckle		0.69									
		Honeysuckle		1.19									
		Jennie-O	1.69										
	Cash Wise	Butterball	1.99	1.79									w/ qualified purchase; limit 1 w/ \$30 purchase; limit 1
		Jennie-O	\$5 off	\$5 off									
	Coborn's	Jennie-O	1.38	0.55									1.99
		Butterball		1.29									
	Dan's	Full Circle											limit 1
		Jennie-O	1.39										
	Family Fare	Farm Fresh		0.99									w/ \$25 purchase; limit 1 w/ \$25 purchase; limit 1
		Butterball		1.19									
	Food Pride	Our Family		0.57									w/ \$30 purchase; limit 1 w/ \$30 purchase; limit 1
		Our Family		0.99									
	Hornbacher's	Farm Fresh		0.88									w/ \$30 purchase; limit 1 w/ \$30 purchase; limit 1
		Our Family		0.49									
	Hugo's	Butterball	0.88										w/ \$75 purchase; limit 1 additional quantities
		Our Family		0.69									
	Marketplace Foods	Our Family		0.98									w/ store card w/o store card
		Our Family		1.48									
Honeysuckle		1.78											
Super One Foods	Jennie-O	1.33										w/ \$50 purchase w/ purchase under \$50	
	Jennie-O	1.66											
Target	Market Pantry		0.89									w/ \$50 purchase w/ purchase under \$50	
	Butterball		1.19										
Teal's Market	Our Family		0.69									w/ \$50 purchase w/ purchase under \$50	
	Our Family		0.99										
NE	Affiliated Foods MW	Shurfine		0.98									w/ \$25 purchase; limit 1
		Butterball		1.69									
		Shurfine		1.09									
	ALDI	Butterball		1.19									no limit smoked @ \$1.89/lb.
		Honeysuckle	0.99										

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NE <i>(cont)</i>	Baker's	Kroger		0.89									w/ store card; limit 2	
		Honeysuckle	1.49	1.09									w/ store card; limit 2	
		Private Selection		1.09									w/ store card; limit 2	
		Butterball		1.19									w/ store card; limit 2	
	Bag'n Save	Norbest		0.77									w/ \$25 purchase; limit 1	
		Norbest	1.49										< 12 lbs. (hen); w/ \$50 meat purchase; limit 1	
	Fareway	Fareway		free									< 12 lbs. (hen); w/ \$50 meat purchase; limit 1	
		Fareway		1.29										
	Food Pride	Our Family		0.99									w/ \$25 purchase; limit 1	
	Hy-Vee	Honeysuckle		free									w/ ham purchase; limit 1	
	Natural Grocers	Mary's					3.99		2.69		2.69	6.99		
	Russ's Market	Honeysuckle	1.69											w/ store card
		Honeysuckle	2.08											w/o store card
	Safeway	Russ												smoked @ \$2.59/lb.; locally grown
		Safeway Farms		0.69										w/ card; limit 1
		Honeysuckle	1.39	0.79							1.79			w/ card; limit 1
		Butterball		1.29										w/ card; limit 1
		Butterball	1.99	1.59										> 16 lbs. (tom) w/ card
	Sun Mart	Li'l Butterball		1.99										
		Our Family		0.57										w/ \$25 purchase; limit 1
Target	Market Pantry		0.89											
	Butterball		1.19											
Trader Joe's	Trade Joe's									1.99			brined	
	Trade Joe's				2.49								< 16 lbs. (hen)	
Whole Foods MW	Larry Schultz					3.99								
	Nature's Rancher									2.49				
	Valerie's Farm									2.49			brined	
Kosher Valley					3.99									
OH	Acme Fresh	Acme		0.59									w/ store card; limit 1	
		Acme	1.49										w/ store card	
		Acme	2.09	1.69									w/o store card	
		Butterball		1.59									w/ store card	
		Butterball		1.89									w/o store card	
		Honeysuckle		0.99									w/ store card	
		Honeysuckle		1.79									w/o store card	

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

**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
OH <i>(cont)</i>	ALDI	Butterball		1.19									smoked @ \$1.89/lb.	
		Honeysuckle	0.99											
	Bottom Dollar	n/i		0.54									w/ \$25 purchase; limit 1	
		Butterball		0.87									w/ \$25 purchase; limit 1	
	Buehler's	Amish Valley	1.99											
		Bowman&Landes							2.99				w/ store card	
		Bowman&Landes							3.99				w/o store card	
		Honeysuckle		0.89									w/ store card	
		Honeysuckle		1.39									w/o store card	
		Butterball		1.79									w/ store card	
		Butterball		2.49									w/o store card	
	Chief Supermarkets	Our Family	\$10 off	\$10 off										< 16 lbs. (hen); w/ \$20 purchase; limit 1
		Honeysuckle	\$10 off	\$10 off										< 16 lbs. (hen); w/ \$20 purchase; limit 1
		Butterball	\$10 off	\$10 off										< 16 lbs. (hen); w/ \$20 purchase; limit 1
		Our Family	\$17 off	\$17 off										> 16 lbs. (tom); w/ \$20 purchase; limit 1
		Honeysuckle	\$17 off	\$17 off										> 16 lbs. (tom); w/ \$20 purchase; limit 1
		Butterball	\$17 off	\$17 off										> 16 lbs. (tom); w/ \$20 purchase; limit 1
	Cub Foods	Jennie-O		0.89										limit 1
		Jennie-O		1.49										additional quantities
		Butterball	1.79	1.29										w/ store card
		Jennie-O	1.49											w/ store card
		Jennie-O	2.19											w/o store card
		Honeysuckle	1.49							1.99				w/ store card; frozen
		Honeysuckle	2.19											w/o store card
	Dave's Market	Amish Country	1.89											
		Honeysuckle		0.69										w/ \$50 purchase; limit 1
	Dollar General Mrkt	n/i		0.75										limit 1
	Earth Fare	n/i					3.99				2.28			
	Fisher Foods	Honeysuckle		0.69										w/ \$20 purchase; limit 1
		Honeysuckle		1.29										additional quantities
		n/i	1.69											
	Foodland	Honeysuckle		free										< 16 lbs. (hen) w/ \$399 accumulated purchase
		Honeysuckle		free										> 16 lbs. (tom) w/ \$499 accumulated purchase
	Honeysuckle		0.88										w/ \$25 purchase; limit 1	
	n/i		0.98										w/ \$35 purchase; limit 1	
Food Fair	Butterball		1.19										w/ additional purchase; limit1	
	Butterball	1.99												



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**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
OH <i>(cont)</i>	Marc's	Honeysuckle		0.69									limit 2	
	Marsh	Butterball	1.99											
		Butterball		0.78									w/ \$25 purchase; limit 1	
		Norbest		0.58									w/ \$25 purchase; limit 1	
	Meijer	Meijer		0.54									w/ \$20 purchase; limit 1	
		Meijer	0.98										w/ \$20 purchase; limit 1	
		Butterball		0.99									w/ \$20 purchase; limit 1	
		Butterball	1.48										w/ \$20 purchase; limit 1	
		Honeysuckle		0.99									w/ \$20 purchase; limit 1	
	Remke Markets	Honeysuckle		0.99									w/ \$25 purchase; limit 2	
	Riesbeck's	Honeysuckle		1.19									limit 3	
		Honeysuckle	1.69											
	Shop'n Save	Li'l Butterball		1.69										
		Butterball		1.59										
		Honeysuckle	1.59											
	Sparkle	Honeysuckle	1.79	0.68										w/ \$30 purchase; limit 1
		Honeysuckle	2.29	1.99										additional quantities
		Butterball		1.99										
	Target	Market Pantry		0.89										
		Butterball		1.19										
The Fresh Market	TFM									2.49				
Thornes Market	Shady Brook	1.59												
Trader Joe's	Trade Joe's									1.99			brined	
	Trade Joe's				2.49								< 16 lbs. (hen)	
Weis	Weis		0.59										w/ \$25 purchase & store card; limit 1	
	Butterball		0.99										w/ store card	
	Li'l Butterball		1.98										w/ store card	
SD	Affiliated Foods MW	Shurfine		0.98									w/ \$25 purchase; limit 1	
		Butterball		1.69										
		Shurfine		1.09									no limit	
	Buche Foods	Shurfine		0.98									limit 1	
	Coborn's	Butterball		1.29										
		Full Circle									1.99			
		Jennie-O	1.39											
Family Thrift	Our Family		0.68										w/ \$25 purchase; limit 1	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
SD <i>(cont)</i>	Fareway	Fareway		free									< 12 lbs. (hen); w/ \$50 meat purchase; limit 1	
		Fareway		1.29										
	Hy-Vee	Honeysuckle		free									w/ ham purchase; limit 1	
	Ken's Super Fair	Shurfresh		0.88									limit 2	
	Lynns Dakotamart	Our Family		0.88										w/ \$25 purchase; limit 1
		Our Family		1.08										additional quantities
	Maynard's	Shurfine		0.77										w/ \$50 purchase and coupon; limit 1
		Shurfine		1.18										w/o conditions
	Safeway	Safeway Farms		0.69										w/ card; limit 1
		Honeysuckle	1.39	0.79							1.79			w/ card; limit 1
		Butterball		1.29										w/ card; limit 1
		Butterball		1.59										> 16 lbs. (tom) w/ card
	Target	Butterball	1.99											
		Li'l Butterball		1.99										
Market Pantry			0.89											
Teal's Market	Butterball		1.19											
	Our Family		0.69										w/ \$50 purchase	
	Our Family		0.99										w/ purchase under \$50	
WI	Affiliated Foods MW	Shurfine		0.98									w/ \$25 purchase; limit 1	
		Butterball		1.69										
		Shurfine		1.09										no limit
	ALDI	Butterball		1.19										smoked @ \$1.89/lb.
		Honeysuckle	0.99											
	Econofoods Festival	Our Family		0.68										w/ \$25 purchase; limit 1
		Plainville Farms									2.28			brined; w/ store card
		Plainville Farms								2.99				brined; w/o store card
	GFS Marketplace	Farm Fresh		free										< 16 lbs. (hen); w/ \$10 purchase and ham
		n/i		\$12 off										> 16 lbs. (hen); w/ \$25 purchase; limit 1
	Hy-Vee Marketplace Foods	n/i		\$17 off										> 16 lbs. (tom); w/ \$25 purchase; limit 1
		Honeysuckle		free										w/ ham purchase; limit 1
	Marketplace Foods	Our Family		0.69										w/ \$75 purchase; limit 1
Our Family			0.98										additional quantities	
Butterball			1.48											
	Honeysuckle	1.78												

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
WI <i>(cont)</i>	Pick'n Save/Copps	Butterball		0.95									w/ \$25 purchase; limit 1
		Jennie-O		0.55									w/ \$25 purchase; limit 1
		Jennie-O	1.69										limit 1
		Jennie-O	1.99										additional quantities
	Piggly Wiggly MW	Butterball		0.89									w/ \$30 purchase; limit 1
		Jennie-O		0.49									w/ \$30 purchase; limit 1
		Honeysuckle	1.99										
	Schnuck's	Schnuck's		0.75									w/ \$25 purchase; limit 1
		Schnuck's	1.49										limit 2
		Honeysuckle		0.95									w/ \$25 purchase; limit 1
		Honeysuckle	1.49										limit 2
		Butterball		1.19									w/ \$25 purchase; limit 1
	Sendik's	Perdue	1.69										limit 2
		Butterball		0.99									limit 1
		Shurfine		0.79									limit 1
		Sendik's								1.99			
	Sentry	Jennie-O		0.69									w/ \$25 purchase; limit 1
		Jennie-O	1.49										
		Farm Fresh		0.69									w/ \$25 purchase; limit 1
	Super One Foods	Butterball		0.99									w/ \$25 purchase; limit 1
		Jennie-O	1.33										w/ store card
		Jennie-O	1.66										w/o store card
	Tadych's	Our Family	1.69										
Target	Market Pantry		0.89										
	Butterball		1.19										
The Fresh Market	TFM								2.49				
Trader Joe's	Trade Joe's									1.99			brined
	Trade Joe's				2.49								< 16 lbs. (hen)
Whole Foods MW	Larry Schultz						3.99						
	Nature's Rancher									2.49			
	Valerie's Farm									2.49			brined
	Kosher Valley				3.99								
Woodman's	Jennie-O		1.19										



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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>														
AR	Affiliated Fds MW	Shurfine		1.09										
	Albertsons Sthrn	Honeysuckle	1.49	0.59										
	ALDI	Prater's												smoked @ \$2.99/lb.
		Butterball			1.19									smoked @ \$1.89/lb.
	Bill's Fresh	Honeysuckle	0.99											
		Best Choice			0.78									< 16 lbs. (hen)
	Brookshire	Buckley Farms			free									w/ ham purchase; limit 1
		Buckley Farms			0.79									w/ \$20 purchase; limit 1
	Cranford's	Buckley Farms			1.29									additional quantities
		Honeysuckle	1.29											w/ store card
		Honeysuckle	1.99											w/o store card
	CV's Family Foods	Butterball												smoked @ \$2.49/lb.
		Best Choice			0.88									< 16 lbs. (hen) w/ \$25 purchase; limit 1
	Edward's FG	Butterball			1.48									
		Honeysuckle												smoked @ \$2.49/lb.
	Food Giant	Best Choice			0.99									w/ \$20 purchase; limit 1
		Best Choice			0.78									w/ \$50 purchase
	G&W Foods	Best Choice			0.68									w/ \$20 purchase; limit 1
		Best Choice			0.88									
	Harp's	Best Choice			1.88									
		Best Choice			free									< 16 lbs. (hen); w/ \$100 purchase; limit 1
	Hay's	Best Choice			0.58									w/ \$20 purchase; limit 1
		Best Choice			1.68									additional quantities
Kroger Delta	Butterball			1.58										
	Kroger			0.78									w/ store card; limit 2	
	Honeysuckle			1.79									w/ store card	
Marvin's	Butterball			1.49									w/ store card	
	Best Choice			0.99										
Piggly Wiggly Htchns	Best Choice			0.68									w/ \$50 purchase; limit 1	
	Butterball												smoked @ \$1.79/lb.	
Pyramid Foods	Best Choice			0.99										
	n/i			0.50									w/ \$25 purchase; limit 2	
Rehkopf's	n/i			1.29									additional quantities	
	Market Pantry			0.89										
Super 1 Foods	Butterball			1.19										
	n/i													
Target	Market Pantry			0.89										
	Butterball			1.19										
The Fresh Market	TFM								2.49					

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

**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
AR <i>(cont)</i>	Town&Cntry Grocer	Best Choice		0.98										
	Whole Foods SW	Diestel					3.99			2.49		4.99		
		Nature's Rancher n/i								2.69				smoked @ \$5.99/lb.
AZ	Albertsons SW	Honeysuckle		free									< 16 lbs. (hen) w/ \$100 single purchase	
		Honeysuckle		free									> 16 lbs. (tom) w/ \$150 single purchase	
		Honeysuckle		0.79									w/ \$25 purchase; limit 1	
	Basha's	Jennie-O	1.69											
		Butterball	1.99											
		Norbest		0.79										w/ \$25 purchase; limit 1
	El Super	Butterball	1.99											
		Jennie-O	1.79											
	Food City	Norbest	1.59											w/ \$25 purchase; limit 1
		Norbest		0.79										
	Fresh & Easy	Jennie-O		10.00										< 16 lbs. (hen); w/ \$30 purchase
		Fresh & Easy	1.99											
	Fry's	Kroger		0.79										w/ \$25 purchase; limit 1
		Foster Farms	1.49											w/ store card
	Los Altos	Private Selection		0.99										w/ store card
		Quirch Foods		0.99										
	Lowe's	Honeysuckle		0.77										limit 1
		Butterball		1.19										limit 1
	Natural Grocers	Mary's						3.99		2.69		2.69	6.99	
		Safeway Phoenix	Safeway Farms		free									w/ \$100 purchase and card; limit 1
		Safeway Farms		0.79										w/ \$25 purchase and card; limit 1
		Honeysuckle		free										w/ \$100 purchase and card; limit 1
		Honeysuckle		0.79										w/ \$25 purchase and card; limit 1
	Butterball		0.99										w/ \$25 purchase and card; limit 1	
	Butterball	1.99											w/ store card	
	Jennie-O	1.49											w/ store card; limit 1	
	Open Nature									1.79			frozen; limit 1	
	Li'l Butterball		1.99										w/ store card	
Smart & Final	Jennie-O		0.69										w/ \$25 purchase; limit 1	
	Jennie-O	1.59												
Smith's	Private Selection		0.69										w/ \$25 purchase and card; limit 1	
Sprout's Market	Sprout's	1.49					3.99							

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
AZ <i>(cont)</i>	Target	Market Pantry		0.89									
		Butterball		1.19									
	Trader Joe's	Trade Joe's								1.99			brined
		Trade Joe's			2.49								< 16 lbs. (hen)
	Whole Foods SthPac	Mary's					3.99		2.69	2.69	2.69	5.99	> 10 lbs.
		Diestel					3.99			2.79	2.79		6-10 lbs.
		Diestel								2.79	2.79		
	Kosher Valley			3.99									brined
	Plainville Farms									3.29			smoked @ \$5.99/lb.
	n/i												
CO	Affiliated Foods MW	Shurfine		0.98									w/ \$25 purchase; limit 1
		Butterball		1.69									
	Affiliated Foods Inc	Honeysuckle		0.89									w/ \$35 purchase; limit 2
	Albertsons IntrMnt	Honeysuckle		BOGO									w/ \$25 purchase; limit 1
		Honeysuckle		0.69									
		Honeysuckle		1.19									
		Jennie-O	1.69										
		Butterball	1.99	1.79									
	King Soopers	Kroger		0.69									w/ card; limit 1
		Private Selection		0.99									w/ card; limit 1
		Honeysuckle	1.79										w/ store card
		Butterball	1.99	1.29									w/ store card
		Big Red								2.99			w/ store card
		Simple Truth					2.99						w/ store card
	Lowe's	Honeysuckle		0.77									limit 1
		Butterball		1.19									limit 1
	Lucky's Market	Mary's					3.49						
		Plainville Farms									1.99		
		Amish Country	1.39										
	Natural Grocers	Mary's					3.99		2.69		2.69	6.99	
Safeway	Safeway Farms		0.69									w/ card; limit 1	
	Honeysuckle	1.39	0.79						1.79			w/ card; limit 1	
	Butterball		1.29									w/ card; limit 1	
	Butterball		1.59									> 16 lbs. (tom) w/ card	
	Butterball	1.99											
	Li'l Butterball		1.99										
Sprout's Market	Sprout's	1.49				3.99							

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
CO <i>(cont)</i>	Sun Mart	Our Family		0.57									w/ \$25 purchase; limit 1	
	Target	Market Pantry		0.89										
		Butterball		1.19										
	Trader Joe's	Trade Joe's								1.99			brined	
		Trade Joe's			2.49									< 16 lbs. (hen)
	Whole Foods Mtn	Diestel							3.49	2.49	3.49	4.99		
		Diestel								1.99				brined
		Diestel								2.99				6-10 lbs. smoked @ \$8.99/lb.
	Heidi's Hens					3.69								
	Kosher Valley			3.49										
KS	Affiliated Foods MW	Shurfine		0.98									w/ \$25 purchase; limit 1	
		Butterball		1.69										
	Affiliated Foods Inc	Honeysuckle		0.89										
	ALDI	Butterball		1.19									smoked @ \$1.89/lb.	
		Honeysuckle	0.99											
	Country Mart	Best Choice		0.88									w/ \$25 purchase; limit 1	
		Best Choice		0.98										
	Dillon's	Kroger		0.89									w/ store card; limit 2	
		Honeysuckle	1.49	1.09									w/ store card; limit 2	
		Private Selection		1.09									w/ store card; limit 2	
		Butterball		1.19									w/ store card; limit 2	
	G&W Foods	Best Choice		0.88									w/ \$20 purchase; limit 1	
		Best Choice	1.88											
	Hen House	KC Tradition	1.59											
		Honeysuckle		1.39										
		Butterball		1.59										
	Homeland Stores	Best Choice		free									w/ \$400 accumulated purchase	
		Best Choice		1.19										
		Honeysuckle	1.69	1.39										
		Butterball												
Hy-Vee	Honeysuckle		free									smoked @ \$2.49/lb.		
Lowe's	Honeysuckle		0.77									w/ ham purchase; limit 1		
	Butterball		1.19									limit 1		
Marvin's	Best Choice		0.99									limit 1		
Natural Grocers	Mary's					3.99		2.69		2.69	6.99			

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
KS <i>(cont)</i>	Price Chopper	Best Choice	1.69										w/ \$25 purchase; limit 1  w/ \$25 purchase; limit 1     brined < 16 lbs. (hen)  brined 6-10 lbs. smoked @ \$8.99/lb.         w/ \$50 purchase; limit 1
		Best Choice		0.78									
	Sprout's Market	Sprout's	1.49				3.99						
		Sun Fresh	Best Choice		0.78								
	Target	Best Choice			0.98								
		Market Pantry			0.89								
		Butterball			1.19								
	The Fresh Market	TFM							2.49				
	Trader Joe's	Trade Joe's								1.99			
		Trade Joe's				2.49							
	Whole Foods Mtn	Diestel							3.49	2.49	3.49	4.99	
		Diestel								1.99			
		Diestel								2.99			
Diestel													
Heidi's Hens						3.69							
Woods	Kosher Valley				3.49								
	Honeysuckle	1.68											
	Best Choice		0.57										
LA	Albertsons Sthrn	Honeysuckle	1.49	0.59									smoked @ \$2.99/lb. limit 2 w/ ham purchase; limit 1 w/ \$20 purchase; limit 1 additional quantities w/ store card w/o store card smoked @ \$2.49/lb. w/ \$20 purchase; limit 1 w/ store card w/ store card w/ \$20 purchase; limit 1 smoked @ \$2.39/lb.         smoked @ \$2.99/lb.
		Prater's											
	Breax Mart	Shurfine		0.79									
		Brookshire	Buckley Farms		free								
	Brookshire	Buckley Farms			0.79								
		Buckley Farms			1.29								
		Honeysuckle	1.29										
		Honeysuckle	1.99										
		Butterball											
	Kroger Southwest	Kroger			0.59								
		Jennie-O	0.99										
		Butterball			1.39								
	Market Basket	Jennie-O			0.37								
Jennie-O													
Piggly Wiggly	Butterball			1.39									
	Farm Fresh			0.99									
	Butterball			1.59									
		n/i											

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

**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
LA <i>(cont)</i>	Super 1 Foods	n/i		0.50									w/ \$25 purchase; limit 2 additional quantities	
		n/i		1.29										
	Target	Honeysuckle	1.27											
		Market Pantry		0.89										
	The Fresh Market	Butterball		1.19										
		TFM							2.49					
	Whole Foods SW	Diestel					3.99			2.49		4.99		
		Nature's Rancher								2.69				
	Winn-Dixie	n/i												smoked @ \$5.99/lb.
		Butterball		0.99										w/ store card
Butterball		1.89										limit 2		
		Honeysuckle		0.79								limit 2		
MO	Affiliated Foods MW	Shurfine		0.98									w/ \$25 purchase; limit 1	
		Butterball		1.69										
	ALDI	Shurfine		1.09									no limit	
		Butterball		1.19									smoked @ \$1.89/lb.	
	C&R Market	Honeysuckle	0.99											
		Shurfine		free									w/ rewards points; limit 1	
	County Market	Shurfine		0.87									w/ \$25 purchase; limit 1	
		Honeysuckle	1.79											
	Country Mart	Jennie-O	1.59											
		Best Choice		0.88									w/ \$25 purchase; limit 1	
	Dierberg's	Best Choice		0.98										
		Jennie-O		0.75									w/ \$25 purchase; limit 1	
		Honeysuckle		0.95									w/ \$25 purchase; limit 1	
		Butterball		1.29									w/ \$50 purchase; limit 1	
	Food Giant	Honeysuckle	1.59											
		Best Choice		0.68									w/ \$50 purchase	
	G&W Foods	Best Choice		0.88									w/ \$20 purchase; limit 1	
		Best Choice	1.88											
	Gerbe's	Kroger		0.89									w/ store card; limit 2	
		Honeysuckle	1.49	1.09									w/ store card; limit 2	
Private Selection			1.09									w/ store card; limit 2		
Harp's	Butterball		1.19									w/ store card; limit 2		
	Best Choice		free									< 16 lbs. (hen); w/ \$100 purchase; limit 1		

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
MO <i>(cont)</i>	Harter House	Best Choice		0.99									
		Honeysuckle	1.59										
		Butterball	1.99										
	Hay's	Best Choice		0.58									w/ \$20 purchase; limit 1 additional quantities
		Best Choice	1.68	0.98									
		Butterball		1.58									
	Hen House	KC Tradition	1.59										
		Honeysuckle		1.39									
		Butterball		1.59									
	Hy-Vee	Honeysuckle		free									w/ ham purchase; limit 1
	Kroger Central	Honeysuckle	1.49										w/ store card
		Kroger		0.69									w/ store card; limit 1
	Kroger Delta	Kroger		0.78									w/ store card; limit 2
		Honeysuckle	1.79	1.39									w/ store card
	Lucky's Market	Butterball		1.49									w/ store card
		Amish Country		1.39									
		Plainville Farms											
		Bowman&Landes							3.39		1.99		locally grown
	Moser's	Best Choice		0.88									w/ \$10 purchase; limit 1
	Natural Grocers	Mary's					3.99		2.69		2.69	6.99	
	Patricia's	Butterball		\$10 off									w/ \$400 accumulated purchase
		Honeysuckle		\$10 off									w/ \$400 accumulated purchase
		Best Choice		\$10 off									w/ \$400 accumulated purchase
		Best Choice		0.88									w/ \$39 purchase; limit 1
	Prenger Foods	Best Choice		0.98									
	Price Chopper	Best Choice	1.69										
		Best Choice		0.78									w/ \$25 purchase; limit 1
	Pyramid Foods	Best Choice		free									w/ ham purchase; limit 1
		Butterball											smoked @ \$1.79/lb.
		Honeysuckle		1.19									
Schnuck's	Schnuck's		0.75									w/ \$25 purchase; limit 1	
	Schnuck's	1.49										limit 2	
	Honeysuckle		0.95									w/ \$25 purchase; limit 1	
	Honeysuckle	1.49										limit 2	
	Butterball		1.19									w/ \$25 purchase; limit 1	
	Perdue	1.69										limit 2	

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MO <i>(cont)</i>	Shop'n Save	Farm Fresh		0.89									w/ \$25 purchase; limit 1	
		Butterball		1.59										
		Jennie-O	1.69											
	Sun Fresh	Best Choice		0.78										w/ \$25 purchase; limit 1
		Best Choice		0.98										
	Target	Market Pantry		0.89										
		Butterball		1.19										
	Town&Cntry Grocer	Best Choice		0.98										w/ \$25 purchase; limit 1
	Town&Cntry SprMrkt	Best Choice		0.77										
		Best Choice	1.69	0.99										
		Honeysuckle		1.29										
	Trader Joe's	Trade Joe's								1.99				
		Trade Joe's			2.49									
	Whole Foods MW	Larry Schultz					3.99							brined
		Nature's Rancher								2.49				
Valerie's Farm									2.49					
Woods	Kosher Valley			3.99								w/ \$50 purchase; limit 1		
	Honeysuckle	1.68												
	Best Choice		0.57											
NM	Affiliated Foods Inc	Honeysuckle		0.89									< 16 lbs. (hen) w/ \$100 single purchase > 16 lbs. (tom) w/ \$150 single purchase w/ \$25 purchase; limit 1	
		Albertsons SW		free										
		Honeysuckle		free										
		Honeysuckle		0.79										
		Jennie-O	1.69											
	Basha's	Butterball	1.99											w/ \$25 purchase; limit 1
		Norbest		0.79										
		Butterball	1.99											
	Dollar General Mrkt	Jennie-O	1.79											limit 1
		n/i		0.75										
	John Brooks	Honeysuckle		0.78										w/ \$25 purchase; limit 1 smoked @ \$2.19/lb.
		Butterball												
	King Soopers	Kroger		0.69										w/ card; limit 1 w/ card; limit 1 w/ store card w/ store card
		Private Selection		0.99										
		Honeysuckle	1.79											
		Butterball	1.99	1.29										



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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NM <i>(cont)</i>	King Soopers	Big Red								2.99			w/ store card
	<i>(continued)</i>	Simple Truth					2.99						w/ store card
	Lawrence Bros.	Best Choice		free									w/ ham purchase; limit 1
	Los Altos	Quirch Foods		0.99									
	Lowe's	Honeysuckle		0.77									limit 1
		Butterball		1.19									limit 1
	Natural Grocers	Mary's					3.99		2.69		2.69	6.99	
	Safeway	Safeway Farms		0.69									w/ card; limit 1
		Honeysuckle	1.39	0.79						1.79			w/ card; limit 1
		Butterball		1.29									w/ card; limit 1
		Butterball		1.59									> 16 lbs. (tom) w/ card
		Butterball	1.99										
		Li'l Butterball		1.99									
	Smith's	Private Selection		0.69									w/ \$25 purchase and card; limit 1
	Sprout's Market	Sprout's	1.49				3.99						
	Target	Market Pantry		0.89									
		Butterball		1.19									
	Trader Joe's	Trade Joe's								1.99			brined
		Trade Joe's				2.49							< 16 lbs. (hen)
	Whole Foods Mtn	Diestel							3.49	2.49	3.49	4.99	brined
	Diestel								1.99			6-10 lbs.	
	Diestel								2.99			smoked @ \$8.99/lb.	
	Diestel												
	Heidi's Hens					3.69							
	Kosher Valley				3.49								
OK	Affiliated Foods MW	Shurfine		0.98									w/ \$25 purchase; limit 1
		Butterball		1.69									
	Affiliated Foods Inc	Honeysuckle		0.89									
	ALDI	Butterball		1.19									smoked @ \$1.89/lb.
		Honeysuckle	0.99										
	Country Mart	Best Choice		0.88									w/ \$25 purchase; limit 1
		Best Choice		0.98									
	CV's Family Foods	Best Choice		0.99									
	Dollar General Mrkt	n/i		0.75									limit 1
	Harp's	Best Choice		free									< 16 lbs. (hen); w/ \$100 purchase; limit 1
	Homeland Stores	Best Choice		free									w/ \$400 accumulated purchase
	Best Choice		1.19										

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

**Thanksgiving 2014  
WHOLE TURKEYS**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
OK <i>(cont)</i>	Homeland Stores <i>(continued)</i>	Honeysuckle	1.69	1.39									smoked @ \$2.49/lb. limit 1 additional quantities smoked @ \$2.19/lb.  smoked @ \$2.49/lb. w/ ham purchase; limit 1 smoked @ \$1.79/lb.  w/ \$50 purchase smoked @ \$5.99/lb. smoked @ \$2.49/lb.
	Market Square	Honeysuckle		0.99									
		Honeysuckle		1.19									
		Butterball		1.69									
	Marvin's	Best Choice		0.99									
	Natural Grocers	Mary's					3.99		2.69		2.69	6.99	
	Nichols Dollar Saver	Honeysuckle		1.29									
		Best Choice		0.99									
		n/i											
	Pyramid Foods	Best Choice		free									
		Butterball											
		Honeysuckle		1.19									
	Rehkopf's	Best Choice		0.99									
	Sprout's Market	Sprout's	1.49				3.99						
	Target	Market Pantry		0.89									
		Butterball		1.19									
	The Fresh Market	TFM								2.49			
	Warehouse Market	Best Choice		0.99									
	Whole Foods SW	Diestel					3.99			2.49		4.99	
		Nature's Rancher								2.69			
	n/i												
Williams	Best Choice		0.99										
	n/i												
TX	Affiliated Foods Inc	Honeysuckle		0.89									smoked @ \$2.99/lb. < 16 lbs. (hen) w/ \$100 single purchase > 16 lbs. (tom) w/ \$150 single purchase w/ \$25 purchase; limit 1  smoked @ \$1.89/lb.  w/ \$20 purchase smoked @ \$3.19/lb.
	Albertsons Sthrn	Honeysuckle	1.49	0.59									
		Prater's											
	Albertsons SW	Honeysuckle		free									
		Honeysuckle		free									
		Honeysuckle		0.79									
		Jennie-O	1.69										
		Butterball	1.99										
	ALDI	Butterball		1.19									
	Arlan's	Honeysuckle	0.99										
	Butterball		0.97										
	Holmes												

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

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Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
TX (cont)	Brookshire Bros.	Butterball		1.79									smoked @ \$2.99/lb.
		Shady Brook		free									< 16 lbs. (hen) w/ ham purchase
		Shady Brook		0.99									< 16 lbs. (hen)
	Brookshire	Buckley Farms		free									w/ ham purchase; limit 1
		Buckley Farms		0.79									w/ \$20 purchase; limit 1
		Buckley Farms		1.29									additional quantities
		Honeysuckle	1.29										w/ store card
		Honeysuckle	1.99										w/o store card
	Diamond IGA	Butterball											smoked @ \$2.49/lb.
		Best Choice		free									< 16 lbs. (hen) w/ ham purchase; limit 1
	El Rancho	Butterball											smoked @ \$2.19/lb.
		Best Choice		0.29									w/ \$10 purchase; limit 1
	El Rio Grande	Jennie-O		0.99									
		Jennie-O		0.35									w/ \$25 purchase; limit 1
	Fiesta Mart	Jennie-O		1.23									additional quantities
		Jennie-O	1.69										
		Jennie-O											w/ ham purchase; limit 1
		Jennie-O		0.66									w/ \$15 purchase; limit 1
	Foodarama/LaFiesta	Jennie-O		0.99									limit 2
		Butterball		0.99									smoked @ \$2.49/lb.
	Food Town	Holmes											w/ ham purchase; limit 1
		Butterball											
	H-E-B	Riverside		free									
		H-E-B	1.47										
	Homeland Stores	Best Choice		free									w/ \$400 accumulated purchase
		Best Choice		1.19									
		Honeysuckle	1.69	1.39									
Butterball												smoked @ \$2.49/lb.	
Kroger Southwest	Kroger		0.59									w/ \$20 purchase; limit 1	
	Jennie-O	0.99										w/ store card	
	Butterball		1.39									w/ store card	
Lawrence Bros.	Best Choice		free									w/ ham purchase; limit 1	
Los Altos	Quirch Foods		0.99										
Lowe's	Honeysuckle		0.77									limit 1	
	Butterball		1.19									limit 1	
Market Basket	Jennie-O		0.37									w/ \$20 purchase; limit 1	
	Jennie-O											smoked @ \$2.39/lb.	
	Butterball		1.39										

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
TX (cont)	Market Place	Honeysuckle		0.98									limit 2	
		Honeysuckle		0.59									< 16 lbs. (hen)w/ \$50 purchase; limit 1	
		Butterball		1.48										
	Market Square	Honeysuckle		0.99									limit 1	
		Honeysuckle		1.19									additional quantities	
		Butterball		1.69									smoked @ \$2.19/lb.	
	Minyard's	Jennie-O		0.59									w/ \$20 purchase; limit 1	
		Jennie-O		1.29									additional quantities	
		Butterball		1.18									w/ \$10 purchase; limit 1	
		Butterball		1.39									additional quantities	
	Natural Grocers	Mary's					3.99		2.69		2.69	6.99		
	Randalls/Tom Thumb	Honeysuckle		free										w/ \$150 purchase and card; limit 1
		Honeysuckle		0.59										w/ \$50 purchase and card; limit 1
		Safeway Farms		free										w/ \$150 purchase and card; limit 1
		Safeway Farms		0.59										w/ \$50 purchase and card; limit 1
		Butterball		1.29										w/ \$50 purchase and card; limit 1
		Butterball	1.99											w/ store card
		Honeysuckle	1.29											w/ store card; limit 1
		Open Nature								1.99				w/ store card
		Open Nature								1.79				frozen; limit 1
		Li'l Butterball		1.99										w/ store card
	Rehkopf's	Best Choice		0.99										
	Sellers Bros.	Jennie-O		0.47										w/ \$25 purchase; limit 1
		Jennie-O		1.19										additional quantities
	Sprout's Market	Sprout's	1.49				3.99							
	Super 1 Foods	n/i		0.50										w/ \$25 purchase; limit 2
n/i			1.29										additional quantities	
Honeysuckle		1.27												
Target	Market Pantry		0.89											
	Butterball		1.19											
The Fresh Market	TFM								2.49					
The United Family	Traditions		0.57										w/ \$20 purchase; limit 1	
	Traditions		0.99										additional quantities	
	Honeysuckle		0.77										w/ \$20 purchase; limit 1	
	Honeysuckle		0.99										additional quantities	
	Honeysuckle	1.79												
	Butterball		1.29											

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
TX <i>(cont)</i>	The United Family <i>(continued)</i> Trader Joe's Whole Foods SW	Prater's		2.69									smoked Cajun-fried brined < 16 lbs. (hen)  smoked @ \$5.99/lb.	
		Prater's		3.49										
		Trade Joe's							1.99					
		Trade Joe's			2.49									
		Diestel						3.99				4.99		
		Nature's Rancher n/i							2.49 2.69					
UT	Albertsons IntrMnt	Honeysuckle		BOGO									w/ \$35 purchase; limit 2	
		Honeysuckle		0.69									w/ \$25 purchase; limit 1	
		Honeysuckle		1.19										
	Albertsons SW	Jennie-O	1.69											< 16 lbs. (hen) w/ \$100 single purchase > 16 lbs. (tom) w/ \$150 single purchase w/ \$25 purchase; limit 1
		Butterball	1.99	1.79										
		Honeysuckle		free										
		Honeysuckle		free										
		Honeysuckle		0.79										
	Associated Food	Jennie-O	1.69											w/ \$50 purchase; limit 1 additional quantities
		Butterball	1.99											
		Norbest		0.59										
	Harmon's	Norbest		0.99										locally grown; limit 2 locally grown
		Norbest	1.79											
		Norbest	1.69											
	King Soopers	Norbest Family	1.99											limit 1 limit 1 w/ card; limit 1 w/ card; limit 1 w/ store card w/ store card w/ store card w/ store card
		Mary's					3.99							
		n/i		0.99										
		Norbest		0.99										
		Kroger		0.69										
		Private Selection		0.99										
		Honeysuckle	1.79											
Natural Grocers	Butterball	1.99	1.29										w/ store card w/ store card w/ store card w/ store card	
	Big Red								2.99					
	Simple Truth						2.99							
	Mary's					3.99		2.69		2.69	6.99			
	Norbest		1.29											
Ream's	Private Selection		0.69									w/ \$25 purchase and card; limit 1		
Smith's	Sprout's	1.49				3.99								
Sprout's Market	Market Pantry		0.89											
Target	Butterball		1.19											

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
UT <i>(cont)</i>	Trader Joe's	Trade Joe's								1.99			brined < 16 lbs. (hen)  brined 6-10 lbs. smoked @ \$8.99/lb.
		Trade Joe's			2.49								
	Whole Food Mtn	Diestel							3.49	2.49	3.49	4.99	
		Diestel								1.99			
		Diestel								2.99			
		Diestel											
	Heidi's Hens					3.69							
	Kosher Valley			3.49									

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>														
CA	Albertsons SthCA	Butterball		BOGO									w/ \$25 purchase; limit 1	
		Honeysuckle		0.69									w/ \$25 purchase; limit 1	
		Foster Farms	1.79											
		Jennie-O	1.99											
	Andronico's	Andronico's							2.99					
		Mary's					4.69							
	Bestway	Norbest		0.99										
	Big Saver	Norbest		0.79									w/ \$25 purchase; limit 2	
	Bristol Farms	Bristol Farms							1.99				locally grown	
	Cardenas	n/i		0.79										w/ \$25 purchase; limit 1
		n/i		1.39										
	Dollar General Mrkt	n/i		0.75									limit 1	
	El Super	Norbest	1.59											
	El Tapatio	Butterball		1.39										
		Foster Farms		0.79										w/ \$50 purchase; limit 1
		Foster Farms	1.19											
	Foodland IGA	Californian		free									w/ stamp redemption; limit 1	
	Food 4 Less	Kroger		0.99										w/ \$25 purchase and card; limit 1
		Kroger		1.59										no limit
	Fresh & Easy	Jennie-O		10.00										< 16 lbs. (hen); w/ \$30 purchase
		Fresh & Easy	1.99											
	Gelsons	Gelsons												< 20 lbs.; \$5.00 off
		Diestel												< 20 lbs.; \$5.00 off
Gelsons													> 20 lbs.; \$10.00 off	
Diestel													> 20 lbs.; \$10.00 off	
Holiday Market	Golden Sierra								2.69				locally grown	
	Heidi's Hens					3.89								
	Foster Farms	1.79												
Jensen's	Diestel							2.99	2.99					
Jon's Marketplace	Norbest		*										< 16 lbs. (hen); \$9.00/each w/ \$25 purchase	
	Norbest		*										> 16 lbs. (tom); \$12.00/each w/ \$25 purchase	
	Norbest		*										> 19 lbs. (tom); \$15.00/each w/ \$25 purchase	
	Norbest		1.29											
	Huntsinger Ranch									2.29				
K.V. Mart	Norbest		0.79									w/ \$30 purchase; limit 1		
La Superior	n/i		1.29											

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

**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
CA <i>(cont)</i>	Lucky	Riverside		BOGO									
		Honeysuckle		BOGO									
		Jennie-O	0.99										
		Foster Farms	1.79										
		Butterball	1.99										
	Lunardi's	Diestel							2.99	2.99			
	Mar-Val	Norbest	1.59	1.29									
		Foster Farms	1.69										
	Mi Pueblo	n/i	1.49	1.49									
	Mollie Stones	Mollie							3.19	2.99			locally grown
		Willie Bird							3.59				locally grown
		Mary's					3.79						locally grown
	Murphy's Markets	Diestel								2.69	2.69		
	Northgate	Foster Farms	0.99										w/ \$50 purchase; limit 1
		Foster Farms	1.39										
		Butterball		0.99									limit 2
	Nugget Markets	Butterball		1.49									additional quantities
		Diestel									2.49	2.49	w/ store card; locally grown
		Diestel									3.99	3.99	w/o store card; locally grown
		Branigan							3.99				w/ store card; locally grown
		Branigan							4.99				w/o store card; locally grown
		Norbest	1.49										w/ store card
	Raley's	Norbest	2.49										w/o store card
		R Everyday		1.59									
		Raley's		0.99									
		Butterball	1.79										
	Ralph's	n/i											smoked @ \$2.99/lb.
		Kroger		0.57									w/ \$25 purchase and card; limit 1
		Jennie-O		0.57									w/ \$25 purchase and card; limit 1
		Jennie-O	1.39										w/ store card
Foster Farms		1.39										w/ store card	
Butterball		2.19										w/ store card	
Private Selection			0.99									w/ store card; limit 1	
Ray's Food Place	Simple Truth									1.99		w/ store card	
	Butterball		free									< 16 lbs. (hen) w/ Ohse ham purchase; limit 1	



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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
CA (cont)	Safeway NorCal	Honeysuckle		free									w/ \$100 purchase and card; limit 1	
		Honeysuckle		0.69									w/ \$25 purchase and card; limit 1	
		Safeway Farms		free									w/ \$100 purchase and card; limit 1	
		Safeway Farms		0.69									w/ \$25 purchase and card; limit 1	
		Safeway Farms	1.59										w/ store card	
		Butterball		0.99									w/ \$25 purchase and card; limit 1	
		Butterball		1.39									> 24 lbs.; w/ store card	
		Foster Farms	2.29											w/ store card
		Li'l Butterball		1.99										w/ store card
		Open Nature									1.79			frozen; limit 1
	Save Mart	Riverside		free										w/ \$25 purchase; limit 1
		Honeysuckle		free										w/ \$25 purchase; limit 1
		Jennie-O	0.99											
		Foster Farms	1.79											
		Butterball	1.99											
	Smart & Final	Diestel									2.79			
		Jennie-O		0.69										w/ \$25 purchase; limit 1
	Sprout's Market	Jennie-O	1.59											
		Sprout's	1.49					3.99						
	Stater Bros.	Jennie-O		0.57										w/ \$25 purchase; limit 1
		Jennie-O		0.99										limit 1
		Butterball		0.87										w/ \$25 purchase; limit 1
		Butterball		1.19										limit 1
		Foster Farms	1.59											locally grown
	Superior Grocers	Norbest		0.37										w/ \$50 purchase
		Norbest		0.57										w/ \$30 purchase
		Butterball		1.59										
		Foster Farms	1.59											
	Super A Foods	Norbest		0.59										w/ \$25 purchase; limit 1
		Butterball		0.89										w/ \$25 purchase; limit 1
Target	Market Pantry		0.89											
	Butterball		1.19											
The Fresh Market	TFM									2.49				
Trader Joe's	Trade Joe's									1.99			brined	
	Trade Joe's				2.49								< 16 lbs. (hen)	
Vallarta	Norbest		0.79										< 16 lbs. (hen)	

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**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
CA <i>(cont)</i>	Vons/Pavilions	Safeway Farms		0.57									w/ \$25 purchase and card; limit 1	
		Safeway Select	1.39										w/ store card	
		Butterball		0.87									w/ \$25 purchase and card; limit 1	
		Butterball		1.29									> 24 lbs.; w/ store card	
		Butterball	1.99										w/ store card	
		Li'l Butterball		1.99									w/ store card	
		Open Nature								1.99				
	Whole Foods NCal	Open Nature								1.79				frozen; limit 1
		Diestel							5.99		3.49	4.99		brined
		Diestel								4.99				6-10 lbs.
		Diestel								2.99				
	Whole Foods SthPac	Heidi's Hens					3.99							
		WFM								2.69				
		Mary's					3.99		2.69	2.69	2.69	5.99		
		Diestel					3.99		2.79	2.79				> 10 lbs.
Diestel								2.79	2.79				6-10 lbs.	
Plainville Farms	Kosher Valley				3.99								brined	
	Plainville Farms									3.29			smoked @ \$5.99/lb.	
	n/i													
HI	Foodland	Norbest		*									< 16 lbs. (hen) \$7.99/each; limit 1	
		Norbest		*									> 16 lbs. (tom) \$9.99/each; limit 1	
		Butterball		1.49									w/ store card	
	KTA Super Stores	Foster Farms	2.29											w/ store card
		Norbest		1.39										
	Safeway NorCal	Foster Farms	1.79											
		Honeysuckle		free										w/ \$100 purchase and card; limit 1
		Honeysuckle		0.69										w/ \$25 purchase and card; limit 1
		Safeway Farms		free										w/ \$100 purchase and card; limit 1
		Safeway Farms		0.69										w/ \$25 purchase and card; limit 1
		Safeway Farms	1.59											w/ store card
		Butterball		0.99										w/ \$25 purchase and card; limit 1
		Butterball		1.39										> 24 lbs.; w/ store card
	Target	Foster Farms	2.29											w/ store card
		Li'l Butterball		1.99										w/ store card
Open Nature									1.79				frozen; limit 1	
Butterball			1.19											

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**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
HI <i>(cont)</i>	Times/Big Save	Butterball	1.89										
		Norbest		1.59									
	Whole Foods SthPac	Mary's					3.99		2.69	2.69	2.69	5.99	
		Diestel					3.99		2.79	2.79			> 10 lbs.
		Diestel							2.79	2.79			6-10 lbs.
		Kosher Valley			3.99								
		Plainville Farms								3.29			brined
		n/i											smoked @ \$5.99/lb.
NV	Albertsons IntrMnt	Honeysuckle		BOGO									w/ \$35 purchase; limit 2
		Honeysuckle		0.69									w/ \$25 purchase; limit 1
		Honeysuckle		1.19									
		Jennie-O	1.69										
		Butterball	1.99	1.79									
	Albertsons SW	Honeysuckle		free									< 16 lbs. (hen) w/ \$100 single purchase
		Honeysuckle		free									> 16 lbs. (tom) w/ \$150 single purchase
		Honeysuckle		0.79									w/ \$25 purchase; limit 1
		Jennie-O	1.69										
		Butterball	1.99										
	Associated Food	Norbest		0.59									w/ \$50 purchase; limit 1
		Norbest		0.99									additional quantities
		Norbest	1.79										
	Dollar General Mrkt	n/i		0.75									limit 1
	El Super	Norbest	1.59										
	Food 4 Less	Kroger		0.99									w/ \$25 purchase and card; limit 1
		Kroger		1.59									no limit
	Fresh & Easy	Jennie-O		10.00									< 16 lbs. (hen); w/ \$30 purchase
		Fresh & Easy	1.99										
	Raley's	R Everyday		1.59									
	Raley's		0.99										
	Butterball	1.79											
	n/i											smoked @ \$2.99/lb.	
Ralph's	Kroger		0.57									w/ \$25 purchase and card; limit 1	
	Jennie-O		0.57									w/ \$25 purchase and card; limit 1	
	Jennie-O	1.39										w/ store card	
	Foster Farms	1.39										w/ store card	
	Butterball	2.19										w/ store card	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NV <i>(cont)</i>	Ralph's	Private Selection		0.99									w/ store card; limit 1	
	<i>(continued)</i>	Simple Truth								1.99			w/ store card	
	Safeway NorCal	Honeysuckle		free									w/ \$100 purchase and card; limit 1	
		Honeysuckle		0.69									w/ \$25 purchase and card; limit 1	
		Safeway Farms		free									w/ \$100 purchase and card; limit 1	
		Safeway Farms		0.69									w/ \$25 purchase and card; limit 1	
		Safeway Farms		1.59									w/ store card	
		Butterball			0.99									w/ \$25 purchase and card; limit 1
		Butterball			1.39									> 24 lbs.; w/ store card
		Foster Farms		2.29										w/ store card
		Li'l Butterball			1.99									w/ store card
		Open Nature									1.79			frozen; limit 1
		Scolari's	Norbest		*									< 16 lbs. (hen) \$9.97 w/ \$25 purchase
			Norbest		*									> 16 lbs. (tom) \$12.97 w/ \$25 purchase
		Smart & Final	Jennie-O		0.69									w/ \$25 purchase; limit 1
			Jennie-O		1.59									
		Smith's	Private Selection		0.69									w/ \$25 purchase and card; limit 1
		Sprout's Market	Sprout's		1.49				3.99					
		Target	Market Pantry		0.89									
			Butterball		1.19									
		Vons/Pavilions	Safeway Farms		0.57									w/ \$25 purchase and card; limit 1
			Safeway Select		1.39									w/ store card
			Butterball		0.87									w/ \$25 purchase and card; limit 1
			Butterball		1.29									> 24 lbs.; w/ store card
			Butterball		1.99									w/ store card
			Li'l Butterball		1.99									w/ store card
			Open Nature								1.99			
			Open Nature								1.79			frozen; limit 1
		Whole Foods NCal	Diestel							5.99		3.49	4.99	
			Diestel								4.99			brined
		Diestel								2.99			6-10 lbs.	
		Heidi's Hens						3.99						
		WFM								2.69				

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Thanksgiving 2014

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NV (cont)	Whole Foods SthPac	Mary's					3.99		2.69	2.69	2.69	5.99	
		Diestel					3.99		2.79	2.79			> 10 lbs.
		Diestel							2.79	2.79			6-10 lbs.
		Kosher Valley					3.99						
		Plainville Farms								3.29			brined
		n/i										smoked @ \$5.99/lb.	

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**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
<b>NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY</b>													
AK	AC Value Center	Farm Fresh	2.28	1.38									
		Butterball	2.58										
	Alaskan & Proud	Norbest		BOGO									
		Family Pride		BOGO									
	Carr's/Safeway	Butterball		1.58									
		n/i	1.68										
		Honeysuckle		free									w/ \$150 purchase and card; limit 1
		Honeysuckle		1.19									w/ \$50 purchase and card; limit 1
		Safeway Farms		free									w/ \$150 purchase and card; limit 1
		Safeway Farms		1.19									w/ \$50 purchase and card; limit 1
		Butterball		1.49									w/ \$50 purchase and card; limit 1
		Butterball		1.59									> 24 lbs. w/ store card
		Butterball	2.29										w/ store card
		Jennie-O	1.99										w/ store card
	Fred Meyer	Li'l Butterball		2.29									w/ store card
		Open Nature								1.99			w/ store card
		Open Nature								1.79			frozen; limit 1
		Butterball	2.19										
		Foster Farms	1.99										
		Kroger		free									w/ \$150 purchase; limit 1
		Kroger		0.59									w/ \$100 purchase; limit 1
Kroger			0.79									w/ \$50 purchase; limit 1	
Honeysuckle			free									w/ \$150 purchase; limit 1	
Honeysuckle			0.59									w/ \$100 purchase; limit 1	
Juneau Foodland	Honeysuckle		0.79									w/ \$50 purchase; limit 1	
	Farm Fresh		1.29										
IGA Hometown Proud	Farm Fresh		1.49										
Omni	Butterball	1.99											
	n/i	1.79											
Sea Mart	n/i		1.39										
Three Bears	Butterball		1.29										
ID	Albertsons IntrMnt	Honeysuckle		BOGO									w/ \$35 purchase; limit 2
		Honeysuckle		0.69									w/ \$25 purchase; limit 1
		Honeysuckle		1.19									
		Jennie-O	1.69										
		Butterball	1.99	1.79									

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
ID (cont)	Albertsons Nrthwst	Honeysuckle		BOGO									w/ \$35 purchase; limit 2	
		Butterball	1.99	1.79										
		Foster Farms	1.99											
		Jennie-O	1.69											
	Associated Food	Norbest		0.59										w/ \$50 purchase; limit 1 additional quantities
		Norbest		0.99										
		Norbest	1.79											
	Family Foods	Jennie-O		free										w/ ham purchase; limit 1
	Fred Meyer	Butterball	2.19											
		Foster Farms	1.99											
	Kroger			free										w/ \$150 purchase; limit 1
				0.49										w/ \$100 purchase; limit 1
				0.69										w/ \$50 purchase; limit 1
		Honeysuckle		free										w/ \$150 purchase; limit 1
		Honeysuckle		0.49										w/ \$100 purchase; limit 1
		Honeysuckle		0.69										w/ \$50 purchase; limit 1
		Honeysuckle		0.69										w/ \$150 purchase; limit 1
	IGA Markets	Farm Fresh		0.69										w/ \$25 purchase; limit 1
		Farm Fresh		1.29										additional quantities
	Natural Grocers	Mary's					3.99		2.69		2.69	6.99		
	Paul's Market	Butterball		1.79										
		n/i	1.98											
	Rosauer's	Norbest		0.59										w/ \$50 purchase; limit 1
		Jennie-O		0.59										w/ \$50 purchase; limit 1
		Norbest	1.59											
		Jennie-O	1.59											
	Safeway Northwest	Mary's					3.79							
		Honeysuckle		free										w/ \$150 purchase and card; limit 1
		Honeysuckle		0.69										w/ \$35 purchase and card; limit 1
		Safeway Farms		free										w/ \$150 purchase and card; limit 1
Safeway Farms			0.69									w/ \$35 purchase and card; limit 1		
Butterball			1.29									w/ \$35 purchase and card; limit 1		
Butterball			1.39									> 24 lbs. w/ store card		
Butterball		1.99										w/ store card		
Jennie-O		1.49										w/ store card		
Li'l Butterball			1.99									w/ store card		
Open Nature									1.99		w/ store card			
Open Nature									1.79		frozen; limit 1			

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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
ID <i>(cont)</i>	Smith's	Private Selection		0.69									w/ \$25 purchase and card; limit 1  brined < 16 lbs. (hen)  brined 6-10 lbs. smoked @ \$8.99/lb.  limit 1
	Target	Market Pantry		0.89									
		Butterball		1.19									
	Trader Joe's	Trade Joe's								1.99			
		Trade Joe's			2.49								
	Whole Food Mtn	Diestel							3.49	2.49	3.49	4.99	
		Diestel								1.99			
		Diestel								2.99			
		Diestel											
		Heidi's Hens					3.69						
	Kosher Valley			3.49									
Yoke's Fresh	n/i		1.89										
	Butterball			0.99									
MT	Albertsons IntrMnt	Honeysuckle		BOGO									w/ \$35 purchase; limit 2 w/ \$25 purchase; limit 1  w/ \$50 purchase; limit 1 additional quantities  w/ ham purchase; limit 1 w/ \$25 purchase; limit 1 additional quantities  w/ \$50 purchase; limit 1 w/ \$50 purchase; limit 1  w/ \$35 purchase and card; limit 1 w/ \$35 purchase and card; limit 1 w/ \$35 purchase and card; limit 1 > 24 lbs. w/ store card
		Honeysuckle		0.69									
		Honeysuckle		1.19									
		Jennie-O		1.69									
		Butterball		1.99	1.79								
	Associated Food	Norbest			0.59								
		Norbest			0.99								
		Norbest		1.79									
	Family Foods	Jennie-O			free								
	IGA Markets	Farm Fresh			0.69								
		Farm Fresh			1.29								
	Lucky's Market	Golden Valley							1.99				
		Plainville Farms								1.39			
	Natural Grocers	Mary's					3.99		2.69		2.69	6.99	
	Rosauer's	Norbest			0.59								
		Jennie-O			0.59								
		Norbest		1.59									
	Jennie-O		1.59										
	Mary's					3.79							
Safeway Northwest	Honeysuckle			0.69									
	Safeway Farms			0.69									
	Butterball			1.29									
	Butterball			1.39									



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State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions		
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh			
MT <i>(cont)</i>	Safeway Northwest	Li'l Butterball		1.99									w/ store card frozen; limit 1 w/ \$25 purchase and card; limit 1		
		Open Nature								1.79					
	Smith's	Private Selection		0.69											
	Target	Market Pantry		0.89											
	Three Bears	Butterball		1.19											
OR	Albertsons Nrthwst	Honeysuckle		BOGO									w/ \$35 purchase; limit 2		
		Butterball	1.99	1.79											
		Foster Farms	1.99												
		Jennie-O	1.69												
		Family Foods	Jennie-O		free										w/ ham purchase; limit 1
			Fred Meyer	Butterball	2.19										
		Haggen/TOP Food	Foster Farms	1.99											w/ \$150 purchase; limit 1 w/ \$100 purchase; limit 1 w/ \$50 purchase; limit 1 w/ \$150 purchase; limit 1 w/ \$100 purchase; limit 1 w/ \$50 purchase; limit 1 w/ \$150 purchase; limit 1 w/ \$100 purchase; limit 1 w/ \$50 purchase; limit 1 w/ \$50 purchase; limit 1
			Kroger		free										
			Kroger		0.49										
			Kroger		0.69										
	Honeysuckle			free											
	Honeysuckle			0.49											
	Honeysuckle			0.69											
	n/i			free											
	n/i			0.49											
	n/i			0.69											
	n/i		0.89												
	IGA Markets	Jennie-O	1.99										w/ \$25 purchase; limit 1		
		Butterball	2.19												
	IGA Market Fresh	Mary's					4.99		2.99			4.99	w/ \$25 purchase; limit 1 additional quantities		
		Farm Fresh		0.69											
	Market of Choice	Farm Fresh		1.29									limit 2 additional quantities		
		Jennie-O	1.49												
McKay's	Shelton's								1.99			w/ \$40 purchase; limit 1			
	Norbest		0.59						3.49						
Natural Grocers	Norbest	1.79													
	Foster Farms	1.79													
	Mary's							1.99							
	Mary's					3.99		2.69		2.69	6.99				

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

**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
OR <i>(cont)</i>	New Seasons	Diestel					3.99		2.19		2.69			
		Diestel									4.19	organic		
		Diestel							2.29				6-9 lbs. (hen)	
		Champoeg Farms n/i				3.99			4.99				locally grown	
	QFC	Private Selection		0.69										w/ \$30 purchase and store card; limit 1
		Butterball	1.99											w/ store card
		Northwest Natural	1.69											w/ store card
	Ray's Food Place	Mary's							2.49					
		Butterball		free										< 16 lbs. (hen) w/ Ohse ham purchase; limit 1
	Red Apple/Thriftway	n/i	1.49											
	Rosauer's	Norbest		0.59										w/ \$50 purchase; limit 1
		Jennie-O		0.59										w/ \$50 purchase; limit 1
		Norbest	1.59											
		Jennie-O	1.59											
	Roth's	Mary's					3.79							
		Norbest		free										< 16 lbs. (hen) w/ ham purchase
		Norbest		0.69										w/ \$50 purchase; limit 1
		Norbest		1.29										additional quantities
		Norbest	1.69							1.99				
		Foster Farms	1.99											brined @ \$2.48/lb. w/ purchase
	Safeway Northwest	Butterball		1.49										
		Mary's							2.49	2.49	2.49	6.99		
		Honeysuckle		0.69										w/ \$35 purchase and card; limit 1
		Safeway Farms		0.69										w/ \$35 purchase and card; limit 1
		Butterball		1.29										w/ \$35 purchase and card; limit 1
		Butterball		1.39										> 24 lbs. w/ store card
Target	Li'l Butterball		1.99										w/ store card	
	Open Nature								1.79				frozen; limit 1	
Trader Joe's	Market Pantry		0.89											
	Butterball		1.19											
Albertsons Nrthwst	Trade Joe's					2.49				1.99			brined	
	Trade Joe's												< 16 lbs. (hen)	
WA	Albertsons Nrthwst	Honeysuckle		BOGO									w/ \$35 purchase; limit 2	
		Butterball	1.99	1.79										
		Foster Farms	1.99											
		Jennie-O	1.69											

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

**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions		
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh			
WA <i>(cont)</i>	Family Foods	Jennie-O		free									w/ ham purchase; limit 1		
	Fred Meyer	Butterball	2.19												
		Foster Farms	1.99												
		Kroger		free										w/ \$150 purchase; limit 1	
		Kroger		0.49										w/ \$100 purchase; limit 1	
		Kroger		0.69										w/ \$50 purchase; limit 1	
		Honeysuckle		free										w/ \$150 purchase; limit 1	
		Honeysuckle		0.49										w/ \$100 purchase; limit 1	
		Honeysuckle		0.69										w/ \$50 purchase; limit 1	
		Haggen/TOP Food	n/i		free										w/ \$150 purchase; limit 1
			n/i		0.49										w/ \$100 purchase; limit 1
	n/i			0.69										w/ \$50 purchase; limit 1	
	n/i			0.89										w/ purchase; limit 1	
	Jennie-O		1.99												
	Butterball		2.19												
	Mary's						4.99		2.99			4.99			
	IGA Markets		Farm Fresh		0.69										w/ \$25 purchase; limit 1
		Farm Fresh		1.29										additional quantities	
	IGA Market Fresh	Jennie-O	1.49												
	Metropolitan Market	Metropolitan							2.89						
	Meyers Group IGA	Farm Fresh		0.29										w/ \$150 purchase; limit 1	
		Farm Fresh		0.49										w/ \$100 purchase; limit 1	
		Farm Fresh		0.69										w/ \$50 purchase; limit 1	
		Farm Fresh		0.89										additional quantities	
	Natural Grocers	Mary's					3.99		2.69		2.69	6.99			
	New Seasons	Diestel							3.99	2.19		2.69			
		Diestel										4.19		organic	
		Diestel								2.29				6-9 lbs. (hen)	
		Champoeg Farms								4.99				locally grown	
		n/i			3.99										
	PCC Natural Markets	n/i							2.89						
	QFC	Heidi's Hens							3.99				4.99		
Private Selection			0.69										w/ \$30 purchase and store card; limit 1		
Butterball		1.99											w/ store card		
Red Apple/Thriftway	Northwest Natural	1.69											w/ store card		
	Mary's							2.49							
	n/i	1.49													

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

**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
WA <i>(cont)</i>	Rosauer's	Norbest		0.59									w/ \$50 purchase; limit 1	
		Jennie-O		0.59									w/ \$50 purchase; limit 1	
		Norbest	1.59											
		Jennie-O	1.59											
		Mary's					3.79							
		Mary's					3.79							
	Saar's	Butterball	1.29											
	Safeway Northwest	Honeysuckle		0.69										w/ \$35 purchase and card; limit 1
		Safeway Farms		0.69										w/ \$35 purchase and card; limit 1
		Butterball		1.29										w/ \$35 purchase and card; limit 1
		Butterball		1.39										> 24 lbs. w/ store card
		Li'l Butterball		1.99										w/ store card
		Open Nature								1.79				frozen; limit 1
	Target	Market Pantry		0.89										
		Butterball		1.19										
	The Markets, LLC	Honeysuckle		free										w/ \$150 purchase; limit 1
		Honeysuckle		0.29										w/ \$100 purchase; limit 1
		Honeysuckle		0.69										w/ \$50 purchase; limit 1
		Butterball		0.99										w/ \$100 purchase; limit 1
	Town & Country	Jennie-O	1.98							2.48				
Premium Specialist														
Heidi's Hens						3.99					3.99		w/ store card	
Heidi's Hens						4.79					4.79		w/o store card	
Diestel								2.79					w/ store card	
Diestel								3.49					w/o store card	
Trader Joe's	NW Naturals	1.58												
	Trade Joe's									1.99			brined	
Yoke's Fresh	Trade Joe's				2.49								< 16 lbs. (hen)	
	n/i	1.89											limit 1	
WY	Affiliated Foods MW	Butterball		0.98									w/ \$25 purchase; limit 1	
		Butterball		1.69										
		Shurfine		1.09										no limit
	Albertsons IntrMnt	Honeysuckle		BOGO										w/ \$35 purchase; limit 2
		Honeysuckle		0.69										w/ \$25 purchase; limit 1
		Honeysuckle		1.19										

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

**Thanksgiving 2014**

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

**WHOLE TURKEYS**

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
WY <i>(cont)</i>	Albertsons IntrMnt <i>(continued)</i>	Jennie-O	1.69										
		Butterball	1.99	1.79									
	Associated Food	Norbest		0.59									w/ \$50 purchase; limit 1
		Norbest		0.99									additional quantities
		Norbest	1.79										
	IGA Markets	Farm Fresh		0.69									w/ \$25 purchase; limit 1
		Farm Fresh		1.29									additional quantities
	King Soopers	Kroger		0.69									w/ card; limit 1
		Private Selection		0.99									w/ card; limit 1
		Honeysuckle	1.79										w/ store card
		Butterball	1.99	1.29									w/ store card
		Big Red								2.99			w/ store card
	Natural Grocers	Simple Truth					2.99						w/ store card
		Mary's					3.99		2.69		2.69	6.99	
	Smith's	Private Selection		0.69									w/ \$25 purchase and card; limit 1
	Safeway	Safeway Farms		0.69									w/ card; limit 1
		Honeysuckle	1.39	0.79							1.79		w/ card; limit 1
		Butterball		1.29									w/ card; limit 1
Butterball			1.59									> 16 lbs. (tom) w/ card	
Butterball		1.99											
	Li'l Butterball		1.99										

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

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2014  
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>														
CT	A&P Stores	Smithfield	2.99											
		Hormel Cure 81	3.49					4.99						
	Adams IGA	Centurion	1.69											
		Triple M		3.99										
		Sugardale				2.49	2.39							
		Budaball							3.99					
	AG New England	Shurfine		2.99		1.69	1.49	2.99						
	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Associated	Cook's				2.49	1.99							
	Balducci's	McKenzie of VT	6.99					7.99						
	Best Market	Cook's	2.97											
		n/i									2.47			
	Big Y	Carando		3.99										locally grown
		Cook's					2.29							
		Big Y		3.49	2.98									
	Bravo Supermarkets	n/i									2.29			
		Cook's	2.99			2.29	1.99					3.99		
	C-Town	n/i									2.29			
		Cook's	2.99			2.29	1.99					3.99		
	Fairway	Hormel Cure 81	3.99											
	Food Bazaar	Smithfield	2.99										4.29	
		Cook's				2.29	1.99					3.79		
Food Emporium	America's Choice	3.99												
Geissler's	Alexander & Hornung		2.49			2.78								
	Carando		2.99											
	Triple M			3.69										
Marc's	Sugardale				1.99	1.89								
	Hormel Cure 81		2.49											
NSA Supermarkets	Cook's				1.99	1.79								
	Sugardale							4.99			2.49			
Pioneer	Cook's	2.99			2.19	1.99								
Price Chopper	Hatfield						3.69	3.99						
	Hormel Cure 81	3.49					5.69	5.99						
	Carando		3.49											
	Hillshire Farm	3.99												

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

**Thanksgiving 2014  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4				
			Whole	Half							bone-in	bone-in		
CT <i>(cont)</i>	Price Chopper <i>(continued)</i>	Alexander & Hornung			2.99	3.29								
		Cook's	2.99											
		Save-a-Lot	n/i				1.29							
		ShopRite	Cook's	0.99			free							w/ \$400 purchase/card; limit 1
			Cook's	3.38			2.39							w/o conditions
			Hatfield					1.10						w/ \$400 purchase/card; limit 1
			Hatfield					3.49						w/o conditions
		Stop & Shop	Stop & Shop	2.69	2.69		1.69	1.49						
			Nature's Promise		5.99									ABF
			Carando		3.29									
			Smithfield	3.29										
		Target	Archer Farms		2.49									
		The Fresh Market	TFM	3.49										
		Walmart	n/i	1.98			1.78	1.78						
	Whole Foods NE	Sam's Choice	2.18											
		Wellshire Farms	6.99											
		Niman Ranch						7.99					ABF	
DC	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Giant Food	Giant	2.69	2.69		1.69	1.49							
		Carando		3.29										
		Nature's Promise		5.99										
		Smithfield	3.29											ABF
	Harris Teeter	n/i											3.49	
		Harris Teeter			2.69			4.99			4.99			
		Hormel Cure 81							4.99					
		HT Traders	3.99	2.79										w/ store card
		HT Traders	4.99	4.29										w/o store card
		Kentucky Legend	3.99								5.99			w/ store card
		Kentucky Legend	4.99								6.99			w/o store card
		Smithfield		3.99		2.29					4.99			w/ store card
		Smithfield		4.99		3.99					5.99			w/o store card
	Safeway	Hormel Cure 81								4.99				
		Safeway Select		2.99						3.99				
	Safeway		2.29		1.89	1.89								
Save-a-Lot	n/i					1.29								
Target	Archer Farms		2.49											

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

**Thanksgiving 2014**  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
DC (cont)	Walmart	n/i	1.98			1.78	1.78							
		Sam's Choice	2.18											
DE	A&P Stores	Smithfield	2.99											
		Hormel Cure 81	3.49					4.99						
	ACME Markets	Lancaster	2.99											
	Food Lion	My Essentials	2.39				1.99							w/ store card
		My Essentials	2.79				2.59							w/o store card
		Smithfield	2.79				2.29							w/ store card
		Smithfield	2.99				2.79							w/o store card
	Fresh Grocer	Cook's	3.99											
	Giant Food	Giant	2.69	2.69		1.69	1.49							
		Carando		3.29										
		Nature's Promise		5.99										ABF
		Smithfield	3.29											
	Great Valu Market	Berks						2.99						
		Hatfield						2.99						
		Kunzler						2.99						
		Smithfield		2.99										
		Sugardale				1.29	0.99							
	Harris Teeter	n/i											3.49	
		Harris Teeter			2.69			4.99						
		Hormel Cure 81							4.99					
		HT Traders	3.99	2.79										w/ store card
		HT Traders	4.99	4.29										w/o store card
		Kentucky Legend	3.99								5.99			w/ store card
		Kentucky Legend	4.99								6.99			w/o store card
		Smithfield		3.99		2.29					4.99			w/ store card
		Smithfield		4.99		3.99					5.99			w/o store card
	Pathmark	Smithfield	2.99				1.99							
	Redner's	Hatfield									3.98			
	Safeway	Hormel Cure 81							4.99					
		Safeway Select		2.99					3.99					
		Safeway		2.29		1.89	1.89							
	Save-a-Lot	n/i					1.29							
	ShopRite	Cook's	0.99				free							w/ \$400 purchase/card; limit 1
		Cook's	3.38				2.39							w/o conditions



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**Thanksgiving 2014  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
DE <i>(cont)</i>	ShopRite <i>(continued)</i> Shurfine Target The Fresh Grocer Walmart	Hatfield						1.10						w/ \$400 purchase/card; limit 1 w/o conditions
		Hatfield					3.49							
		n/i			2.49	2.29								
		Archer Farms		2.49										
		Smithfield	3.99											
		n/i	1.98			1.78	1.78							
	Sam's Choice	2.18												
MA	Adams IGA  AG New England ALDI Big Y C-Town Geissler's  Hannaford  Market Basket Met Foods Price Chopper	Centurion	1.69											locally grown
		Triple M		3.99										
		Sugardale				2.49	2.39							
		Budaball								3.99				
		Shurfine		2.99		1.69	1.49	2.99						
		Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
		Carando		3.99										
		Cook's					2.29							
		Big Y		3.49	2.98									
		n/i									2.29			
		Cook's	2.99			2.29	1.99					3.99		
		Alexander & Hornung		2.49		2.78								
		Carando		2.99										
		Triple M			3.69									
		Smithfield		2.69										
		Smithfield		3.29										
		My Essentials		2.29										
		Hatfield										2.99		
		Kentucky Legend									3.99			
Cook's	2.99			2.19	1.99									
Hatfield						3.99								
Hatfield						3.69	3.99							
Hormel Cure 81	3.49					5.69	5.99							
Carando		3.49												
Hillshire Farm	3.99													
Alexander & Hornung			2.99	3.29										
Cook's	2.99													

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Thanksgiving 2014

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MA <i>(cont)</i>	Roche Bros.	Alexander & Hornung			2.49									
		Cook's	2.49			1.99	1.99							
		Dietz & Watson	3.79											
		Morrell						4.99						
		Roche Bros.		3.49										
	Save-a-Lot	Triple M						4.99						
		n/i				1.39	1.28							
	Shaw's	Sugardale										2.49		
		Smithfield		3.99						3.99				
	Star Market	Hatfield								3.99				
		Smithfield		3.99										
	Stop & Shop	Cook's	2.99											
		Stop & Shop	2.69	2.69		1.69	1.49							
		Nature's Promise		5.99										
	Target	Carando		3.29										
		Smithfield	3.29											
		Archer Farms		2.49										
		TFM	3.49											
	Trucchi's	Cook's		2.49	2.69	1.99	1.79					3.79		
		Carando		2.99										
Triple M				2.99				4.49						
Hormel Cure 81								4.99						
Jones							5.49							
Walmart	Morrell							4.49						
	n/i	1.98			1.78	1.78								
Wegman's	Sam's Choice	2.18												
	Wegman's		5.99		3.99	3.99		5.99					ABF	
	Wegman's	8.49											organic	
	Wegman's	2.49	2.49											
MD	A&P Stores	Smithfield	2.99											
		Hormel Cure 81	3.49					4.99						
	ACME Markets	Lancaster	2.99											
	AG New England	Shurfine		2.99		1.69	1.49	2.99						
	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Associated	Cook's				2.49	1.99							
Balducci's	McKenzie of VT	6.99					7.99							

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**Thanksgiving 2014  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
MD <i>(cont)</i>	Family Owned	John F. Martin			2.69			2.69						
	Food Lion	My Essentials	2.39				1.99							w/ store card
		My Essentials	2.79				2.59							w/o store card
		Smithfield	2.79				2.29							w/ store card
		Smithfield	2.99				2.79							w/o store card
	Giant Eagle	Giant Eagle Premium			3.99									
		Giant Eagle	2.99	2.99	2.99				3.99					
		Hillshire Farm			4.79									
		Giant Eagle	2.99	2.99		2.99			3.99					
	Giant Food	Sugardale					2.29		4.19					
		Giant	2.69	2.69		1.69	1.49							
		Carando			3.29									
		Nature's Promise			5.99									ABF
	Graul's	Smithfield	3.29											
		Smithfield	2.99	2.99										
	Great Valu Market	Kunzler							3.49	3.49				
		Berks							2.99					
		Hatfield							2.99					
		Kunzler							2.99					
	Harris Teeter	Smithfield			2.99									
		Sugardale				1.29	0.99							
		n/i											3.49	
		Harris Teeter			2.69				4.99		4.99			
		Hormel Cure 81								4.99				
		HT Traders	3.99	2.79										w/ store card
		HT Traders	4.99	4.29										w/o store card
		Kentucky Legend	3.99								5.99			w/ store card
		Kentucky Legend	4.99								6.99			w/o store card
		Smithfield		3.99		2.29					4.99			w/ store card
	Mars	Smithfield		4.99		3.99					5.99			w/o store card
		Sugardale		2.99		2.19	1.89					3.29		
		Smithfield		2.99										
	Martin's Food	Giant	2.69	2.69		1.69	1.49							w/ store card
Giant		4.49	4.49		2.49	2.39							w/o store card	
Hatfield								3.99					w/ store card	
Hatfield								4.99					w/o store card	
Berk's								3.99					w/ store card	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MD <i>(cont)</i>	Martin's Food <i>(continued)</i>	Berk's						4.99						w/o store card
		Kunzler						3.99						w/ store card
		Kunzler						4.99						w/o store card
	Redner's Safeway	Hatfield									3.98			
		Hormel Cure 81								4.99				
		Safeway Select		2.99						3.99				
	Safeway	Safeway		2.29		1.89	1.89							
		n/i					1.29							
		Sugardale	2.88	2.88	2.59			2.48	2.68					w/ store card
	Shop'n Save	Sugardale						3.59	3.79					w/o store card
		Superior						3.49	3.69					
		CB Country Store	3.99											
	Shoppers Food	Gwaltney			2.49	2.09	1.99							
		Smithfield		3.19										
	ShopRite	Cook's	0.99				free							w/ \$400 purchase/card; limit 1
		Cook's	3.38				2.39							w/o conditions
		Hatfield						1.10						w/ \$400 purchase/card; limit 1
	Shurfine	Hatfield						3.49						w/o conditions
		n/i				2.49	2.29							
		Archer Farms		2.49										
	Target	TFM	3.49											
	The Fresh Market	n/i	1.98			1.78	1.78							
		Sam's Choice	2.18											
	Walmart	Wegman's		5.99		3.99	3.99		5.99					
		Wegman's	8.49											organic
		Wegman's	2.49	2.49										
	Wegman's	Smokehouse						3.29						
		Smithfield	3.49											
Sugardale		3.49												
Weis			2.89											
Hatfield								3.99	3.99					
Berk's								3.99	3.99					
Kunzler								3.99	3.99					
John F. Martin							2.89	3.59						

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

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**Thanksgiving 2014  
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
ME	AG New England	Shurfine		2.99		1.69	1.49	2.99						w/ store card w/o store card
	Hannaford	Smithfield		2.69										
		Smithfield		3.29										
		My Essentials		2.29										
	Save-a-Lot	n/i					1.29							
	Shaw's	Smithfield		3.99						3.99				
		Hatfield								3.99				
	Target	Archer Farms		2.49										
Walmart	n/i		1.98			1.78	1.78							
	Sam's Choice		2.18											
NH	AG New England	Shurfine		2.99		1.69	1.49	2.99						w/ store card w/o store card
	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Hannaford	Smithfield		2.69										
		Smithfield		3.29										
		My Essentials		2.29										
	Price Chopper	Hatfield						3.69	3.99					
		Hormel Cure 81	3.49					5.69	5.99					
		Carando		3.49										
		Hillshire Farm	3.99											
		Alexander & Hornung			2.99	3.29								
		Cook's	2.99											
	Save-a-Lot	n/i					1.29							
	Shaw's	Smithfield		3.99						3.99				
		Hatfield								3.99				
Target	Archer Farms		2.49											
The Fresh Market	TFM	3.49												
Walmart	n/i	1.98				1.78	1.78							
	Sam's Choice	2.18												
NJ	A&P Stores	Smithfield	2.99											
		Hormel Cure 81	3.49					4.99						
	ACME Markets	Lancaster	2.99											
	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Associated	Cook's				2.49	1.99							
	Best Market	Cook's	2.97											
	n/i									2.47				

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Thanksgiving 2014  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NJ <i>(cont)</i>	Bottom Dollar	My Essentials Smithfield	1.98			1.98	1.48									
	Bravo Supermarkets	n/i Cook's	2.99			2.29	1.99				2.29	3.99				
	C-Town	n/i Cook's	2.99			2.29	1.99				2.29	3.99				
	Extra Supermarkets	Cook's				2.38										
	Fairway	Hormel Cure 81	3.99													
	Food Basics	Smithfield				1.58	1.58									
	Food Bazaar	Smithfield	2.99											4.29		
	Foodtown	Cook's Cook's Hormel Cure 81 n/i	2.99				2.29 1.99	1.99 1.79		5.99			3.79			
	Great Valu Market	Hormel Cure 81 n/i Berks Hatfield Kunzler Smithfield									2.49					
		Sugardale		2.99			1.29	0.99		2.99 2.99 2.99						
	Key Food	Carando Cook's		2.99 2.49			1.89	1.69					3.99			
	Met Foods	Cook's Hatfield	2.99				2.19	1.99		3.99						
	Morton Williams	n/i											3.99			
	Pathmark	Smithfield	2.99					1.99								
	Pioneer	Cook's	2.99				2.19	1.99								
	Save-a-Lot	n/i						1.29								
	ShopRite	Cook's Cook's Hatfield Hatfield	0.99 3.38					free 2.39							w/ \$400 purchase/card; limit 1 w/o conditions	
		Hatfield							1.10						w/ \$400 purchase/card; limit 1 w/o conditions	
	Stop & Shop	Stop & Shop Nature's Promise Carando	2.69	2.69 5.99 3.29			1.69	1.49		3.49					ABF	
		Smithfield	3.29													
	Target	Archer Farms		2.49												
	The Fresh Market	TFM	3.49													

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NJ <i>(cont)</i>	Walmart	n/i	1.98			1.78	1.78							
		Sam's Choice	2.18											
	Wegman's	Wegman's		5.99		3.99	3.99		5.99					organic
		Wegman's	8.49											
		Wegman's	2.49	2.49										
	Weis	Smokehouse						3.29						
		Smithfield	3.49											
		Sugardale	3.49											
		Weis		2.89										
		Hatfield								3.99	3.99			
		Berk's								3.99	3.99			
		Kunzler								3.99	3.99			
		John F. Martin						2.89	3.59					
		Western Beef	Manor Vernon	1.99										
	Whole Foods NE	Wellshire Farms	6.99											
		Niman Ranch							7.99					ABF
NY	A&P Stores	Smithfield	2.99											
		Hormel Cure 81	3.49					4.99						
	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Associated	Cook's				2.49	1.99							
	Balducci's	McKenzie of VT	6.99					7.99						
	Best Market	Cook's	2.97											
		n/i									2.47			
	Big M	Hillshire Farm		3.49										
		Superior						2.99						
	Bravo Supermarkets	n/i									2.29			
		Cook's	2.99			2.29	1.99					3.99		
	C-Town	n/i									2.29			
		Cook's	2.99			2.29	1.99					3.99		
	D'Agostino's	Cook's	2.99			1.99	1.99							
		Triple M									4.99			
	Fairway	Hormel Cure 81	3.99											
Food Basics	Smithfield				1.98	1.88								
Food Bazaar	Smithfield	2.99												
	Cook's				2.29	1.99					3.79		4.29	
Food Emporium	America's Choice	3.99												

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 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NY <i>(cont)</i>	Foodtown	Cook's	2.99			1.99	1.79									
		Hormel Cure 81						5.99								
		n/i									2.49					
	Giunta's Farm	Carando		3.99												
	Great American	Sugardale			1.99	1.99	1.69									
		Cumberland Gap						2.29	2.49							
	HannaFord	Alexander & Hornung	2.49													
		Smithfield		2.69											w/ store card	
		Smithfield		3.29											w/o store card	
	Key Food	My Essentials		2.29												
		Carando		2.99												
	King Kullen	Cook's		2.49			1.89	1.69					3.99			
		n/i	2.49				1.89	1.69								
	Met Foods	Cook's	2.99				2.19	1.99								
		Hatfield							3.99							
	Morton Williams	n/i											3.99			
	Pathmark	Smithfield	2.99					1.99								
	Peck's	Alexander & Hornung		2.29							3.19		3.99			
	Pioneer	Cook's	2.99				2.19	1.99								
	Price Chopper	Hatfield							3.69	3.99						
		Hormel Cure 81	3.49						5.69	5.99						
	Save-a-Lot	Carando		3.49												
		Hillshire Farm	3.99													
	Shop'n Save	Alexander & Hornung			2.99	3.29										
		Cook's	2.99													
	ShopRite	n/i						1.29								
		Sugardale	2.88	2.88	2.59				2.48	2.68					w/ store card	
	Stop & Shop	Sugardale							3.59	3.79					w/o store card	
		Superior							3.49	3.69						
	Stop & Shop	CB Country Store	3.99													
Cook's		0.99					free							w/ \$400 purchase/card; limit 1		
Stop & Shop	Cook's	3.38					2.39							w/o conditions		
	Hatfield							1.10						w/ \$400 purchase/card; limit 1		
Stop & Shop	Hatfield							3.49						w/o conditions		
	Stop & Shop	2.69	2.69		1.69	1.49										
	Nature's Promise		5.99											ABF		



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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
NY <i>(cont)</i>	Stop & Shop <i>(continued)</i>	Carando		3.29											
		Smithfield	3.29												
	Target	Archer Farms		2.49											
	The Fresh Market	TFM	3.49												
	Tops Markets	Smithfield	2.69												
		Smithfield Premium	3.49												
		Sugardale	2.69												
		Tops	3.69						2.99	3.29					
		Sahlen's			4.49	4.49									
		Smith's			4.49	4.49									
	Trade Fair	Cook's					1.99								
	Walmart	n/i	1.98				1.78	1.78							
		Sam's Choice	2.18												
	Wegman's	Wegman's		5.99			3.99	3.99		5.99					
		Wegman's	8.49												
	Wegman's	Wegman's	2.49	2.49											
		Wegman's	2.49	2.49											
	Weis	Smokehouse							3.29						
		Smithfield	3.49												
		Sugardale	3.49												
Weis			2.89												
Hatfield									3.99	3.99					
Berk's									3.99	3.99					
Kunzler									3.99	3.99					
John F. Martin								2.89	3.59						
Western Beef		Manor Vernon	1.99												
Whole Foods NE		Wellshire Farms	6.99												
	Niman Ranch							7.99						ABF	
PA	A&P Stores	Smithfield													
		Hormel Cure 81	3.49					4.99							
	ACME Markets	Lancaster	2.99												
	ALDI	Appleton Farms		1.99			1.59	1.59							
		Specially Selected	2.19												
	Associated	Cook's				2.49	1.99								
	Big M	Hillshire Farm		3.49											
		Superior							2.99						
Bottom Dollar	My Essentials				1.98	1.48									

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CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
PA <i>(cont)</i>	Boyer's Market	Berk's						3.47	3.87					
		Smithfield		2.97										
	Bravo Supermarkets	n/i									2.29			
		Cook's	2.99				2.29	1.99				3.99		
	C-Town	n/i									2.29			
		Cook's	2.99				2.29	1.99				3.99		
	Family Owned	John F. Martin			2.69				2.69					
	Foodland	Sugardale	2.99	2.99	2.49	2.69				2.99				
	Food Lion	My Essentials	2.39					1.99						w/ store card
		My Essentials	2.79					2.59						w/o store card
		Smithfield	2.79					2.29						w/ store card
		Smithfield	2.99					2.79						w/o store card
	Food Basics	Smithfield				1.58	1.58							
	Foodtown	Cook's	2.99				1.99	1.79						
		Hormel Cure 81							5.99					
		n/i									2.49			
	Fresh Grocer	Cook's	3.99											
	GFS Marketplace	GFS							2.99					
	Giant Eagle	Giant Eagle Premium		3.99										
		Giant Eagle	2.99	2.99	2.99				3.99					
		Hillshire Farm		4.79										
		Giant Eagle	2.99	2.99		2.99			3.99					
		Sugardale					2.29		4.19					
	Giant Food Stores	Giant	2.69	2.69		1.69	1.49							w/ store card
		Giant	4.49	4.49		2.49	2.39							w/o store card
		Hatfield							3.99					w/ store card
		Hatfield							4.99					w/o store card
	Berk's							3.99					w/ store card	
	Berk's							4.99					w/o store card	
	Kunzler							3.99					w/ store card	
	Kunzler							4.99					w/o store card	
Great Valu Market	Berks							2.99						
	Hatfield							2.99						
	Kunzler							2.99						
	Smithfield		2.99											
	Sugardale				1.29	0.99								

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State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
PA (cont)	Karn's	Karn's						3.69	3.99					
		Berk's						3.69	3.99					
		Kunzler						3.69	3.99					
		Leidy's						3.69	3.99					
		Alderfer						3.69	3.99					
		John F. Martin	3.99					3.69	3.99					
		Mash			2.69									
	Key Food	Carando		2.99										
		Cook's		2.49		1.89	1.69					3.99		
	Kuhn's	Sugardale		2.99	2.49			2.79	2.99	3.49				
		Hillshire Farm		3.49										
		Silver Star								4.99				
	Martin's Food	Giant	2.69	2.69		1.69	1.49							w/ store card
		Giant	4.49	4.49		2.49	2.39							w/o store card
		Hatfield						3.99						w/ store card
		Hatfield						4.99						w/o store card
		Berk's						3.99						w/ store card
		Berk's						4.99						w/o store card
		Kunzler						3.99						w/ store card
		Kunzler						4.99						w/o store card
		Pathmark	Smithfield	2.99				1.99						
		Price Chopper	Hatfield						3.69	3.99				
	Hormel Cure 81		3.49					5.69	5.99					
	Carando			3.49										
	Hillshire Farm		3.99											
	Alexander & Hornung				2.99	3.29								
	Cook's		2.99											
	Redner's	Hatfield									3.98			
		n/i					1.29							
	Save-a-Lot	Sugardale	2.88	2.88	2.59			2.48	2.68					w/ store card
Sugardale							3.59	3.79					w/o store card	
Superior							3.49	3.69						
CB Country Store		3.99												
ShopRite	Cook's	0.99				free							w/ \$400 purchase/card; limit 1	
	Cook's	3.38				2.39							w/o conditions	
	Hatfield						1.10						w/ \$400 purchase/card; limit 1	
	Hatfield						3.49						w/o conditions	

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State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
PA <i>(cont)</i>	Shurfine	n/i				2.49	2.29									
	ShurSave	Shurfine	3.49					2.79								
	Sparkle	Kentucky Legend							4.99							
		Superior							2.99							
	Target	Amish Valley		2.99												
		Archer Farms		2.49												
	The Fresh Grocer	Smithfield	3.99													
	The Fresh Market	TFM	3.49													
	Thorne's Market	Superior							2.99							
		Hillshire Farm		3.49												
	Tops Markets	Smithfield		2.69												
		Smithfield Premium		3.49												
	Sugardale	Sugardale		2.69												
		Tops		3.69					2.99	3.29						
	Walmart	Sahlen's			4.49	4.49										
		Smith's			4.49	4.49										
	Wegman's	n/i		1.98			1.78	1.78								
		Sam's Choice		2.18												
	Weis	Wegman's			5.99		3.99	3.99		5.99						
		Wegman's		8.49												
	Wegman's	Wegman's		2.49	2.49											
		Smokehouse							3.29							
	Wegman's	Smithfield		3.49												
Sugardale			3.49													
Wegman's	Wegman's			2.89												
	Hatfield								3.99	3.99						
Wegman's	Berk's								3.99	3.99						
	Kunzler								3.99	3.99						
Wegman's	John F. Martin							2.89	3.59							
RI	ALDI	Appleton Farms		1.99		1.59	1.59									
	Associated	Specially Selected	2.19													
		Cook's				2.49	1.99									
	Bravo Supermarkets	n/i									2.29					
	Save-a-Lot	Cook's	2.99			2.29	1.99					3.99				
Shaw's	n/i						1.29									
	Smithfield			3.99						3.99						
Shaw's	Hatfield									3.99						

organic

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State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
RI <i>(cont)</i>	Stop & Shop	Stop & Shop	2.69	2.69		1.69	1.49							ABF
		Nature's Promise		5.99										
		Carando		3.29										
	Target Walmart	Smithfield	3.29											
		Archer Farms		2.49										
		n/i	1.98			1.78	1.78							
		Sam's Choice	2.18											
VT	AG New England	Shurfine		2.99		1.69	1.49	2.99						w/ store card w/o store card
	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
		Associated Hannaford	Cook's				2.49	1.99						
	Smithfield			2.69										
	Price Chopper	Smithfield		3.29										
		My Essentials		2.29										
		Hatfield						3.69	3.99					
		Hormel Cure 81	3.49					5.69	5.99					
		Carando		3.49										
		Hillshire Farm	3.99											
		Alexander & Hornung			2.99	3.29								
	Shaw's	Cook's	2.99											
		Smithfield		3.99						3.99				
		Hatfield								3.99				
	Tops Markets	Smithfield	2.69											
		Smithfield Premium	3.49											
		Sugardale	2.69											
		Tops	3.69					2.99	3.29					
		Sahlen's			4.49	4.49								
Smith's				4.49	4.49									

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Thanksgiving 2014  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>														
AL	ALDI	Appleton Farms		1.99		1.59	1.59							
	Food for Le\$\$	Specially Selected	2.19				1.57							
		Cook's												
		Carolina Pride			1.18									
		Sugartree	2.15											
		Smithfield								3.66				
	Food Giant	Carolina Pride				1.78	1.58							
		Kentucky Legend								3.98				
	Greer's	Smithfield		2.89										
		Carolina Pride			1.71	1.80	1.80							
		Hormel		2.44										
	Hometown Market	Carolina Pride			1.89									
		Cook's					1.89							
	Ingle's	Gwaltney		2.48			1.98							w/ store card
		Gwaltney		3.98			2.68							w/o store card
		Cades Cove				2.68								
	Kroger Atlanta	Smithfield					1.69							
		Kroger	2.49											w/ store card
	Kroger Nashville	Smithfield				1.99	1.99							
		Private Selection	2.99											
		Kentucky Legend						3.49						
	Lucky's	Cook's					1.49							
		Best Choice	2.29											
		Kentucky Legend								3.69	4.49			
		Carolina Pride			1.59					3.79	3.79			
	Piggly Wiggly HAC	Cook's				1.99	1.79							
		Hormel Cure 81						5.39	5.39					
	Piggly Wiggly Houchen	Carolina Pride				1.78	1.58							
		Kentucky Legend									3.98			
	Piggly Wiggly Inc	Cook's				1.99	1.79							
		John Morrell		2.69										
		Carolina Pride			1.99									
	Publix	Hormel Cure 81								4.99	4.99			
		Publix		2.69	1.89	1.89		5.99						w/ store card
		Publix		4.49	3.69	3.69		7.79						w/o store card

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Thanksgiving 2014  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
AL <i>(cont)</i>	Ramey's	Cook's				1.88	1.58							
		Best Choice		2.49					2.00					
		Farmland Smithfield									3.49			
	Rouses	Hormel		2.29										
		Cook's					1.69							
	Save-a-Lot	n/i					1.29							
		Shop Rite	Cook's			1.99		1.59						
	Smithfield				1.99		1.59							
	Sugartree			2.19										
	Target	Kentucky Legend								3.99				
		Archer Farms		2.49										
	The Fresh Market	TFM	3.49											
	United Grocery	n/i					0.99							
	Vowell's	Kentucky Legend								3.79	4.89			
		Cook's					1.67							
	Walmart	n/i	1.98				1.78							
		Sam's Choice	2.18											
	Western Market	Cook's					1.99							
		Hormel Cure 81		2.59							4.99			
		Royal Premium			2.99									
Ziegler				3.49										
Carolina Pride				1.79						3.99				
Whole Foods - South	Wellshire Farms		4.99										ABF	
	Hormel Cure 81													
Winn-Dixie	Smithfield		2.49		2.19	1.99					BOGO			
FL	Albertsons Sthrn	Cook's				2.99								
		Hormel Cure 81						4.99						
	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Bravo of FL	n/i									2.19			
		Gwaltney	3.49			2.59	2.49							
	Cranford's	Cook's			2.18		1.68							
Best Choice		2.49	2.49											
Kentucky Legend										4.98				
	John Morrell				3.69									

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State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
FL <i>(cont)</i>	Food Giant	Carolina Pride				1.78	1.58							
		Kentucky Legend								3.98				
	GFS Marketplace	GFS							2.99					
	Greer's	Smithfield		2.89										
		Carolina Pride			1.71	1.80	1.80							
		Hormel		2.44										
	Harris Teeter	n/i											3.49	
		Harris Teeter				2.69			4.99		4.99			
		Hormel Cure 81								4.99				
		HT Traders		3.99	2.79									w/ store card
		HT Traders		4.99	4.29									w/o store card
		Kentucky Legend		3.99							5.99			w/ store card
		Kentucky Legend		4.99							6.99			w/o store card
		Smithfield			3.99		2.29				4.99			w/ store card
		Smithfield			4.99		3.99				5.99			w/o store card
	Hitchcock's	Carolina Pride					1.99	1.79						
		Cook's			2.99									
		DL Lee									1.99			
	J.H. Harvey's	Lee's					1.99	1.79					3.49	w/ store card
		Smithfield		2.69										w/ store card
		n/i				1.99	1.99							
	Piggly Wiggly Houchen	Carolina Pride					1.78	1.58						
		Kentucky Legend									3.98			
	Presidente	Carolina Pride					2.18	2.18						
	Publix	Hormel Cure 81								4.99	4.99			
		Publix			2.69	1.89	1.89		5.99					w/ store card
	Publix			4.49	3.69	3.69		7.79					w/o store card	
Save-a-Lot	n/i						1.29							
Sedano's	Carando			2.99						3.59				
	Hormel Cure 81								3.59					
Target	Archer Farms			2.49										
The Fresh Market	TFM		3.49											
Walmart	n/i		1.98			1.78	1.78							
	Sam's Choice		2.18											
Winn-Dixie	Hormel Cure 81							BOGO						
	Smithfield			2.49		2.19	1.99					BOGO		



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CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
GA	ALDI	Appleton Farms		1.99		1.59	1.59							
	Bi-Lo	Specially Selected	2.19											
		Smithfield				2.19	1.99							
		Hormel Cure 81												
	Food Depot	Jamestown		1.92										
		Sunset Farms			2.18									
		John Morrell	2.55											
		Smithfield									1.88			
	Food Giant	Carolina Pride					1.78	1.58						
		Kentucky Legend									3.98			
	Food Lion	My Essentials	2.39					1.99						w/ store card
		My Essentials	2.79					2.59						w/o store card
		Smithfield	2.79					2.29						w/ store card
		Smithfield	2.99					2.79						w/o store card
	Harris Teeter	n/i												
		Harris Teeter			2.69				4.99		4.99			
		Hormel Cure 81								4.99				
		HT Traders	3.99	2.79										w/ store card
		HT Traders	4.99	4.29										w/o store card
		Kentucky Legend	3.99								5.99			w/ store card
		Kentucky Legend	4.99								6.99			w/o store card
		Smithfield		3.99			2.29				4.99			w/ store card
		Smithfield		4.99			3.99				5.99			w/o store card
	Galaxy Food	n/i					1.48	1.48						
		John Morrell												
		Kentucky Legend									4.58			
		Butcher's Best			1.68									
IGA	n/i					1.59	1.49				1.39			
	Smithfield									4.29				
Ingle's	Gwaltney		2.48				1.98						w/ store card	
	Gwaltney		3.98				2.68						w/o store card	
	Cades Cove			2.68										
J.H. Harvey's	Lee's						1.79					3.49	w/ store card	
	Smithfield	2.69											w/ store card	
	n/i			1.99	1.99									

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			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
GA <i>(cont)</i>	Kroger Atlanta	Smithfield					1.69							
		Kroger	2.49											w/ card
	Piggly Wiggly Carolina	n/i										3.99		
		Smithfield	2.49	2.79		1.99	1.99							
	Piggly Wiggly HAC	Cook's				1.99	1.79							
		Hormel Cure 81						5.39	5.39					
	Piggly Wiggly Houchen	Carolina Pride				1.78	1.58							
		Kentucky Legend									3.98			
	Publix	Hormel Cure 81									4.99	4.99		
		Publix		2.69	1.89	1.89		5.99						w/ store card
		Publix		4.49	3.69	3.69		7.79						w/o store card
	Quality Foods	n/i		2.49		1.69	1.59							
	Save-a-Lot	n/i					1.29							
	Shop Rite	Cook's			1.99		1.59							
		Smithfield			1.99		1.59							
		Sugartree		2.19										
		Kentucky Legend								3.99				
	Sprout's Market	Sprout's	2.99											
	Target	Archer Farms		2.49										
	The Fresh Market	TFM	3.49											
	United Grocery	n/i					0.99							
	Walmart	n/i	1.98			1.78	1.78							
		Sam's Choice	2.18											
Wayfield's	Sugardale					1.69								
	Smithfield		2.99											
	Carolina Pride			1.79										
	Royal									1.99				
Whole Foods - South	Wellshire Farms		4.99										ABF	
Winn-Dixie	Hormel Cure 81								BOGO					
	Smithfield		2.49		2.19	1.99						BOGO		
MS	AG Baton Rouge	Smithfield	2.49			1.99	1.69							
		John Morrell	2.49	2.49										
	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Corner Market	Smithfield		2.69										
	Carolina Pride				1.99	1.79								

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			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
MS <i>(cont)</i>	Food Giant	Carolina Pride				1.78	1.58							
		Kentucky Legend								3.98				
	Food Lion	My Essentials	2.39				1.99							w/ store card
		My Essentials	2.79				2.59							w/o store card
		Smithfield	2.79				2.29							w/ store card
		Smithfield	2.99				2.79							w/o store card
	Greer's	Smithfield		2.89										
		Carolina Pride			1.71	1.80	1.80							
		Hormel		2.44										
	Kroger Delta	Smithfield	2.79				1.99							
		John Morrell	2.79											
		Private Selection	2.99											
	Mac's Fresh	Carolina Pride					1.77							
		Farmland						2.00						
	Piggly Wiggly Houchen	Carolina Pride				1.78	1.58							
		Kentucky Legend									3.98			
	Ramey's	Cook's				1.88	1.58							
		Best Choice		2.49										
		Farmland						2.00						
		Smithfield									3.49			
	Rouses	Hormel		2.29										
		Cook's					1.69							
	Save-a-Lot	n/i		2.39			1.29							
	Superlo Foods	Best Choice	2.19	2.19										
		Cook's					1.49							
		John Morrell						2.99	2.99					
	Target	Archer Farms		2.49										
The Fresh Market	TFM	3.49												
Vowell's	Kentucky Legend								3.79	4.89				
	Cook's					1.67								
Walmart	n/i	1.98			1.78	1.78								
	Sam's Choice	2.18												
Whole Foods - South	Wellshire Farms		4.99										ABF	
Winn-Dixie	Hormel Cure 81							BOGO						
	Smithfield		2.49		2.19	1.99					BOGO			
NC	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											

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			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NC (cont)	Bi-Lo	n/i										BOGO		
		Smithfield				2.19	1.99							
		Hormel Cure 81							BOGO					
		Bo's Food Store	Jamestown				1.49	1.49						
			n/i			2.29	2.49							
		Carlie C's IGA	n/i				1.48	1.48		2.38		1.78		
		Compare Foods	Smithfield		2.39		1.79	1.79						
			n/i				1.59	1.59						
		Farm Fresh	Smithfield	2.49			1.99	1.99						
		Food Lion	My Essentials	2.39				1.99						w/ store card
			My Essentials	2.79				2.59						w/o store card
			Smithfield	2.79				2.29						w/ store card
			Smithfield	2.99				2.79						w/o store card
		Food Pride	Carolina Pride				1.89	1.69						
			Harper's Tavern							2.99				2.99
		Galaxy Food	n/i				1.48	1.48						
			John Morrell		2.28									
			Kentucky Legend								4.58			
			Butcher's Best			1.68								
		Great Valu Market	Sugardale				1.99	1.89						
			Smithfield		2.69									
		Harris Teeter	n/i											
			Harris Teeter			2.69			4.99		4.99			
			Hormel Cure 81							4.99				
			HT Traders	3.99	2.79									w/ store card
			HT Traders	4.99	4.29									w/o store card
			Kentucky Legend	3.99							5.99			w/ store card
			Kentucky Legend	4.99							6.99			w/o store card
			Smithfield		3.99		2.29				4.99			w/ store card
			Smithfield		4.99		3.99				5.99			w/o store card
		IGA	n/i				1.59	1.49				1.39		
			Smithfield								4.29			
	Ingle's	Gwaltney		2.48			1.98						w/ store card	
		Gwaltney		3.98			2.68						w/o store card	
		Cades Cove			2.68									

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NC <i>(cont)</i>	Just \$ave Foods	Gwaltney	2.29	2.29										
		Smithfield								4.99				
	Kroger Mid-Atlantic	Carolina Pride					1.29							
		Cumberland Gap			2.49									
	Lowe's Food	Gwaltney	2.99											
		Gwaltney	2.29	2.29										
	Piggly Wiggly Retail	Hormel Cure 81								4.99				
		Smithfield	3.99	3.99						4.99				locally grown
		Frick's								4.99				
		n/i								1.69				
		Jamestown				1.09	0.99						3.29	
		Sugardale												
		Superior								3.39				
		Smithfield		2.89	2.99	2.99				3.49				
	Piggly Wiggly Stores	Felt's											2.99	
		Gwaltney								1.99				
		Smithfield		2.18		1.68	1.58							
	Publix	n/i			1.48									
		Hormel Cure 81								4.99	4.99			
		Publix		2.69	1.89	1.89		5.99						w/ store card
Save-a-Lot	Publix		4.49	3.69	3.69		7.79						w/o store card	
	n/i					1.29								
Target	Archer Farms		2.49											
The Fresh Market	TFM	3.49												
United Grocery	n/i					0.99								
Walmart	n/i	1.98			1.78	1.78								
	Sam's Choice	2.18												
Whole Foods - South	Wellshire Farms		4.99										ABF	
SC	ALDI	Appleton Farms		1.99		1.59	1.59							
	Bi-Lo	Specially Selected	2.19											
		n/i				2.19	1.99						BOGO	
	Food Lion	Smithfield												
		Hormel Cure 81							BOGO					
		My Essentials	2.39				1.99							w/ store card
My Essentials		2.79				2.59							w/o store card	
Smithfield	2.79				2.29							w/ store card		
Smithfield	2.99				2.79							w/o store card		

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			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
			Whole	Half											
SC (cont)	Galaxy Food	n/i				1.48	1.48								
		John Morrell		2.28											
		Kentucky Legend								4.58					
		Butcher's Best			1.68										
		Harris Teeter	n/i										3.49		
		Harris Teeter			2.69			4.99		4.99					
		Hormel Cure 81							4.99						
		HT Traders		3.99	2.79									w/ store card	
		HT Traders		4.99	4.29									w/o store card	
		Kentucky Legend		3.99							5.99			w/ store card	
		Kentucky Legend		4.99							6.99			w/o store card	
		Smithfield			3.99		2.29				4.99			w/ store card	
		Smithfield			4.99		3.99				5.99			w/o store card	
		IGA	n/i				1.59	1.49				1.39			
			Smithfield								4.29				
		Ingle's	Gwaltney		2.48			1.98							w/ store card
			Gwaltney		3.98			2.68							w/o store card
			Cades Cove			2.68									
		J.H. Harvey's	Lee's					1.79					3.49		w/ store card
			Smithfield	2.69											w/ store card
			n/i			1.99	1.99								
		Kroger Atlanta	Smithfield					1.69							
			Kroger	2.49											w/ card
		Lowe's Food	Gwaltney	2.29	2.29										
			Hormel Cure 81								4.99				
			Smithfield	3.99	3.99						4.99				locally grown
			Frick's								4.99				
		Piggly Wiggly Carolina	n/i										3.99		
			Smithfield	2.49	2.79		1.99	1.99							
		Publix	Hormel Cure 81								4.99	4.99			
		Publix		2.69	1.89	1.89		5.99						w/ store card	
		Publix		4.49	3.69	3.69		7.79						w/o store card	
	Quality Foods	n/i		2.49		1.69	1.59								
	Save-a-Lot	n/i					1.29								
	Target	Archer Farms		2.49											
	The Fresh Market	TFM	3.49												

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
SC (cont)	Walmart	n/i	1.98			1.78	1.78							
	Whole Foods - South	Sam's Choice Wellshire Farms	2.18	4.99										ABF
TN	ALDI	Appleton Farms Specially Selected	2.19	1.99		1.59	1.59							
	Bi-Lo	n/i Smithfield				2.19	1.99					BOGO		
	Chappell's	Hormel Cure 81 Kentucky Legend Clifty Farm						BOGO 3.99	3.99	4.99			2.88	
	E.W. James & Sons	Cook's Cook's Kentucky Legend Best Choice			1.98		1.58 1.59			3.99				
	Food City	Clifty Farm Food City Food Club		2.29									2.59	
	Food Country USA	Clifty Farm Food City Food Club Clifty Farm		1.99 1.99	2.39	2.99							2.99	
	Food Giant	Hormel Cure 81 Smithfield John Morrell Clifty Farm	2.97 2.49 2.49					4.99						2.99
	Food Lion	Carolina Pride Kentucky Legend				1.78	1.58			3.98				
	Food Rite	My Essentials My Essentials Smithfield Smithfield	2.39 2.79 2.79 2.99											w/ store card w/o store card w/ store card w/o store card
	GFS Marketplace	Food Rite Kentucky Legend GFS	2.49	2.49					3.79 2.99	3.79		1.59		
	H.G. Hill	Fischer's Carolina Pride Cook's Best Choice			1.79 1.79	1.79 1.79	1.59 1.59		2.99	2.99				

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**Thanksgiving 2014  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
TN <i>(cont)</i>	H.G. Hill <i>(continued)</i>	Clifty Farm												2.59		
		Kentucky Legend						3.79	3.79							
	Harris Teeter	n/i													3.49	
		Harris Teeter			2.69			4.99		4.99						
		Hormel Cure 81							4.99							
		HT Traders	3.99	2.79												w/ store card
		HT Traders	4.99	4.29												w/o store card
		Kentucky Legend	3.99								5.99					w/ store card
		Kentucky Legend	4.99								6.99					w/o store card
		Smithfield		3.99		2.29					4.99					w/ store card
		Smithfield		4.99		3.99					5.99					w/o store card
		Houchen's IGA	Cook's				1.99	1.99								
	Smithfield			2.79												
	Kentucky Legend							3.99		4.59						
	Ingle's	Coon Creek													2.79	
		Clifty Farm													2.79	
		Gwaltney		2.48			1.98									w/ store card
	Kroger Delta	Gwaltney		3.98			2.68									w/o store card
		Cades Cove			2.68											
		Smithfield	2.79				1.99									
		John Morrell	2.79													
		Private Selection	2.99													
	Kroger Mid-Atlantic	Cumberland Gap			2.49											
		Gwaltney	2.99													
	Kroger Nashville	Smithfield				1.99	1.99									
		Private Selection	2.99													
	Lucky's	Kentucky Legend						3.49								
Cook's						1.49										
Best Choice		2.29														
Osborne's	Kentucky Legend								3.69	4.49						
	Carolina Pride			1.59					3.79	3.79						
	Cook's				1.89	1.89										
	Best Choice	2.59	2.59													
	Clifty Farm												2.79			
	Carolina Pride			1.79	1.79											
							3.99	3.99	4.69							



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

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CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
TN <i>(cont)</i>	Publix	Hormel Cure 81												
		Publix		2.69	1.89	1.89		5.99	4.99	4.99				w/ store card
		Publix		4.49	3.69	3.69		7.79						w/o store card
		Save-a-Lot	n/i				1.49	1.29						
		Shop Rite	Cook's			1.99		1.59						
			Smithfield			1.99		1.59						
			Sugartree		2.19									
			Kentucky Legend							3.99				
		Superlo Foods	Best Choice	2.19	2.19									
			Cook's					1.49						
			John Morrell						2.99	2.99				
		Super Dollar	n/i	1.99										
		Target	Archer Farms		2.49									
		The Fresh Market	TFM	3.49										
		Town&Cntry Grocer	Kretschmar						2.99					
			Best Choice		2.49									
			Cook's			1.99	1.89	1.79						
	United Grocery	n/i					0.99							
	Walmart	n/i	1.98			1.78	1.78							
		Sam's Choice	2.18											
	Whole Foods - South	Wellshire Farms		4.99									ABF	
VA	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
		Balducci's	McKenzie of VT	6.99					7.99					
		Farm Fresh	Smithfield	2.49			1.99	1.99						
		Food City	Food City		1.99	2.39	2.99			3.49				
			Food Club		1.99									
			Clifty Farm										2.99	
		Food Country USA	Hormel Cure 81	2.97										
			Smithfield	2.49										
			John Morrell	2.49										
			Clifty Farm										2.99	
		Food Lion	My Essentials	2.39				1.99						w/ store card
			My Essentials	2.79				2.59						w/o store card
		Smithfield	2.79				2.29						w/ store card	
		Smithfield	2.99				2.79						w/o store card	

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State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
VA (cont)	Galaxy Food	n/i				1.48	1.48							
		John Morrell		2.28										
		Kentucky Legend								4.58				
	Giant Food	Butcher's Best			1.68									
		Giant	2.69	2.69		1.69	1.49							
		Carando		3.29										
	Grant's	Nature's Promise		5.99										
		Smithfield	3.29											
		Hormel Cure 81	2.39											
	Great Valu Market	Superior						2.99						
		Sugardale				1.99	1.89							
		Smithfield		2.69										
	Harris Teeter	n/i											3.49	
		Harris Teeter			2.69			4.99			4.99			
		Hormel Cure 81							4.99					
		HT Traders	3.99	2.79										w/ store card
		HT Traders	4.99	4.29										w/o store card
		Kentucky Legend	3.99								5.99			w/ store card
	Ingle's	Kentucky Legend	4.99								6.99			w/o store card
		Smithfield		3.99			2.29				4.99			w/ store card
		Smithfield		4.99			3.99				5.99			w/o store card
		Gwaltney		2.48				1.98						w/ store card
		Gwaltney		3.98				2.68						w/o store card
		Cades Cove				2.68								
	Kroger Mid-Atlantic	Cumberland Gap				2.49								
		Gwaltney	2.99											
	Lowe's Food	Gwaltney	2.29	2.29										
		Hormel Cure 81									4.99			
		Smithfield	3.99	3.99							4.99			locally grown
	Martin's Food	Frick's									4.99			
Giant		2.69	2.69		1.69	1.49							w/ store card	
Giant		4.49	4.49		2.49	2.39							w/o store card	
Hatfield							3.99						w/ store card	
Hatfield							4.99						w/o store card	
Berk's							3.99						w/ store card	
Berk's						4.99						w/o store card		

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
VA <i>(cont)</i>	Martin's Food	Kunzler						3.99						w/ store card
	<i>(continued)</i>	Kunzler						4.99						w/o store card
	Piggly Wiggly Retail	n/i									1.69			
		Jamestown				1.09	0.99							
		Sugardale										3.29		
		Superior									3.39			
		Smithfield		2.89	2.99	2.99					3.49			
		Felt's												2.99
		Gwaltney									1.99			
	Piggly Wiggly Stores	Smithfield		2.18		1.68	1.58							
		n/i			1.48									
	Safeway	Hormel Cure 81								4.99				
		Safeway Select		2.99						3.99				
		Safeway		2.29		1.89	1.89							
	Save-a-Lot	n/i				1.49	1.29							
	Shoppers Food	Gwaltney			2.49	2.09	1.99							
		Smithfield		3.19										
	Super Dollar	n/i	1.99											
Target	Archer Farms		2.49											
The Fresh Market	TFM	3.49												
Walmart	n/i	1.98			1.78	1.78								
	Sam's Choice	2.18												
Wegman's	Wegman's		5.99		3.99	3.99		5.99						
	Wegman's	8.49											organic	
	Wegman's	2.49	2.49											
WV	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Fas-Chek	Superior						2.69	2.99					
	Foodland	Superior						2.69	2.99					
	Food Fair	Superior						2.89	2.99					
		Hormel Cure 81	3.29											
		Kentucky Legend						4.99						
		Walnut Creek	3.59			2.59								
	Food Lion	My Essentials	2.39				1.99							w/ store card
		My Essentials	2.79				2.59							w/o store card
	Smithfield	2.79				2.29							w/ store card	
	Smithfield	2.99				2.79							w/o store card	

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State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
WV (cont)	Galaxy Food	n/i				1.48	1.48							
		John Morrell		2.28										
		Kentucky Legend								4.58				
	Giant Eagle	Butcher's Best			1.68									
		Giant Eagle Premium		3.99										
		Giant Eagle	2.99	2.99	2.99			3.99						
		Hillshire Farm		4.79										
		Giant Eagle	2.99	2.99		2.99		3.99						
	Grant's	Sugardale					2.29	4.19						
		Hormel Cure 81	2.39						2.99					
	Great Valu Market	Superior							2.99					
		Sugardale					1.99	1.89						
	Kroger Columbus	Smithfield		2.69										
		Private Selection	3.49											
	Kroger Mid-Atlantic	Sugardale					1.59							
		Hickory Hills							2.89					
		Cumberland Gap			2.49									
	Martin's Food	Gwaltney	2.99											
		Giant	2.69	2.69		1.69	1.49							w/ store card
	Piggly Wiggly Stores	Giant	4.49	4.49			2.49	2.39						w/o store card
		Hatfield							3.99					w/ store card
		Hatfield							4.99					w/o store card
		Berk's							3.99					w/ store card
		Berk's							4.99					w/o store card
		Kunzler							3.99					w/ store card
		Kunzler							4.99					w/o store card
		Smithfield		2.18			1.68	1.58						
		n/i				1.48								
		Riesbeck's	Superior							2.69				
	Smithfield			2.99										
Save-a-Lot	Sugardale										3.69		w/o store card	
	n/i					1.49	1.29							
Shop'n Save	Sugardale	2.88	2.88	2.59				2.48	2.68				w/ store card	
	Sugardale							3.59	3.79				w/o store card	
	Superior							3.49	3.69					
	CB Country Store	3.99												

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State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
WV (cont)	Sparkle	Kentucky Legend						4.99							
		Superior						2.99							
	Target	Amish Valley		2.99											
		Archer Farms		2.49											
	Walmart	n/i	1.98			1.78	1.78								
		Sam's Choice	2.18												
	Weis	Smokehouse						3.29							
		Smithfield	3.49												
		Sugardale	3.49												
		Weis		2.89											
		Hatfield								3.99	3.99				
		Berk's								3.99	3.99				
		Kunzler								3.99	3.99				
		John F. Martin						2.89		3.59					

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State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
<b>MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI</b>														
IA	Affiliated Fds MW	Double G				2.29	2.29			5.99				
		Cook's				1.99	1.79							
	ALDI	John Morrell	1.98			2.99								
		Appleton Farms		1.99		1.59	1.59							
	County Market	Specially Selected	2.19											
		Farmland						2.50						
	Dahl's	Frick's				2.19	1.99							
		Kretschmar	2.89					2.99						
	Family Foods	Best Choice		2.29										
		Farmland						2.00						
	Fareway	Frick's			2.59	2.59								
		Cook's			1.79	1.79								
	Food Pride	Our Family		2.99	2.99	2.29	1.99							
		Farmland						3.59						
	Hometown Foods	Webster City			3.79	3.79								
		John Morrell		2.88										
	Jewel-Osco	Fareway						4.79	4.99					
		Dubuque						1.99						
	Maynards	Our Family		2.99	2.79	2.29	1.99							
		Cook's				1.89	1.79							
	No Frills	Hormel Cure 81	2.69						3.99					
		Hy-Vee	2.79	2.99										
	Quillin's	Cook's				2.99	2.99							
		John Morrell	2.49	2.49		1.59	1.29					3.49		limit 1
	Save-a-Lot	Hickory Farms	4.99											
		Double G				2.59	2.49		4.88					
	Save-a-Lot	John Morrell			2.59	2.59								
Kretschmar								3.49						
Save-a-Lot	Farmland		2.49											
	Our Family				1.99	1.79								
Save-a-Lot	Hormel Cure 81						3.99	3.99						
	Cook's				1.99	1.99								
Save-a-Lot	John Morrell			2.69	2.69									
	Quillin's							4.29						
Save-a-Lot	n/i		2.39		1.49	1.29								

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			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
IA <i>(cont)</i>	Schnuck's	Schnuck's	2.49											w/ \$25 purchase; limit 1
		Kretschmar												
		Cook's				1.99	1.79					3.99		
		Double G								4.99				
		Smithfield	4.49											
	Sunshine Foods	CB Old Country Store	4.49											
		Cook's				2.39	2.19							
	Target	John Morrell	2.99	2.99										
		Farmland						2.50						
	Walmart	Archer Farms		2.49										
	n/i	1.98			1.78	1.78								
	Sam's Choice	2.18												
	Whole Foods MW	Wellshire Farms	6.99					7.99						
IL	Affiliated Fds MW	Double G				2.29	2.29			5.99				
		Cook's				1.99	1.79							
		John Morrell	1.98			2.99								
	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Angelo Caputo	La Bella Romana		3.99										
		Hillshire Farm	3.69	3.99										
		Farmland		3.69										
		OHSE	1.89											
		Sugartree	1.89											
	Berkot's	Frick's				1.99	1.89							
		Hillshire Farm				3.49								
	Borowiak's IGA	Kentucky Legend						3.98						
		Cumberland Gap			2.49									
	Brookhaven	Kretschmar						2.88						
		Indiana Kitchen		2.99										
	Butera Market	Frick's				2.19	1.99							
		Farmland		3.29								3.99		
	County Market	Cook's												
		Farmland						2.50						
Cub Foods	Frick's				2.19	1.99								
	Kretschmar	2.89					2.99							
	Cook's				2.49	2.49								
		Hillshire Farm		3.99										

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
IL <i>(cont)</i>	Cub Foods <i>(continued)</i>	Farmland		3.49											
		Hormel Cure 81		2.99				3.99	3.99						
	Dierberg's	Mickelberry									4.29				
		Frick's										3.69			
		Smokehouse		2.99				3.89							
		Hillshire Farm		3.99											
		Kretschmar		3.39											
		Fairplay Foods	Cook's			2.29	1.79	1.69							
	Fareway	Centrella		2.49											
		Webster City			3.79	3.79									
		John Morrell		2.88											
	Food 4 Less	Fareway						4.79	4.99						
		Cook's				1.89	1.89								
	Food Pride	Dubuque						1.99							
		Our Family		2.99	2.79	2.29	1.99								
	Garden Fresh	Hillshire Farm	2.99	3.49											
	GFS Marketplace	GFS						2.99							
	Heinen's	Heinen's	5.29		3.49							4.49			
	Hy-Vee	Hy-Vee	2.79	2.99											
		Cook's				2.99	2.99								
	Houchen's IGA	Cook's				1.99	1.99								
		Smithfield		2.79											
		Kentucky Legend						3.99			4.59				
		Coon Creek											2.79		
		Clifty Farm											2.79		
	Jewel-Osco	Cook's	2.49	2.49		1.59	1.29					3.49			limit 1
		Hickory Farms	4.99												
	Joe Caputo	Cook's				2.19	1.99								
		Amish Valley	2.79												
	Kirby IGA	Kretschmar	3.49					2.99	2.99						
		Frick's				2.19									
	Kroger Central	Kroger	2.49												
		Sugardale					1.49								
Kroger Louisville	Private Selection	2.49													
	Kentucky Legend						2.99								
	Cumberland Gap			2.29											
		Clifty Farm										3.99			



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			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
IL <i>(cont)</i>	Mariano's Fresh	Roundy's	3.99											
	Meijer	Cook's		2.39										
		Sugardale							2.49					
	Pete's Fresh	Centrella	2.69											
		Sugardale				2.29	1.89							
	Piggly Wiggly MW	Nottingham				1.89	1.69							
		Badger						3.99	4.49					
		Farmland						3.49	3.59					
	Save-a-Lot	n/i		2.39		1.49	1.29							
	Schnuck's	Schnuck's	2.49											w/ \$25 purchase; limit 1
		Kretschmar						3.49						
		Cook's				1.99	1.79					3.99		
		Double G								4.99				
		Smithfield		4.49										
		CB Old Country Store		4.49										
	Schuetze's	Amish Valley			2.19									
		Sugar Creek				2.29								
		Miller						3.99						
		Kretschmar		3.19										
	Shop'n Save	Kretschmar		2.48					3.49					
		Frick's					2.49							
	Shop & Save	Amish Valley		2.59										
		Alexander Horning					1.89	1.79						
		Hillshire Farm				3.29	2.99							
	Strack & Van Til	Centrella		1.99										w/ \$25 purchase; limit 1
		Centrella		2.29										additional quantities
		Kentucky Legend						3.99	3.99					
	Sullivan's	Centrella		2.49										
	Cook's				1.89	1.99	1.79							
	Hillshire Farm				2.89	2.99								
	Kentucky Legend						3.89							
Sunset Foods	Hillshire Farm		3.49	3.49										
	Sunset		4.99											
Target	Archer Farms			2.49										
The Fresh Market	TFM		3.49											

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
IL <i>(cont)</i>	Tony's Foods	Cook's	2.99			1.59	1.29					3.49		limit 1  w/ \$25 purchase; limit 1 additional quantities
		Kentucky Legend						3.49	3.69	3.99				
		Hormel	2.99											
	Ultra Foods	Hillshire Farm	3.49		2.99									
		Sugardale				1.68	1.48							
		Sugardale				1.99	1.79							
	Valli Produce	Hillshire Farm			2.99	3.19								
		n/i			2.99	3.19								
		Amish Valley				2.19	1.99							
	Walmart	Alexander & Hornung				1.99	1.79							
		Indiana Kitchen	2.49											
		n/i	1.98			1.78	1.78							
	Walt's Food	Sam's Choice	2.18											
		Hillshire Farm	3.59	3.69										
		Walt's			3.89	3.99								
Whole Foods MW	Frick's		2.49			1.79								
	Centrella													
	Kentucky Legend						4.29	4.39						
	Wellshire Farms	6.99					7.99							
IN	Al's Supermarkets	Frick's				2.19	1.99							
		Farm Fresh		1.99										
		Cumberland Gap			2.49	2.59								
	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Food 4 Less	Cook's				1.89	1.89							
	GFS Marketplace	GFS						2.99						
		Kentucky Legend			3.69	3.99								
	Harvest Market	Cook's			1.69									
		Cook's				1.99	1.99							
		Smithfield		2.79										
	Houchen's IGA	Kentucky Legend						3.99		4.59				
		Coon Creek										2.79		
		Clifty Farm										2.79		
	IGA SpartanNash	John Morrell	2.89	2.99										
Cumberland Gap							2.49	2.79						
Jay C	Private Selection	2.28												
	Kentucky Legend						2.98	2.98						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
IN <i>(cont)</i>	Jewel-Osco	Cook's	2.49	2.49		1.59	1.29					3.49		limit 1
		Hickory Farms	4.99											
	Kirby IGA	Kretschmar	3.49					2.99	2.99					
		Frick's				2.19								
	Kroger Central	Kroger	2.49											
		Sugardale					1.49							
	Kroger Cincinnati	Kroger	2.19											
		Cumberland Gap			2.19			2.79						
		Cook's					1.79							
	Kroger Louisville	Private Selection	2.49											
		Kentucky Legend						2.99						
		Cumberland Gap			2.29									
		Clifty Farm											3.99	
	Marsh	Indiana Kitchen		2.49										
		Marsh	save \$10											w/ store card
	Martin's	Smithfield		2.99										
		Troyer						2.99						
	Meijer	Cook's		2.39										
		Sugardale							2.49					
	New Market	John Morrell	2.59											
		Cumberland Gap						2.39	2.59					
	Save-a-Lot	n/i		2.39		1.49	1.29							
	Schnuck's	Schnuck's	2.49											w/ \$25 purchase; limit 1
		Kretschmar						3.49						
		Cook's				1.99	1.79					3.99		
		Double G								4.99				
		Smithfield	4.49											
		CB Old Country Store	4.49											
Strack & Van Til	Centrella	1.99											w/ \$25 purchase; limit 1	
	Centrella	2.29											additional quantities	
	Kentucky Legend						3.99	3.99						
Target	Archer Farms		2.49											
The Fresh Market	TFM	3.49												
Ultra Foods	Sugardale				1.68	1.48							w/ \$25 purchase; limit 1	
	Sugardale				1.99	1.79							additional quantities	
	Hillshire Farm			2.99	3.19									
	n/i			2.99	3.19									

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Thanksgiving 2014  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
IN <i>(cont)</i>	Walmart	n/i	1.98			1.78	1.78							
		Sam's Choice	2.18											
	Walt's Food	Hillshire Farm	3.59	3.69										
		Walt's			3.89	3.99								
		Frick's				1.99	1.79							
		Centrella		2.49										
		Kentucky Legend						4.29	4.39					
	Wesselman's	Hormel Cure 81	2.49											
		Double G			2.49	2.59		4.19						
		Cumberland Gap			2.59	2.69								
	Ernge						4.19	4.29						
	Kentucky Legend						3.99							
	Whole Foods MW	Wellshire Farms	6.99					7.99						
KY	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Cox IGA	John Morrell	2.89	2.99										
		Cumberland Gap						2.49	2.79					
	E.W. James & Sons	Cook's					1.59							
		Kentucky Legend							3.99					
		Best Choice		2.29										
		Clifty Farm											2.59	
	Foodland	Superior						2.69	2.99					
	Food City	Food City		1.99	2.39	2.99			3.49					
		Food Club		1.99										
		Clifty Farm											2.99	
	Food Fair	Superior						2.89	2.99					
		Hormel Cure 81	3.29											
		Kentucky Legend						4.99						
		Walnut Creek	3.59			2.59								
	Food Giant	Carolina Pride				1.78	1.58							
	Kentucky Legend								3.98					
Food Lion	My Essentials	2.39				1.99							w/ store card	
	My Essentials	2.79				2.59							w/o store card	
	Smithfield	2.79				2.29							w/ store card	
	Smithfield	2.99				2.79							w/o store card	

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Thanksgiving 2014  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
KY <i>(cont)</i>	Galaxy Food	n/i				1.48	1.48								
		John Morrell		2.28											
		Kentucky Legend								4.58					
		Butcher's Best			1.68										
		GFS Marketplace	GFS						2.99						
		Houchen's IGA	Cook's				1.99	1.99							
			Smithfield		2.79										
			Kentucky Legend						3.99		4.59				
			Coon Creek											2.79	
			Clifty Farm											2.79	
		IGA SpartanNash	John Morrell	2.89	2.99										
			Cumberland Gap						2.49	2.79					
		Kroger Cincinnati	Kroger	2.19											
			Cumberland Gap			2.19			2.79						
			Cook's					1.79							
		Kroger Delta	Smithfield	2.79				1.99							
			John Morrell	2.79											
			Private Selection	2.99											
		Kroger Louisville	Private Selection	2.49											
			Kentucky Legend						2.99						
			Cumberland Gap			2.29									
			Clifty Farm											3.99	
		Kroger Mid-Atlantic	Cumberland Gap			2.49									
			Gwaltney	2.99											
		Kroger Nashville	Smithfield				1.99	1.99							
			Private Selection	2.99											
			Kentucky Legend						3.49						
		Meijer	Cook's		2.39										
		Sugardale							2.49						
	Piggly Wiggly Houchen	Carolina Pride				1.78	1.58								
		Kentucky Legend								3.98					
	Remke Markets	John Morrell	3.49												
		Kentucky Legend							4.99						
	Save-a-Lot	n/i		2.39		1.49	1.29								
	Super Dollar	n/i	1.99												
	Target	Archer Farms		2.49											
	The Fresh Market	TFM	3.49												

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
KY <i>(cont)</i>	Town&Cntry Grocer	Kretschmar						2.99								
		Best Choice		2.49												
	United Grocery	Cook's			1.99	1.89	1.79									
		n/i					0.99									
	Valumarket	Best Choice	2.49	2.49												
		Cook's											2.99			
Walmart	n/i	1.98				1.78	1.78									
	Sam's Choice	2.18														
MI	Affiliated Fds MW	Cook's				2.09	1.99									
		John Morrell		2.29	2.69											
		Hormel Cure 81						4.39	4.49							
	ALDI	Farmland						2.99	3.39							
		Appleton Farms		1.99		1.59	1.59									
	Busch's	Specially Selected	2.19													
		Dearborn	4.69	4.69												local
	D&W Fresh	Busch's	3.29													local
		Spartan		2.99												
	Family Fare	Frick's					1.99									
		Our Family		2.49												
	Food Pride	Cumberland Gap						2.49								
		GFS						2.99								
	GFS Marketplace	GFS														
		Frick					1.99									
	Harding's	Spartan	2.99	2.99												
		Smithfield											3.49			
	Hiller's	Kentucky Legend									4.99					
		Hiller's		3.79												
	Kroger Central	Kentucky Legend									4.99					
		Kroger	2.49													
	Kroger Columbus	Sugardale					1.49									
Private Selection		3.49														
Kroger Michigan	Sugardale					1.59										
	Hickory Hills						2.89									
Martin's	Sugardale					1.59										
	Cumberland Gap			2.49												
Troyer	Kroger						2.49									
	Smithfield		2.99													
							2.99									

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MI <i>(cont)</i>	Meijer	Cook's		2.39										
		Sugardale							2.49					
	Plumb's/Duthler's	n/i									1.88			
		Spartan		2.99										
	Polly's Market	Amish Country								3.99				
		Our Family		2.49										
		Kentucky Legend									4.99			
	Ric's Food Center	Shurfine						2.69						
		Frick's				1.99	1.99							
		Hormel Cure 81		2.69										
		Ric's	3.69											
	Save-a-Lot	n/i		2.39		1.49	1.29							
	Spartan Stores	Smithfield		2.49										
	Super One Foods	Farmland			2.49									
		Sugardale											3.49	
	Tadych's	Hillshire Farm					2.69							
	Target	Archer Farms		2.49										
Tom's/Oleson's	Kentucky Legend								3.99					
VG's Grocery	Frick's					1.99								
Walmart	n/i	1.98			1.78	1.78								
	Sam's Choice	2.18												
Whole Foods MW	Wellshire Farms	6.99					7.99							
MN	Affiliated Fds MW	Double G				2.29	2.29			5.99				
		Cook's				2.09	1.99							
		John Morrell	1.98	2.29	2.69	2.99								
		Hormel Cure 81						4.39	4.49					
		Farmland						2.99	3.39					
	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Cash Wise	Cash Wise		2.98										
		Hormel Cure 81						3.98	3.98					
	Coborn's	Coborn's	2.99											
	Cub Foods	Cook's				2.49	2.49							
	Hillshire Farm		3.99											
	Farmland		3.49											
	Hormel Cure 81		2.99				3.99	3.99						

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MN <i>(cont)</i>	Econofoods	Our Family			2.49	2.69								
		Hormel Cure 81							4.99					
	Family Fare	Our Family			2.47	2.67								
		Hormel Cure 81						4.99						
	Fareway	Webster City			3.79	3.79								
		John Morrell		2.88										
		Fareway						4.79	4.99					
	Festival	Double G			2.99	2.99								
		Hormel Cure 81		2.99										
	Food Pride	Our Family		2.49										
		Cumberland Gap						2.49						
	Hornbacher's	Cloverdale							2.98					
	Hugo's	Our Family			2.68	2.68								
		Hugo's				2.88								
		John Morrell			2.78	2.78			4.28					
		Cloverdale							3.98					
		Hormel Cure 81							4.48					
	Hy-Vee	Hy-Vee		2.79	2.99									
		Cook's				2.99	2.99							
	Lunds & Byerlys	Lunds & Byerlys		4.99										w/ store card
		Lunds & Byerlys		6.99										w/o store card
	Marketplace Foods	Our Family			2.48	2.58								
		Cloverdale						3.98	3.98					
		Marketplace			2.88	2.98								
	Maynards	Double G				2.59	2.49		4.88					
		John Morrell			2.59	2.59								
		Kretschmar							3.49					
Quillin's	Cook's				1.99	1.99								
	John Morrell			2.69	2.69									
	Quillin's							4.29						
Rainbow	Farm Fresh			2.99	2.59									
	Hormel Cure 81						3.99	3.99						
Save-a-Lot	n/i		2.39		1.49	1.29								
Sun Mart	Our Family			2.49	2.69									
	Hormel Cure 81							4.99						



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State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MN <i>(cont)</i>	Sunshine Foods	Cook's				2.39	2.19									
		John Morrell	2.99	2.99												
		Farmland						2.50								
	Super One Foods	Farmland			2.49								3.49			
		Sugardale														
	Target	Archer Farms		2.49												
	Teal's Market	John Morrell				2.69			3.99							
		Our Family				2.49										
	Hormel Cure 81			2.99				3.99	3.99							
Walmart	n/i		1.98			1.78	1.78									
	Sam's Choice		2.18													
	Whole Foods MW	Wellshire Farms	6.99					7.99								
ND	Albertsons IntrMnt	Corn King														
		Cook's	2.49				1.49		BOGO							
		Hill's					2.49									
	Cash Wise	Cash Wise		2.98												
		Hormel Cure 81						3.98	3.98							
	Coborn's	Coborn's	2.99													
	Dan's	Cloverdale						3.29	3.29							
		Dan's						3.89	3.99							
		John Morrell			2.49	2.59										
	Family Fare	Our Family			2.47	2.67										
		Hormel Cure 81						4.99								
	Food Pride	Our Family		2.49												
		Cumberland Gap						2.49								
	Hornbacher's	Cloverdale							2.98							
	Hugo's	Our Family			2.68	2.68										
		Hugo's				2.88										
		John Morrell			2.78	2.78				4.28						
		Cloverdale								3.98						
		Hormel Cure 81								4.48						
	Leever's	Our Family			2.58	2.68	2.68									
	John Morrell								3.98							
Marketplace Foods	Our Family			2.48	2.58											
	Cloverdale						3.98	3.98								
	Marketplace			2.88	2.98											

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
ND <i>(cont)</i>	Super One Foods	Farmland Sugardale			2.49							3.49		
	Target	Archer Farms		2.49										
	Teal's Market	John Morrell				2.69			3.99					
		Our Family				2.49								
	Walmart	Hormel Cure 81			2.99			3.99	3.99					
		n/i		1.98			1.78	1.78						
		Sam's Choice	2.18											
NE	Affiliated Fds MW	Double G				2.29	2.29			5.99				
		Cook's				2.09	1.99							
		John Morrell	1.98	2.29	2.69	2.99								
		Hormel Cure 81						4.39	4.49					
	ALDI	Farmland						2.99	3.39					
		Appleton Farms		1.99		1.59	1.59							
	Apple Market	Specially Selected	2.19											
		Farmland	3.49	3.49				2.25						
	Bag'n Save	Cook's					1.79							
		Farmland		2.49										
	Baker's	Our Family				1.99	1.79							
		Hormel Cure 81						3.99	3.99					
		Kroger	2.29											
	Fareway	Cumberland Gap			2.99									
		Private Selection						3.99						
		Hormel Cure 81						4.99						
		Webster City			3.79	3.79								
	Food Pride	John Morrell		2.88										
		Fareway						4.79	4.99					
	Hy-Vee	Our Family		2.49										
		Cumberland Gap						2.49						
	Russ's Market	Hy-Vee	2.79	2.99										
		Cook's				2.99	2.99							
	Safeway	Cook's				1.99	1.89							locally grown
Farmland							2.79	2.89						
Hormel Cure 81		2.49	2.49											
	Safeway		2.29		1.89	1.89								
	Safeway Select		2.99					3.99						
	Hormel Cure 81							4.99						

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NE <i>(cont)</i>	Sun Mart	Our Family			2.49	2.69								
		Hormel Cure 81							4.99					
	Target	Archer Farms		2.49										
	Walmart	n/i	1.98			1.78	1.78							
		Sam's Choice	2.18											
	Whole Foods MW	Wellshire Farms	6.99					7.99						
OH	Acme Fresh	Acme		2.69	2.79			2.99						w/ store card
		Acme		4.29	3.69			3.89						w/o store card
	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Bottom Dollar	My Essentials				1.98	1.48							
	Buehler's	Berk's						3.99						
		Superior						2.99						
		Kentucky Legend						4.99	5.19					w/ store card
		Kentucky Legend						5.99	6.19					w/o store card
		Honey & Spice	2.99											w/ store card
		Honey & Spice	3.49											w/o store card
	Chief Supermarkets	Cumberland Gap						2.49						
		Our Family		2.49										w/ store card
		Our Family		4.49										w/o store card
		Chief		4.99										
	Cub Foods	Cook's				2.49	2.49							
		Hillshire Farm		3.99										
		Farmland		3.49										
		Hormel Cure 81		2.99				3.99	3.99					
	Dave's Market	Sugardale		2.59										
	Fishers Foods	Amish Valley		2.99										w/ store card
	Amish Valley		3.59										w/o store card	
	Sugardale										3.59			
Foodland	Superior						2.69	2.99						
Food Fair	Superior						2.89	2.99						
	Hormel Cure 81	3.29												
	Kentucky Legend						4.99							
	Walnut Creek	3.59				2.59								
Fresh Encounter	Our Family		2.39											
	Frick's				2.29	2.19								
	John Morrell		2.99											

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
OH <i>(cont)</i>	Fresh Encounter <i>(continued)</i>	Heartland							2.59						
		Kentucky Legend									5.29				
	Geyer's	Farm Fresh		2.58											
		Sugardale							2.29						
	Giant Eagle	Giant Eagle Premium		3.99											
		Giant Eagle	2.99	2.99	2.99				3.99						
		Hillshire Farm		4.79											
		Giant Eagle	2.99	2.99		2.99			3.99						
		Sugardale					2.29		4.19						
	GFS Marketplace	GFS							2.99						
	Heinen's	Heinen's	5.29		3.49							4.49			
	IGA SpartanNash	John Morrell	2.89	2.99											
		Cumberland Gap							2.49	2.79					
	Kroger Central	Kroger	2.49												
		Sugardale					1.49								
	Kroger Cincinnati	Kroger	2.19												
		Cumberland Gap			2.19				2.79						
		Cook's							1.79						
	Kroger Columbus	Private Selection	3.49												
		Sugardale							1.59						
		Hickory Hills							2.89						
	Kroger Mid-Atlantic	Cumberland Gap			2.49										
		Gwaltney	2.99												
	Marc's	Sugardale					1.99	1.89							
		Hormel Cure 81		2.49											
	Marsh	Indiana Kitchen		2.49											
		Marsh	save \$10												w/ store card
	Meijer	Cook's		2.39											
	Sugardale								2.49						
Remke Markets	John Morrell	3.49													
	Kentucky Legend									4.99					
Riesbeck's	Superior							2.69							
	Smithfield		2.99												
	Sugardale										3.69			w/o store card	
Save-a-Lot	n/i		2.39			1.49	1.29								
Shop'n Save	Sugardale	2.88	2.88	2.59				2.48	2.68					w/ store card	
	Sugardale							3.59	3.79					w/o store card	

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

prices in \$US per pound unless otherwise noted.

Thanksgiving 2014

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
OH <i>(cont)</i>	Shop'n Save <i>(continued)</i> Sparkle	Superior						3.49	3.69					
		CB Country Store	3.99											
		Kentucky Legend						4.99						
	Target	Superior						2.99						
		Amish Valley		2.99										
		Archer Farms		2.49										
	The Fresh Market	TFM	3.49											
		Superior						2.99						
	Thorne's Market	Hillshire Farm	3.49											
		n/i	1.98			1.78	1.78							
	Walmart	Sam's Choice	2.18											
		Smokehouse						3.29						
		Smithfield	3.49											
		Sugardale	3.49											
		Weis		2.89										
Hatfield									3.99	3.99				
Berk's									3.99	3.99				
SD	Affiliated Fds MW	Kunzler						3.99	3.99					
		John F. Martin						2.89	3.59					
		Double G				2.29	2.29			5.99				
		Cook's				2.09	1.99							
		John Morrell	1.98	2.29	2.69	2.99								
	Buche Foods	Hormel Cure 81						4.39	4.49					
		Farmland						2.99	3.39					
		John Morrell				2.98								
		Coborn's	2.99											
		Our Family			2.49	2.69				4.99				
Family Thrift	Hormel Cure 81								4.99					
	Webster City			3.79	3.79									
	John Morrell		2.88											
Fareway	Fareway						4.79	4.99						
	Hy-Vee	2.79	2.99											
Ken's Super Fair	Hy-Vee													
	Cook's				2.99	2.99								
	John Morrell		2.49											
		Kretschmar						3.59						
		Double G				2.49								

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Thanksgiving 2014  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
SD <i>(cont)</i>	Lynns Dakotamart	Our Family		2.39										
		Cook's				1.78	1.78							
		Cloverdale						3.89	3.99					
	Maynards	John Morrell						3.25						
		Double G				2.59	2.49		4.88					
		John Morrell			2.59	2.59								
	Safeway	Kretschmar							3.49					
		Safeway		2.29		1.89	1.89							
		Safeway Select		2.99					3.99					
	Sunshine Foods	Hormel Cure 81							4.99					
		Cook's				2.39	2.19							
		John Morrell	2.99	2.99										
	Target	Farmland						2.50						
		Archer Farms		2.49										
	Teal's Market	John Morrell				2.69			3.99					
Our Family					2.49									
Walmart	Hormel Cure 81		2.99				3.99	3.99						
	n/i	1.98			1.78	1.78								
	Sam's Choice	2.18												
WI	Affiliated Fds MW	Double G				2.29	2.29			5.99				
		Cook's				2.09	1.99							
		John Morrell	1.98	2.29	2.69	2.99								
	ALDI	Hormel Cure 81						4.39	4.49					
		Farmland						2.99	3.39					
		Appleton Farms		1.99		1.59	1.59							
	Econofoods	Specially Selected	2.19											
		Our Family			2.49	2.69								
	GFS Marketplace	Hormel Cure 81							4.99					
		GFS						2.99						
	Gordy's	Hormel Cure 81		2.48				3.98						
	Hy-Vee	Hy-Vee	2.79	2.99										
		Cook's				2.99	2.99							
	Marketplace Foods	Our Family			2.48	2.58								
		Cloverdale						3.98	3.98					
Marketplace				2.88	2.98									

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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Thanksgiving 2014  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
WI <i>(cont)</i>	Pick'nSave/Copps	Sugardale			1.99	1.69	1.69							
		Roundy's	4.49	2.69				3.99	3.99					
		Cook's		3.29										
	Piggly Wiggly MW	Hillshire Farm							4.69					
		Nottingham				1.89	1.69							
		Badger						3.99	4.49					
	Quillin's	Farmland						3.49	3.59					
		Cook's				1.99	1.99							
		John Morrell			2.69	2.69								
	Save-a-Lot	Quillin's							4.29					
		n/i		2.39		1.49	1.29							
	Schnuck's	Schnuck's	2.49											
		Kretschmar						3.49						
		Cook's				1.99	1.79					3.99		
		Double G								4.99				
		Smithfield	4.49											
	Sentry	CB Old Country Store	4.49											
		Cook's				1.99	1.99							
	Super One Foods	Hormel Cure 81		2.79				3.99	3.99					
		Farmland			2.49								3.49	
	Tadych's	Hillshire Farm				2.69								
	Target	Archer Farms		2.49										
	The Fresh Market	TFM	3.49											
	Trig's	John Morrell	2.99											
	Walmart	n/i	1.98			1.78	1.78							
	Whole Foods MW	Sam's Choice	2.18											
Wellshire Farms		6.99					7.99							

w/ \$25 purchase; limit 1

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>															
AR	Affiliated Fds MW	Cook's				2.09	1.99								
		Hormel Cure 81							4.39						
		Farmland							2.25						
	Albertsons Sthrn	Cook's	2.99			2.49	2.49								
		Hormel Cure 81	3.99						4.99	4.99	4.99				
	ALDI	Smithfield		3.99											
		Appleton Farms		1.99		1.59	1.59								
	Bill's Fresh	Specially Selected	2.19												
		Kentucky Legend							3.98		4.98				
	Brookshire's	Carolina Pride													
		Petit Jean			2.98										
		Best Choice	2.38	2.38											
		Frick's				1.98	1.98								
		Hormel Cure 81	2.98												
	Cranford's	Cook's				1.99	1.79					3.49			
		Smithfield									4.49				
	CV's Family Foods	Cook's				1.88	1.68								
		Hormel Cure 81								4.39					
		Best Choice	2.49	2.49											
	Edwards Food Giant	John Morrell				3.69									
		Frick's							3.99	3.99		3.99			
		Best Choice		2.49											
	Food Giant	Cook's				1.78	1.58								
		Petit Jean											2.98		
Best Choice			2.28												
G&W Foods	Kentucky Legend							3.78	3.78						
	Carolina Pride				1.78	1.58									
Harp's	Kentucky Legend									3.98					
	Cook's					1.68							limit 1		
	Best Choice	2.29	2.29												
Harp's	Wright	3.99						3.99					spiral cut		
	Best Choice	2.49	2.49		2.69										
	Cook's				2.19	1.99									
		Farmland						2.25							



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**Thanksgiving 2014  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
AR <i>(cont)</i>	Hay's	Ozark Pride							2.99					
		Petit Jean				3.88								
		Best Choice	2.18	2.38										
		Cook's		2.98		2.18	1.98							
		John Morrell			3.98			4.48	4.68					
	Kroger Delta	Kretschmar	2.98											
		Smithfield	2.79				1.99							
		John Morrell	2.79											
		Private Selection	2.99											
	Mac's Fresh	Carolina Pride					1.77							
		Farmland						2.00						
	Marvin's	Frick's						3.99	3.99				3.99	
		Best Choice		2.49										
	Piggly Wiggly Houchen	Carolina Pride				1.78	1.58							
		Kentucky Legend								3.98				
	Pyramid Foods	Double G					2.49	4.49	4.69				4.99	
	Rehkopf's	Cook's				1.69	1.49							
		Best Choice	2.49											
	Save-a-Lot	n/i		2.39		1.49	1.29							
	Target	Archer Farms		2.49										
The Fresh Market	TFM	3.49												
Town&Cntry Grocer	Kretschmar							2.99						
	Best Choice		2.49											
	Cook's			1.99	1.89	1.79								
Walmart	n/i	1.98			1.78	1.78								
	Sam's Choice	2.18												
Whole Foods SW	n/i	6.49												
	American Homestead	4.99											ABF	
		Wellshire	4.99										ABF	
AZ	Albertsons SW	Hormel Cure 81	3.49						3.99					
		Cook's	1.97			1.87	1.67							
		Sugardale										2.99		
	Basha's	Cook's	2.49			1.59	1.19					2.99		
		Hormel	2.49											
		Hillshire Farm	2.99											
	El Super	Hormel Cure 81						4.99	4.99					
		John Morrell	2.57											

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
AZ <i>(cont)</i>	Food City	Cook's					1.39								
	Fry's	Kroger	1.99					2.99	2.99						limit 1
		Cook's				1.49	1.29								
		Private Selection	2.99												
	Lowe's	Cook's				1.89	1.79								
		Hormel Cure 81	2.99	2.99											
	Safeway	Safeway		2.29		1.89	1.89								
		Safeway Select		2.99						3.99					
		Hormel Cure 81								4.99					
	Smart & Final	Sugardale	2.29	2.29											
	Smith's	John Morrell	2.29												
		Cook's					1.49								
		Kroger						2.99	2.99						
	Sprout's Farmers Mk	Sprout's	2.99												
	Target	Archer Farms		2.49											
	Walmart	n/i	1.98			1.78	1.78								
	Sam's Choice	2.18													
Whole Foods SPacfc	American Homestead	6.99											ABF		
	Pederson	5.99						7.99					ABF		
	Wellshire Farms	6.59											ABF		
CO	Affiliated Fds MW	Double G				2.29	2.29			5.99					
		Cook's				1.99	1.79								
		John Morrell	1.98			2.99									
	Affiliated Foods Inc.	Cook's					1.59					3.99			
		Hormel	2.69												
		Hormel Cure 81						4.59	4.59						
	Albertsons IntrMnt	Corn King						BOGO							
		Cook's	2.49				1.49								
		Hill's					2.49								
	King Soopers	Cook's				1.69	1.69								
		Private Selection	2.99												
	Lowe's	Cook's				1.89	1.79								
		Hormel Cure 81	2.99	2.99											
	Safeway	Safeway		2.29		1.89	1.89								
		Safeway Select		2.99						3.99					
		Hormel Cure 81								4.99					
Sprout's Farmers Mk	Sprout's	2.99													

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
CO <i>(cont)</i>	Sun Mart	Our Family Hormel Cure 81			2.49	2.69								
	Target	Archer Farms		2.49					4.99					
	Walmart	n/i Sam's Choice	1.98 2.18			1.78	1.78							
	Whole Foods Mtn	n/i	4.99											ABF
KS	Affiliated Fds MW	Double G				2.29	2.29			5.99				
		Cook's				1.99	1.79							
		John Morrell	1.98			2.99								
	Affiliated Foods Inc.	Cook's					1.59					3.99		
		Hormel	2.69						4.59	4.59				
	ALDI	Appleton Farms		1.99		1.59	1.59							
		Specially Selected	2.19											
	Apple Market	Farmland	3.49	3.49				2.25						
	Country Mart	Cook's					1.79							
		Hormel Cure 81	2.38	2.48				3.99	4.29					
		Cook's			1.89	1.99								
	Dillon's	Frick's			2.49	2.59								
		Best Choice	2.18											
		Kroger	2.29											
		Cumberland Gap			2.99									
	G&W Foods	Private Selection						3.99						
		Hormel Cure 81						4.99						
		Cook's					1.68							limit 1
	Hen House	Best Choice	2.29	2.29										
		Cook's				2.29	2.29							
	Homeland Stores	Hormel Cure 81						3.49						
		Balls Smokehouse		3.99										
Hormel		2.49	2.49	2.49										
Hy-Vee	Cook's				2.19	1.99								
	Hy-Vee	2.79	2.99											
Lowe's	Cook's				2.99	2.99								
	Cook's				1.89	1.79								
Marvin's	Hormel Cure 81	2.99	2.99											
	Frick's						3.99	3.99			3.99			
		Best Choice		2.49										

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			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
KS <i>(cont)</i>	Price Chopper	Farmland						3.99						
		Hormel Cure 81	2.19											
	Save-a-Lot	n/i		2.39		1.49	1.29							
	Sprout's Farmers Mk	Sprout's	2.99											
	Sun Fresh	Hormel Cure 81	2.38	2.48				3.99	4.29					
		Cook's			1.89	1.99								
		Corn King						2.00						
		Frick's			2.49	2.59								
	Target	Archer Farms		2.49										
	The Fresh Market	TFM	3.49											
	Walmart	n/i	1.98			1.78	1.78							
		Sam's Choice	2.18											
	Whole Foods Mtn	n/i	4.99											ABF
Woods	Farmland		2.68				2.98	3.18						
	Best Choice	2.48	2.48											
	Sugardale			2.18										
	Frick's				1.98	1.88								
LA	AG Baton Rouge	Smithfield	2.49			1.99	1.69							
		John Morrell	2.49	2.49										
	Albertsons Sthrn	Cook's	2.99			2.49	2.49							
		Hormel Cure 81	3.99					4.99	4.99	4.99				
		Smithfield		3.99										
	Breaux Mart	Hormel Cure 81						4.99						
		Smithfield	2.49			1.99	1.79							
		John Morrell	2.49											
	Brookshire's	Cook's				1.99	1.79					3.49		
		Smithfield								4.49				
	Kroger Southwest	Kroger	2.49					3.49	3.49					
		Cook's					1.79							w/ \$10 purchase; limit 1
		Private Selection	3.29											
LeBlanc's	Smithfield	2.49												
	John Morrell						2.99							
Market Basket	Cook's	2.99				2.29								
Piggly Wiggly	Tyson		2.49											
	Carolina Pride				1.89	1.69								
	n/i									1.99				

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
LA <i>(cont)</i>	Rouses	Hormel		2.29											
		Cook's					1.69								
	Super 1 Foods	Cook's				1.79	1.59								
		Hormel	1.97												
	Target	Archer Farms		2.49											
	The Fresh Market	TFM	3.49												
	Walmart	n/i	1.98			1.78	1.78								
		Sam's Choice	2.18												
	Whole Foods SW	n/i	6.49												
		American Homestead	4.99												ABF
	Wellshire	4.99												ABF	
Winn-Dixie	Hormel Cure 81							BOGO							
	Smithfield		2.49			2.19	1.99					BOGO			
MO	Affiliated Fds MW	Double G				2.29	2.29				5.99				
		Cook's				2.09	1.99								
		John Morrell	1.98	2.29	2.69	2.99									
		Hormel Cure 81					4.39	4.49							
	ALDI	Farmland					2.99	3.39							
		Appleton Farms		1.99		1.59	1.59								
		Specially Selected	2.19												
	Apple Market	Farmland	3.49	3.49				2.25							
	C&R Market	Cook's						1.79							
		Double G				2.69	2.49								
		John Morrell	1.98												
	County Market	Kretschmar							3.69	3.89					
		Cook's				1.99	1.79								
		Farmland						2.50							
		Frick's				2.19	1.99								
	Country Mart	Kretschmar	2.89					2.99							
		Hormel Cure 81	2.38	2.48				3.99	4.29						
Cook's				1.89	1.99										
Dierberg's	Frick's			2.49	2.59										
	Best Choice	2.18													
	Mickelberry								4.29						
	Frick's										3.69				
	Smokehouse		2.99				3.89								

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			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MO <i>(cont)</i>	Dierberg's <i>(continued)</i>	Hillshire Farm		3.99										
		Kretschmar		3.39										
	Food Giant	Carolina Pride				1.78	1.58							
		Kentucky Legend								3.98				
	Gerbe's	Kroger	2.29											
		Cumberland Gap			2.99									
		Private Selection							3.99					
	G&W Foods	Hormel Cure 81							4.99					
		Cook's					1.68							limit 1
		Best Choice	2.29	2.29										
	Harp's	Wright	3.99						3.99					spiral cut
		Best Choice	2.49	2.49		2.69								
		Cook's				2.19	1.99							
	Harter House	Farmland							2.25					
		Our Best			2.29									
		Hormel Cure 81							3.69					
		Primrose								3.49				
	Hay's	Hormel	2.29	2.49										
		Cook's				2.19	1.99							
		Ozark Pride								2.99				
		Petit Jean					3.88							
		Best Choice	2.18	2.38										
	Hen House	Cook's				2.18	1.98							
		John Morrell			3.98				4.48	4.68				
		Kretschmar	2.98											
		Cook's				2.29	2.29							
	Hy-Vee	Hormel Cure 81							3.49					
		Balls Smokehouse		3.99										
		Hy-Vee	2.79	2.99										
	Kroger Central	Cook's				2.99	2.99							
		Kroger	2.49											
	Kroger Delta	Sugardale					1.49							
Smithfield		2.79				1.99								
John Morrell		2.79												
Mac's Fresh	Private Selection	2.99												
	Carolina Pride					1.77								
	Farmland						2.00							

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 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MO <i>(cont)</i>	Moser's	Best Choice	1.98	1.98										
		Frick's				1.69	1.69							
		Cook's			1.79	1.89								
	Patricia's	Hormel Cure 81	2.48	2.48				3.99	4.29					
		Farmland		2.99										
		Frick's			2.59	2.59								
		Kretschmar						3.39	3.39					
		Best Choice	1.88	1.88										w/ \$39 purchase; limit 1
	Prenger Foods	Hormel Cure 81						4.49	4.49					
		Cook's				1.79	1.79							
		Best Choice	2.49	2.49										
		Farmland	3.49					3.99						
		Cook's					1.79							
	Price Chopper	Frick's			2.59	2.59								
		Kretschmar							3.39					
		Farmland						3.99						
	Pyramid Foods	Hormel Cure 81	2.19											
		Double G					2.49	3.99	4.19			4.99		
		Best Choice	1.99	2.39										
		Carolina Pride					1.99							
		Burger's	4.69											
		Hormel Cure 81	2.79					3.99						
		Frick's					2.09							
		Cook's			1.99									
		Sugardale			1.99									
		Kretschmar							4.19					
	Save-a-Lot	n/i	2.39		1.49	1.29								
	Schnuck's	Schnuck's	2.49											w/ \$25 purchase; limit 1
		Kretschmar						3.49						
		Cook's				1.99	1.79					3.99		
		Double G								4.99				
		Smithfield	4.49											
CB Old Country Store		4.49												
Shop'n Save	Kretschmar	2.48					3.49							
	Frick's					2.49								
Sun Fresh	Hormel Cure 81	2.38	2.48				3.99	4.29						
	Cook's			1.89	1.99									

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MO <i>(cont)</i>	Sun Fresh <i>(continued)</i>	Corn King						2.00						
		Frick's			2.49	2.59								
	Target	Archer Farms		2.49										
		Town&Cntry Grocer	Kretschmar					2.99						
	Town&County Sprmkt	Best Choice		2.49										
		Cook's			1.99	1.89	1.79							
		Country Ribbon						2.19						
		Best Choice	2.79	2.18										
		Cook's				1.99	1.79							
		Cook's				1.69	1.48							
		Kretschmar						2.99	3.19					
		Sugardale			1.99									
	Walmart	Hormel Cure 81						4.69						
		Cedar Hollow						4.49	4.49					
		n/i	1.98			1.78	1.78							
Sam's Choice		2.18												
Whole Foods MW Woods	Wellshire Farms	6.99					7.99							
	Farmland		2.68				2.98	3.18						
	Best Choice	2.48	2.48											
	Sugardale			2.18										
		Frick's				1.98	1.88							
NM	Affiliated Foods Inc.	Cook's					1.59					3.99		
		Hormel	2.69											
		Hormel Cure 81						4.59	4.59					
	Albertsons SW	Hormel Cure 81	3.49						3.99					
		Cook's	1.97			1.87	1.67							
	Basha's	Sugardale										2.99		
		Cook's	2.49			1.59	1.19					2.99		
		Hormel	2.49											
	John Brooks	Hillshire Farm	2.99											
		Hormel Cure 81						4.99	4.99					
		Cook's					1.59							
	King Soopers	Hormel	2.69											
		Hormel Cure 81						4.59	4.59	5.19				
	Lawrence Bros.	Cook's				1.69	1.69							
		Private Selection	2.99											
		Hormel Cure 81						4.99						

limit 1

limit 1



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Thanksgiving 2014  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
NM <i>(cont)</i>	Lowe's	Cook's				1.89	1.79								
		Hormel Cure 81	2.99	2.99											
	Safeway	Safeway		2.29		1.89	1.89								
		Safeway Select		2.99						3.99					
		Hormel Cure 81								4.99					
	Smith's	John Morrell	2.29												
		Cook's					1.49								
		Kroger						2.99	2.99						
	Sprout's Farmers Mk	Sprout's	2.99												
	Target	Archer Farms		2.49											
Walmart	n/i	1.98			1.78	1.78									
	Sam's Choice	2.18													
	Whole Foods Mtn	n/i	4.99											ABF	
OK	Affiliated Fds MW	Double G				2.29	2.29			5.99					
		Cook's				1.99	1.79								
		John Morrell	1.98			2.99									
	Affiliated Foods Inc.	Cook's					1.59					3.99			
		Hormel	2.69												
		Hormel Cure 81						4.59	4.59						
	ALDI	Appleton Farms		1.99		1.59	1.59								
		Specially Selected	2.19												
	Country Mart	Hormel Cure 81	2.38	2.48				3.99	4.29						
		Cook's			1.89	1.99									
		Frick's			2.49	2.59									
		Best Choice	2.18												
	CV's Family Foods	Frick's						3.99	3.99			3.99			
		Best Choice		2.49											
	Harp's	Wright	3.99					3.99							spiral cut
		Best Choice	2.49	2.49		2.69									
		Cook's				2.19	1.99								
		Farmland						2.25							
	Homeland Stores	Hormel	2.49	2.49	2.49										
		Cook's				2.19	1.99								
Market Square	Cook's					1.69									
	Farmland						2.25								
	Hormel	2.69													
	Hormel Cure 81						4.59	4.59	5.19						

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Thanksgiving 2014  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
OK (cont)	Marvin's	Frick's						3.99	3.99			3.99			
		Best Choice		2.49											
	Nichols Dollar Saver	Cook's					1.89								
		Hormel Cure 81	2.19	2.19				4.99							
	Pyramid Foods	Farmland						2.25							
		Kentucky Legend						4.49	4.49	4.49					
		Frick's			2.69										
		Double G					2.49	3.99	4.19			4.99			
		Best Choice	1.99	2.39											
		Carolina Pride					1.99								
		Burger's	4.69												
		Hormel Cure 81	2.79					3.99							
		Frick's					2.09								
		Cook's			1.99										
	Reasor's	Sugardale			1.99										
		Kretschmar								4.19					
	Reasor's	n/i		2.28										limit 4 additional quantities	
		n/i		2.79											
	Rehkopf's	Cook's				1.69	1.49								
		Best Choice	2.49												
	Save-a-Lot	n/i		2.39		1.69	1.49								
	Sprout's Farmers Mk	Sprout's	2.99												
	Target	Archer Farms		2.49											
	The Fresh Market	TFM	3.49												
	Walmart	n/i	1.98				1.78	1.78							
		Sam's Choice	2.18												
	Warehouse Market	Kentucky Legend						4.39	4.39						
		Sugardale					1.99								
		Cook's			1.99										
	Whole Foods SW	n/i	6.49												
American Homestead		4.99											ABF		
Wellshire		4.99											ABF		
Williams	Hormel Cure 81	2.19	2.19												
	Frick's			2.69											
	Cook's					1.89									
	Kentucky Legend						4.49	4.49	4.49						

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**Thanksgiving 2014  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
TX	Affiliated Foods Inc.	Cook's					1.59					3.99		
		Hormel	2.69											
	Albertsons SW	Hormel Cure 81						4.59	4.59					
		Hormel Cure 81	3.49						3.99					
	Albertsons Sthrn	Cook's	1.97			1.87	1.67					2.99		limit 1
		Sugardale												
	ALDI	Cook's	2.99			2.49	2.49							
		Hormel Cure 81	3.99					4.99	4.99	4.99				
	Brookshire's	Smithfield		3.99										
		Appleton Farms		1.99		1.59	1.59							
	Brookshire Bros.	Specially Selected	2.19											
		Cook's				1.99	1.79					3.49		
	Diamond IGA	Smithfield								4.49				
		Hormel Cure 81						4.99	4.99					
	Fiesta Mart	Cook's			1.79	1.79	1.59							
		Tyson		2.99										
	Foodarama	Cook's		2.99			1.99							
		Gwaltney	2.77				1.99							w/ \$10 purchase; limit 1
	Food Town	Cook's		2.44			1.99							
		John Morrell		2.44										
	H-E-B	Sugardale			2.99									
		Smithfield					1.67	1.57						
	Homeland Stores	Hormel	2.49	2.49	2.49									
		Cook's					2.19	1.99						
	Kroger Southwest	Kroger	2.49					3.49	3.49					
		Cook's					1.79							w/ \$10 purchase; limit 1
	La Fiesta	Private Selection	3.29											
		Gwaltney	2.77				1.99							w/ \$10 purchase; limit 1
Lawrence Bros.	Hormel Cure 81							4.99						
	Cook's					1.89	1.79							
Lowe's	Hormel Cure 81	2.99	2.99											
	Cook's					1.89	1.89							
Market Basket	Cook's	2.99				2.29								
	Cook's					1.98	1.68							
Market Place	Hormel Cure 81	2.68	2.68				4.48	4.48						
	Cook's					1.69								
Market Square	Farmland						2.25							

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 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
TX <i>(cont)</i>	Market Square <i>(continued)</i>	Hormel	2.69											
		Hormel Cure 81						4.59	4.59	5.19				
	Minyard's	Cook's	3.48	3.48	2.69	2.38	2.28					4.99		
		Hormel Cure 81						4.89	4.89					
	Randalls/Tom Thumb	Safeway Select		2.99										
		Safeway		2.29		1.89	1.89							
	Rehkopf's	Hormel Cure 81									4.99			
		Cook's				1.69	1.49							
	Save-a-Lot	Best Choice	2.49											
		n/i		2.39		1.49	1.29							
	Sellers Bros.	Cook's					1.49							
		Cook's		2.89		1.89	1.79							
	Sprout's Farmers Mk Super 1 Foods	Sprout's	2.99											
		Cook's				1.79	1.59							
	Target	Hormel	1.97											
		Archer Farms		2.49										
	The Fresh Market	TFM	3.49											
	The United Family	Hormel Cure 81		1.77				4.99						
		Cook's					1.49							
	Vista Markets	Wright Brand			2.49									
Cook's					1.99	1.69								
Walmart	John Morrell	2.69												
	n/i	1.98				1.78	1.78							
Whole Foods SW	Sam's Choice	2.18												
	n/i	6.49												
	American Homestead	4.99												
		Wellshire	4.99										ABF ABF	
UT	Albertsons IntrMnt	Corn King						BOGO						
		Cook's	2.49				1.49							
	Albertsons SW	Hill's					2.49							
		Hormel Cure 81	3.49						3.99					
	Associated Food	Cook's	1.97			1.87	1.67							
		Sugardale										2.99		
		Sugardale										2.99		
		Hormel		2.49										
		Western Family			1.99	1.79	4.49						limit 1	
		John Morrell		2.49			3.49	3.49						

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Thanksgiving 2014

**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
UT <i>(cont)</i>	Harmon's	Harmon's	2.59											
	King Soopers	Cook's				1.69	1.69							
		Private Selection	2.99											
	Ream's	Hormel Cure 81						4.99						
		Sugardale	2.99			2.29	1.99							
		Farmland						2.49						
		John Morrell	2.99					3.99						
	Smith's	John Morrell	2.29											
		Cook's					1.49							
		Kroger						2.99	2.99					
	Sprout's Farmers Mk	Sprout's	2.99											
	Target	Archer Farms		2.49										
	Walmart	n/i	1.98				1.78	1.78						
	Sam's Choice	2.18												
	Whole Foods Mtn	n/i	4.99										ABF	

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Thanksgiving 2014  
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
			Whole	Half										
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>														
CA	Albertsons SthCA	Hormel Cure 81						4.99						
		Cook's	2.99	2.49	2.49									
	Andronico's	Andronico's			5.49									
	Big Saver	Cook's				1.79	1.79							
	El Super	John Morrell	2.57											
	Food 4 Less	Farmer John				2.48								
	Holiday Market	Cook's	2.99			2.49	2.49							
	K.V. Mart	Farmer John				1.89								
	Lucky	Cook's	2.49											
		Hormel Cure 81	2.49											
	Lunardi's	Lunardi's	4.69					5.99						
		Bell's Mill						4.99						
		n/i										6.69		
	Mar-Val	Cook's		2.69										
		Mar-Val		3.99										
	Mi Pueblo	Farmer John	2.99											
	Mollie Stones	Mollie Stones			4.99			6.99						
	Murphy's Markets	Premier Brand						4.99						
	Northgate	Farmer John			2.99	2.99								
	Nugget Markets	Hillshire Farm		2.99										w/ store card
		Hillshire Farm		3.59										w/o store card
		Sunny Valley				2.29								w/ store card
		Sunny Valley				3.49								w/o store card
	Raley's	n/i	5.59			2.99	2.99							
		Raley's	3.99	3.99			3.49	4.99						
		Sunny Valley										3.99		
	Ralph's	Farmer John	2.69			1.59	1.59							
		Private Selection	2.69											
	Rancho San Miguel	Sunny Valley				1.69	1.69							
	Ray's Food Place	n/i					1.79							
	Rio Ranch	Farmer John		3.49										
	Safeway	Hormel Cure 81							5.49					
		Safeway		2.29		1.89	1.89							
		Safeway Select		3.49					4.99					
	Save Mart	Cook's	2.49											
		Hormel Cure 81	2.49											

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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
CA <i>(cont)</i>	Save Mart <i>(continued)</i>	John Morrell						3.79	3.99					
		Cracker Barrel	3.99											
	Hillshire Farm	3.99												
	Save-a-Lot	n/i	2.39		1.49	1.29								
	Smart & Final	Sugardale	2.29	2.29										
	Sprout's Farmers Mk	Sprout's	2.99											
	Stater Bros.	Smithfield	2.99		2.49									
	Super A Foods	Farmer John	2.49											
		Hormel	2.49											
	Superior Grocers	Farmland	1.99											
		Sunny Valley			1.79									
	Target	Farmer John				1.99	1.99							
		Archer Farms		2.49										
	The Fresh Market	TFM	3.49											
	Vallarta	Farmer John		3.49		2.99								
		Hormel Cure 81		3.49										
	Von's/Pavilions	Farmer John				1.89	1.89							
		Safeway		2.29										
	Walmart	Hormel Cure 81								4.99				
		Safeway Select		2.99						3.99				
	Whole Foods NCal	n/i	1.98			1.78	1.78							
		Sam's Choice	2.18											
	Whole Foods SPacfc	Wellshire Farms		7.99	4.99	5.99				6.99				ABF
Wellshire Farms			6.99										Black Forest	
Wellshire Farms			6.99						6.69				Virginia Brand	
Whole Foods SPacfc	American Homestead	6.99											ABF	
	Pederson	5.99						7.99					ABF	
	Wellshire Farms	6.59											ABF	
HI	Don Quijote	Farmer John			2.49									
	Foodland	Farmer John		2.99	2.69		2.29							
		Farmer John				2.49	2.49							
	Safeway	Hormel Cure 81								5.49				
		Safeway		2.29		1.89	1.89							
		Safeway Select		3.49						4.99				
	Sprout's Farmers Mk	Sprout's	2.99											
Times/Big Save	Farmer John			2.39	2.59	2.39								
	Sunny Valley				1.79	1.59								

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State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
HI <i>(cont)</i>	Whole Foods SPacfc	American Homestead	6.99											ABF
		Pederson	6.99						8.99					ABF
		Wellshire Farms	6.59											ABF
NV	Albertsons IntrMnt	Corn King						BOGO						
		Cook's	2.49				1.49							
		Hill's					2.49							
	Albertsons SW	Hormel Cure 81	3.49							3.99				
		Cook's	1.97				1.87	1.67						limit 1
	Associated Food	Sugardale										2.99		
		Sugardale										2.99		
		Hormel		2.49										
	Western Family	Western Family					1.99	1.79	4.49					
		John Morrell		2.49					3.49	3.49				
		John Morrell	2.57											
	Food 4 Less	Farmer John						2.48						
		Raley's	5.59					2.99	2.99					
	Raley's	Raley's	3.99	3.99					3.49	4.99				
		Sunny Valley										3.99		
		Farmer John	2.69				1.59	1.59						
	Ralph's	Private Selection	2.69											
		Hormel Cure 81								5.49				
	Safeway	Safeway		2.29			1.89	1.89						
		Safeway Select		3.49						4.99				
		Hormel	2.59											
	Scolari's	Sunny Valley						1.99						limit 2
		Sugardale	2.29	2.29										
	Smart & Final	John Morrell	2.29											
		Cook's						1.49						
	Kroger	Kroger							2.99	2.99				
Archer Farms			2.49											
Target	Farmer John					1.89	1.89							
	Safeway		2.29											
	Hormel Cure 81								4.99					
Von's/Pavilions	Safeway Select		2.99						3.99					
	n/i	1.98				1.78	1.78							
	Sam's Choice	2.18												
Walmart	n/i	1.98				1.78	1.78							
	Sam's Choice	2.18												



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			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NV <i>(cont)</i>	Whole Foods NCal	Wellshire Farms		7.99	4.99	5.99			6.99					ABF
		Wellshire Farms		6.99										Black Forest
		Wellshire Farms		6.99						6.69				Virginia Brand
	Whole Foods SPacfc	American Homestead	6.99											ABF
		Pederson	5.99					7.99						ABF
		Wellshire Farms	6.59											ABF

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**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>															
AK	AC Value Center	Farm Fresh	3.38			2.68	2.68		3.98						
		Hormel		4.48											
	Alaskan & Proud Carrs/Safeway	Pendleton Farms							5.98	6.18					
		n/i				1.88	1.88								
	Fred Meyer	Safeway		2.79			2.29	2.29							
		Hormel Cure 81								5.99					
		Safeway Select		3.49						4.99					
	IGA Hometown Proud	Private Selection	3.98												
		Kroger	2.98												
	Juneau Foodland	Farm Fresh		2.69				2.19		4.29	4.89				
		Hormel Cure 81							4.69	4.69					
	Omni Sea Mart	Farm Fresh		2.69				2.19		4.29	4.89				
		Hormel Cure 81							4.69	4.69					
	Three Bears	Cook's		4.49		3.89									
		Hempler				4.49	4.49			5.49					
		Cook's					2.29	1.99							
Walmart	John Morrell		2.69												
	Ripple Creek	2.19													
ID	Albertsons IntrMnt	n/i	1.98			1.78	1.78								
		Sam's Choice	2.18												
	Albertsons Nrthwest Associated Food Family Foods Fred Meyer Harvest Foods	Corn King							BOGO						
Cook's		2.49					1.49								
Hill's							2.49								
Hill's							2.49								
Cook's		1.99													
Sugardale												2.99			
Hormel			2.49												
Western Family					1.99	1.79	4.49								
John Morrell			2.49				3.49	3.49							
Cook's			2.48		1.98	1.88									
John Morrell									3.98						
Private Selection		3.48													
Kroger		2.98													
John Morrell		2.48													
Farmland							2.98	3.29							

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

Thanksgiving 2014  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
ID <i>(cont)</i>	IGA Markets	Farm Fresh		2.49			1.99		3.99	4.69				
		Hormel Cure 81						4.49	4.49					
	Paul's Market	n/i	2.49			1.99	1.79							
	Rosauer's	John Morrell		2.69		2.69			3.69				2.89	
		Cook's		2.59		2.19	1.89				3.69			
		Kretschmar												
	Safeway	Safeway		2.29		1.89	1.89							
		Hormel Cure 81							4.99					
		Safeway Select		2.99					3.99					
	Smith's	John Morrell	2.29											
		Cook's					1.49							
		Kroger						2.99	2.99					
	Target	Archer Farms		2.49										
	Walmart	n/i	1.98			1.78	1.78							
		Sam's Choice	2.18											
	Whole Foods Mtn	n/i	4.99										ABF	
	Yoke's Fresh	Longhorn BBQ	2.87											
		Hempler's						3.75	3.79	3.79				
		Kretschmar							3.79	3.79				
		John Morrell	2.59	3.59										
MT	Albertsons IntrMnt	Corn King						BOGO						
		Cook's	2.49				1.49							
		Hill's					2.49							
	Associated Food	Sugardale										2.99		
		Hormel		2.49										
		Western Family				1.99	1.79	4.49						
		John Morrell		2.49				3.49	3.49					
	Family Foods	Cook's		2.48		1.98	1.88							
		John Morrell							3.98					
	Harvest Foods	John Morrell	2.48											
		Farmland						2.98	3.29					
	IGA Markets	Farm Fresh		2.49			1.99		3.99	4.69				
		Hormel Cure 81						4.49	4.49					
Reynolds	Hormel Cure 81						4.49	4.49						
	John Morrell		2.49											
	Cook's					1.99								
	Farmland						2.29							

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Thanksgiving 2014  
**CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MT <i>(cont)</i>	Rosauer's	John Morrell		2.69		2.69			3.69					
		Cook's		2.59		2.19	1.89				2.89			
		Kretschmar								3.69				
	Smith's	John Morrell	2.29											
		Cook's					1.49							
	Target	Kroger						2.99	2.99					
	Three Bears	Archer Farms		2.49										
		Ripple Creek	2.19											
Walmart	n/i	1.98			1.78	1.78								
	Sam's Choice	2.18												
OR	Albertsons Nrthwest	Hill's					2.49							
		Cook's	1.99											
	Family Foods	Cook's		2.48		1.98	1.88							
		John Morrell							3.98					
	Fred Meyer	Private Selection	3.48											
		Kroger	2.98											
	Haggen/TOP Food	Hempler	4.99					4.99						
		Cook's	2.99											
	Harvest Foods	John Morrell	2.48											
		Farmland						2.98	3.29					
	IGA Markets	Farm Fresh		2.49			1.99		3.99	4.69				
		Hormel Cure 81						4.49	4.49					
	IGA Market Fresh	Fletcher's						4.85						
		Cook's	2.49			1.99	1.79							
	Market of Choice	OHSE		2.49										
		Beeler's		5.99										ABF
	McKay's	Sunny Valley				1.69	1.49							
		John Morrell							3.99					
		Cook's	2.49											
	New Seasons	Kentucky Legend								4.89				
New Seasons		3.59	4.29				4.59	4.99					ABF	
QFC	n/i			3.29	3.59								ABF	
	Hormel Cure 81	1.99											limit 2	
Ray's Food Place	Cook's				1.49	1.49							limit 2	
	n/i					1.79								

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**Thanksgiving 2014  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
OR <i>(cont)</i>	Red Apple/Thriftway	Cook's				1.99	1.99							locally grown	
		John Morrell		2.49											
	Rosauer's	Hempler's			3.99	3.99		4.99							
		John Morrell		2.69					3.69						
	Roth's	Cook's		2.59			1.89					2.89			
		Kretschmar								3.69					
	Target	Archer Farms		2.99											
	Walmart	n/i	1.98				1.78	1.78							
		Sam's Choice	2.18												
WA	Albertsons Nrthwest	Hill's					2.49							locally grown	
	Associated Food	Cook's	1.99									2.99			
		Sugardale													
	Family Foods	Hormel		2.49											
		Western Family				1.99	1.79	4.49							
	Fred Meyer	John Morrell		2.49				3.49	3.49						
		Cook's		2.48		1.98	1.88								
	Haggen/TOP Food	John Morrell							3.98						
		Private Selection	3.48												
	Harvest Foods	Kroger	2.98												
		Hempler	4.99					4.99							
	IGA Markets	Cook's	2.99												
		John Morrell	2.48												
	IGA Market Fresh	Farmland						2.98	3.29						
		Farm Fresh		2.49			1.99		3.99	4.69					
	Metropolitan	Hormel Cure 81						4.49	4.49						
		Fletcher's						4.85							
	Meyers Group IGA	Cook's	2.49			1.99	1.79								
		Kurobuta		6.99		5.99		6.99				5.99			
	New Seasons	Kentucky Legend						4.99							
Hempler's							5.49						locally grown		
PCC Natural Markets	Farm Fresh		2.49			1.99		3.99	4.69						
	Hormel Cure 81						4.49	4.49							
	New Seasons	3.59	4.29				4.59	4.99					ABF		
	n/i			3.29	3.59								ABF		

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**Thanksgiving 2014  
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
WA <i>(cont)</i>	QFC	Hormel Cure 81	1.99											limit 2
		Cook's				1.49	1.49							limit 2
	Red Apple/Thriftway	Cook's				1.99	1.99							
		John Morrell		2.49										
		Hempler's			3.99	3.99		4.99						locally grown
	Rosauer's	John Morrell		2.69		2.69			3.69					
		Cook's		2.59		2.19	1.89					2.89		
		Kretschmar								3.69				
	Saars Market	Ripple Creek	1.99											
	Target	Archer Farms		2.49										
	The Markets, LLC	Sunny Valley	2.28											
		Thorn Apple Valley							2.48					
		Gusto							3.48					
	Walmart	Hempler's		4.98	4.88	4.88								locally grown
		n/i	1.98			1.78	1.78							
Yoke's Fresh	Sam's Choice	2.18												
	Longhorn BBQ	2.87												
	Hempler's							3.75	3.79	3.79				
	Kretschmar								3.79	3.79				
	John Morrell	2.59	3.59											
WY	Affiliated Fds MW	Double G				2.29	2.29				5.99			
		Cook's				2.09	1.99							
		John Morrell	1.98	2.29	2.69	2.99								
	Albertsons IntrMnt	Hormel Cure 81							4.39	4.49				
		Farmland							2.99	3.39				
		Corn King							BOGO					
	IGA Markets	Cook's	2.49											
		Hill's												
		Farm Fresh		2.49										
	King Soopers	Hormel Cure 81							4.49	4.49		4.69		
		Cook's				1.69	1.69							
	Safeway	Private Selection	2.99											
		Safeway		2.29		1.89	1.89							
		Safeway Select		2.99							3.99			
		Hormel Cure 81									4.99			

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

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**Thanksgiving 2014  
CURED PORK**

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless			Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
WY <i>(cont)</i>	Smith's	John Morrell	2.29				1.49							
		Cook's												
		Kroger						2.99	2.99					
	Walmart	n/i	1.98			1.78	1.78							
		Sam's Choice	2.18											

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

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**Thanksgiving 2014  
FRESH PORK**

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



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**Thanksgiving 2014  
 FRESH PORK**

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

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**Thanksgiving 2014  
 FRESH PORK**

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
MD <i>(cont)</i>	Redner's	Redner's						2.48	2.28		1.58			2.48		
	Safeway	Smithfield						2.99								
	Save-a-Lot	n/i						2.49								
	Shop'n Save	n/i						3.49							4.99	
	Shoppers Food	Smithfield						3.99								
	ShopRite	n/i									1.69					
	Shurfine	n/i										2.69				
	The Fresh Market	n/i			5.99											
	Walmart	n/i				1.97									3.67	
	Weis	n/i						3.49						2.99		
ME	AG of New England	n/i										2.79				
	Hannaford	n/i			4.29											
	Save-a-Lot	n/i					2.49									
	Walmart	n/i				1.97									3.67	
NH	AG of New England	n/i										2.79				
	ALDI	n/i											2.49			
	Hannaford	n/i			4.29											
	Price Chopper	Price Chopper													4.99	
	Save-a-Lot	n/i					2.49									
	The Fresh Market	n/i			5.99											
NJ	Walmart	n/i				1.97									3.67	
	A&P Stores	n/i						2.49								
	ALDI	n/i											2.49			
	Associated	n/i									1.59					
	Best Market	n/i	1.77				1.77				1.97				4.77	
	Bravo	n/i						2.49								
	C-Town	n/i						2.49								
	Compare Foods	n/i									1.49					
	Extra Supermarket	n/i									1.48					
	Fine Fare	n/i							1.79		1.59		2.79			
	Food Basics	n/i									1.48					
	Food Bazaar	n/i	1.99	1.99			2.79				1.29					
	Foodtown	n/i	1.99				2.49				1.69					
	Great Valu Markets	n/i					1.99	2.49	1.99	1.99	1.99				3.99	
	Key Food	n/i									1.29					
King's	Chairman's Reserve													4.99		
Met Foods	n/i						2.49			free					w/ \$150 purchase; limit 1	

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**Thanksgiving 2014  
 FRESH PORK**

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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Thanksgiving 2014

FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Whole Loin		Cntr-Cut Loin	Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls		bn-in	bnls	bn-in	bnls				
NY <i>(cont)</i>	NSA Supermarkets	n/i														
	Pathmark	n/i							1.98		1.49				4.99	
	Peck's	n/i	2.49	2.79	3.29	1.99	1.58	2.49		2.69	1.69					w/ \$150 purchase; limit 1
	Pioneer	n/i						2.49			free					
	Hatfield														4.99	
	Price Chopper	Price Chopper													4.99	
	Price Rite	n/i									1.29					
	Save-a-Lot	n/i						2.49								
	Shop'n Save	n/i						3.49							4.99	
	ShopRite	n/i									1.69					
	Stop & Shop	Stop & Shop						3.99								
	The Fresh Market	n/i			5.99											
	Tops Market	Smithfield								2.69						
		Prairie Grove					4.99									ABF
	Walmart	n/i					1.97								3.67	
Weis	n/i						3.49						2.99			
Western Beef	n/i			2.99	1.99											
Whole Foods NE	n/i			7.99												
PA	A&P Stores	n/i				1.99		2.49								
	ALDI	n/i												2.49		
	Associated	n/i									1.59					
	Big M	1893 Premium									2.69				4.99	
	Bravo	n/i						2.49								
	C-Town	n/i						2.49								
	Family Owned	n/i							2.49	2.89			2.19			
	Fine Fare	n/i							1.79		1.59			2.79		
	Food Basics	n/i									1.48					
	Foodland	n/i							2.29							
	Foodtown	n/i	1.99				2.49				1.69					
	Fresh Grocer	n/i									1.99					
	GFS Marketplace	n/i						save \$3								
	Giant Eagle	n/i						2.99								
	Giant Food Stores	Chef's Prime												2.49		
	Great Valu Markets	n/i					1.99	2.49	1.99	1.99	1.99				3.99	
	Karn's	n/i					1.79									
Key Food	n/i									1.29						
Kuhn's	Swift 1855							2.39								

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

**Thanksgiving 2014  
 FRESH PORK**

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

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Thanksgiving 2014  
**FRESH PORK**

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

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**Thanksgiving 2014  
 FRESH PORK**

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

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**Thanksgiving 2014  
 FRESH PORK**

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



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**Thanksgiving 2014  
 FRESH PORK**

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

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**Thanksgiving 2014  
 FRESH PORK**

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

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 FRESH PORK**

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

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 FRESH PORK**

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

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

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014  
 FRESH PORK**

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

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**Thanksgiving 2014  
 FRESH PORK**

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

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**Thanksgiving 2014  
 FRESH PORK**

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



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Thanksgiving 2014  
**FRESH PORK**

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

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

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 FRESH PORK**

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

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 FRESH PORK**

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

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

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

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

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014  
 FRESH PORK**

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



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**Thanksgiving 2014  
 FRESH PORK**

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

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**Thanksgiving 2014  
 FRESH PORK**

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

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014  
 FRESH PORK**

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

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

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prices in \$US per pound unless otherwise noted.

**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb									Racks		Breast	Conditions	
				Bone-in				Semi-Boneless			Boneless		French	Crown Roast			
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half					
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																	
<b>CT</b>	A&P Stores	n/i	AU									6.99					
	Adams IGA	n/i						7.99						15.99			
	Best Market	n/i	US	4.97								7.97					
	Big Y	n/i	US	4.99	4.99	4.99						6.99					
	Bravo	n/i	US									7.49			3.99		
	C-Town	n/i	US									7.49			3.99		
	Food Bazaar	n/i	US	5.99													
	Highland Park	n/i	US	5.99													
	Pioneer	n/i	US										6.99				
	Price Chopper	Chiapetti	AU											14.99			
	ShopRite	n/i	AU					4.99					5.49			grass-fed	
	The Fresh Market	n/i	US	6.99										19.99			
	n/i	AU											19.99				
	Whole Foods NE	n/i											21.99				
<b>DC</b>	Safeway	Open Nature	AU									6.99					
<b>DE</b>	A&P Stores	n/i	AU									6.99					
	ACME Markets	Catelli Bros	US									7.99					
	Food Lion	n/i						5.99								w/ store card	
		n/i						6.99									w/o store card
	Safeway	Open Nature	AU									6.99					
	ShopRite	n/i	AU					4.99					5.49			grass-fed	
<b>MA</b>	Adams IGA	n/i						7.99						15.99			
	Big Y	n/i	US	4.99	4.99	4.99						6.99					
	C-Town	n/i	US									7.49			3.99		
	Donelan's	n/i	US									7.99					
	Hannaford	Hannaford						5.99				6.99				w/ store card	
		Hannaford						7.99				8.99					w/o store card
	Met Foods	n/i	US									6.99					
	Price Chopper	Chiapetti	AU											14.99			
	The Fresh Market	n/i	US	6.99										19.99			
		n/i	AU											19.99			
	Wegman's	Wegman's	US	7.49								13.99		21.99		organic	
	Wegman's	Wegman's	US											14.99			
<b>MD</b>	A&P Stores	n/i	AU									6.99					
	Food Lion	n/i						5.99								w/ store card	
		n/i						6.99								w/o store card	

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

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prices in \$US per pound unless otherwise noted.

**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb									Racks		Breast	Conditions	
				Bone-in				Semi-Boneless			Boneless		French	Crown Roast			
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half					
MD <i>(cont)</i>	Graul's Market	n/i	US					8.99			9.99					locally grown	
	Safeway	Open Nature	AU								6.99						
	Shoppers Food	n/i	US					6.99									
	ShopRite	n/i	AU					4.99				5.49				grass-fed	
	The Fresh Market	n/i	US	6.99									19.99				
		n/i	AU										19.99				
	Wegman's	Wegman's	US	7.49							13.99		21.99			organic	
		Wegman's	US										14.99				
ME	Hannaford	Hannaford						5.99			6.99					w/ store card	
		Hannaford						7.99			8.99					w/o store card	
NH	Hannaford	Hannaford						5.99			6.99					w/ store card	
		Hannaford						7.99			8.99					w/o store card	
	Price Chopper	Chiapetti	AU									14.99					
	The Fresh Market	n/i	US	6.99									19.99				
		n/i	AU										19.99				
NJ	A&P Stores	n/i	AU								6.99						
	Best Market	n/i	US	4.97							7.97						
	Bravo	n/i	US								7.49				3.99		
	C-Town	n/i	US								7.49				3.99		
	Food Bazaar	n/i	US	5.99													
	Key Food	n/i	US	3.99	3.99	4.99					7.99						
	Met Foods	n/i	US								6.99						
	Pioneer	n/i	US								6.99						
	ShopRite	n/i	AU					4.99				5.49				grass-fed	
	The Fresh Market	n/i	US	6.99									19.99				
		n/i	AU										19.99				
		Wegman's	Wegman's	US	7.49							13.99		21.99			organic
			Wegman's	US										14.99			
	Whole Foods NE	n/i											21.99				
NY	A&P Stores	n/i	AU								6.99						
	Best Market	n/i	US	4.97							7.97						
	Bravo	n/i	US								7.49				3.99		
	C-Town	n/i	US								7.49				3.99		
	D'Agostino's	Cedar Springs	US	7.99													
		D'Artagnan	AU										24.99				
	DeCiccio's	n/i	US								8.99						
	Food Bazaar	n/i	US	5.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Origin	Leg of Lamb									Racks		Breast	Conditions
				Bone-in				Semi-Boneless			Boneless		French	Crown Roast		
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
NY <i>(cont)</i>	Hannaford	Hannaford						5.99				6.99				w/ store card
		Hannaford						7.99				8.99				w/o store card
	Key Food	n/i	US	3.99	3.99	4.99						7.99				
	King Kullen	n/i		4.89	4.89											
	Met Foods	n/i	US									6.99				
	Metropolitan	n/i	US									6.99				
	North Shore	n/i	US	4.99												
	Peck's	n/i											7.99			
	Pioneer	n/i	US									6.99				
	Price Chopper	Chiapetti	AU											14.99		
	ShopRite	n/i	AU					4.99					5.49			grass-fed
	The Fresh Market	n/i	US	6.99										19.99		
		n/i	AU											19.99		
Wegman's	Wegman's	US	7.49								13.99		21.99		organic	
	Wegman's	US											14.99			
	Whole Foods NE	n/i											21.99			
PA	A&P Stores	n/i	AU									6.99				
	Bravo	n/i	US									7.49			3.99	
	Food Lion	n/i						5.99								w/ store card
		n/i						6.99								w/o store card
	Karn's	Catelli Bros.	US									7.99				
	Key Food	n/i	US	3.99	3.99	4.99						7.99				
	Price Chopper	Chiapetti	AU											14.99		
	ShopRite	n/i	AU					4.99					5.49			grass-fed
	The Fresh Market	n/i	US	6.99										19.99		
		n/i	AU											19.99		
Wegman's	Wegman's	US	7.49								13.99		21.99		organic	
	Wegman's	US											14.99			
RI	Bravo	n/i	US									7.49			3.99	
VT	Hannaford	Hannaford						5.99				6.99				w/ store card
		Hannaford						7.99				8.99				w/o store card
	Price Chopper	Chiapetti	AU										14.99			

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**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb									Racks		Breast	Conditions	
				Bone-in				Semi-Boneless			Boneless		French	Crown Roast			
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half					
<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>																	
AL	Earth Fare	n/i											17.99				
	Piggly Wiggly Inc.	Rosen	US	5.99													
	Publix	GreenWise	AU					6.49		6.49	6.99					ABF	
		GreenWise	AU					7.99		7.99	8.49						ABF
	The Fresh Market	n/i	US	6.99									19.99				
		n/i	AU										19.99				
Western Market	Superior Farms	US									7.99						
Winn-Dixie	n/i						6.99										
FL	Earth Fare	n/i											17.99				
	Publix	GreenWise	AU					6.49		6.49	6.99					ABF	
		GreenWise	AU					7.99		7.99	8.49					ABF	
	The Fresh Market	n/i	US	6.99									19.99				
		n/i	AU										19.99				
Winn-Dixie	n/i						6.99										
GA	Bi-Lo	n/i						6.99									
	Earth Fare	n/i											17.99				
	Food Lion	n/i						5.99								w/ store card	
		n/i						6.99								w/o store card	
	Publix	GreenWise	AU					6.49		6.49	6.99					ABF	
		GreenWise	AU					7.99		7.99	8.49					ABF	
	Sprout's Market	n/i	NZ	6.99									12.99				
	The Fresh Market	n/i	US	6.99									19.99				
		n/i	AU										19.99				
Wayfield's	n/i		3.99	3.99	3.99												
Winn-Dixie	n/i						6.99										
MS	Corner Market	n/i	US						9.99								
	Food Lion	n/i						5.99								w/ store card	
		n/i						6.99								w/o store card	
	The Fresh Market	n/i	US	6.99									19.99				
		n/i	AU										19.99				
Winn-Dixie	n/i						6.99										
NC	Bi-Lo	n/i						6.99									
	Earth Fare	n/i											17.99				
	Food Lion	n/i						5.99								w/ store card	
		n/i						6.99								w/o store card	
	Kroger Mid-Atlantic	Kroger				5.99											

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**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb									Racks		Breast	Conditions
				Bone-in				Semi-Boneless			Boneless		French	Crown Roast		
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
NC <i>(cont)</i>	Lowe's Food	Chiapetti	US					7.99	7.99	7.99						
	Publix	GreenWise	AU					6.49		6.49	6.99					ABF
		GreenWise	AU					7.99		7.99	8.49					ABF
	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
SC	Bi-Lo	n/i						6.99								
	Earth Fare	n/i										17.99				
	Food Lion	n/i						5.99								w/ store card
		n/i						6.99								w/o store card
	Lowe's Food	Chiapetti	US					7.99	7.99	7.99						
	Publix	GreenWise	AU					6.49		6.49	6.99					ABF
		GreenWise	AU					7.99		7.99	8.49					ABF
The Fresh Market	n/i	US	6.99									19.99				
	n/i	AU										19.99				
TN	Bi-Lo	n/i						6.99								
	Earth Fare	n/i										17.99				
	Food Lion	n/i						5.99								w/ store card
		n/i						6.99								w/o store card
	Kroger Mid-Atlantic	Kroger				5.99										
	Publix	GreenWise	AU					6.49		6.49	6.99					ABF
		GreenWise	AU					7.99		7.99	8.49					ABF
The Fresh Market	n/i	US	6.99									19.99				
	n/i	AU										19.99				
VA	Food Lion	n/i						5.99								w/ store card
		n/i						6.99								w/o store card
	Kroger Mid-Atlantic	Kroger				5.99										
	Lowe's Food	Chiapetti	US					7.99	7.99	7.99						
	Safeway	Open Nature	AU								6.99					
	Shoppers Food	n/i	US					6.99								
	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
Wegman's	Wegman's	US	7.49							13.99		21.99			organic	
	Wegman's	US										14.99				
WV	Food Lion	n/i						5.99								w/ store card
		n/i						6.99								w/o store card
	Kroger Mid-Atlantic	Kroger				5.99										



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

**Thanksgiving 2014**

prices in \$US per pound unless otherwise noted.

**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb									Racks		Breast	Conditions
				Bone-in				Semi-Boneless			Boneless		French	Crown Roast		
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
<b>MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI</b>																
IA	Dahl's	n/i	US	5.99	5.99	5.99										
	Hy-Vee	n/i									7.97					
	Jewel-Osco	n/i		6.99												
	No Frills	n/i	US						7.99							
	Whole Foods MW	n/i		8.99							10.99		21.99	21.99		
IL	Angelo Caputo	Strauss	US	5.99	6.99	6.99										
	Butera Market	n/i	US	5.99	5.99	6.49										
	Dierberg's	Dierberg's	US					7.99								
	Fairplay Foods	n/i	US	4.99												
	Hy-Vee	n/i									7.97					
	Jewel-Osco	n/i		6.99												
	Joe Caputo	n/i	US	4.99		5.49										
	Mariano's Fresh	n/i	US					5.99								
	Meijer	n/i						4.99								
	Piggly Wiggly MW	n/i	US		6.49	6.99		5.99								
	Strack & Van Til	Chiapetti	US	5.99												
	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
Tony's Foods	n/i	US	4.99													
Ultra Foods	Chiapetti	US	5.99													
Whole Foods MW	n/i		8.99							10.99		21.99	21.99			
IN	AL's Supermarkets	Chiapetti	US					7.99								
	Earth Fare	n/i											17.99			
	Jewel-Osco	n/i		6.99												
	Martin's	Martin's	US					7.79								w/ store card
		Martin's	US					8.78								w/o store card
	Meijer	n/i						4.99								
	Strack & Van Til	Chiapetti	US	5.99												
	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
	Ultra Foods	Chiapetti	US	5.99												
Whole Foods MW	n/i		8.99							10.99		21.99	21.99			
KY	Earth Fare	n/i											17.99			
	Food Lion	n/i						5.99								w/ store card
		n/i						6.99								w/o store card

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prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Origin	Leg of Lamb									Racks		Breast	Conditions
				Bone-in				Semi-Boneless			Boneless		French	Crown Roast		
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
KY <i>(cont)</i>	Kroger Mid-Atlantic	Kroger				5.99										
	Meijer	n/i							4.99							
	The Fresh Market	n/i	US	6.99								19.99				
		n/i	AU									19.99				
MI	Busch's	n/i	US	4.99												
	D&W Fresh	n/i							4.99							
	Martin's	Martin's	US						7.79							w/ store card
		Martin's	US						8.78							w/o store card
	Meijer	n/i							4.99							
	Whole Foods MW	n/i		8.99							10.99		21.99	21.99		
MN	Hy-Vee	n/i									7.97					
	Kowalski's	Kowalski's	US						9.99							
	Whole Foods MW	n/i		8.99							10.99		21.99	21.99		
ND	Albertsons IntrMnt	n/i		5.99												
NE	Bag'n Save	n/i	US						7.99							
	Hy-Vee	n/i									7.97					
	Russ's Market	n/i	US						6.99							
	Safeway	Open Nature									8.99					
	Whole Foods MW	n/i		8.99							10.99		21.99	21.99		
OH	Earth Fare	n/i											17.99			
	Kroger Mid-Atlantic	Kroger				5.99										
	Meijer	n/i							4.99							
	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU									19.99				
SD	Hy-Vee	n/i									7.97					
	Safeway	Open Nature									8.99					
WI	Hy-Vee	n/i									7.97					
	Piggly Wiggly MW	n/i	US		6.49	6.99		5.99								
	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
	Whole Foods MW	n/i		8.99							10.99		21.99	21.99		

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**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb									Racks		Breast	Conditions
				Bone-in				Semi-Boneless			Boneless		French	Crown Roast		
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																
AR	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
	Whole Foods SW	n/i		8.99							10.99		22.99	22.99		ABF
AZ	Basha's	n/i		7.99	7.99	7.99										
	Safeway	Open Nature						6.99								
	Sprout's Market	n/i	NZ	6.99								12.99				
	Whole Foods SPcfc	n/i									9.99	19.99	18.99		ABF; grass-fed	
		n/i	NZ	7.99											ABF; grass-fed	
CO	Albertsons IntrMnt	n/i		5.99												
	Safeway	Open Nature										8.99				
	Sprout's Market	n/i	NZ	6.99								12.99				
	Whole Foods Mtn	n/i		9.99								10.99	19.99	19.99		ABF
KS	Hy-Vee	n/i										7.97				
	Price Chopper	n/i	US					6.99								
	Sprout's Market	n/i	NZ	6.99								12.99				
	The Fresh Market	n/i	US	6.99								19.99				
		n/i	AU									19.99				
	Whole Foods Mtn	n/i		9.99								10.99	19.99	19.99		ABF
LA	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
	Whole Foods SW	n/i		8.99								10.99	22.99	22.99		ABF
	Winn-Dixie	n/i						6.99								
MO	Dierberg's	Dierberg's	US					7.99								
	Harter House	n/i						7.99								
	Hy-Vee	n/i									7.97					
	Price Chopper	n/i	US					6.99								
	Pyramid Foods	Cedar Springs	US					7.99								
	Whole Foods MW	n/i		8.99								10.99	21.99	21.99		
NM	Basha's	n/i		7.99	7.99	7.99										
	Safeway	Open Nature										8.99				
	Sprout's Market	n/i	NZ	6.99								12.99				
	Whole Foods Mtn	n/i		9.99								10.99	19.99	19.99		ABF
OK	Pyramid Foods	Cedar Springs	US					7.99								
	Sprout's Market	n/i	NZ	6.99								12.99				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Thanksgiving 2014

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Origin	Leg of Lamb									Racks		Breast	Conditions
				Bone-in				Semi-Boneless			Boneless		French	Crown Roast		
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
OK <i>(cont)</i>	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
	Whole Foods SW	n/i		8.99							10.99		22.99	22.99		ABF
TX	Brookshire Bros.	n/i	US								10.99					
	H-E-B	n/i	AU					4.97								
	Randalls/Tom Thumb	Open Nature						6.99				7.99				ABF
	Sprout's Market	n/i	NZ	6.99									12.99			
	The Fresh Market	n/i	US	6.99									19.99			
		n/i	AU										19.99			
	Whole Foods SW	n/i		8.99							10.99		22.99	22.99		ABF
UT	Albertsons IntrMnt	n/i		5.99												
	Sprout's Market	n/i	NZ	6.99									12.99			
	Whole Foods Mtn	n/i		9.99							10.99		19.99	19.99		ABF

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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LAMB

State	Supermarket	Label	Origin	Leg of Lamb									Racks		Breast	Conditions	
				Bone-in				Semi-Boneless			Boneless		French	Crown Roast			
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half					
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																	
CA	Lucky	Superior Farms	US	6.99												locally grown	
	Nugget Markets	Shepard's Pride	US	5.99												w/ store card	
		Shepard's Pride	US	8.99												w/o store card	
	Raley's	Shepard's Pride	US	6.99	6.99	6.99							17.99				
	Safeway	Open Nature	AU				6.99						13.99				
	Save Mart	Superior Farms	US	6.99													
	Sprout's Market	n/i	NZ	6.99									12.99				
	Stater Bros.	n/i	US	5.99													
	The Fresh Market	n/i	US	6.99										19.99			
		n/i	AU											19.99			
	Vons/Pavilions	Open Nature	AU				5.99						12.99				
	Whole Foods NCal	n/i	NZ	7.99							9.99		19.99	19.99			
	Whole Foods SPcfc	n/i									9.99		19.99	18.99			ABF; grass-fed
		n/i	NZ	7.99													ABF; grass-fed
HI	Foodland	n/i								7.99							
	Safeway	Open Nature	AU				6.99					13.99					
	Whole Foods SPcfc	n/i								10.99		19.99	19.99			ABF; grass-fed	
n/i		NZ	9.99												ABF; grass-fed		
NV	Albertsons IntrMnt	n/i		5.99													
	Raley's	Shepard's Pride	US	6.99	6.99	6.99							17.99				
	Safeway	Open Nature	AU				6.99						13.99				
	Scolari's	Shepard's Pride	US	5.99													
	Sprout's Market	n/i	NZ	6.99									12.99				
	Vons/Pavilions	Open Nature	AU				5.99						12.99				
	Whole Foods NCal	n/i	NZ	7.99						9.99		19.99	19.99				
	Whole Foods SPcfc	n/i								9.99		19.99	18.99				ABF; grass-fed
n/i		NZ	7.99													ABF; grass-fed	

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**LAMB**

State	Supermarket	Label	Origin	Leg of Lamb									Racks		Breast	Conditions
				Bone-in				Semi-Boneless			Boneless		French	Crown Roast		
				Whole	Butt	Shank	Kosher	Whole	Butt	Shank	Whole	Half				
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																
<b>AK</b>	Carr's/Safeway Sea Mart	Open Nature n/i	US					5.99				9.99	10.99			
<b>ID</b>	Albertsons IntrMnt Albertsons NW Rosauer's Safeway Whole Foods Mtn Yoke's Fresh	n/i n/i Superior Farms Open Nature n/i Summit Creek	US  US  US	5.99 7.99 8.99 8.99 9.99		8.99 8.99		4.99				10.99 9.99	9.99 19.99	19.99	ABF	
<b>MT</b>	Albertsons IntrMnt Rosauer's	n/i Superior Farms	US US	5.99 8.99	8.99	8.99										
<b>OR</b>	Albertsons NW Haggen/TOP Food Market of Choice Red Apple/Thriftway Rosauer's	n/i Superior Farms Anderson Ranch n/i Superior Farms	US US US US	7.99 8.99				8.99 10.99				9.99			locally grown ABF	
<b>WA</b>	Albertsons NW Haggen/TOP Food Metropolitan Red Apple/Thriftway Rosauer's The Markets, LLC Yoke's Fresh	n/i Superior Farms n/i n/i Superior Farms Superior Farms Summit Creek	US US US US US US	7.99 8.99 8.99				8.99				9.99			locally grown	
<b>WY</b>	Albertsons IntrMnt Safeway	n/i Open Nature		5.99								8.99				

**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	
<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													

**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
CT <i>(cont)</i>	Price Chopper <i>(continued)</i>	Plainville Farms	ABF	4.59														
		Price Chopper				1.29					1.79							
	Save-a-Lot	Perdue						1.99						2.99				
		n/i																
	ShopRite	Honeysuckle			1.49													
		n/i						2.90										
	Stop & Shop	Maple Leaf												3.49				
		Perdue									1.49							
Walmart	Tyson							1.99										
	Stop & Shop			1.99														
	Perdue				1.49	1.99												
	Market Pantry			1.19														
DC	ALDI	Honeysuckle																
	Giant Food	Giant																
		Perdue				1.49	1.99											
	Harris Teeter	n/i								1.29	3.69				4.99	7.69		
		Butterball		kosher														
		Empire			1.99									2.99				
		Harris Teeter																
	Safeway	Jurgielewicz							2.99									
Perdue																		
Manchester Farms																10.99		
Save-a-Lot	Shady Brook			1.99														
	Tyson							1.99										
Walmart	Honeysuckle			1.49														
	n/i							2.90										
	Market Pantry			1.19														
	Trader Joe's		ABF		1.99													
Whole Foods Md AtIntc	Trader Joe's			1.78														
	n/i			4.99			6.99					4.99		6.99	6.99			
DE	A&P Stores	Shady Brook			1.69													
	ACME Markets	America's Choice				1.59												
		Perdue					2.79											
		n/i			1.69													



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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	
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											
		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													

**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	
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									
	Shady Brook	Perdue		2.99				2.59										
		Perdue				1.39	2.99											
	Compare Foods	Shady Brook		2.99				2.29										
		Perdue	ABF	5.99														
	Donelan's	Perdue					1.49											
		Geissler's	Fieldale Farms				1.29											
	Hannafor	Hannafor					1.49											
		Perdue					1.79											
	Shady Brook	Perdue			1.99													
		Market Basket	Market Basket				1.19											
	Perdue	Perdue					1.19											
		Met Foods	Shady Brook				1.99											
	Maple Leaf	Perdue					2.99							3.99				
		NSA Supermarket	Best Yet				1.49											
	Perdue	Perdue					1.99											
		Price Chopper	Shady Brook				1.99											
	Butterball						2.99											
	Plainville Farms	Plainville Farms	ABF	4.59														
		Price Chopper					1.29					1.79						
	Perdue	Perdue							1.99									
		n/i												2.99				
	Roche Bros.	Butterball			3.49													
		Perdue					1.69	2.99										
	Save-a-Lot	Honeysuckle			1.49													
	Shaw's	n/i			2.29													
Star Market	Perdue						2.49											
	n/i					2.29		2.59										
Stop & Shop	Stop & Shop					1.99												
	Perdue					1.49	1.99											

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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							
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																
	Food Lion	n/i																
		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										

**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	
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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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	
NH <i>(cont)</i>	Price Chopper	Shady Brook	ABF		1.99														
		Butterball			2.99														
		Plainville Farms		4.59			1.29					1.79							
		Price Chopper																	
	Save-a-Lot	Perdue						1.99											
		n/i											2.99						
	Shaw's	Honeysuckle				1.49													
		n/i							2.90										
Target	n/i				2.29														
The Fresh Market	Market Pantry				1.19														
Trader Joe's	TFM	ABF		4.99															
Walmart	Trader Joe's	ABF				1.99													
	n/i																		
NJ	A&P Stores	Shady Brook			1.69														
		America's Choice				1.59													
	ALDI	Honeysuckle				1.39													
		Associated	Perdue				1.39	2.99											
	Best Market	Shady Brook			2.99														
		Perdue					1.47												
	Bravo	n/i							1.47										
		Honeysuckle				1.77													
		n/i							1.49										
		Perdue					2.59												
	C-Town	Shady Brook			2.99														
		Bravo	n/i				1.59												
	Compare Foods	Shady Brook			2.99				1.29										
		Perdue						2.59											
	Fairway Foods	Perdue					1.39	2.99											
		Shady Brook			2.99														
	Food Basics	n/i			2.49														
		Perdue					1.29	2.69											
	Food Bazaar	America's Choice					1.38												
		Perdue					0.99												
	Shady Brook			2.99															
	Tyson							2.29											
	n/i										1.99		3.49				3.49		

**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	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					
	Pathmark	Perdue					2.99											
		America's Choice				1.59												
	Pioneer	Shady Brook			1.69													
		Shady Brook			1.99													
	Save-a-Lot	Maple Leaf											3.99					
		Perdue				1.49	2.99											
	ShopRite	Honeysuckle			1.49													
		n/i						2.90										
	Stop & Shop	Maple Leaf											3.49					
		Perdue									1.49							
	Target	Tyson						1.99										
		Stop & Shop			1.99													
	The Fresh Market	Perdue			1.49	1.99												
		Market Pantry			1.19													
	Thriftway	TFM	ABF	4.99														
		Perdue				1.39	2.59											
	Trader Joe's	Shady Brook		2.79														
Trader Joe's		ABF			1.99													
Walmart	n/i			1.78														
	n/i			1.88								2.99						
Weis	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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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	
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												

**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	
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												3.99				
		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												2.69				
	Pioneer	n/i			1.89													
		Shady Brook			1.99													
		Maple Leaf												3.99				
	Price Chopper	Perdue				1.49	2.99											
		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					
	Honeysuckle			1.49														
		n/i					2.90											



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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	
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				
	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	
PA <i>(cont)</i>	C-Town	n/i	ABF						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				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							

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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													
	Thriftway	Perdue Shady Brook					1.29 1.39	2.59											
	Tops Markets	Honeysuckle Jennie-O Butterball			2.79	1.99													
	Trader Joe's	Trader Joe's		ABF	2.69	3.49													
	Walmart	n/i					1.49 1.99												
	Weis	n/i Perdue Weis				1.78 1.88 1.98			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**

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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	
RI <i>(cont)</i>	Bravo	n/i																
		Perdue																
	Compare Foods	Shady Brook			2.99													
		Bravo					1.59											
	Dave's Marketplace	Perdue					1.39	2.99										
		Shady Brook			2.99													
	Save-a-Lot	Perdue					0.99	2.49										
		Honeysuckle				1.49												
	Shaw's	n/i																
		n/i																
Stop & Shop	Stop & Shop																	
	Perdue																	
Target	Market Pantry																	
	Trader Joe's		ABF															
Walmart	Trader Joe's																	
	n/i																	
VT	ALDI	Honeysuckle																
		Hannaford																
	Price Chopper	Perdue																
		Shady Brook																
	Plainville Farms	Shady Brook																
		Butterball																
	Price Chopper	Plainville Farms		ABF	4.59													
		Price Chopper																
	Perdue	Perdue																
		n/i																
	Shaw's	n/i																
		n/i																
	Trader Joe's	Trader Joe's		ABF														
Honeysuckle																		
Tops Markets	Jennie-O																	
	Butterball																	
Tops	Tops																	
	Tops																	

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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							1.19									
		Mary's	free range												7.99			
		Bell & Evans							4.99					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									
		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	
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													
	Greer's	n/i							1.18									
		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																
	Bell & Evans						4.99					3.99	7.99					
	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**

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	
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													

**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
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			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			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	free range												7.99				
	Bell & Evans						4.99					3.99						
	Koch Farms	organic	4.99															
	WFM	ABF	2.49															
TN	ALDI	Honeysuckle			1.39													
	Bi-Lo	Tyson						2.54										
		Gold Star				1.59												
	Chappell's	Honeysuckle			1.38													
		Top B							0.98									
	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 Country USA	n/i			1.27													
	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													
Food Rite	Honeysuckle			1.59														
H.G. Hill	n/i							0.99										
	Honeysuckle			1.59														
	Tyson						2.66											

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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										
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		smoked	2.79	1.79															
		Publix			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																

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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	
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															



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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	fresh	frozen	frsh/frzn	frozen	frozen	frozen		
IL <i>(cont)</i>	Brookhaven	Maple Leaf	ABF										2.99						
		Honeysuckle			1.69														
	Butera Market	n/i		1.99					1.89										
		Honeysuckle			1.69										2.99				
		Maple Leaf																	
		Tyson							2.54										
		Gerber's					1.99												
	County Market	n/i		2.69	1.49														
		Tyson							2.55										
	Cub Foods	Jennie-O		2.99															
	Dierberg's	Honeysuckle			1.99														
		Perdue					1.69	2.69											
	El Guero	n/i											0.89						
	Fairplay Foods	Maple Leaf													2.99				
		Centrella				1.79													
		Tyson							2.54										
		Perdue					1.39												
	Fareway	Fareway				1.49													
	Food Pride	Festive				1.69													
	Garden Fresh	n/i													3.99				3.99
		Centrella				1.99													
		Maple Leaf													2.99				
		Tyson							2.90										
	Heinen's	Heinen's			3.49														
	Houchen's IGA	Honeysuckle				1.69													
	Hy-Vee	Honeysuckle			2.99	1.77													
		Tyson							2.80										
		Hy-Vee				1.49													
		n/i													2.99				
	Jewel-Osco	Jennie-O			1.99	1.99													
	Perdue		1.99																
	Butterball		2.99																
Joe Caputo	Jennie-O			1.89															
	Maple Leaf												2.69						
	n/i										0.99								
Kroger Central	Honeysuckle			1.89															
Kroger Louisville	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						
	Schuetz's	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**

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
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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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	
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	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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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									2.99				
		n/i																
	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														

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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						



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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	
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	
OH <i>(cont)</i>	Kroger Mid-Atlantic	n/i			1.59													
		Tyson						2.18										
	Lucky's Market	Never Ever	ABF		4.49								2.99					
		n/i																
	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						3.29			
		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	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
<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							
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										

**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
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									

**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
KS <i>(cont)</i>	Marvin's	Honeysuckle			1.79													
	Price Chopper	Maple Leaf											2.99					
		Honeysuckle			1.79													
	Save-a-Lot	n/i																
		Tyson							2.80									
	Sprout's Market	Honeysuckle																
		n/i			2.99													
	Sun Fresh	n/i																
		Honeysuckle				1.79												
	Target	Tyson																
n/i													2.99					
The Fresh Market	Market Pantry				1.19													
	TFM		ABF	4.99														
Trader Joe's	Trader Joe's		ABF			1.99												
	n/i				1.78													
Walmart	n/i																	
	n/i							5.99				3.99		7.99	7.99	15.99		
Whole Foods Mtn	Tyson																	
	n/i																	
Woods	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			1.49										
		Sanderson Farms																
	Brookshire	Long Island																
		Buckley Farms				1.49												
	Kroger Southwest	Tyson								1.99								
		n/i			2.79													
	LeBlanc's	Honeysuckle				1.99												
		Butterball	smoked			3.59												
	Market Basket	n/i																
		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					



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

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Thanksgiving 2014  
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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								0.97								
		Market Pantry												1.19				
		TFM	ABF	4.99														
		n/i												1.78				
		n/i							6.99						8.99			
n/i	organic	7.99																
n/i	Pekin										5.49		6.99	14.99				
Tyson							2.54											
Winn-Dixie					1.49							1.79						
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											1.99					
		Maple Leaf												2.59				
		Honeysuckle											1.39					
		n/i												2.99				
		Honeysuckle											1.79					
		Tyson															2.66	
		Festive												1.38				
		Tyson															2.54	
		n/i															1.39	
		n/i				2.69	1.49											
		Tyson															2.55	
		Honeysuckle												1.79				
		Tyson															2.67	
n/i															2.99			
Honeysuckle												1.99						
Perdue						1.69	2.69											
Pride of the Farm												1.58						
n/i															1.18			
Honeysuckle															BOGO			
Tyson															2.18			

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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																
	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														

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Thanksgiving 2014  
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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							
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							
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												2.99				
	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																
		Butterball	smoked															
		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					
		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				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							
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																		
CA	Albertsons SthCA	Foster Farms n/i		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 n/i		ABF free range smoked	8.99								5.99		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					1.99									
	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			

**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>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**

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							
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			
QFC	n/i		ABF					5.99										
	n/i		free range															
	Tyson							2.18										
	NW Natural				2.69													

**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							
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															
	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													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS  
 Prices in \$US per unit, effective November 07-27, 2014

Thanksgiving 2014  
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions									
							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)								
			JM	XL	LG	MD	12	18	20	30	60	12	18	12	W	B	W	B	W	B	W		B	16 oz.	32 oz.	32 oz.	64 oz.				
												White	B	W	B	W	B	W	B												
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																															
CT	A&P Stores	Borden Better'n Eggs																									5.49	4.69	w/ card		
		America's Choice			x		1.99																								
	Adams IGA	Hood																											4.99		
	AG New England	Garelick Farms																											3.99		
	Associated	Nature's Yoke		x											3.99																
		Nature's Yoke			x												2.99														
		Safest Choice			x		2.99																							pasteurized	
		Hood																													
		Egg Beaters																										3.49	5.99		
		Better'n Eggs																												or whites	
	Best Market	Land O Lakes		x	x																								2.49		
		Mitlitsky's			x		2.77																								
		Better'n Eggs																													
	Big Y	Big Y			x					4.99																					
		Safest Choice			x		2.50																							pasteurized	
		Hood																													
	Bravo	n/i		x			1.67																								
		Hood																													
		Nature's Design			x		2.49																								
	Compare Foods	Eggland's Best			x							2.49																			
		Barn Yard			x																										
		Egg Beaters																													
	C-Town	Nature's Design			x		2.59																								
		Nature's Yoke		x															2.99	2.99											
		Nature's Yoke		x											3.99																
		Hood																													
	Food Bazaar	Nature's Yoke			x																										
		Dutch Farms																													
		Turkey Hill																													
	King's	Eggland's Best			x							3.99																			
		Safest Choice			x		2.99																							pasteurized	
	Marc's	Land O Lakes	x	x																									1.98		
		Guida's																													
	Mrs. Green's	Ronnybrook																												5.99	local

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

Prices in \$US per unit, effective November 07-27, 2014

**Thanksgiving 2014  
SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Liquid Egg Products				Conditions			
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B	16 oz.		32 oz.	32 oz.	64 oz.
CT (cont)	NSA Supermarket	Better'n Eggs																								
		Egg Beaters																								
		n/i		x			1.67																			
		Pioneer	Hood																							2.99
			Nature's Yoke	x											4.99											
			Nature's Yoke			x									5.99											5.99
			Turkey Hill																							
			Better'n Eggs																							5.49
		Price Chopper	4 Grain			x						2.50														2.50
			Price Chopper																							3.99
		Price Rite	n/i			x					3.99															
		ShopRite	Better'n Eggs																							4.59
			Eggland's Best			x						2.99														
			ShopRite			x		B2GO																		
			Land O Lakes			x						2.50														
			Turkey Hill																						3.99	
	Stew Leonard's	Stew Leonard's			x											1.99										
	Target	n/i			x		1.50																	2 for \$3.00		
	The Fresh Market	Homestead																						5.49		
		TFM																						4.99		
	Walmart	n/i			x					4.88																
DC	Giant Food	Egg Beaters																						3.00		
	Harris Teeter	Harris Teeter			x			2.00																		
	Safeway	Lucerne																						4.69		
	Target	n/i			x		1.50																	2 for \$3.00		
	Walmart	n/i			x					4.88																
	Whole Foods MAT	Nature Fed															3.69							3.69		
DE	A&P Stores	Borden																								
		Better'n Eggs																								
		America's Choice			x			1.99																		
	ACME Markets	ACME			x		BOGO																			
		Nature's Design			x					4.49																
		Nature's Design			x					3.99																
		Better'n Eggs																						2.50		
		Lehigh Valley																						3.99		
Fresh Grocer	ShopRite			x		B2GO																				



U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS  
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 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
DE <i>(cont)</i>	Giant Food	Egg Beaters																		3.00				limit 2 whites		
	Great Valu Market	Henny Penny			x		1.47																			
	Harris Teeter	Harris Teeter			x			2.00																		
	Pathmark	Borden																				4.69				
		Better'n Eggs																			5.49					
		America's Choice			x			1.99																		
	Redner's	Land O Lakes			x											2.29		2.29					4.69			
	Safeway	Lucerne																								
	ShopRite	Better'n Eggs																			4.59					
		Eggland's Best			x							2.99														
		ShopRite			x		B2GO																			
		Land O Lakes			x							2.50							2.50				3.99			
	Turkey Hill																					3.99				
	Shurfine	n/i			x			1.99																		
	Target	n/i			x		1.50																2 for \$3.00			
	Walmart	n/i			x					4.88																
MA	Adams IGA	Hood																					4.99	pasteurized whites		
	AG New England	Garelick Farms																					3.99			
	Big Y	Big Y			x					4.99													3.99			
		Safest Choice			x		2.50																			
		Hood																					4.99			
	Compare Foods	Eggland's Best			x							2.49														
		Barn Yard			x													3.99								
		Egg Beaters																			5.99					
	Crosby's	4-Grain			x									2.89												
		Eggland's Best																			2.49					
		Egg Beaters																			2.50					
	C-Town	Nature's Design			x			2.59																		
		Nature's Yoke			x												2.99	2.99								
		Nature's Yoke			x										3.99											
		Hood																					2.49			
Donelan's	Garelick Farms																					2.99				
	Hood																					2.99				
	Southern Comfort																					2.99				
Hannaford	Eggland's Best			x							2.99															
	Hood																					2.50				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS  
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Thanksgiving 2014  
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
														12 pack	12 pack	12 pack										
MA (cont)	Market Basket	Hood																					3.49	whites		
	Met Foods	Nature's Yoke		x																						
		Nature's Yoke			x								3.99													
		Egg Beaters																			5.99					
		Better'n Eggs																			4.99					
		Hood																				2.99				
		Turkey Hill																					5.99			
	NSA Supermarket	Better'n Eggs																			2.00					
		Egg Beaters																			3.00					
		n/i		x			1.67																			
	Price Chopper	4 Grain			x							2.50														
		Price Chopper																2.50					3.99			
	Price Rite	n/i				x				3.99																
	Roche Bros.	Better'n Eggs																			3.99					
		Garelick Farms																					3.99			
		Hood																					4.69			
Shaw's	Garelick Farms																					4.49				
	Hood																					4.99				
	Shaw's				x	0.99																				
Target	n/i				x	1.50																				
The Fresh Market	Homestead																				5.49					
	TFM																				4.99					
Trucchi's	Eggland's Best				x							1.99														
	Hood																					4.29				
Walmart	n/i				x				4.88																	
MD	A&P Stores	Borden																				4.69	w/ card			
		Better'n Eggs																		5.49						
		America's Choice			x		1.99																			
	ACME Markets	ACME			x		BOGO																			
		Nature's Design			x					4.49																
		Nature's Design			x					3.99																
		Better'n Eggs																		2.50			w/ prchse of 6			
		Lehigh Valley																				3.99				
AG New England Associated	Garelick Farms																				3.99					
	Nature's Yoke		x										3.99													
	Nature's Yoke			x												2.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS  
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Thanksgiving 2014  
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
														12 pack	12 pack	12 pack										
MD <i>(cont)</i>	<i>(continued)</i>	Safest Choice Hood			x		2.99																	3.49		pasteurized
		Egg Beaters																				5.99				or whites
		Better'n Eggs																						5.49		
		Family Owned Rutter's																						4.99		
		Family Owned Egg Beaters			x		1.50																			2 for \$3.00
		Giant Food Henny Penny			x		1.47															3.00				
		Great Valu Market Harris Teeter			x																					limit 2
		Harris Teeter Mars			x		1.29				2.00															limit 1
		Mars Mars			x		2.09																			no limit
		Land O Lakes Egg Beaters			x															2.59						
		Martin's Food Giant			x		1.89														3.00					limit 1
		Price Rite n/i			x						3.99															
		Redner's Land O Lakes			x													2.29		2.29						
		Safeway Lucerne																								4.69
		ShopRite Better'n Eggs																						4.59		
		Eggland's Best			x							2.99														
		ShopRite			x		B2GO																			
		Land O Lakes Turkey Hill			x							2.50									2.50					3.99
		Shurfine n/i			x						1.99															
		Target n/i			x		1.50																			2 for \$3.00
The Fresh Market Homestead																								5.49		
TFM																								4.99		
Walmart n/i			x						4.88																	
Weis Eggland's Best			x							2.50														2 for \$5.00		
Weis																						2.99				
Whole Foods MAT Nature Fed																	3.69			3.69				cage-free		
ME	AG New England	Garelick Farms			x																			3.99		
		Hannaford Eggland's Best			x							2.99														
		Hood																				2.50				
Market Basket Hood																							3.49			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS  
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Thanksgiving 2014  
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions			
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)					
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.	
ME <i>(cont)</i>	Shaw's	Garelick Farms Hood																					4.49		brown eggs; limit 1		
	Walmart	Shaw's n/i			x		0.99																	4.88			
NH	AG New England	Garelick Farms																							brown eggs; limit 1 2 for \$3.00 ABF		
	Hannaford	Eggland's Best Hood			x							2.99												2.50		3.99	
	Market Basket	Hood																								3.49	
	Price Chopper	4 Grain Price Chopper			x							2.50								2.50							3.99
	Shaw's	Garelick Farms Hood																									4.49
		Shaw's	Hood			x		0.99																			4.99
	Target	n/i			x		1.50																				
NJ	The Fresh Market	Homestead TFM																						5.49	w/ card  w/ prchse of 6  pasteurized  or whites		
	Walmart	n/i			x																			4.99			
	A&P Stores	Borden Better'n Eggs																						5.49		4.69	
	ACME Markets	America's Choice			x		1.99																				
		ACME			x		BOGO																				
		Nature's Design			x																						4.49
		Nature's Design			x																						3.99
	Associated	Better'n Eggs																									
		Lehigh Valley																									3.99
		Nature's Yoke		x											3.99												
Nature's Yoke				x													2.99										
Safest Choice				x		2.99																					
Best Market	Hood																								3.49		
	Egg Beaters																							5.99			
	Better'n Eggs																								5.49		
	Land O Lakes		x	x																	2.49						
	Mitlitsky's			x		2.77																					
	Better'n Eggs																							4.77			

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 Prices in \$US per unit, effective November 07-27, 2014

**Thanksgiving 2014**  
**SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions					
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)				
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B			16 oz.	32 oz.	32 oz.	64 oz.
NJ <i>(cont)</i>	Bravo	n/i		x			1.67																			3 for \$5.00	
		Hood																								2.49	
		Compare Foods	Nature's Design			x		2.49																			
			Eggland's Best			x					2.49																
			Barn Yard			x																					
			Egg Beaters																								5.99
		C-Town	Nature's Design			x		2.59																			
			Nature's Yoke		x												2.99	2.99									
			Nature's Yoke		x										3.99												
			Hood																								2.49
		Extra Supermrkt	n/i		x			1.48																			
			n/i	x				1.78																			
		Fine Fare	Turkey Hill																								4.99
			n/i		x			1.67																			3 for \$5.00
		Foodtown	Eggland's Best	x							3.69																
			Eggland's Best			x					2.50													3.49			
			Nature's Yoke			x																					
			Nellie's			x																					
			Better'n Eggs																								4.99
		Food Bazaar	Nature's Yoke			x																					
			Dutch Farms																								2.00
			Turkey Hill																								3.99
		Great Valu Market	Henny Penny			x		1.47																			
	Key Food	Egg Beaters																								2.99	
		Better'n Eggs																								4.99	
		Eggland's Best			x							2.99															
		Nellie's		x																						3.19	
		Nellie's			x																					2.99	
	King's	Eggland's Best			x							3.99															
		Safest Choice			x		2.99																				
	Met Foods	Nature's Yoke		x																							
		Nature's Yoke			x																					3.99	
		Egg Beaters																								4.99	
		Better'n Eggs																								5.99	
																										4.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS  
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 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.
														12 pack	12 pack	12 pack										
NJ <i>(cont)</i>	<i>(continued)</i>	Hood																				2.99				
		Turkey Hill																				5.99	local			
		Mrs. Green's	Ronnybrook																				5.99			
		Murphy's	Lehigh Valley																				1.99			
		Pathmark	Better'n Eggs																				3.99			
			Borden																				4.69			
		Pioneer	Better'n Eggs																				5.49	whites		
			America's Choice			x		1.99																		
			Hood																				2.99			
			Nature's Yoke		x											4.99										
		Price Rite	Nature's Yoke			x										5.99										
			Turkey Hill																				5.99			
			Better'n Eggs																				5.49			
			n/i			x					3.99												4.59			
		ShopRite	Better'n Eggs																							
			Eggland's Best			x						2.99														
			ShopRite			x		B2GO																		
			Land O Lakes			x						2.50							2.50							
		Target	Turkey Hill																				3.99			
			n/i			x		1.50																2 for \$3.00		
The Fresh Market	Homestead																				5.49	ABF				
	TFM																				4.99					
Thriftway	Safest Choice			x		2.79																pasteurized				
	Better'n Eggs																				4.99					
Walmart	n/i			x					4.88																	
Weis	Eggland's Best			x						2.50												2 for \$5.00				
	Weis																				2.99					
Western Beef	n/i			x		1.99																				
Whole Foods MAT	Nature Fed																3.69		3.69			cage-free				
NY	A&P Stores	Borden																				4.69	w/ card			
		Better'n Eggs																				5.49				
		America's Choice			x		1.99																			
		Nature's Yoke		x											3.99											
		Nature's Yoke			x												2.99									
Associated	Safest Choice			x		2.99																pasteurized				
	Hood																				3.49					

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 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions		
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)	
							12	18	20	30	60	12	18	12	12 pack	12 pack	12 pack	W	B	16 oz.	32 oz.		32 oz.	64 oz.
NY <i>(cont)</i>	Associated <i>(continued)</i>	Egg Beaters																		5.99			or whites	
		Better'n Eggs																			5.49			
	Best Market	Land O Lakes		x	x													2.49						
		Mitlitsky's			x					2.77										4.77				
	Bravo	Better'n Eggs																						
		n/i		x			1.67																3 for \$5.00	
	Compare Foods	Hood																				2.49		
		Nature's Design			x					2.49														
		Eggland's Best			x						2.49													
	C-Town	Barn Yard			x													3.99						
		Egg Beaters																		5.99				
		Nature's Design			x					2.59														
	D'Agostino's	Nature's Yoke		x																				
		Nature's Yoke		x											3.99		2.99	2.99						
		Hood																				2.49		
	DeCiccio's	Nature's Yoke			x													3.49						
		Eggland's Best		x							2.99													
		Egg Beaters																		3.59				
	Fine Fare	Nature's Design			x					1.99														
		Hood																				1.99		
		Nature's Yoke		x												2.99	2.99							
	Foodtown	Turkey Hill																					4.99	
		n/i		x			1.67																3 for \$5.00	
		Eggland's Best	x								3.69													
	Food Bazaar	Eggland's Best			x						2.50									3.49				
		Nature's Yoke			x													3.49						
		Nellie's			x									3.49				3.49						
		Better'n Eggs																		4.99			whites	
		Nature's Yoke			x													2.99						
		Dutch Farms																		2.00				
Turkey Hill																						3.99		
Great American	Garelick Farms																					3.99		
	Hood																				2.99			
Gristede's	Eggland's Best			x						3.59														
Hannaford	Eggland's Best			x						2.99														
	Hood																				2.50			

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 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
NY (cont)	Key Food	Egg Beaters																		2.99						
		Better'n Eggs																					4.99	whites		
	King Kullen	Eggland's Best			x								2.99													
		Nellie's		x														3.19								
		Nellie's			x									2.99				2.99								
		Eggland's Best		x	x							2.99	3.69													
	King's	Dutch Farms																		2.50				2 for \$5.00		
		Better'n Eggs																			4.99					
		Davidson's			x		2.99																	pasteurized		
	Met Foods	Eggland's Best			x								3.99													
		Safest Choice			x		2.99																	pasteurized		
	Metropolitan	Nature's Yoke		x														3.99								
		Nature's Yoke			x									3.99				4.99								
		Egg Beaters																		5.99						
		Better'n Eggs																		4.99				whites		
	Mrs. Green's	Hood																				2.99				
		Turkey Hill																				5.99				
		Nature's Yoke		x										3.99				3.99								
	North Shore	Nature's Yoke			x									3.99				4.99								
		Nature's Yoke	x																							
	NSA Supermarket	Hood																				2.99				
		Ronnybrook																				5.99		local		
		Hood																				1.99				
Pathmark	n/i	x				0.99																	limit 2			
	n/i			x													2.99									
	Better'n Eggs																		2.00							
Peck's	Egg Beaters		x			1.67													3.00							
	n/i																									
Pioneer	Borden																					4.69				
	Better'n Eggs																			5.49			whites			
	America's Choice			x		1.99																				
	Hood																					4.88				
Pioneer	Hood																				2.99					
	Nature's Yoke	x															4.99									
	Nature's Yoke			x													5.99									



U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS  
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Thanksgiving 2014  
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
NY <i>(cont)</i>	<i>(continued)</i>	Turkey Hill																						5.99		
		Better'n Eggs																						5.49		
		Price Chopper	4 Grain			x						2.50												2.50		
		Price Chopper	n/i			x						3.99													3.99	
		Price Rite	Better'n Eggs			x						2.99												4.59		
		ShopRite	Eggland's Best			x																				
			ShopRite			x						B2GO														
			Land O Lakes			x						2.50														
			Turkey Hill																						3.99	
		Stew Leonard's	Stew Leonard's			x													1.99							
		Target	n/i			x						1.50													2 for \$3.00	
		The Fresh Market	Homestead																						ABF	
			TFM																						5.49	
		Tops Markets	Tops				x					1.00													4.99	
			Eggland's Best			x																			2.29	
		Uncle Giuseppe's	Eggland's Best			x																			3.00	
	Eggland's Best			x																			2.50			
	Nature's Yoke			x																			3.59			
Walmart	n/i			x						4.88																
Weis	Eggland's Best			x																			2.50			
	Weis																						2.99			
Western Beef	n/i			x						1.99																
PA	A&P Stores	Borden																						4.69		
		Better'n Eggs																						5.49		
		America's Choice			x						1.99															
	ACME Markets	ACME			x						BOGO															
		Nature's Design			x																			4.49		
		Nature's Design			x																			3.99		
		Better'n Eggs																						2.50		
	Associated	Lehigh Valley																						3.99		
		Nature's Yoke			x													3.99								
		Egg Beaters																						5.99		
		Safest Choice			x						2.99															
		Hood																						3.49		
		Nature's Yoke			x													2.99								
	Better'n Eggs																						5.49			

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 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions														
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)													
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.										
PA <i>(cont)</i>	Boyer's Market	Eggland's Best			x						2.50																				2 for \$5.00					
	Bravo	n/i		x							1.67																				3 for \$5.00					
			Hood																													2.49				
			Nature's Design			x																										2.49				
		C-Town	Nature's Design			x																										2.59				
			Nature's Yoke		x														2.99	2.99																
			Nature's Yoke		x														3.99																	
			Hood																														2.49			
		Family Owned	Rutter's																														4.99			
			Family Owned			x																											2 for \$3.00			
		Fine Fare	Turkey Hill																														4.99			
			n/i		x																												3 for \$5.00			
		Foodtown	Eggland's Best	x																																
			Eggland's Best			x																												3.49		
			Nature's Yoke			x																												3.49		
			Nellie's			x																												3.49		
			Better'n Eggs																															4.99		
		Fresh Grocer	ShopRite			x																												B2GO		
		Giant Food Store	Egg Beaters																															3.00		
		Great Valu Market	Henny Penny			x																												1.47		
		Key Food	Egg Beaters																															2.99		
			Better'n Eggs																															4.99	whites	
			Eggland's Best			x																												2.99		
			Nellie's		x																															
			Nellie's			x																													2.99	
		Martin's Food	Egg Beaters																															3.00		
		Giant			x																												1.89			
	Pathmark	Borden																																		
		Better'n Eggs																																		
		America's Choice			x																													1.99		
	Price Chopper	4 Grain			x																													2.50		
		Price Chopper																																		
	Price Rite	n/i			x																													3.99		
	Redner's	Land O Lakes			x																															
	ShopRite	Better'n Eggs																																		
		Eggland's Best			x																														2.99	

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions		
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)	
							12	18	20	30	60	12	18	12	12 pack	12 pack	12 pack	16 oz.	32 oz.	32 oz.	64 oz.			
																							White	B
PA <i>(cont)</i>	<i>(continued)</i>	ShopRite			x		B2GO																	
		Land O Lakes			x							2.50							2.50					3.99
		Turkey Hill																						
		Shurfine	n/i		x						1.99													
		ShurSave	n/i		x						2.28													
		Sparkle	United																			2.29	3.99	
		Target	n/i			x						1.50												
		The Fresh Market	Homestead																				5.49	2 for \$3.00
			TFM																				4.99	ABF
		Thriftway	Safest Choice				x					2.79												pasteurized
			Better'n Eggs																			4.99		
		Tops Markets	Tops				x					1.00											2.29	
			Eggland's Best		x								3.00											2 for \$3.00
Walmart	n/i			x						4.88														
Weis	Eggland's Best			x							2.50											2 for \$5.00		
	Weis																				2.99			
	Whole Foods MA	Nature Fed															3.69				3.69	cage-free		
RI	Associated	Nature's Yoke		x											3.99									
		Nature's Yoke			x													2.99						
		Safest Choice			x						2.99												pasteurized	
		Hood																				3.49		
		Better'n Eggs																				5.49		
		Egg Beaters																			5.99		or whites	
		Bravo	n/i		x							1.67											3 for \$5.00	
			Hood																			2.49		
			Nature's Design			x						2.49												
		Compare Foods	Eggland's Best			x							2.49											
			Barn Yard			x														3.99				
			Egg Beaters																			5.99		
		Dave's	Hood																				4.99	
		Price Rite	n/i			x						3.99												
		Shaw's	Garelick Farms																				4.49	
	Hood																				4.99			
	Shaw's			x						0.99												brown eggs; limit 1		
Target	n/i			x						1.50												2 for \$3.00		
	Walmart	n/i			x						4.88													

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 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions		
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)	
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.
VT	AG New England Hannaford	Garelick Farms Egglard's Best Hood			x						2.99												3.99	
	Price Chopper	4 Grain Price Chopper			x						2.50							2.50					3.99	
	Shaw's	Garelick Farms Hood																				4.49		
	Shaw's	Shaw's			x				0.99													4.99		
	Tops Markets	Tops Egglard's Best				x			1.00													2.29	brown eggs; limit 1	
				x							3.00												2 for \$3.00	





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 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
NC (cont)	Kroger Mid-Atlntc	Kroger			x			1.89																		
		Simple Truth			x												2.50	2.50								
	Lowe's Food Publix	Eggland's Best Publix			x							2.00										3.00		2 for \$4.00		
		Eggland's Best			x								3.50													
	Target	n/i			x		1.50																	2 for \$3.00		
	The Fresh Market	Homestead TFM																					5.49	ABF		
		TFM																					4.99			
	Walmart	n/i			x																		4.88			
SC	Bi-Lo	Southern Home			x			2.50																2 for \$5.00		
	Dollar General Mkt	n/i			x		1.50																			
	Harris Teeter	Harris Teeter			x			2.00																limit 2		
	Ingle's	Sealtest																					1.68			
		Egg Beaters																				2.50				
	Kroger Atlanta	Simple Truth			x												2.50	2.50								
	Lowe's Food Publix	Eggland's Best Publix			x							2.00												2 for \$4.00		
		Eggland's Best			x								3.50											3.00		
	Target	n/i			x		1.50																	2 for \$3.00		
	The Fresh Market	Homestead TFM																					5.49	ABF		
	TFM																					4.99				
	Walmart	n/i			x																		4.88			
TN	Bi-Lo	Southern Home			x			2.50																2 for \$5.00		
	Dollar General Mkt	n/i			x		1.50																			
	Food City	Food Club																					1.99			
		Mayfield																					3.49			
		Egg Beaters																				2.49				
		Food Club																					1.99			
	Food Country USA	Green Valley	x				1.50																	locally grown		
	Food Giant	Best Choice				x	1.50																3.47			
	Harris Teeter	Harris Teeter			x			2.00																limit 2		
	Houchen's IGA	Prairie Farms																					2.50	2 for \$5.00		
Ingle's	Sealtest																					1.68				
	Egg Beaters																					2.50				
	Kroger Delta	Simple Truth			x												2.50	2.50								

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**SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
														12 pack	12 pack	12 pack										
TN (cont)	Kroger Mid-Atlntc	Kroger			x			1.89																		
		Simple Truth			x												2.50	2.50								
	Kroger Nashville	Simple Truth			x												2.50	2.50								
	Osborne's	Egg Beaters																	2.50							
		Land O Lakes			x																		2.29			
		Best Choice																					2.00			
	Publix	Publix																					3.00			
		Eggland's Best			x								3.50													
	Super Dollar	Valu Time				x		1.99															1.99			
		Food Club																								
	Target	n/i			x			1.50																		
	The Fresh Market	Homestead																					5.49			
	TFM																					4.99				
Town&Cntry Grc	Land O Lakes			x							1.99															
	Best Choice			x			1.69																			
Walmart	n/i			x					4.88																	
VA	Dollar General Mkt	n/i			x		1.50																			
	Farm Fresh	Farm Fresh			x			1.99																		
	Food City	Food Club																				1.99				
		Mayfield																				3.49				
		Egg Beaters																2.49								
		Food Club																				1.99				
	Food Country USA	Green Valley	x				1.50																			
	Giant Food	Egg Beaters																3.00								
	Grant's	n/i	x				1.25																			
	Great VALU	Essential Everyday			x		1.49																			
	Harris Teeter	Harris Teeter			x			2.00																		
	Ingle's	Sealtest																				1.68				
		Egg Beaters																2.50								
	Kroger Mid-Atlntc	Kroger			x			1.89																		
		Simple Truth			x												2.50	2.50								
	Lowe's Food	Eggland's Best			x						2.00															
Martin's Food	Egg Beaters																3.00									
	Giant			x		1.89																				
Safeway	Lucerne																				4.69					





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SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions					
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)				
							12	18	20	30	60	12	18	12	W	B	W	B	W	B	W		B	16 oz.	32 oz.	32 oz.	64 oz.
<b>MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI</b>																											
IA	Dahl's	Anderson-Erickson																				2.50		2 for \$5.00			
	Family Foods	Our Family			x		1.89																				
	Fareway	Sparboe Farms			x			1.88																			
	Hometown Foods	Shurfine			x		1.50																	2 for \$3.00			
	Hy-Vee	Hy-Vee			x		1.88	2.48														3.77		whites			
			Full Circle			x						2.68															
	Jewel-Osco	Phil's			x												3.59										
	Maynards	Shurfine			x		1.59																				
			Land O Lakes																			2.19		w/ bacon purchase			
	Schnuck's	Schnuck's			x		free																				
	Sunshine Foods	Land O Lakes																				2.29					
	Target	n/i			x		1.50																	2 for \$3.00			
	Walmart	n/i			x				4.88																		
Whole Foods MW	Everyday Value			x																							
		Nature Fed																			3.69		whites				
IL	Angelo Caputo	Deans																			2.99						
		Oberweis																			3.79	5.99					
	Brookhaven	Land O Lakes			x													2.50									
			Dutch Farms			x		1.50																			
	Butera Market	n/i			x		1.49																				
			Egg Beaters																			2.49					
	Cermak	Dutch Farms	x				2.00																				
	Dierberg's	Dean's																					3.99				
	El Guero	n/i			x		1.50																				
	Fareway	Sparboe Farms			x			1.88																			
	Fresh Thyme	Safest Choice			x		2.99																				
			Dutch Farms			x		1.99																pasteurized includes Brown			
	Garden Fresh	Dutch Farms			x		1.29																				
	Houchen's IGA	Prairie Farms																						2 for \$5.00			
	Hy-Vee	Hy-Vee			x		1.88	2.48														3.77		whites			
			Full Circle			x						2.68															
	Jewel-Osco	Phil's			x													3.59									
Joe Caputo	Organic Valley																						organic				
Kirby IGA	Better'n Eggs																				2.50						
		Prairie Farms																			1.99						

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 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Liquid Egg Products				Conditions		
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg		Egg Nog			
												White	B	W	B	W	B	W	B	(cartoned)	(non-alcoholic)				
							12	18	20	30	60	12	18	12	12 pack	12 pack	12 pack	16 oz.	32 oz.	32 oz.	64 oz.				
IL <i>(cont)</i>	Kroger Central	Kroger			x		0.99																limit 4		
		Kroger			x		1.50																2 for \$3.00		
			Simple Truth			x										2.50	2.50								
		Kroger Louisville	Simple Truth			x										2.50	2.50								
		Mariano's Fresh	Eggland's Best			x							3.25												
		Meijer	Meijer		x										3.79										
		Pete's Fresh	Egg Innovations			x									4.49	4.49									
			Eggland's Best			x								2.50											
		Piggly Wiggly MW	Egg Beaters																			2.49			
			Dean's																					3.69	
		Schnuck's	Schnuck's			x		free																w/ bacon purchase	
		Shop'n Save	Shoppers Value				x	1.50																	
		Shop & Save	Dutch Farms		x			1.49																	
		Strack & Van Til	Oberweis																					3.00	
			Eggland's Best			x																		5.99	
			Better'n Eggs											2.49											2 for \$5.00
		Sullivan's	Deans																						2.49
		Sunset Foods	Dutch Farms			x		1.29																	
			Land O Lakes			x																			2.49
			Egg Beaters																						2.99
			Phil's Fresh			x											2.49								
			C.F. Burger																						1.49
		Target	n/i			x		1.50																	2 for \$3.00
	The Fresh Market	Homestead																						5.49	
		TFM																						4.99	
	Tony's Foods	Eggland's Best			x											4.69									
		Better'n Eggs																						1.99	
	Ultra Foods	Oberweis																						5.78	
		Dutch Farms			x		1.48																		
		Egg Innovations			x																			2.98	
		Eggland's Best			x								1.98												
	Walmart	n/i			x																			4.88	
	Walt's Food	Dean's																						2.50	
		Dutch Farms			x																			2.50	
		Eggland's Best			x																			2.50	
		Better'n Eggs																						2.19	



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**SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions																							
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)																						
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.																			
												12	18	12	12 pack	12 pack	12 pack																												
IN <i>(cont)</i>	Walt's Food	Dean's																																											
		Dutch Farms				x														2.50																									
	Walt's Food <i>(continued)</i>	Eggland's Best				x						2.50																																	
		Better'n Eggs																																											
	Wesselman's	Country Fresh					x	1.33																																					
Whole Foods MW	Everyday Value				x																																								
	Nature Fed																																												
KY	Dollar General	Mrkt n/i				x	1.50																																						
	Foodland	Essential Everyday				x		2.49																																					
		United																																											
	Food City	Food Club																																											
		Mayfield																																											
		Egg Beaters																																											
		Food Club																																											
	Food Fair	Broughton																																											
	Food Giant	Best Choice				x	1.50				3.47																																		
	Houchen's IGA	Prairie Farms																																											
	IGA SprtNash	IGA				x					1.99																																		
	Kroger Cincinnati	Simple Truth				x														2.50	2.50																								
	Kroger Delta	Simple Truth				x														2.50	2.50																								
	Kroger Louisville	Simple Truth				x														2.50	2.50																								
	Kroger Mid-Atlntc	Kroger				x					1.89																																		
		Simple Truth				x														2.50	2.50																								
	Kroger Nashville	Simple Truth				x														2.50	2.50																								
	Meijer	Meijer				x																																							
	Piggly Wiggly Hchn	Best Choice				x	1.50				3.47																																		
	Remke Markets	Eggland's Best				x																																							
	Super Dollar	Valu Time				x					1.99																																		
		Food Club																																											
	Target	n/i				x	1.50																																						
	The Fresh Market	Homestead																																											
		TFM																																											
	Town&Cntry Grc	Land O Lakes				x																																							
		Best Choice				x	1.69																																						
Walmart	n/i				x					4.88																																			
Whole Foods MA	Nature Fed																																												



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

Prices in \$US per unit, effective November 07-27, 2014

**Thanksgiving 2014  
SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Liquid Egg Products				Conditions								
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)									
												White	B	W	B	W	B	W	B	W	B	16 oz.		32 oz.	32 oz.	64 oz.					
							12	18	20	30	60	12	18	12	12 pack		12 pack		12 pack												
MN (cont)	Sun Mart	Nash Brothers			x																										
	Sunshine Foods	Land O Lakes																									2.29				
	Super One Foods	n/i				x																				free					
	Kemp's	Better'n Eggs																									2.49				
	Target	n/i				x	1.50																				4.89				
	Walmart	n/i				x					4.88																				
	Whole Foods MW	Everyday Value				x																									
	Nature Fed																							3.69							
ND	Coborn's	Full Circle			x																										
	Econofoods	Our Family			x			2.00																							
	Family Fare	Our Family			x		0.97																								
	Food Pride	Our Family			x			1.99																							
	Hornbacher's	Cass Clay																									1.98				
	Hugo's	Our Family			x		1.39																								
	Leever's	n/i			x			2.19																							
	Marketplace Food	Land O Lakes																										2.59			
	Super One Foods	Better'n Eggs				x																					4.89				
		n/i																													
	Target	n/i			x		1.50																								
Walmart	n/i			x						4.88																					
NE	Affiliated Fds MW	Shurfine			x		1.59																								
	Apple Market	Land O Lakes			x											2.39															
	Baker's	Simple Truth			x																										
	Fareway	Sparboe Farms			x			1.88										2.50	2.50												
	Food Pride	Our Family			x			1.99																							
	Hy-Vee	Hy-Vee			x		1.88	2.48																				3.77			
		Full Circle			x								2.68																		
	Russ's Market	Best Choice			x		1.29																								
		Best Choice				x																									
	Safeway	Lucerne			x		free													1.99											
		Lucerne																													
	Sun Mart	Nash Brothers			x																										
	Target	n/i			x		1.50																								
Walmart	n/i			x						4.88																					





U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS  
 Prices in \$US per unit, effective November 07-27, 2014

Thanksgiving 2014  
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Liquid Egg Products				Conditions				
							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)					
			JM	XL	LG	MD	12	18	20	30	60	White	B	W	B	W	B	W	B	W	B	16 oz.		32 oz.	32 oz.	64 oz.	
SD	Affiliated Fds MW	Shurfine			x		1.59																				
	Coborn's	Full Circle			x													2.99									
	Family Thrift	Our Family			x			2.00																2 for \$4.00			
	Fareway	Sparboe Farms			x			1.88																			
	Hy-Vee	Hy-Vee			x		1.88	2.48														3.77		whites			
		Full Circle			x						2.68																
	Maynards	Shurfine			x		1.59																				
		Land O Lakes																						2.19			
	Safeway	Lucerne			x		free																		w/ qualified prchse		
		Lucerne																						3.99			
Sunshine Foods	Land O Lakes																						2.29				
Target	n/i			x		1.50																		2 for \$3.00			
Walmart	n/i			x					4.88																		
WI	Affiliated Fds MW	Shurfine			x		1.59																				
	Cermak	Dutch Farms	x				2.00																				
	Econofoods	Our Family			x			2.00																	2 for \$4.00		
	Festival	Kemp's																						2.79			
	Gordy's	Essential Everyday			x		0.98																				
	Hy-Vee	Hy-Vee			x		1.88	2.48															3.77		whites		
		Full Circle			x						2.68																
	Marketplace Food	Land O Lakes																						2.59			
	Pick'n Save/Copps	Roundy's			x			1.98																	w/ coupon		
	Piggly Wiggly MW	Egg Beaters																					2.49				
		Dean's																							3.69		
	Schnuck's	Schnuck's			x		free																		w/ bacon purchase		
	Sendik's	Oberweis																							3.99		
		CF Burger																								3.89	
		Safest Choice			x		3.39																			pasteurized	
		Phil's			x																				2.50	2 for \$5.00	
	Sentry	Egg Beaters																						2.50	2 for \$5.00		
		Deans																								3.79	
Super One Foods	Better'n Eggs																							4.89	whites		
	n/i			x		free																			w/ purchase; limit 1		
Target	Kemp's																								2.49		
	n/i			x		1.50																			2 for \$3.00		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective November 07-27, 2014

Thanksgiving 2014  
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.
														12 pack	12 pack	12 pack										
WI (cont)	The Fresh Market	Homestead																				5.49			ABF	
		TFM																				4.99				
	Trig's	Essential Everyday			x		0.99															1.99				
	Walmart	Kemp's								4.88																
	Walmart	n/i			x																					
	Whole Foods MW	Everyday Value			x											3.99						3.69			whites	
	Whole Foods MW	Nature Fed																								
	Woodman's	Prairie Farms																						3.19		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective November 07-27, 2014

Thanksgiving 2014  
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions					
							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)				
			JM	XL	LG	MD	12	18	20	30	60	12	18	12	W	B	W	B	W	B	W		B	16 oz.	32 oz.	32 oz.	64 oz.
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																											
AR	Affiliated Fds MW	Shurfine			x		1.59																				
	Albertsons Sthrn	Albertsons			x		1.69																			limit 2	
		Eggland's Best			x							2.50														2 for \$5.00	
	Brookshire's	Brookshire's			x			2.50																			
	Cranford's	Land O Lakes			x																1.98						
	CV's Family Foods	Best Choice			x		0.98																			limit 1	
	Edward's FG	Best Choice			x		1.58																				
	Food Giant	Best Choice				x	1.50			3.47																	
	G&W Foods	Best Choice			x		1.29																			limit 2	
		Hiland																						1.88			
	Harp's	Hiland																							3.99		
		Prairie Farms																							3.99		
		Land O Lakes			x							2.28															
	Kroger Delta	Simple Truth			x												2.50	2.50									
	Mac's Fresh	Best Choice			x			2.49																			
		Jordan			x			2.49																			
	Marvin's	Best Choice			x		0.98																			limit 1	
	Piggly Wiggly Hchn	Best Choice				x	1.50			3.47																	
	Super 1 Foods	Brookshire's			x					3.97																	
	Target	n/i			x		1.50																			2 for \$3.00	
	The Fresh Market	Homestead																							5.49	ABF	
	TFM																							4.99			
Town&Cntry Grc	Land O Lakes			x							1.99																
	Best Choice			x		1.69																					
Walmart	n/i			x					4.88																		
Whole Foods SW	Nature Fed																						3.99		non-GMO whites		
AZ	Albertsons SW	Albertsons			x		1.88																				
		Albertsons			x		free																		w/ qualified prchse		
		Eggland's Best			x							1.99															
		Shamrock Farms																						3.99			
	Basha's	Better'n Eggs																					2.50		whites		
	EI Super	California Ranch			x		2.49																				
	Fresh & Easy	Wild Oats			x											3.99	3.99										
		Fresh & Easy																						3.50	2 for \$7.00		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS  
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Thanksgiving 2014  
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
AZ (cont)	Fry's	Fry's			x		0.88																			
		Simple Truth			x												2.50	2.50								
	Safeway	Lucerne			x		free																	w/ qualified prchse		
		Lucerne																					3.79			
	Smith's	Simple Truth			x												2.50	2.50						2 for \$3.00		
		Smith's			x		1.50																			
	Sprout's Market	Sprout's			x							2.99							2.99						2 for \$3.00	
Target	n/i			x		1.50																				
Walmart	n/i			x						4.88																
CO	Affiliated Foods Inc	Shurfine			x			2.50																locally grown		
	Albertsons Sthrn	Albertsons			x		0.99																	limit 2		
		Wild Harvest			x													3.39								
	Clarks Market	Western Family			x		1.50	2.49															2.49			
		Meadow Gold																								
	King Soopers	Simple Truth			x												2.50	2.50								
	Safeway	Lucerne			x		free																	w/ qualified prchse		
		Lucerne																					3.99			
	Sprout's Market	Sprout's			x							2.99							2.99							
	Sun Mart	Nash Brothers			x											3.99			2.99							
Target	n/i			x		1.50																	2 for \$3.00			
Walmart	n/i			x						4.88																
KS	Affiliated Foods Inc	Shurfine			x			2.50																locally grown		
	Dillon's	Simple Truth			x												2.50	2.50								
	G&W Foods	Best Choice			x		1.29																	limit 2		
		Hiland																					1.88			
	Homeland Stores	Best Choice			x		1.49																			
	Hy-Vee	Hy-Vee			x		1.88	2.48														3.77		whites		
		Full Circle			x							2.68														
	Marvin's	Best Choice			x		0.98																	limit 1		
	Price Chopper	Anderson Erickson																					2.79			
		Hiland																					2.49			
		Land O Lakes			x							2.19									2.19					
		Egg Beaters																					2.69			
	Sprout's Market	Sprout's			x							2.99							2.99							
	Sun Fresh	n/i			x		0.99																	limit 1		
Target	n/i			x		1.50																	2 for \$3.00			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS  
 Prices in \$US per unit, effective November 07-27, 2014

Thanksgiving 2014  
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
KS <i>(cont)</i>	The Fresh Market	Homestead																						5.49		ABF
		TFM																						4.99		
	Walmart Woods	n/i Hiland			x					4.88															3.79	
LA	AG Baton Rouge	Shurfine			x		1.49																			limit 2 2 for \$5.00  3 doz @ \$3.99  2 for \$3.00 ABF  non-GMO whites
	Albertsons Sthrn	Albertsons			x		1.69					2.50														
		Egglan's Best			x																		3.00			
	Brookshire's	Brookshire's			x				2.50																	
	Kroger SW	Simple Truth			x												2.50	2.50								
	LeBlanc's	Sunups			x		1.33																			
		LeBlanc's			x		1.38																			
	Super 1 Foods	Brookshire's			x						3.97															
	Target	n/i			x		1.50																5.49			
	The Fresh Market	Homestead																					4.99			
	TFM																									
	Walmart	n/i			x					4.88																
	Whole Foods SW	Nature Fed																		3.99						
	Winn-Dixie	Winn-Dixie			x				2.79																	
MO	Affiliated Fds MW	Shurfine			x		1.59																	limit 2  limit 2  whites  limit 4 2 for \$3.00		
	Dierberg's	Dean's																					3.99			
	Food Giant	Best Choice				x	1.50			3.47																
	G&W Foods	Best Choice			x		1.29																			
		Hiland																				1.88				
	Gerbe's	Simple Truth			x												2.50	2.50								
	Harp's	Hiland																					3.99			
		Prairie Farms																					3.99			
		Land O Lakes			x							2.28														
	Hy-Vee	Hy-Vee			x		1.88	2.48													3.77					
		Full Circle			x							2.68														
	Kroger Central	Kroger			x		0.99																			
		Kroger			x		1.50																			
		Simple Truth			x												2.50	2.50								
Kroger Delta	Simple Truth			x												2.50	2.50									
Mac's Fresh	Best Choice			x				2.49																		
	Jordan			x				2.49																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective November 07-27, 2014

Thanksgiving 2014  
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
MO (cont)	Price Chopper	Anderson Erickson																				2.79		w/ bacon purchase limit 1 2 for \$3.00 2 for \$3.00 whites		
		Hiland																				2.49				
		Land O Lakes			x							2.19							2.19				2.69			
		Egg Beaters																								
	Pyramid Foods	Best Choice			x		1.69																			
	Schnuck's	Schnuck's			x		free																			
	Shop'n Save	Shoppers Value				x		1.50																		
	Sun Fresh	n/i			x		0.99																			
	Target	n/i			x		1.50																			
	Town&Cntry Grc	Land O Lakes			x							1.99														
		Best Choice			x		1.69																			
	Town&Cntry Smrkt	Best Choice			x		1.50																			
	Walmart	n/i			x					4.88																
Whole Foods MW	Everyday Value			x										3.99							3.69					
	Nature Fed																									
Woods	Hiland																					3.79				
NM	Affiliated Foods Inc	Shurfine			x			2.50															locally grown			
	Albertsons SW	Albertsons			x			1.88																		
		Albertsons			x		free																w/ qualified prchse			
		Eggland's Best			x							1.99														
		Shamrock Farms																				3.99				
	Dollar General Mrkt	n/i			x		1.50																			
	King Soopers	Simple Truth			x											2.50	2.50									
	Lawrence Bros.	Gandy's																				2.50	4.99			
		Oak Farms																				2.50	4.99			
		Price's																				2.50	4.99			
	Safeway	Lucerne			x		free																w/ qualified prchse			
		Lucerne																					3.99			
	Smith's	Simple Truth			x											2.50	2.50									
	Smith's			x		1.50																2 for \$3.00				
Sprout's Market	Sprout's			x							2.99						2.99									
Target	n/i			x		1.50																2 for \$3.00				
Walmart	n/i			x					4.88																	
OK	Affiliated Foods Inc	Shurfine			x			2.50															locally grown			
	Buy for Le\$\$	Best Choice			x		1.48																			
	CV's Family Foods	Best Choice			x		0.98																limit 1			



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Thanksgiving 2014  
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions					
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)				
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.	
																											12
TX <i>(cont)</i>	Minyard's	Parade			x				3.68																		
		Borden																				2.38				w/ purchase	
	Randall/Tom Thmb	Lucerne			x			free																		3 for \$5.00	
	Sellers Bros.	Kieke's			x				1.67																		
	Sprout's Market	Sprout's			x						2.99																
	Super 1 Foods	Brookshire's			x																						
	Target	n/i			x				1.50																	2 for \$3.00	
	The Fresh Market	Homestead																								ABF	
		TFM																				5.49					
The United Family	Red River Farms			x				2.27																			
Walmart	n/i			x																							
Whole Foods SW	Nature Fed																					3.99				non-GMO whites	
UT	Albertsons Sthrn	Albertsons			x			0.99																		limit 2	
		Wild Harvest			x																						
	Albertsons SW	Albertsons			x			1.88																			
		Albertsons			x			free																		w/ qualified prchse	
		Eggland's Best			x						1.99																
		Shamrock Farms																						3.99			
	Associated Food	Western Family			x			1.25	1.99																		
	Clarks Market	Western Family			x			1.50	2.49																		
		Meadow Gold																									
	Harmon's	Hood																								2 for \$6.00	
		Southern Comfort																									2 for \$6.00
	King Soopers	Simple Truth			x											2.50	2.50										
	Rancho Markets	Oakdell				x				2.99	5.99																
	Ream's	Western Family			x				1.88																		
	Smith's	Simple Truth			x											2.50	2.50										
		Smith's			x				1.50																		2 for \$3.00
	Sprout's Market	Sprout's			x							2.99															
	Target	n/i			x				1.50																		2 for \$3.00
	Walmart	n/i			x																						



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SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions													
							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)												
			JM	XL	LG	MD	12	18	20	30	60	12	18	12	W	B	W	B	W	B	W		B	16 oz.	32 oz.	32 oz.	64 oz.								
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																																			
CA	99 Ranch	Rosemary Farm			x		1.68																												
	Albertsons SthCA	Albertsons			x		free																				w/ purchase								
	Big Saver	Trafficanda																																	
	Dollar General Mkt	n/i			x		1.50																												
	El Super	California Ranch			x		2.49																												
	El Tapatio	n/i				x		2.77																											
	Foodland IGA	Southern Comfort																																	
	Fresh & Easy	Wild Oats			x										3.99	3.99																			
		Fresh & Easy																										3.50	2 for \$7.00						
	Gelsons	Broguier's																											6.99						
		Gelsons 72 Hour			x		3.69																												
	Holiday Market	Nulaid			x		3.00																							2 for \$6.00					
	Jons Marketplace	n/i			x		2.99																												
	K.V. Mart	California Ranch				x																								6.99					
	Lucky	Sunnyside			x		2.99																												
	Lunardi's	Clover																													1.50				
		Clover																													4.49				
	Mar-Val	Nulaid			x		2.79																								2.99				
	Mollies Stones	Mollies Stones			x		BOGO																												
	Northgate	California Ranch			x		2.99																												
	Nugget Markets	Eggland's Best			x																											3.99			
	R-Ranch Markets	n/i				x	1.50																									2 for \$3.00			
	Ralph's	Simple Truth			x																												2.50		
	Ray's Food Place	Umpqua																															2.50		
		Eberhard																														2.50			
	Rio Ranch	California Ranch			x		1.99																												
	Safeway	Lucerne			x		free																												
		Lucerne																																	
	Save Mart	Eggland's Best			x																													2.99	
		Sunnyside Farms			x		2.99																											2.99	
	Sprout's Market	Sprout's			x																													2.99	
	Super A Foods	Farmer's Gems			x		2.99																											2.99	
	Superior Grocers	Eggland's Best			x																													2.00	
		n/i			x		2.50																												
	Target	n/i			x		1.50																												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective November 07-27, 2014

Thanksgiving 2014  
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
CA (cont)	The Fresh Market	Homestead																						5.49		ABF  w/ qualified prchse
	Vons/Pavilions	TFM																						4.99		
	Walmart	Lucerne			x		free																		3.99	
HI	Don Quijote	Lucerne			x																					mainland mainland or whites w/ qualified prchse  2 for \$3.00 whites
	KTA Super Stores	Naturally Omega			x		2.97	3.99																5.49		
	Safeway	Nulaid										3.00														
	Target	Lucerne			x		free																		4.69	
	Times/Big Saver	Lucerne																								
NV	99 Ranch	n/i			x		1.50															3.00				limit 2  w/ qualified prchse     2 for \$7.00  w/ qualified prchse  limit 1  2 for \$3.00  2 for \$3.00
	Albertsons Sthrn	Egg Beaters																							2.49	
	Albertsons SW	Meadow Gold			x		1.68																			
	Albertsons	Rosemary Farm			x		0.99																			
	Albertsons	Albertsons			x																					
	Albertsons	Wild Harvest			x																			3.39		
	Albertsons	Albertsons			x																				1.88	
	Albertsons	Albertsons			x		free																			
	Albertsons	Eggland's Best			x							1.99													3.99	
	Albertsons	Shamrock Farms																								
	Associated Food	Western Family			x		1.25	1.99																		
	Dollar General Mrkt	n/i			x		1.50																			
	El Super	California Ranch			x																				2.49	
	Fresh & Easy	Wild Oats			x																					
	Fresh & Easy	Fresh & Easy																								
	Ralph's	Simple Truth			x																				3.50	
	Safeway	Lucerne			x		free																			
Safeway	Lucerne																							3.99		
Scolari's	Willamette			x		0.99																				
Scolari's	Model Dairy																							4.99		
Smith's	Simple Truth			x																						
Smith's	Smith's			x		1.50																				
Sprout's Market	Sprout's			x							2.99															
Target	n/i			x		1.50																				



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
 Prices in \$US per unit, effective November 07-27, 2014

**Thanksgiving 2014**  
**SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions							
							White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)						
			JM	XL	LG	MD	12	18	20	30	60	12	18	12	W	B	W	B	W	B	W		B	16 oz.	32 oz.	32 oz.	64 oz.		
<b>NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY</b>																													
AK	AC Value Center	Bolthouse																								6.98	w/ qualified prchse		
		Darigold																								4.98			
	Alaskan&Proud	Darigold																								4.98			
	Carrs/Safeway	Lucerne			x		free																			3.99			
	Fred Meyer	Simple Truth				x									2.79	2.79													
	Omni	Fred Meyer				x	1.50																			5.99		2 for \$3.00	
	Walmart	Darigold																								5.99			
		n/i				x	2.77																						
ID	Albertsons Sthrn	Albertsons				x	0.99																				limit 2		
		Wild Harvest				x																							
	Albertsons NW	Albertsons				x	1.25																				4 for \$5.00		
		Wild Harvest				x																							
	Associated Food	Western Family				x	1.25	1.99																					
	Family Foods	Darigold																									4.99		
	Fred Meyer	Simple Truth				x									2.50	2.50													
		Fred Meyer				x	1.25																					4 for \$5.00	
	IGA Markets	Meadow Gold																						2.50			2 for \$5.00		
	Paul's Market	Meadow Gold																										3.77	
		Western Family				x	0.98	1.48																					
	Rosauer's	Darigold																										3.79	
	Safeway	Lucerne				x	free																					3.49	w/ qualified prchse
		Lucerne																											
Smith's	Simple Truth				x																								
	Smith's				x	1.50																						2 for \$3.00	
Super 1 Foods	Meadow Gold																								2.88				
Target	n/i				x	1.50																						2 for \$3.00	
	Walmart	n/i				x																							
MT	Albertsons Sthrn	Albertsons				x	0.99																				limit 2		
		Wild Harvest				x																							
	Family Foods	Darigold																									4.99		
	IGA Markets	Meadow Gold																							2.50		2 for \$5.00		
	Reynolds	Western Family				x	1.25	1.99																					
	Howe's				x	0.99																						locally grown	
	Rosauer's	Darigold																										3.79	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS  
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Thanksgiving 2014  
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
MT (cont)	Safeway	Lucerne			x		free																	w/ qualified prchse		
		Lucerne																					3.49			
	Smith's	Simple Truth			x										2.50	2.50								2 for \$3.00		
	Super 1 Foods	Smith's			x		1.50																2.88			
	Target	Meadow Gold			x		1.50																	2 for \$3.00		
	Walmart	n/i			x																		4.88			
OR	Albertsons NW	Albertsons			x		1.25																	4 for \$5.00		
		Wild Harvest			x																			3.39		
	Family Foods	Darigold																						4.99		
	Fred Meyer	Simple Truth			x										2.50	2.50									4 for \$5.00	
		Fred Meyer			x		1.25																		locally grown	
	Haggen/TOP Food	Naturally Nested			x																			2.99		
		Darigold																						4.79		
	IGA Markets	Meadow Gold																					2.50	2 for \$5.00		
	IGA Market Fresh	IGA			x		1.25																		4 for \$5.00	
		Darigold																							3.99	
	Lamb's Market	Willamette			x		0.99																			
	Market of Choice	Eggland's Best			x						1.99															
	McKay's	Umpqua																						1.99	3.99	
	QFC	Simple Truth			x										2.50	2.50										
	Ray's Food Place	Umpqua																						2.50		
		Eberhard																						2.50		
	Rosauer's	Darigold																							3.79	
	Roth's	Willamette			x		1.50																		locally grown	
	Safeway	Lucerne			x		free																		w/ qualified prchse	
	Lucerne																							3.49		
Target	n/i			x		1.50																			2 for \$3.00	
	Walmart	n/i			x																			4.88		
WA	Albertsons NW	Albertsons			x		1.25																		4 for \$5.00	
		Wild Harvest			x																				3.39	
	Family Foods	Darigold																							4.99	
	Fred Meyer	Simple Truth			x										2.50	2.50										
		Fred Meyer			x		1.25																			4 for \$5.00
Haggen/TOP Food	Naturally Nested			x																				locally grown		
	Darigold																							4.79		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS  
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Thanksgiving 2014  
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Omega-3		Organic		Cage-Free		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)			
							12	18	20	30	60	White	B	W	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.
														12 pack	12 pack	12 pack										
WA (cont)	IGA Markets	Meadow Gold																			2.50		2 for \$5.00			
	IGA Market Fresh	IGA			x		1.25																4 for \$5.00			
		Darigold																					3.99			
	Metropolitan	Wilcox			x							3.99														
	QFC	Simple Truth			x												2.50	2.50								
	Rosauer's	Darigold																					3.79			
	Saar's	Darigold																						3.99		
	Safeway	Lucerne			x		free																		w/ qualified prchse	
		Lucerne																						3.49		
	Super 1 Foods	Meadow Gold																					2.88			
Target	n/i			x		1.50																		2 for \$3.00		
Town& Country	Egg Beaters																				2.99			and whites		
Walmart	n/i			x																				4.88		
WY	Affiliated Fds MW	Shurfine			x		1.59																			
	Albertsons Sthrn	Albertsons			x		0.99																			
		Wild Harvest			x																					
	Associated Food	Western Family			x		1.25	1.99																		
	IGA Markets	Meadow Gold																					2.50		2 for \$5.00	
	King Soopers	Simple Truth			x												2.50	2.50								
	Safeway	Lucerne			x		free																		w/ qualified prchse	
		Lucerne																							3.99	
	Smith's	Simple Truth			x												2.50	2.50								
		Smith's			x		1.50																			2 for \$3.00
The Markets LLC	n/i			x		0.99																			limit 2	
Walmart	n/i			x																					4.88	

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

**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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

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



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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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

**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
NH <i>(cont)</i>	Shaw's	Earthbound	O				0.99															
	<i>(continued)</i>	Wild Harvest	O										1.99									
	Target	n/i																			0.40	
	Trader Joe's	Trader Joe's	O					1.50								1.50						
	Walmart	n/i			0.87	1.48								1.48		0.38					0.40	
NJ	A&P Stores	Top Line													2.50							
		Grimmway Farms		1.50																		
		Green Way	O										2.99									
		Foxy			1.99																	
		n/i		1.50						1.99				2.99							0.30	
	ACME Markets	Green Giant																BOGO		BOGO	0.60	
		n/i					0.99				2.99			2.99		0.50						
		Grimmway Farms		1.67																		
	ALDI	n/i			0.69			0.23									0.40				0.16	
	Associated	n/i			1.50			0.49					0.99				0.79				0.69	
		n/i	O				1.49															
	Best Market	n/i			1.47	1.47			0.49	0.47			2.77	1.97	1.97				0.20		0.67	
		Green Giant		0.77															0.39		0.39	
		n/i	L				0.47				0.97				0.97							
	Bottom Dollar	n/i			0.57												0.33				0.29	
	Bravo	n/i			1.50									0.79	1.99		0.49				0.34	
		n/i	O			2.50					3.99											
	C-Town	n/i		1.50	1.50				0.79	0.49				0.79		0.99	0.83	0.50			0.34	
		n/i	O	1.69													1.29					
	Compare Foods	n/i			1.50	0.99	0.50							0.59			0.50					0.49
		n/i	O								2.67											
	Extra	n/i								0.33	0.85			0.48		0.98	0.25			0.30		
Fairway	n/i		1.50																			
Fine Fare	n/i			1.29				0.50	0.39				0.50			0.89				0.40		
	Dole																0.50		0.60			
Food Basics	n/i				1.28			0.53		0.99			0.88		0.98	0.48		0.29		0.20		
Food Bazaar	n/i			0.99	0.99			0.29		0.99			0.49			0.79				0.29	0.99	
	Dole		0.99																			
Foodtown	n/i					0.99							0.99			0.50	1.29			1.29	0.66	
	M&M Farms	L						0.49														
	n/i	O						1.33								1.49						
	Green Giant			1.50																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Thanksgiving 2014

VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	head	bunch	bunch	lb.	lb.	lb.	Cluster	Roma	Red	White	Yellow	Russet	lb.
NJ (cont)	Great Valu Market	n/i			1.49					1.49	2.99					0.59						
		Green Giant		1.50													0.99	0.40				
		Key Food	n/i												2.99	1.29						
			n/i	O	2.50				1.33	1.99						1.99				1.00		
			Green Giant		2.00															0.99		
		King's	n/i	O		2.99										2.49		0.80				
		Met Foods	n/i		1.50			0.99			1.00		0.99			0.59				0.40	0.79	
			n/i	O	1.99								2.99			1.99				1.25		
		Morton Williams	n/i				1.99			0.59												
			n/i	O	1.99																	
		Mrs. Green's	n/i		1.49	2.49		0.99	0.99				1.99				0.99				0.60	
		Murphy's	n/i								0.99											
		Pathmark	n/i						1.00				1.50		2.99	2.50	1.00	0.30	1.00			
			Grimmway Farms		1.50																	
			Foxy			1.99																
			Live Better											2.99								
		Pioneer	n/i		1.50			0.99			1.00		0.99				0.79			0.40	0.79	
			n/i	O	1.99								2.99				1.99			1.25		
		Save-a-Lot	Biggins																	0.37		
			n/i			0.69			0.33	0.39			0.69				0.39					
		ShopRite	n/i		1.50	1.49			0.83		1.29					1.99	0.49			0.50		
			n/i	O												1.50						
		Stop & Shop	n/i										1.50		1.49	1.49	0.79		0.50			
		Stop & Shop		1.50		1.50					2.50		1.49									
		Nature's Promise	O	2.29													1.00		1.00	1.00		
	Target	n/i																	0.40			
	Thriftway	Dole			1.50																	
		Green Giant															0.60		0.60			
		n/i		1.50										1.99		0.49						
	Trader Joe's	Trader Joe's	O					1.50								1.50						
	Walmart	n/i			0.87	1.48									1.48	0.38			0.40			
	Wegman's	n/i			0.89	3.00										0.39						
	Weis	n/i		0.99						1.79			1.99	1.99		0.79		BOGO	0.62			
	Western Beef	n/i							0.59				0.99			0.79			0.50	0.99		
	Whole Foods NE	n/i	O			3.99										1.49						

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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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



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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
NY <i>(cont)</i>	Great American	n/i			0.99		0.59	0.40								0.49				0.29	
	Green Giant			1.29																	
	Gristede's	n/i			1.88			0.66		1.65						0.99				0.58	
	Hannaford	n/i		0.99		1.49	0.59	0.60								0.49	0.40			0.49	
	Nature's Place		O										1.99								
	Key Food	n/i												2.99		1.29					
		n/i		O	2.50				1.33		1.99					1.99					1.00
		Green Giant			2.00																0.99
	King Kullen	n/i					0.99			0.99					2.99	0.69					
		Green Giant			1.50																
	King's	n/i		O		2.99													0.80		
	Met Foods	n/i			1.50			0.99			1.00		0.99			0.59				0.40	0.79
		n/i		O	1.99								2.99			1.99				1.25	
	Metropolitan	n/i		O					1.33							1.49					
		n/i			1.50			0.99			1.50		0.99			0.79				0.40	0.79
	Morton Williams	n/i					1.99			0.59											
		n/i		O	1.99																
	Mrs. Green's	n/i			1.49	2.49		0.99	0.99				1.99			0.99				0.60	
	North Shore	n/i			1.50				0.33	0.29			1.99	0.99							
	NSA Supermarket	n/i				0.99			0.39				0.67			0.67				0.40	
		n/i		O												1.49					
	Pathmark	n/i							1.00				1.50		2.99	2.50		1.00	0.30	1.00	
		Grimmway Farms			1.50																
		Foxy				1.99															
		Live Better												2.99							
	Peck's	n/i				1.50					1.99					0.59					0.79
		Dole																	0.40		
	Pioneer	n/i			1.50			0.99			1.00		0.99			0.79				0.40	0.79
	n/i		O	1.99								2.99			1.99				1.25		
Price Chopper	n/i				0.99		0.99	0.60				1.79			0.89			0.50			
Save-a-Lot	Biggins																			0.37	
	n/i				0.69			0.33	0.39			0.69			0.39						
Shop'n Save	n/i			1.50	0.99						1.66	1.29		1.99	0.39						
	Green Giant															0.80		0.80			
ShopRite	n/i			1.50	1.49			0.83		1.29				1.99	0.49					0.50	
	n/i		O												1.50						
Stew Leonard's	n/i																		0.60		

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

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

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				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
PA <i>(cont)</i>	Foodland	n/i		1.50	0.69					1.67		1.29		1.99		0.49				0.29		
	Foodtown	n/i					0.99					0.99				0.50	1.29			1.29	0.66	
	M&M Farms	n/i	L					0.49														
		n/i	O					1.33								1.49						
		Green Giant			1.50																	
	Fresh Grocer	n/i			1.49			0.83				0.69		1.99		0.50				0.50		
	Giant Eagle	n/i			0.99	1.29				BOGO		0.99				0.33						
		Farmer's Market																			BOGO	
	Giant Food Stores	n/i		1.67				0.80		0.99					2.50			0.60				
		Nature's Promise		O													1.00		1.00	1.00		
	Great Valu Market	n/i			1.49					1.49	2.99					0.59						
		Green Giant			1.50												0.99	0.40				
	Karn's	n/i			1.25				0.50		1.79				2.49		0.69					
		n/i		O					1.00													
		Green Giant															0.70			0.40		
		Wild Harvest		O									1.79									
	Key Food	n/i												2.99		1.29						
		n/i		O	2.50				1.33		1.99					1.99					1.00	
		Green Giant			2.00																0.99	
	Kuhn's	n/i			1.29	1.50		0.99			1.59		0.99	2.00			0.49				0.39	
	Martin's Food	n/i			1.67				0.80		0.99				2.50			0.60				
		Nature's Promise		O													1.00		1.00	1.00		
	Pathmark	n/i							1.00				1.50		2.99	2.50	1.00	0.30	1.00			
		Grimmway Farms			1.50																	
		Foxy				1.99																
		Live Better												2.99								
	Price Chopper	n/i				0.99		0.99	0.60				1.79				0.89		0.50			
	Redner's	Foxy				0.98																
		n/i															0.48					
		Grimmway Farms			1.50																0.37	
	Redner's																0.30					
Save-a-Lot	Biggins																					
	n/i				0.69			0.33	0.39			0.69				0.39						
Shop'n Save	n/i			1.50	0.99						1.66	1.29		1.99		0.39						
	Green Giant							0.83		1.29							0.80		0.80	0.50		
ShopRite	n/i			1.50	1.49									1.99		0.49						
	n/i		O												1.50							

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

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

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

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

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

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



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

**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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

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



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



U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Thanksgiving 2014

VEGETABLES, ROOT CROPS, GREENS, & HERBS

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

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

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

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

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
IA <i>(cont)</i>	Quillin's	Ocean Mist					0.69			1.29												
	Save-a-Lot	n/i								0.99											0.18	
	Schnuck's	Biggins			0.69				0.33	0.39			0.69				0.39					0.37
		n/i												1.48								0.34
	Sunshine Foods	Schnuck's				1.00											0.48					
		Farm Fresh																				
		Harvest Club							0.56													0.14
	Dole																					
Green Giant				0.99																		
Target	n/i								1.33												0.40	
Trader Joe's	Trader Joe's		O					1.50														
Walmart	n/i				0.87	1.48															0.40	
Whole Foods MW	n/i		O				0.98						1.47									
IL	Affiliated Fds MW	n/i							0.59	1.33						0.49					0.20	
	Dole				0.89																	
	Green Giant			1.29													0.60		0.60			
	Harvest Club							0.56														
	ALDI	n/i			0.69			0.23								0.40					0.16	
	Angelo Caputo	n/i	L						0.19													
	n/i			O	0.99				1.00													0.16
											0.69		0.69									
		Farm Fresh				0.69			0.69									0.25				0.16
	Berkot's	n/i	L																		0.22	
	n/i				1.39	1.29	1.99		0.30		0.69	2.55					0.25	0.40				0.40
		Borowiak's IGA	n/i						0.63								0.48					0.99
	Dole				0.99																	
	Green Giant			0.99																		
	Brookhaven	Infinite Herbs		O									1.50									
	n/i				0.79						0.99	1.49					0.49					
Butera Market	n/i				0.99		0.89	0.49		0.79	1.19	0.89	2.29		1.29	0.39	0.40		0.66			
n/i			O	1.50	1.50								1.50			1.33						
Bolthouse				0.99																		
Cermak	n/i				0.89					0.89	1.35					0.50						

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**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
IL <i>(cont)</i>	County Market	Dole						0.56			3.00											
		n/i																				
		Green Giant		1.00														0.50			0.25	
	Cub Foods	n/i			0.99						2.50				1.99							
		Wild Harvest	O										2.00							0.50	0.34	
	Dierberg's	n/i																				
		Grimmway Farms		1.25																		
	El Guero	n/i					0.49		0.29								0.29				0.12	
	Fairplay Foods	n/i						0.33		0.69	2.25	0.69	0.50		0.99	0.25					0.12	
		n/i	L			1.49																
	Fareway	Dole		0.88	0.39																	
		n/i					0.69										0.88		0.38			
	Food 4 Less	Kroger																			0.18	
		n/i											0.50				0.49					
	Food Pride	n/i		1.25	0.99				0.66								0.79	0.26			0.19	
	Fresh Thyme	n/i			0.88	0.88	0.88							1.50			0.88				0.30	
		n/i	O											1.50			1.49					
	Garden Fresh	n/i			0.99						0.99	1.49		0.29			0.39				0.19	
	Heinen's	Green Giant																0.50		0.60	0.50	
		n/i				1.67	1.99	0.99	0.40								0.99			0.99		
	n/i	L							0.39													
	n/i	O	1.33							2.50												
Houchen's IGA	n/i			0.88				0.56									0.49			0.29		
Hy-Vee	Bushel Boy																					
	Dole			0.39							2.48											
	Hy-Vee																			0.29		
	Grimmway Farms		0.99																			
	n/i															0.48						
Jewel-Osco	n/i		0.89	0.85						0.39		0.69				0.29	0.60		0.60	0.19		
	n/i	O	1.39	1.00																		
	Earthbound	O	1.39									1.39										
Jimenez	n/i							0.26	0.33				0.33			0.39	0.39			0.23		
Joe Caputo	n/i						0.29			0.98	1.47					0.39						
	n/i	O											2.49				0.60			0.60		
	Grimmway Farms		0.79																			

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

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

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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

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VEGETABLES, ROOT CROPS, GREENS, & HERBS

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
IN <i>(cont)</i>	Kroger Central	Simple Truth	O		1.99								2.00									
		n/i		0.99			0.69											0.60		0.60		
	Kroger Cincinnati	n/i	O		1.29																	
		n/i		0.99	0.49				0.99		0.99						0.49					0.50
	Kroger Louisville	Simple Truth	O		2.50									1.49								0.50
		Kroger		1.00	1.00																	
	Lucky's Market	n/i	O								0.99		0.99				0.48					
		n/i	O										0.99									
	Marsh	Simple Truth	O											1.79								
		n/i	O										2.00			2.00	1.98					
	Meijer	n/i		1.25	1.67	0.69												0.50		0.50	0.50	
		n/i		1.25	0.77													0.69				
	New Market	n/i	O	1.25	0.69																	0.24
		n/i	O		2.00				0.50		1.67											0.32
	Save-a-Lot	Green Giant																				
		Farm Stand																				
	Schnuck's	n/i		1.67	1.67										1.99	0.69	0.60		0.60			
		Biggins																				0.37
	Strack & Van Til	n/i			0.69								0.69				0.39					
		n/i								0.39					1.48							0.34
	Target	Schnuck's																				
		Farm Fresh																0.78				
	Trader Joe's	n/i		1.25	0.99				0.49		0.59	2.50					0.39			0.19	0.12	
n/i		O	2.00	1.49	1.49			1.00		1.67				1.49			0.40				0.40	
Ultra Foods	Herbal Garden	O											1.67								0.70	
	n/i																				0.40	
Walmart	Trader Joe's	O						1.50									1.50					
	n/i		1.25	0.99	1.49			0.49		0.79				1.49		0.25	0.40				0.11	
Wesselman's	Herbal Garden	O											1.50								0.70	
	n/i			0.87	1.48									1.48		0.38					0.40	
Whole Foods MW	n/i		0.99	0.99	1.69			0.33		0.69		0.79		0.40	1.39	0.49					0.30	
	n/i		1.49	0.98				0.43								0.68					0.25	
KY	Dole	n/i														0.40					0.16	
		n/i		0.69				0.23														0.25
		n/i		1.25				0.33	0.39								0.79					0.39
		n/i		1.00					0.65								0.33	0.50		0.50		

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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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



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

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

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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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

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

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



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

**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
WI (cont)	Sendik's	n/i		1.50	0.99					1.49	1.49										
		Pero Farms				3.33															
		Pero Farms	O			4.65															
		Valpredo Farms	O													0.99					
	Sentry	n/i			0.99					1.49	1.49				1.99						0.39
		Farm Stand							0.50												
		Green Giant			0.99																0.19
		Wild Harvest												2.00							
	Super One Foods	n/i					0.77								1.97						
		Crazy Fresh												1.77							
		Green Giant																			0.35
	Tadych's	n/i														0.59					
		n/i	O			1.99															
	Target	n/i																			0.40
	Trader Joe's	Trader Joe's	O						1.50								1.50				
	Trig's	n/i	O	1.59	2.99																
		n/i					0.79	0.65			1.99							0.49			
		Green Giant			0.99																
	n/i	L																		0.15	
Walmart	n/i				0.87	1.48								1.48		0.38				0.40	
Whole Foods MW	n/i	O					0.98					1.47									
Woodman's	n/i				0.89		0.59									0.59				0.12	
	Dole				0.99																

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**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
AR <i>(cont)</i>	Pyramid Foods	Best Choice																			0.27	
		n/i													1.49		0.99					
	Rehkopf's	n/i		1.29	0.69		0.99			1.49		0.99	0.33								0.19	
	Save-a-Lot	Biggins							0.33	0.39		0.50					0.49				0.27	
		n/i																			0.40	
	Target	n/i																			0.40	
	Town&Cntry Groce	Big Value																			0.20	
	n/i				0.68			0.33	0.49							0.50					0.19	
Walmart	n/i				0.87	1.48									1.48	0.38					0.40	
Whole Foods SW	n/i					1.48																
AZ	Albertsons SW	n/i	O	1.50										3.99								
		n/i			0.99		0.99			0.99	1.49			1.99		0.99					0.07	
		North Shore											2.49									
	Basha's	n/i			0.99	0.87		0.59						1.99		0.87					0.80	
		n/i	O	1.50			0.99														0.60	
	El Super	n/i				0.99	0.33						0.20		0.97	0.33	0.33					
	Food City	n/i			0.50			0.33					0.33			0.50			0.33		0.08	
	Fresh & Easy	n/i				2.00															0.30	
		Rainbow			1.50																	
	Fry's	n/i		0.99	0.99												0.99					0.14
		n/i		O									0.99									
		Simple Truth		O										1.99								
	Los Altos	n/i				1.29			0.33							0.50	0.49					0.14
	Lowe's	n/i			0.33	1.29	1.29										0.33	0.50				
	Natural Grocers	n/i	O		1.19	2.99		0.79		1.79	2.25		1.09			1.39						
	Safeway	Safeway Farms		O	1.50	1.50																
		O Organics		O										1.99								
		n/i				1.50					1.49				2.99		0.69					
		n/i		O				0.99					1.99				1.99					
	Smart & Final	n/i				0.59																0.18
Smith's	n/i			1.25	0.99					0.99	1.49					0.99					0.19	
	n/i		O				1.39					1.49										
	Simple Truth		O										1.99									
Sprout's Market	n/i			0.98	0.48		0.88	0.48		0.98	0.98				0.98	0.48					0.48	
	n/i		O			2.98	0.98	0.98		1.48	2.25	1.50									0.98	
Super 1 Foods	n/i											0.78										
Target	n/i																				0.40	

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**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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

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**Thanksgiving 2014**

**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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



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

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

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

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

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**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**Thanksgiving 2014**  
**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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

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



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

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 VEGETABLES, ROOT CROPS, GREENS, & HERBS

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

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**VEGETABLES, ROOT CROPS, GREENS, & HERBS**

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

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

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

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

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

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips	
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.	
WA <i>(cont)</i>	QFC	n/i			0.69	1.99				0.99	1.49			1.99		0.99						
		n/i	L																			
		n/i	O				0.99															0.99
	Red Apple/Thriftway	Simple Truth	O	2.00										2.00								
		n/i	O	0.99	0.88	1.99							1.50		1.99		0.99					0.20
	Rosauer's	n/i	O		1.50											0.99						0.18
		n/i	O		0.49	1.99							2.00									
	Saars Market	Bolthouse		1.00																		
		n/i	L						0.18	0.28								0.17		0.17	0.18	
	Safeway	n/i	O		0.78				0.20		0.98			0.78	1.28		0.48					
		n/i	O										2.99									
		n/i	O					0.99					1.99				2.29					
		n/i			1.29	1.99					1.79				2.99		0.99					0.79
	Save-a-Lot	Safeway Farms		1.50																		
		O Organics	O											1.99								
	Super 1 Foods	n/i	L						0.33	0.49									0.20		0.20	0.38
		n/i	O		0.48												0.48					
	Target	n/i	O								1.98											0.40
		n/i																				0.32
	The Markets LLC	n/i		1.98		1.58	0.68	0.23				1.47			1.58		0.77					
Herbco													2.50									
Town&Country	n/i						0.78															
	n/i	O					1.48						1.67	2.00								
Trader Joe's	Trader Joe's	O					1.40									1.33						
Walmart	n/i			0.87	1.48									1.48		0.38					0.40	
Whole Foods	n/i	O					0.99															
Yokes Fresh	n/i			0.39	1.98									1.98	1.28	0.78						
	n/i	O														1.48						
	n/i	L															0.68		0.68			
Bolthouse			1.25																			
									0.59	1.33						0.49					0.20	
WY	Affiliated Fds MW	n/i																				
		Dole			0.89																	
		Green Giant		1.29															0.60		0.60	
	Harvest Club							0.56													0.14	

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

State	Supermarket	Label	Key	Baby Carrots	Celery	Green Beans	Winter Squash	Yellow Onion	Green Cabbage	Broccoli	Cauliflower	Greens	Fresh Herbs	Tomatoes		Sweet Potato	Bagged Potatoes/lb.				Turnips
				lb.	bunch	lb.	lb.	lb.	lb.	lb.	head	bunch	bunch	Cluster	Roma	lb.	Red	White	Yellow	Russet	lb.
WY <i>(cont)</i>	Albertson's IntrMnt	n/i		1.00	0.69			0.39				1.00				0.99				0.09	
	North Shore	n/i	O									2.50			2.49			1.33		1.33	1.33
	Associated Food	n/i								1.29								0.39			
	IGA Markets	n/i		0.99	0.89		0.79							1.99		0.99		0.50		0.50	0.20
	King Soopers	n/i		0.99	0.79		0.49			0.99	1.49	0.99						0.50		0.50	
	Simple Truth	n/i	O										1.99								0.67
	Natural Grocers	n/i	O		1.19	2.99		0.79		1.79	2.25		1.09			1.39					
	Safeway	O Organics											2.49								
		n/i			1.50	1.29	1.49							2.99		0.99					0.20
		n/i		O				0.99			2.49		1.99			1.99					
	Smith's	n/i			1.25	0.99					0.99	1.49				0.99					0.19
		n/i		O				1.39					1.49								
	Simple Truth	n/i	O									1.99									
Walmart	n/i				0.87	1.48							1.48		0.38					0.40	



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																	
CT	A&P Stores	Ocean Spray	O	2.99													
		Naturipe		5.99													
	Adams IGA	n/i					1.99	1.99	1.99		1.99						
		n/i									1.49	1.49					
	AG New England	Ocean Spray		2.50													
		Diamond														7.99	
		Ocean Spray		1.99													
		n/i			1.29												
	ALDI	n/i		0.89													
	Associated	n/i				1.50						1.00					
		n/i		O									1.99				
	Balducci's	n/i	O						2.99								
	Best Market	n/i	L					0.77									
		n/i			1.47				1.27				0.77				
		Ocean Spray		1.97													
		n/i										1.48					
	Bravo	Ocean Spray		2.50													
		n/i							1.29			1.29				1.49	
	C-Town	n/i						1.00				1.00	1.00		1.49		
		Ocean Spray			1.99												
	Compare Foods	n/i						0.79									
		n/i		O											2.49		
	DeCiccio's	n/i					2.49	1.79				1.79			1.99		
Ocean Spray				2.99													
Fairway	n/i					0.99								0.99			
	n/i		O					1.49									
Food Bazaar	Ocean Spray		1.67														
	n/i										0.83			0.99			
Food Emporium	n/i					2.99				3.99				1.99			
	Ocean Spray			2.99													
Geissler's	n/i		1.99		2.50		0.79							1.49			
	Diamond													9.99	9.99		
King's	n/i	O							2.99								
	n/i				2.99									1.99			
	Paradise Meadows			1.99													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
CT <i>(cont)</i>	Marc's	n/i				0.99	0.99			0.99	0.99			7.99	7.99	
		Ocean Spray POM		1.50	1.00											
	Mrs. Green's NSA Supermarket	n/i	O	4.49				1.99		0.99			1.49			
		n/i				1.29	1.29			1.29	1.29	1.29				
	Pioneer	n/i		4.49				1.99								
		Ocean Spray		2.00		1.50				1.49						
	Price Chopper	n/i	O	1.99							1.99	1.99				
		Ocean Spray		2.50				1.69		1.69			1.69			
	Price Rite	Nature's Garden													11.20	11.20
		n/i			1.50			0.80			0.80	0.80				
	Save-a-Lot	Diamond													7.99	
		n/i									0.60	0.60				
	ShopRite	n/i		2.50				1.69			0.80	0.80	1.49			
		n/i	O						1.99		1.79	1.79				
	Stop & Shop	Ocean Spray		2.50												
		n/i			2.50		1.79	1.79					1.49			
	Trader Joe's	n/i	O							2.49	2.49	2.49	2.49			
		Nature's Promise	O							1.66		1.66				
n/i		O							2.99							
Trader Joe's			1.99										7.99			
Walmart	n/i					1.47										
	Fisher												7.68			
Whole Foods Nat	n/i	O				1.99			1.49							
Whole Foods NE	n/i					1.99			1.99							
DC	ALDI	n/i		0.89												
	Giant Food	Ocean Spray		2.50												
		n/i			2.50	1.79	1.79					1.49				
	Harris Teeter	Nature's Promise	O							1.66		1.66				
		n/i	O							2.49	2.49	2.49	2.49			
		Farmer's Market		2.50	3.00	1.79	1.79				0.99		1.69			
n/i								2.49	1.99							
Ocean Spray	n/i	O	3.49	3.50	2.79	2.79	2.79				1.79	2.29				
	Ocean Spray		2.50													

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
DC <i>(cont)</i>	Safeway	n/i	O				1.99			1.99		1.99				
		n/i			2.99					1.99						
	Safeway Farms			2.99												
	Save-a-Lot	n/i									0.60	0.60				
	Trader Joe's	n/i	O						2.99					7.99		
	Trader Joe's				1.99											
Walmart	n/i					1.47										
	Fisher													7.68		
	Whole Foods MA	n/i	O				1.99									
DE	A&P Stores	Ocean Spray		2.99												
		Naturipe	O	5.99												
		n/i				1.99	1.99	1.99		1.99		1.99			6.99	
	ACME Markets	Diamond														
		Ocean Spray		2.50												
		n/i					1.49				1.49					
	Food Lion	n/i			1.69		0.99		1.99	1.00	1.29	1.29				
	Giant Food	Ocean Spray		2.50												
		n/i				2.50	1.79	1.79					1.49			
		Nature's Promise	O								1.66	1.66				
		n/i	O								2.49	2.49	2.49			
	Great Valu Market	n/i					1.16		1.99		1.16	1.16				
		Ocean Spray		2.49												
		Essential Everyday													7.97	
		Diamond													6.99	
	Harris Teeter	Farmer's Market		2.50	3.00	1.79	1.79				0.99		1.69			
		n/i							2.49	1.99						
		n/i	O	3.49	3.50	2.79	2.79	2.79			1.79	2.29				
		Ocean Spray		2.50												
	Pathmark	n/i				1.99	1.99	1.99		1.99			1.99			
		Ocean Spray		2.99												
Redner's	n/i		2.00						0.98							
Safeway	n/i	O				1.99			1.99			1.99				
	n/i			2.99					1.99							
	Safeway Farms		2.99													
Save-a-Lot	n/i									0.60	0.60					
ShopRite	n/i		2.50			1.69		1.99		0.80	0.80	1.49				
	n/i	O								1.79	1.79					

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts					
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red					Yellow		
DE <i>(cont)</i>	Shurfine	n/i	O	1.99		1.47	0.99		1.99	2.99	0.99	0.99	1.49	7.99				
	Trader Joe's	n/i																
	Trader Joe's	n/i																
	Walmart	n/i																
	Fisher	n/i																
MA	Adams IGA	n/i		2.50							1.49	1.49						
	AG New England	Diamond												7.99				
		Ocean Spray		1.99		1.29												
		n/i		0.89														
	ALDI	n/i								1.48								
	Big Y	n/i																
		Ocean Spray		2.50														
	C-Town	n/i					1.00				1.29	1.29	1.49					
		Ocean Spray		1.99														
	Compare Foods	n/i						0.79										
		n/i	O											2.49				
	Crosby's	n/i	O	3.99							0.99	0.99						
		n/i	O									1.99	1.99					
		POM				1.50												
	Donelan's	Ocean Spray		2.29														
		n/i	O						2.29					2.29				
		n/i												0.99				
	Geissler's	n/i		1.99	2.50			0.79						1.49				
		Diamond													9.99	9.99		
	Hannaford	Ocean Spray		1.49														
	n/i			2.00														
Highland Park	Ocean Spray		1.99															
Market Basket	n/i					0.99	0.99	0.99		0.99	0.99	0.99						
	POM			2.00														
	Ocean Spray		1.69															
Met Foods	n/i			1.50						1.49								
	n/i	O									1.99	1.99						
	Ocean Spray		1.99															
NSA Supermarket	n/i					1.29	1.29			1.29	1.29	1.29	1.29					
	n/i	O		4.49			1.99											
	Ocean Spray			2.00														

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
MA <i>(cont)</i>	Price Chopper	n/i					1.69			1.69		1.69					
		Ocean Spray		2.50											11.20	11.20	
		Nature's Garden															
	Price Rite	n/i			1.50		0.80				0.80	0.80					
		Diamond											2.49		7.99		
	Roche Bros.	n/i	O														
		POM			2.50												
	Save-a-Lot	n/i									0.60	0.60					
	Shaw's	n/i			2.50		0.99		1.99					7.99	7.99		
		Mariani															
		Ocean Spray			2.50												
	Star Market	n/i							1.99	1.29		1.29			7.99	7.99	
		Ocean Spray			2.50	2.50											
	Stop & Shop	Ocean Spray			2.50												
		n/i				2.50	1.79	1.79					1.49				
		n/i	O							2.49	2.49	2.49	2.49				
	Nature's Promise	O							1.66		1.66						
Trader Joe's	n/i	O							2.99					7.99			
	Trader Joe's			1.99													
Trucchi's	Diamond														7.99		
	n/i											1.69					
Walmart	n/i					1.47											
	Fisher												7.68				
Wegman's	Ocean Spray			2.00													
Whole Foods Nat	n/i	O							1.99	1.49							
MD	A&P Stores	Ocean Spray		2.99													
		Naturipe	O	5.99													
		n/i				1.99	1.99	1.99		1.99		1.99					
	ACME Markets	Diamond													6.99		
		Ocean Spray			2.50												
		n/i					1.49				1.49						
	AG New England	Diamond													7.99		
		Ocean Spray			1.99												
		n/i										1.29					
	ALDI	n/i			0.89												
Associated	n/i									1.00							
	n/i	O										1.99					

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts					
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red					Yellow		
MD (cont)	Balducci's	n/i	O						2.99									
	Family Owned	n/i		2.00	2.50		1.29			1.29	1.29	1.29						
		Diamond															5.99	
	Food Lion	n/i			1.69		0.99			1.99	1.00	1.29	1.29					
	Giant Eagle	n/i		1.99			1.59	1.59		1.99	1.59							
	Giant Food	Ocean Spray		2.50														
		n/i			2.50		1.79	1.79						1.49				
		Nature's Promise		O						1.66		1.66						
		n/i		O						2.49	2.49	2.49	2.49					
	Graul's	n/i			1.99					1.29								
		Diamond													13.99	7.99		
	Great Valu Market	n/i						1.16		1.99		1.16	1.16					
		Ocean Spray			2.49													
		Essential Everyday																7.97
		Diamond																6.99
	Harris Teeter	Farmer's Market			2.50	3.00	1.79	1.79				0.99		1.69				
		n/i								2.49	1.99							
		n/i		O	3.49	3.50	2.79	2.79	2.79			1.79	2.29					
		Ocean Spray			2.50													
	Mars	n/i		L			0.99	0.99			0.99	0.99	0.99	0.99				
		n/i																
		POM				2.00												
		Ocean Spray			2.00													
		Diamond													13.99	11.99		
	Martin's Foods	Nature's Promise		O							1.66		1.66					
		Diamond													9.99	6.99		
		Ocean Spray			2.50													
		n/i					1.69	1.69						1.49				
Price Rite	n/i				1.50		0.80				0.80	0.80						
	Diamond																7.99	
Redner's	n/i			2.00						0.98								
Safeway	n/i		O				1.99			1.99			1.99					
	n/i				2.99					1.99								
	Safeway Farms			2.99														
Save-a-Lot	n/i										0.60	0.60						
Shop'n Save	n/i			2.00		0.99	0.99	0.99		0.99	0.99	0.99	1.59				6.99	

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound							Pears lb.	Baking Nuts		
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.
											Red	Yellow				
MD <i>(cont)</i>	Shoppers Food	n/i	O	2.50	2.50	1.99	1.99					0.98	0.98			
	ShopRite	n/i														
	Shurfine	n/i	O	1.99	1.00		0.99		1.99	2.99	0.99	0.99	1.49			
	Trader Joe's	n/i														
	Walmart	n/i	O	1.99	1.00						1.88	1.99	11.99			
	Wegman's	Ocean Spray														
	Weis	n/i	O	2.50	1.00							1.99	11.99			
	Whole Foods MAt	Ocean Spray														
ME	AG New England	Diamond		1.99	1.29										7.99	
		Ocean Spray														n/i
	Hannaford	Ocean Spray		1.49	2.00	0.99	0.99	0.99	0.99	0.99	0.99	0.99	0.99			
	Market Basket	n/i												2.00	0.99	0.99
	Save-a-Lot	Ocean Spray		1.69	2.00							0.60	0.60			
	Shaw's	n/i												2.50	0.99	1.99
	Trader Joe's	Mariani	O	2.50	2.00									7.99	7.99	
		Ocean Spray														n/i
	Walmart	Trader Joe's	O	1.99	2.00									7.99		
		n/i													1.47	7.68
Whole Foods Nat	Fisher	O	1.99	2.00									7.99			
	n/i													1.99	7.99	
NH	AG New England	Diamond		1.99	1.29										7.99	
		Ocean Spray														n/i
	ALDI	n/i		0.89	1.29											
	Hannaford	Ocean Spray												n/i	1.49	2.00

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
NH <i>(cont)</i>	Market Basket	n/i POM			2.00	0.99	0.99	0.99		0.99	0.99	0.99				
	Price Chopper	Ocean Spray		1.69									1.69			
		Ocean Spray Nature's Garden		2.50											11.20	11.20
	Save-a-Lot Shaw's	n/i									0.60	0.60				
		n/i Mariani		2.50			0.99		1.99					7.99	7.99	
	Trader Joe's	Ocean Spray		2.50												
		n/i Trader Joe's	O	1.99						2.99				7.99		
	Walmart	n/i Fisher					1.47							7.68		
NJ	A&P Stores	Ocean Spray		2.99												
	ACME Markets	Naturipe	O	5.99									1.99		6.99	
		Diamond					1.99	1.99	1.99		1.99					
	ALDI	Ocean Spray		2.50												
		n/i						1.49			1.49					
	Associated	n/i		0.89									1.00			
		n/i	O			1.50								1.99		
	Best Market	n/i	L							0.97		0.77				
		n/i				1.47					1.27	1.27		0.97	10.00	11.40
	Bottom Dollar	Ocean Spray		1.97												
		n/i		1.48												
	Bravo	n/i								1.29	1.29		1.49			
	C-Town	n/i									1.00	1.00	1.49			
		Ocean Spray		1.99												
	Compare Foods	n/i									0.79					
n/i		O										2.49				
Extra	n/i									0.83		0.98				
Fairway	n/i					0.99						0.99				
	n/i	O								1.49						
Fine Fare	n/i									1.29						
Food Basics	n/i				1.78					1.28	1.28	1.28				



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**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
NJ <i>(cont)</i>	Food Bazaar	Ocean Spray		1.67								0.83	0.99				
	Foodtown	Diamond POM			2.50										10.99		
		Frank Donio Farms	L	2.50													
		n/i					1.69					1.69	1.69				
	Great Valu Market	n/i					1.16		1.99			1.16	1.16				
		Ocean Spray		2.49													
		Essential Everyday														7.97	
		Diamond														6.99	
	Key Food	n/i					0.83			2.99				1.49			
		n/i	O	5.25								1.99		1.33			
		Ocean Spray		2.50													
		POM			2.50												
	King's	n/i	O							2.99							
		n/i													1.99		
	Met Foods	n/i			1.50						1.49						
		n/i	O									1.99	1.99				
		Ocean Spray		1.99													
	Morton Williams	n/i		2.50											1.69		
		n/i	O								2.49						
	Mrs. Green's	n/i	O	4.49				1.99			1.66				1.49		
	Pathmark	n/i					1.99	1.99	1.99		1.99				1.99		
		Ocean Spray		2.99													
	Pioneer	n/i			1.50						1.49						
		n/i	O									1.99	1.99				
		Ocean Spray		1.99													
	Price Rite	n/i			1.50			0.80				0.80	0.80				
		Diamond														7.99	
	Save-a-Lot	n/i										0.60	0.60				
ShopRite	n/i		2.50				1.69		1.99		0.80	0.80	1.49				
	n/i	O									1.79	1.79					
Stop & Shop	Ocean Spray		2.50														
	n/i				2.50	1.79	1.79						1.49				
	n/i	O								2.49	2.49	2.49	2.49				
	Nature's Promise	O								1.66	1.66						



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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound							Pears lb.	Baking Nuts					
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red	Yellow							
NY (cont)	Food Bazaar	Ocean Spray		1.67															
		n/i									0.83		0.99						
	Food Emporium	n/i	O			2.99				3.99			1.99						
		Ocean Spray			2.99														
	Foodtown	Diamond POM														10.99			
		Frank Donio Farms	L		2.50														
		n/i							1.69			1.69	1.69						
	Giunta's Farm	n/i										0.88	0.88						
	Great American	n/i										1.29	1.29						
		Ocean Spray			2.00														
	Gristede's	n/i							1.99										
		Ocean Spray			2.99														
		n/i	O				2.49												
	Hannaford	Ocean Spray			1.49														
		n/i				2.00													
	Key Food	n/i					0.83				2.99			1.49					
		n/i	O		5.25								1.99	1.33					
		Ocean Spray			2.50														
		POM				2.50													
	King Kullen	n/i							1.50				1.50	1.50					
		Ocean Spray			2.50														
	King's	n/i	O								2.99			1.99					
		n/i				2.99													
	Met Foods	n/i				1.50						1.49							
		n/i	O									1.99	1.99						
		Ocean Spray			1.99														
	Metropolitan	Ocean Spray			1.99														
		n/i				2.50					1.49								
	n/i	O		1.99												11.99	11.99		
	Diamond																		
Morton Williams	n/i			2.50									1.69						
	n/i	O								2.49									
Mrs. Green's	n/i	O		4.49				1.99		1.66			1.49						
North Shore	n/i	L						0.59				0.59							
	n/i				1.25								0.99						

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
NY (cont)	NSA Supermarket	n/i	O			1.29	1.29			1.29	1.29	1.29					
		n/i		4.49													
		Ocean Spray															
	Pathmark	n/i				1.99	1.99	1.99		1.99		1.99					
		Ocean Spray															
	Peck's	n/i									1.49	1.49					
		Ocean Spray															
		POM															
	Pioneer	n/i								1.49							
		n/i	O								1.99	1.99					
	Price Chopper	Ocean Spray															
		n/i															
		Ocean Spray															
		Nature's Garden														11.20	11.20
	Price Rite	n/i				1.50		0.80				0.80	0.80				
		Diamond															7.99
	Save-a-Lot	n/i									0.60	0.60					
	Shop'n Save	n/i				2.00	0.99	0.99	0.99	0.99	0.99	0.99	1.59			6.99	
	ShopRite	n/i				2.50					0.80	0.80	1.49				
		n/i	O								1.79	1.79					
	Stop & Shop	Ocean Spray				2.50											
		n/i					2.50	1.79	1.79					1.49			
		n/i	O							2.49	2.49	2.49	2.49				
		Nature's Promise	O							1.66		1.66					
	Tops Markets	Dole				BOGO											
		n/i									1.18					6.99	
	Trade Fair	n/i					1.29										
	Trader Joe's	n/i	O								2.99						
Trader Joe's					1.99								7.99				
Uncle Giuseppe's	Diamond														8.99		
	n/i										2.50						
	Ocean Spray																
	n/i	O							1.99	1.99		1.99					
Walmart	n/i						1.47										
Wegman's	Fisher												7.68				
	Ocean Spray																

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
NY <i>(cont)</i>	Weis	n/i			1.00					1.88			1.99	11.99		
	Ocean Spray			2.50												
	Western Beef	n/i			2.50							1.29	1.29			
	Whole Foods NE	n/i					1.99			1.99						
PA	A&P Stores	Ocean Spray		2.99												
		Naturipe	O	5.99									1.99			
		n/i				1.99	1.99	1.99		1.99						
	ACME Markets	Diamond													6.99	
		Ocean Spray		2.50												
		n/i					1.49				1.49					
	ALDI	n/i		0.89												
	Associated	n/i			1.50						1.00					
		n/i	O										1.99			
	Big M	Ocean Spray		2.00			1.49					1.49	1.49			
	Bottom Dollar	n/i		1.48												
	Boyer's Market	n/i			1.50		0.83					0.83	0.83			
		Ocean Spray		2.00												
	Bravo	n/i								1.29	1.29	1.29	1.49			
	Family Owned	n/i		2.00	2.50					1.29	1.29	1.29	1.29			
		Diamond													5.99	
	Fine Fare	n/i						1.29				1.29				
	Food Basics	n/i			1.78			1.28			1.28	1.28	1.28	1.28		
	Food Lion	n/i			1.69			0.99		1.99	1.00	1.29	1.29			
	Foodland	n/i		2.00	2.50			1.00				1.00	1.00			
		Diamond												13.99	6.99	
	Foodtown	Diamond													10.99	
		POM				2.50										
	Frank Donio Farms	L	2.50													
	n/i						1.69				1.69	1.69				
Giant Eagle	n/i		1.99			1.59	1.59		1.99	1.59						
Giant Food Stores	Nature's Promise	O								1.66		1.66				
	Diamond												9.99	6.99		
	Ocean Spray			2.50												
	n/i					1.69	1.69					1.49				

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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
PA <i>(cont)</i>	Great Valu Market	n/i					1.16		1.99		1.16	1.16					
		Ocean Spray		2.49													
		Essential Everyday Diamond														7.97 6.99	
	Karn's	Ocean Spray		2.00													
		n/i			2.50		1.49			1.49	1.49	1.49					
	Key Food	n/i	O	2.79			0.83			2.99				1.49			
		n/i	O	5.25							1.99		1.33				
		Ocean Spray POM		2.50		2.50											
	Kuhn's	n/i		2.00	2.50	0.99	0.99		0.99	0.99	0.99	0.99		9.99			7.99
		Diamond												11.99	11.99		
	Martin's Foods	Nature's Promise Diamond	O							1.66		1.66		9.99	6.99		
		Ocean Spray		2.50													
		n/i				1.69	1.69						1.49				
	Pathmark	n/i				1.99	1.99	1.99		1.99				1.99			
		Ocean Spray		2.99													
	Price Chopper	n/i						1.69		1.69				1.69			
		Ocean Spray Nature's Garden		2.50												11.20	11.20
	Price Rite	n/i			1.50			0.80				0.80	0.80				
		Diamond														7.99	
	Redner's	n/i		2.00						0.98							
	Save-a-Lot	n/i									0.60	0.60					
	Shop'n Save	n/i		2.00		0.99	0.99	0.99		0.99	0.99	0.99	1.59		6.99		
	ShopRite	n/i		2.50				1.69		1.99		0.80	0.80	1.49			
		n/i	O								1.79	1.79					
		n/i						0.99		1.99		0.99	0.99	1.49			
	ShurSave	n/i		1.99	2.00		1.29			1.29	1.29	1.29					
	Sparkle	n/i		1.99										9.99			
		n/i	L								0.83	0.83					
	Thorne's Market	Ocean Spray		2.00													
		Diamond														5.99	
n/i					1.49	1.49				1.49		1.69					

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**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound							Pears lb.	Baking Nuts		
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.
											Red	Yellow				
PA <i>(cont)</i>	Thriftway	n/i				1.29	1.29	1.29					1.49			
	Ocean Spray			1.99												
	Tops Markets	Dole		BOGO												
	n/i								1.18						6.99	
	Trader Joe's	n/i	O						2.99							
	Trader Joe's			1.99										7.99		
	Walmart	n/i				1.47										
	Fisher														7.68	
Wegman's	Ocean Spray		2.00													
Weis	n/i			1.00					1.88			1.99	11.99			
Ocean Spray			2.50													
Whole Foods MAT	n/i	O					1.99									
RI	ALDI	n/i		0.89												
	Associated	n/i			1.50						1.00					
	n/i		O									1.99				
	Compare Foods	n/i					0.79									
	n/i		O									2.49				
	Dave's	n/i							1.49	1.49	0.69		1.49			6.00
	Diamond												13.99	9.99	10.65	
	Ocean Spray			2.50												
	POM				2.50											
	Price Rite	n/i			1.50		0.80				0.80	0.80				
	Diamond														7.99	
	Save-a-Lot	n/i									0.60	0.60				
	Shaw's	n/i			2.50		0.99		1.99							
	Mariani													7.99	7.99	
	Ocean Spray			2.50												
	Stop & Shop	Ocean Spray		2.50												
	n/i				2.50	1.79	1.79						1.49			
	n/i		O							2.49	2.49	2.49	2.49			
	Nature's Promise		O							1.66		1.66				
	Trader Joe's	n/i	O							2.99					7.99	
Trader Joe's			1.99													
Walmart	n/i				1.47											
Fisher														7.68		
Whole Foods Nat	n/i	O					1.99			1.49						

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red					Yellow		
VT	AG New England	Diamond	O															
		Ocean Spray		1.99											7.99			
	n/i			1.29														
	ALDI	n/i		0.89														
	Hannaford	Ocean Spray		1.49														
		n/i			2.00													
	Price Chopper	n/i							1.69		1.69		1.69					
		Ocean Spray		2.50														
	Shaw's	Nature's Garden														11.20	11.20	
		n/i			2.50			0.99		1.99					7.99	7.99		
	Mariani	Ocean Spray		2.50														
		Dole		BOGO														
Tops Markets	n/i							1.18							6.99			
Trader Joe's	n/i								2.99									
	Trader Joe's	1.99											7.99					



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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>																
AL	ALDI	n/i		0.89												
	Earth Fare	POM			2.00											
		n/i	O				1.48			1.48				13.99		
	Food Giant	n/i										1.32	1.32	7.99		
		Ocean Spray		1.99												
	Ingle's	Ocean Spray		2.50												
		n/i	O	5.97										9.32	9.32	
	Kroger Atlanta	Simple Truth														
		n/i	O						3.49							
		n/i	L			1.00	1.00			1.00	1.00					
		n/i		2.50	1.00							0.99				
	Kroger Nashville	n/i		2.00								0.99				
		Simple Truth												7.99	7.99	
	Lucky's	n/i									0.99	1.29	1.29		7.99	
		Ocean Spray		2.49												
		Stone Mountain												9.99		
	Piggly Wiggly Hchn	n/i				0.99					1.33	1.33	0.95	7.99		
		Ocean Spray		1.99												
	Piggly Wiggly HAC	n/i			1.50	0.89					0.98	0.83	1.19			
		Ocean Spray		2.19												
		Stone Mountain												9.99		
	Piggly Wiggly Inc.	n/i					0.99		1.99	0.99	0.99	0.99	1.29			
	Piggly Wiggly JTM	n/i					0.83				0.83	0.83				
		Ocean Spray		2.69												
	Publix	n/i		BOGO					1.99	1.49			1.29	8.49	8.65	
		n/i	O									1.99				
		Diamond													7.99	
	Ramey's	n/i					0.80				0.99					
	Rouses	Ocean Spray		2.29												
		POM			1.00											
		n/i					0.98	0.98		0.98	0.98	0.98				
	Save-a-Lot	n/i									0.60	0.60				
	Shop Rite	n/i		1.99							0.62					
	Trader Joe's	n/i	O							2.99						
		Trader Joe's		1.99										7.99		

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 FRUITS and NUTS**

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
AL <i>(cont)</i>	United Grocery	n/i	L				0.69									
	Vowell's	n/i		1.79												
		Ocean Spray			2.00											
	Walmart	n/i					0.99			0.99				9.99		
		Stone Mountain														
		n/i					1.47								7.68	
	Western Market	n/i								1.99	0.99					
		n/i		O				2.49								
	Whole Foods Sth Winn-Dixie	Ocean Spray			2.99									1.49		
n/i			O										1.50			
Dole POM				2.49					1.77	1.77						
					2.50											
FL	ALDI	n/i		0.89												
	Bravo of FL Cranfords	n/i										0.83				
		Ocean Spray			1.98											
	Earth Fare	n/i										0.99				
		POM		O		2.00										
	Food Giant	n/i					1.48			1.48				13.99		
		n/i										1.32	1.32		7.99	
	Harris Teeter	Ocean Spray			1.99											
		Farmer's Market			2.50	3.00	1.79	1.79				0.99		1.69		
	Hitchcock's	n/i		O	3.49	3.50	2.79	2.79	2.79	2.49	1.99					
		Ocean Spray			2.50							1.79	2.29			
		n/i			2.00								0.60		6.99	
	J.H. Harvey's	Diamond													11.98	
		n/i				2.50				1.77		0.62			7.99	
	Piggly Wiggly Hchn	Dole			2.50											
n/i						0.99					1.33	1.33	0.95	7.99		
Publix	Ocean Spray			1.99												
	n/i		O	BOGO					1.99	1.49			1.29	8.49	8.65	
	n/i											1.99				
Save-a-Lot	Diamond													7.99		
	n/i										0.60	0.60				

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
FL <i>(cont)</i>	Sedano's	n/i									0.99	0.99	1.19			
	Trader Joe's	Ocean Spray	O	2.00												
	Trader Joe's	n/i		1.99					2.99					7.99		
	Walmart	n/i				1.47										
	Fisher	n/i												7.68		
	Western Beef	n/i				0.83				0.83	0.83					
	Whole Foods FL	n/i	O			1.99				1.99						
Winn-Dixie	n/i							1.77	1.77	1.00		1.50				
	Dole			2.49												
	POM				2.50											
GA	ALDI	n/i		0.89												
	Bi-Lo	n/i							1.77	1.77	1.00		1.50	6.99		
	Dole			2.49												
	POM				2.50											
	Earth Fare	POM			2.00											
	n/i		O				1.48			1.48						
	n/i													13.99		
	Food Depot	n/i									0.82	0.82				
	Food Giant	n/i									1.32	1.32		7.99		
	Ocean Spray			1.99												
	Food Lion	n/i			1.69		0.99			1.99	1.00	1.29	1.29			
	Galaxy Food	n/i					0.98			0.98	0.98	0.98				
	Harris Teeter	Farmer's Market		2.50	3.00	1.79	1.79				0.99		1.69			
	n/i								2.49	1.99						
	n/i		O	3.49	3.50	2.79	2.79	2.79			1.79	2.29				
	Ocean Spray			2.50												
	Ingle's	Ocean Spray		2.50												
n/i		O	5.97													
J.H. Harvey's	n/i			2.50					1.77		0.62		7.99			
Dole			2.50													
Kroger Atlanta	Simple Truth												9.32	9.32		
n/i		O						3.49								
n/i		L			1.00	1.00			1.00	1.00	1.00					
n/i			2.50	1.00								0.99				
Piggly Wiggly Car.	n/i						0.96				0.96	0.96		7.99		
	Ocean Spray			1.99												

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts					
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red					Yellow		
GA <i>(cont)</i>	Piggly Wiggly HAC	n/i			1.50	0.89						0.98	0.83	1.19				
		Ocean Spray		2.19												9.99		
		Stone Mountain														7.99		
	Piggly Wiggly Hchn	n/i				0.99						1.33	1.33	0.95				
		Ocean Spray		1.99														
	Piggly Wiggly JTM	n/i					0.83					0.83	0.83					
		Ocean Spray		2.69														
	Publix	n/i		BOGO					1.99	1.49				1.29		8.49	8.65	
		n/i											1.99					
		Diamond															7.99	
	Quality Foods	Dole		1.99														
	Save-a-Lot	n/i										0.60	0.60					
	Shop Rite	n/i		1.99								0.62						
	Sprout's Market	n/i		0.88			0.98	0.98			0.48	0.98						
		n/i					1.48	1.48							1.98			
	Trader Joe's	n/i									2.99							
	Trader Joe's		1.99													7.99		
United Grocery	n/i										0.69							
	n/i		1.79															
Walmart	n/i					1.47												
	Fisher															7.68		
Wayfield's	n/i												1.00	1.49				
Whole Foods Sth	n/i													1.49				
Winn-Dixie	n/i									1.77	1.77	1.00		1.50				
	Dole		2.49															
	POM				2.50													
MS	AG Baton Rouge	n/i		2.49			0.99					1.00		1.29				
	ALDI	n/i		0.89														
	Corner Market	Ocean Spray		1.99														
	Food Giant	n/i										1.32	1.32			7.99		
		Ocean Spray		1.99														
	Food Pride	Our Family														10.65	7.45	
	Kroger Delta	n/i		2.00										0.99				
		Simple Truth														9.32	9.32	9.32
	n/i		4.49															
Piggly Wiggly Hchn	n/i					0.99					1.33	1.33	0.95		7.99			
	Ocean Spray		1.99															

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts					
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red					Yellow		
MS <i>(cont)</i>	Ramey's	n/i					0.80											
	Rouses	Ocean Spray POM		2.29	1.00						0.99							
	Save-a-Lot Superlo Foods	n/i					0.98	0.98		0.98	0.98							
		n/i								0.60	0.60							
	Vowell's	Ocean Spray		2.00														
		Ocean Spray n/i		2.00			0.99			0.99	0.99			9.99				
	Walmart	Stone Mountain n/i					1.47											
		Fisher												7.68				
	Whole Foods Sth Winn-Dixie	n/i	O										1.49					
		n/i Dole POM			2.49	2.50				1.77	1.77	1.00	1.50					
NC	ALDI	n/i		0.89														
	Bi-Lo	n/i							1.77	1.77	1.00	1.50						
		Dole POM		2.49	2.50													
	Bo's Food Stores	n/i									0.99			9.99	9.99			
		Diamond																
	Compare Foods	n/i				0.99					0.89	0.99						
	Earth Fare	POM			2.00													
		n/i	O				1.48			1.48				13.99				
		n/i																
	Farm Fresh	n/i					1.33		1.99		1.33	1.33						
		n/i Ocean Spray	O		2.50								1.49					
	Food Lion	n/i			1.69		0.99		1.99	1.00	1.29	1.29						
	Food Pride	n/i												6.99				
Galaxy Food	n/i					0.98			0.98	0.98	0.98							
Great Valu Market	n/i					1.00				1.00	1.00	1.29						
	Ocean Spray Diamond			1.99									10.79	7.99				

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
NC <i>(cont)</i>	Harris Teeter	Farmer's Market		2.50	3.00	1.79	1.79				0.99	1.69				
		n/i							2.49	1.99						
		n/i	O	3.49	3.50	2.79	2.79	2.79			1.79	2.29				
		Ocean Spray		2.50												
	Ingle's	Ocean Spray		2.50												
		n/i	O	5.97												
	Just \$ave Foods	Dole		1.97												
	Kroger Mid-Atlntc	n/i		2.50	2.00		0.99				0.99	0.99	0.99			
		Simple Truth												9.32	9.32	9.32
		n/i	O					1.49					1.49			
	Lowe's Food	n/i				1.59			1.97	1.59			1.69			
	Piggly Wiggly Store	n/i											1.49			
		Dole		1.99												
	Piggly Wiggly Rtl	n/i											0.99	9.32		
	Publix	n/i		BOGO					1.99	1.49			1.29	8.49	8.65	
		n/i	O									1.99			7.99	
		Diamond														
	Save-a-Lot	n/i									0.60	0.60				
Trader Joe's	n/i	O							2.99							
	Trader Joe's		1.99											7.99		
United Grocery	n/i	L					0.69				0.69					
	n/i		1.79													
Walmart	n/i					1.47										
	Fisher													7.68		
Whole Foods Sth	n/i	O										1.49				
SC	ALDI	n/i		0.89												
	Bi-Lo	n/i							1.77	1.77	1.00	1.50				
		Dole		2.49												
		POM			2.50											
	Earth Fare	POM			2.00											
		n/i	O				1.48			1.48				13.99		
		n/i														
	Food Lion	n/i			1.69		0.99		1.99	1.00	1.29	1.29				
	Galaxy Food	n/i					0.98			0.98	0.98	0.98				
	Harris Teeter	Farmer's Market		2.50	3.00	1.79	1.79				0.99		1.69			
	n/i							2.49	1.99							

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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
SC <i>(cont)</i>	Harris Teeter <i>(continued)</i>	n/i	O	3.49	3.50	2.79	2.79	2.79			1.79	2.29				
	Ocean Spray			2.50												
	Ingle's	Ocean Spray		2.50												
		n/i	O	5.97												
	J.H. Harvey's	n/i			2.50				1.77		0.62			7.99		
		Dole		2.50											9.32	
	Kroger Atlanta	Simple Truth							3.49					9.32	9.32	
		n/i	O													
		n/i	L			1.00	1.00			1.00	1.00	1.00				
		n/i		2.50	1.00								0.99			
	Lowe's Food	n/i				1.59				1.97	1.59		1.69			
	Piggly Wiggly Car.	n/i					0.96			1.48		0.96	0.96	7.99		
		Ocean Spray		1.99												
	Publix	n/i	O	BOGO					1.99	1.49			1.29	8.49	8.65	
		n/i										1.99			7.99	
		Diamond														
	Quality Foods	Dole		1.99												
Save-a-Lot	n/i									0.60	0.60					
Trader Joe's	n/i	O							2.99							
	Trader Joe's		1.99										7.99			
Walmart	n/i					1.47								7.68		
	Fisher															
Whole Foods Sth	n/i	O										1.49				
TN	ALDI	n/i		0.89												
	Bi-Lo	n/i							1.77	1.77	1.00		1.50			
		Dole		2.49												
		POM			2.50											
	Chappell's	n/i									0.62					
	Earth Fare	POM			2.00											
		n/i	O				1.48			1.48				13.99		
		n/i														
	E.W. James	n/i		1.99							1.00	1.00				
	Food City	Ocean Spray		1.99												
	n/i						1.29									
Food Country USA	n/i									0.80	0.80					
Food Giant	n/i									1.32	1.32		7.99			
	Ocean Spray		1.99													

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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
TN <i>(cont)</i>	Food Lion	n/i			1.69		0.99		1.99	1.00	1.29	1.29					
	Food Rite	n/i								0.99	0.89						
		Ocean Spray			1.99												
	H.G. Hill	n/i									1.00						
		Ocean Spray			1.99												
	Harris Teeter	Farmer's Market			2.50	3.00	1.79	1.79			0.99		1.69				
		n/i							2.49	1.99							
		n/i	O		3.49	3.50	2.79	2.79	2.79		1.79	2.29					
		Ocean Spray			2.50												
	Ingle's	Ocean Spray			2.50												
		n/i	O		5.97												
	Kroger Delta	n/i			2.00								0.99				
		Simple Truth												9.32	9.32	9.32	
		n/i	O		4.49												
	Kroger Mid-AtIntc	n/i			2.50	2.00		0.99				0.99	0.99	0.99			
		Simple Truth												9.32	9.32	9.32	
		n/i	O					1.49						1.49			
	Kroger Nashville	n/i			2.00								0.99				
		Simple Truth												7.99	7.99	7.99	
	Lucky's	n/i										0.99	1.29	1.29			
		Ocean Spray			2.49												
		Stone Mountain												9.99			
	Osborne's	Ocean Spray			1.99												
		n/i										1.00					
	Publix	n/i			BOGO				1.99	1.49				1.29	8.49	8.65	
		n/i	O										1.99				
		Diamond														7.99	
	Save-a-Lot	n/i										0.60	0.60				
Shop Rite	n/i			1.99							0.62						
Super Dollar	Ocean Spray			1.99													
Superlo Foods	n/i										1.00						
	Ocean Spray			2.00													
Town&Cntry Groce	Best Choice															7.70	
	Ocean Spray			1.99													
	n/i					0.40	0.40				1.00						
Trader Joe's	n/i	O							2.99								
	Trader Joe's			1.99									7.99				



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 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound							Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red	Yellow					
TN <i>(cont)</i>	United Grocery	n/i	L				0.69										
	Walmart	n/i		1.79													
	Fisher	n/i				1.47								7.68			
	Whole Foods Sth	n/i	O									1.49					
VA	ALDI	n/i		0.89													
	Balducci's	n/i	O						2.99								
	Farm Fresh	n/i					1.33		1.99		1.33	1.33					
		n/i	O										1.49				
	Food City	Ocean Spray		2.50													
		Ocean Spray		1.99													
	Food Country USA	n/i					1.29				0.80	0.80					
		n/i				1.69		0.99	1.99	1.00	1.29	1.29					
	Food Lion	n/i					0.98			0.98	0.98	0.98					
	Galaxy Food	n/i															
		Ocean Spray		2.50													
	Giant Food	n/i				2.50	1.79	1.79						1.49			
		Nature's Promise		O						1.66		1.66					
	Grant's	n/i		O						2.49	2.49	2.49	2.49				
		n/i			1.50												
	Great Valu Market	n/i						1.00				1.00	1.00	1.29			
		Ocean Spray			1.99												
	Harris Teeter	Diamond												10.79	7.99		
		Farmer's Market			2.50	3.00	1.79	1.79			0.99		1.69				
	Ingle's	n/i							2.49	1.99							
n/i			O	3.49	3.50	2.79	2.79	2.79		1.79	2.29						
Ocean Spray				2.50													
Kroger Mid-Atlntc	Ocean Spray			2.50													
	n/i		O	5.97													
Lowe's Food	n/i				2.00		0.99			0.99	0.99	0.99					
	Simple Truth												9.32	9.32	9.32		
Martin's Foods	n/i		O				1.49					1.49					
	n/i		O					1.97	1.59	1.66		1.69					
Lowe's Food	Nature's Promise										1.66						
	Diamond												9.99	6.99			
	Ocean Spray			2.50													
Lowe's Food	n/i					1.69	1.69										
	n/i											1.49					

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 FRUITS and NUTS**

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.
											Red	Yellow				
VA (cont)	Piggly Wiggly Store	n/i										1.49				
		Dole		1.99												
	Piggly Wiggly Rtl	n/i										0.99	9.32			
	Safeway	n/i	O				1.99			1.99		1.99				
		n/i			2.99											
	Safeway Farms			2.99												
	Save-a-Lot	n/i									0.60	0.60				
	Shoppers Food	n/i			2.50						0.98	0.98				
		n/i	O			1.99	1.99				1.99	1.99				
	Super Dollar	Ocean Spray			1.99											
Trader Joe's	n/i	O							2.99							
	Trader Joe's			1.99									7.99			
Walmart	n/i				1.47											
	Fisher												7.68			
Wegman's	Ocean Spray			2.00												
Whole Foods MAt	n/i	O					1.99									
WV	ALDI	n/i		0.89												
	Fas-Chek	n/i									1.00	1.00				
	Foodland	n/i		2.00							1.00	1.00				
		Diamond												7.49		
	Food Fair	n/i									0.80	0.80				
		Dole			1.99											
	Food Lion	n/i			1.69		0.99		1.99	1.00	1.29	1.29				
	Galaxy Food	n/i					0.98			0.98	0.98	0.98				
	Giant Eagle	n/i		1.99		1.59	1.59		1.99	1.59						
	Grant's	n/i		1.50												
	Great Valu Market	n/i					1.00				1.00	1.00	1.29			
		Ocean Spray			1.99											
		Diamond												10.79	7.99	
	Kroger Columbus	n/i			1.67				1.99				0.99			
	n/i	O		1.99												
Kroger Mid-AtIntc	n/i			2.50	2.00	0.99				0.99	0.99	0.99				
	Simple Truth												9.32	9.32	9.32	
	n/i	O					1.49					1.49				

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red					Yellow		
WV (cont)	Martin's Foods	Nature's Promise Diamond Ocean Spray	O	2.50						1.66		1.66		9.99	6.99			
	Piggly Wiggly Stores	n/i			1.69	1.69							1.49					
		n/i		Dole	1.99								1.49					
	Riesbeck's	n/i					1.25	1.25				1.25		1.25	9.99	7.99		
	Save-a-Lot	n/i		Ocean Spray	2.00								0.60	0.60				
		Shop'n Save		n/i	2.00			0.99	0.99	0.99		0.99	0.99	0.99	1.59		6.99	
	Sparkle	n/i			1.99											9.99		
		n/i											0.83	0.83				
	Walmart	n/i					1.47											
	Weis	Fisher														7.68		
		n/i					1.00					1.88			1.99	11.99		
				Ocean Spray		2.50												

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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
<b>MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI</b>																
<b>IA</b>	Affiliated Fds MW	n/i										1.29				
	ALDI	n/i		0.89												
	County Market	n/i							1.49		0.83	0.83				
	Dahl's	Ocean Spray		2.49												
	Family Foods	n/i					0.99	0.99								
		Weatherby		1.50												
	Fareway	Ocean Spray		1.69												
		n/i									0.88	0.88				
	Food Pride	n/i							1.99							
		Ocean Spray		1.99												
	Hometown Foods	Ocean Spray		1.99												
		n/i				1.39	1.39			1.39						
	Hy-Vee	n/i								1.48		1.49				
		n/i	O					1.98				1.98				
		Twin Lakes		1.68												
	Jewel-Osco	n/i							1.99			0.99				
		Ocean Spray	L	1.49												
		Diamond												8.99		
		Jewel-Osco											13.99	9.99	9.58	
		n/i	O				1.33									
	Maynards	Ocean Spray		1.50												
		n/i			1.50	1.18	1.18			1.18		1.29				
	No Frills	n/i			2.50			0.99			0.83					
	Quillin's	Habelman Bros.	L	1.50												
		n/i					0.99	0.99		0.99	0.99	0.89				
	Save-a-Lot	n/i									0.60	0.60				
	Schnuck's	Ocean Spray		2.00												
		POM			2.50											
	Sunshine Foods	Ocean Spray		1.99												
		n/i										1.29				
	Trader Joe's	n/i	O							2.99						
		Trader Joe's		1.99									7.99			
	Walmart	n/i				1.47										
		Fisher											7.68			
	Whole Foods MW	n/i	O		2.50	1.48						1.97				

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
IL	Affiliated Fds MW	n/i											1.29			
	ALDI	n/i		0.89												
	Angelo Caputo	n/i		1.29	0.89				0.79				0.79			
		n/i	O										1.00			
	Berkot's	n/i				1.49	1.69		1.69	1.69	1.49	0.60	1.49			
		Ocean Spray			1.50											
	Borowiak's IGA	Ocean Spray			1.50											
	Brookhaven	n/i										0.69		6.79		
		Paradise Meadows			1.50											
	Butera Market	n/i					0.79		1.49		0.79		1.29	4.99	4.99	4.99
		n/i	O		7.05											
		Ocean Spray			1.99											
		Piggly Wiggly														6.69
	Cermak	n/i				0.99	0.50									
	County Market	n/i							1.49		0.83	0.83				
	Cub Foods	n/i						1.49	1.99							
		Farm Stand								1.10	1.10					
		n/i	O				1.99				1.49					
		Ocean Spray			2.00											
	Dierberg's	Fisher												7.99	7.99	7.99
		Paradise Meadows			2.00											
		Dierberg's												7.97		7.97
	El Guero	n/i						0.69				0.69	0.89			
	Fairplay Foods	n/i					0.98	0.98		0.98	0.99	0.83	0.83	0.99		
		Ocean Spray			2.00											
	Fareway	Ocean Spray			1.69											
		n/i									0.88	0.88				
	Food 4 Less	n/i						0.60								
	Food Pride	n/i							1.99							
		Ocean Spray			1.99											
Fresh Thyme	n/i			1.50							0.66	0.66	0.77	7.99	6.99	
	n/i	O		3.75	0.99	1.99	1.99			1.49	1.49	0.99				
Garden Fresh	n/i			0.99	0.99	0.50	0.79									
Heinen's	n/i	O										1.69				
	n/i			2.00												

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
IL (cont)	Hy-Vee	n/i	O							1.48			1.49				
		n/i											1.98				
	Jewel-Osco	Twin Lakes	O	1.68													
		Ocean Spray	L	1.49													
	Jewel-Osco	Diamond	O											13.99	8.99	9.58	
		n/i															1.99
	Jimenez	n/i	O				0.56	1.33	0.79					0.79	0.79	0.79	
		n/i															0.79
	Joe Caputo	n/i	O					1.29	0.69					0.49	0.49	0.79	
		n/i															1.66
	Kirby IGA	Ocean Spray	O					1.99									
		n/i															2.00
	Kroger Central	n/i	O			2.00								0.99			
		n/i															2.00
	Kroger Louisville	n/i	O					2.50							7.99	5.99	5.99
		Simple Truth															
	Mariano's Fresh	n/i	O					3.75		2.99					7.49	7.49	
		Markets of Meijer															0.98
	Pete's Fresh	n/i	O				0.98	0.98	0.98	0.98	0.98	0.58	0.88				
		n/i															0.98
	Piggly Wiggly MW	n/i	O					4.95	1.49	0.99	1.99	1.49	0.99	1.49			
		n/i															1.99
	Save-a-Lot	POM	O											0.60	0.60		
		n/i															0.60
	Schnuck's	Ocean Spray	O					2.00									
		POM															2.50
	Schuette's	n/i	O											0.83	0.83		
		Ocean Spray															1.98
Shop'n Save	Ocean Spray	O					2.48										
	n/i															1.98	
Shop & Save	n/i	O							1.98				0.59	0.59	0.89		
	POM															0.99	
Strack & Van Til	n/i	O											1.23	1.23	6.99		
	Diamond															0.99	
Strack & Van Til	Ocean Spray	O					1.99										
	Ocean Spray															2.00	
Strack & Van Til	n/i	O					5.60										
	n/i															2.50	

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
IL <i>(cont)</i>	Sullivan's	n/i							1.49		0.63	0.63	1.29				
		Ocean Spray		2.00													
	Sunset Foods	n/i		1.99					2.99				1.49				
		n/i	O					1.99	3.49					1.59			
		Diamond														7.99	
	Tony's Foods	Diamond														5.99	
		POM			0.99												
		n/i				0.99	0.99		1.29					0.99			
		Ocean Spray			2.00												
		n/i	O								1.00	1.00					
	Trader Joe's	n/i	O							2.99							
		Trader Joe's			1.99										7.99		
	Ultra Foods	Ocean Spray			2.00												
		n/i								0.99							
	Valli Produce	n/i				1.49	0.47		0.69			0.49	0.59	0.79	6.99	6.99	
		Ocean Spray			1.39												
		n/i	O		3.75												
Walmart	n/i					1.47											
	Fisher													7.68			
Walt's Food	n/i				2.50						0.66	0.66					
	Ocean Spray			1.50													
	Diamond													10.38	10.38		
Whole Foods MW	n/i	O			2.50	1.48							1.97				
Woodman's	Hableman Bros.			1.50													
	n/i				1.09				1.00			0.59					
IN	Al's Supermarkets	Ocean Spray		1.50													
	ALDI	n/i		0.89													
	Earth Fare	POM			2.00												
		n/i	O				1.48		1.48					13.99			
		n/i						0.60									
	Food 4 Less	n/i									0.66	0.66	0.77				
	Fresh Thyme	n/i		1.50							1.49	1.49	0.99	7.99		6.99	
		n/i	O		3.75	0.99	1.99	1.99			1.00						
IGA SprtnNash	n/i																
	Ocean Spray			2.00													
Jay C	n/i			1.69					2.69								

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**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
IN <i>(cont)</i>	Jewel-Osco	n/i							1.99				0.99				
		Ocean Spray	L	1.49													
		Diamond													8.99		
		Jewel-Osco												13.99	9.99	9.58	
		n/i	O					1.33									
		Kirby IGA	Ocean Spray		1.99												
		Kroger Central	n/i		2.00	2.00								0.99			
		Kroger Cincinnati	Simple Truth												9.32	9.32	9.32
			n/i	O	1.79					2.49							
			n/i		1.50	1.25								0.99			
		Kroger Louisville	n/i		2.00									0.99			
			n/i	O	2.50												
			Simple Truth												7.99	5.99	5.99
		Lucky's Market	n/i	O	3.00	1.98	1.48	1.48						1.48			
		Marsh	n/i				0.40			0.79				1.49			7.49
			Ocean Spray		2.50												
			Sand Hill	O	3.00												
		Martin's	n/i		2.00												
		Meijer	Markets of Meijer												7.49	7.49	
		New Market	Ocean Spray		1.50												
			n/i								1.48						
		Save-a-Lot	n/i									0.60	0.60				
		Schnuck's	Ocean Spray		2.00												
			POM			2.50											
		Strack & Van Til	Ocean Spray		2.00												
			n/i	O	5.60												
			n/i			2.50								1.29			
		Trader Joe's	n/i	O										1.29			
		Trader Joe's		1.99										7.99			
	Ultra Foods	Ocean Spray		2.00													
		n/i							0.99								
	Walmart	n/i				1.47											
		Fisher												7.68			
	Walt's Food	n/i			2.50						0.66	0.66					
		Ocean Spray		1.50													
		Diamond												10.38	10.38		



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**FRUITS and NUTS**

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
IN <i>(cont)</i>	Wesselman's	Ocean Spray		1.99													
	Whole Foods MW	n/i	O		2.50	1.48	1.49				1.49	1.49	1.49				
KY	ALDI	n/i		0.89													
	Cox IGA	n/i									1.00						
	Earth Fare	Ocean Spray		2.00													
		POM			2.00			1.48		1.48				13.99			
	E.W. James	n/i	O	1.99							1.00	1.00					
		Foodland	n/i		2.00						1.00	1.00					
	Food City	Diamond													7.49		
		Ocean Spray		1.99													
	Food Fair	n/i									0.80	0.80					
	Food Giant	Dole		1.99													
		n/i									1.32	1.32		7.99			
	Food Lion	Ocean Spray		1.99													
		n/i			1.69			0.99		1.99	1.00	1.29	1.29				
	Galaxy Food	n/i						0.98			0.98	0.98	0.98				
		IGA SprtnNash	n/i									1.00					
	Kroger Cincinnati	Ocean Spray		2.00													
		Simple Truth												9.32	9.32	9.32	
	Kroger Delta	n/i	O	1.79						2.49							
		n/i		1.50		1.25							0.99				
	Kroger Louisville	n/i		2.00									0.99				
Simple Truth													9.32	9.32	9.32		
Kroger Mid-Atlntc	n/i	O	4.49														
	n/i		2.00									0.99					
Kroger Nashville	n/i	O	2.50														
	Simple Truth				2.00		0.99				0.99	0.99	7.99	5.99	5.99		
Lucky's Market	n/i		2.50										9.32	9.32	9.32		
	Simple Truth						1.49					1.49					
Lucky's Market	n/i	O	2.00									0.99					
	Simple Truth												7.99	7.99	7.99		
Lucky's Market	n/i	O	3.00		1.98	1.48	1.48					1.48					

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
KY <i>(cont)</i>	Meijer	Markets of Meijer											7.49	7.49		
	Piggly Wiggly Hchn	n/i				0.99					1.33	1.33	0.95	7.99		
		Ocean Spray		1.99												
	Remke Markets	n/i		1.88		1.28	1.28		1.28							
	Save-a-Lot	n/i								0.60	0.60					
	Super Dollar	Ocean Spray		1.99												
	Town&Cntry Groce	Best Choice													7.70	
		Ocean Spray		1.99												
		n/i				0.40	0.40				1.00					
	United Grocery	n/i	L				0.69				0.69					
	n/i		1.79													
	Valumarket	n/i						1.99		0.50						
	Walmart	n/i				1.47										
	Fisher												7.68			
	Whole Foods MAt	n/i	O				1.99									
MI	Affiliated Fds MW	Ocean Spray		1.59												
		n/i				1.39	1.39			1.39						
	ALDI	n/i		0.89												
	Busch's	n/i		2.00												
	D&W Fresh	n/i	O									1.49				
	Family Fare	Ocean Spray		1.50												
		n/i	L						1.99							
		n/i														
	Food Pride	Diamond												9.99	9.99	
		n/i		2.00					1.89							
	Harding's	n/i	L				0.65		1.99		0.65					
		n/i											1.49			
		Ocean Spray		2.00												
	Hiller's	Mich. Cranberry Co	L	2.00												
	Hollywood Market	n/i											6.99	6.99	6.99	
	Kroger Central	n/i		2.00	2.00							0.99				
Kroger Columbus	n/i		1.67					1.99			0.99					
	n/i	O	1.99													
Kroger Michigan	n/i		1.99		1.49	1.49				1.49	1.49	0.99				
	Simple Truth												6.99	6.99	6.99	
Meijer	Markets of Meijer												7.49	7.49		

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.
											Red	Yellow				
MI <i>(cont)</i>	Plumbs/Duthlers	n/i	L									0.40				
		Ocean Spray		2.50												
	Polly's Market	n/i	L						1.48							
		n/i		1.68	1.67											
	Ric's Food Center	Ocean Spray		1.99												
	Save-a-Lot	n/i									0.60	0.60				
	Spartan Stores	Ocean Spray		1.50							0.80	0.80				
	Super One Foods	n/i		1.47												
	Tadych's	n/i							1.79				1.19			
		Ocean Spray		1.50												
	Tom's/Oleson's	Diamond												9.99	9.99	
		Ocean Spray		1.50												
		n/i										0.80				
	Trader Joe's	n/i	O							2.99						
	Trader Joe's		1.99										7.99			
Valu Land	Ocean Spray		1.49													
	n/i	L							1.88							
VG's Food	n/i	L							1.99							
Walmart	n/i					1.47										
	Fisher												7.68			
Whole Foods MW	n/i	O		2.50		1.48							1.97			
MN	Affiliated Fds MW	n/i				1.39	1.39			1.39			1.29			
		Ocean Spray		1.59												
	ALDI	n/i		0.89												
	Cash Wise	n/i		BOGO				0.98		0.98						
	Coborn's	n/i		1.79				0.99								
	Cub Foods	n/i						1.49	1.99							
		Farm Stand								1.10	1.10					
		n/i	O			1.99					1.49					
		Ocean Spray		2.00												
	Econofoods	n/i							1.99							
		Ocean Spray		2.00												
	Family Fare	n/i									0.77					
		n/i	O					2.99					1.50			
	Ocean Spray		2.00													
Fareway	Ocean Spray		1.69													
	n/i									0.88	0.88					

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red	Yellow							
MN (cont)	Festival	n/i	L						1.99										
		Ocean Spray		2.50															
	Food Pride	Diamond												9.99	9.99				
		n/i		2.00						1.89									
	Hornbacher's	n/i						0.88	1.88				0.98						
		n/i	O				1.88												
		Ocean Spray			1.50														
		Diamond												11.99	5.98				
	Hugo's	Ocean Spray			1.98														
		n/i								2.48				0.98					
	Hy-Vee	n/i									1.48			1.49					
		n/i	O						1.98					1.98					
		Twin Lakes			1.68														
	Lunds & Byerlys	n/i			1.69			0.80		1.79									
		Wetherby	L		2.05														
		POM				2.50													
	Marketplace Food	n/i			1.48														
		Diamond																	7.99
	Maynards	Ocean Spray			1.50														
		n/i				1.50	1.18	1.18			1.18			1.29					
	Quillin's	Habelman Bros.	L		1.50														
		n/i						0.99	0.99		0.99			0.89					
	Rainbow	Ocean Spray			2.00														
		n/i					0.99												
	Save-a-Lot	n/i										0.60	0.60						
	Sunshine Foods	Ocean Spray			1.99														
		n/i												1.29					
	Sun Mart	n/i								1.99									
	Ocean Spray			2.00															
Super One Foods	n/i			1.47															
Teal's Market	n/i								1.99				0.99						
Trader Joe's	n/i	O								2.99									
	Trader Joe's			1.99										7.99					
Walmart	n/i					1.47													
	Fisher													7.68					
Whole Foods MW	n/i	O			2.50	1.48							1.97						

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
ND	Albertsons IntrMnt	Diamond											11.99	5.99		
		Ocean Spray		2.00												
		n/i				1.29										
	Cash Wise	n/i		BOGO				0.98		0.98						
	Coborn's	n/i		1.79				0.99								
	Dan's	n/i						0.99	1.77							
		Habelman Bros.			1.57											
	Family Fare	n/i														
		n/i		O				2.99			0.77		1.50			
		Ocean Spray			2.00											
	Food Pride	Diamond												9.99	9.99	
		n/i			2.00											
	Hornbacher's	n/i							0.88	1.89			0.98			
		n/i		O												
		Ocean Spray			1.50											
	Hugo's	Diamond												11.99	5.98	
		Ocean Spray			1.98											
	n/i								2.48			0.98				
Leever's	Diamond												11.99	11.99		
	n/i															
	Ocean Spray			1.99												
Marketplace Food	n/i			1.48					1.16	1.16	1.16					
	Diamond													7.99		
Super One Foods	n/i			1.47												
Teal's Market	n/i								1.99			0.99				
Walmart	n/i					1.47										
	Fisher												7.68			
NE	Affiliated Fds MW	n/i				1.39	1.39			1.39			1.29			
		Ocean Spray		1.59												
	ALDI	n/i		0.89												
	Apple Market	n/i				1.29	1.29			1.29	1.00		1.29			
		POM														
		Ocean Spray			1.99											
		Sun Tree												9.32	9.32	
Bag'n Save	n/i							0.99			0.83					
Baker's	n/i		2.00			0.80			2.49			0.99				
	Simple Truth												9.32	9.32		

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound							Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red	Yellow					
NE <i>(cont)</i>	Fareway	Ocean Spray		1.69								0.88	0.88				
	Food Pride	Diamond							1.89					9.99	9.99		
	Hy-Vee	n/i		2.00													
		n/i							1.98		1.48			1.49			
	Natural Grocers	Twin Lakes		1.68													
		n/i		3.89			0.99			1.49	1.69						
	Russ's Market	Ocean Spray		1.99													
		POM			1.49								0.99		1.49		
	Safeway	n/i			2.99		1.99				1.99				1.49		
		n/i					1.99	1.99			1.99						
	Sun Mart	Safeway Farms		2.99													
		n/i								1.99							
Trader Joe's	Ocean Spray		2.00														
	n/i									2.99							
Walmart	Trader Joe's		1.99											7.99			
	n/i					1.47											
Whole Foods MW	Fisher													7.68			
	n/i			2.50		1.48							1.97				
OH	Acme Fresh	n/i		1.69					1.69					7.99	5.99		
	ALDI	n/i		0.89													
	Bottom Dollar	n/i		1.48													
	Buehler's	Ocean Spray		1.99													
		n/i							1.29								
	Chief Sprmarkets	Diamond												9.99	9.99		
		Ocean Spray		1.99													
	Cub Foods	n/i							1.49	1.99							
		Farm Stand									1.10	1.10					
	Dave's Market	n/i					1.99					1.49					
		Ocean Spray		2.00								1.49	1.49	1.49			
	Earth Fare	n/i										0.83	0.83				
POM				2.00													
n/i							1.48		1.48								
	n/i												13.99				



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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red	Yellow					
OH <i>(cont)</i>	Remke Markets	n/i	L	1.88		1.28	1.28			1.28							
	Save-a-Lot	n/i									0.60	0.60					
	Shop'n Save	n/i		2.00	0.99	0.99	0.99			0.99	0.99	1.59		6.99			
	Sparkle	n/i		1.99										9.99			
		n/i									0.83	0.83					
	Thorne's Market	Ocean Spray		2.00													
		Diamond													5.99		
		n/i					1.49	1.49				1.49	1.69				
	Trader Joe's	n/i									2.99						
		Trader Joe's			O	1.99									7.99		
Walmart	n/i				1.47												
	Fisher												7.68				
Weis	n/i								1.88		1.99		11.99				
	Ocean Spray			2.50	1.00												
	Whole Foods MAt	n/i	O				1.99										
SD	Affiliated Fds MW	n/i				1.39	1.39			1.39			1.29				
		Ocean Spray		1.59													
	Buche Foods	Ocean Spray		1.48													
	Coborn's	n/i		1.79				0.99									
	Family Thrift	n/i							1.99								
		Ocean Spray		2.00													
	Fareway	Ocean Spray		1.69													
		n/i									0.88	0.88					
	Hy-Vee	n/i								1.48			1.49				
		n/i		O					1.98				1.98				
		Twin Lakes			1.68												
	Lynns Dakotamart	n/i		1.99				0.99	1.99								
	Maynards	Ocean Spray		1.50													
		n/i			1.50	1.18	1.18			1.18			1.29				
	Safeway	n/i			2.99	1.99	1.99			1.99			1.49				
	n/i		O		1.99	1.99			1.99								
	Safeway Farms			2.99													
Sunshine Foods	Ocean Spray		1.99														
	n/i											1.29					
Teal's Market	n/i							1.99				0.99					
Walmart	n/i					1.47											
	Fisher												7.68				



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**Thanksgiving 2014  
 FRUITS and NUTS**

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
WI	Affiliated Fds MW	n/i				1.39	1.39			1.39			1.29			
		Ocean Spray		1.59												
	ALDI	n/i		0.89												
	Cermak	n/i			0.99	0.50										
	Econofoods	n/i						1.99								
		Ocean Spray		2.00												
	Hy-Vee	n/i								1.48			1.49			
		n/i	O					1.98					1.98			
		Twin Lakes		1.68												
	Gordy's	Wetherby	L	1.50												
	Marketplace Food	n/i		1.48					1.16		1.16	1.16				
		Diamond													7.99	
	Pick'n Save/Copps	n/i			2.50								0.99			
		n/i	L						2.49							
		Habelman Bros.	L	1.99												
	Piggly Wiggly MW	n/i							0.99	1.99	1.49	0.99	0.99	1.49		
		n/i	O	4.95				1.49						1.99		
		POM			1.99											
	Quillin's	Habelman Bros.	L	1.50												
		n/i						0.99	0.99		0.99	0.99	0.89			
	Save-a-Lot	n/i										0.60	0.60			
	Schnuck's	Ocean Spray		2.00												
		POM			2.50											
	Sendik's	n/i	L	1.67												
		n/i												0.99	7.99	7.99
		n/i	O				1.99	1.99								
	Sentry	n/i			1.50			0.99			0.99		0.99			
		Ocean Spray		2.00												
Super One Foods	n/i		1.47													
Tadych's	n/i								1.79				1.19			
	Ocean Spray		1.50													
Trader Joe's	n/i	O								2.99				7.99		
	Trader Joe's		1.99													
Trig's	n/i	L	1.39													
	n/i	O	4.75													
Walmart	n/i					1.47										
	Fisher												7.68			

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**Thanksgiving 2014  
FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound							Pears lb.	Baking Nuts		
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.
											Red	Yellow				
WI <i>(cont)</i>	Whole Foods MW	n/i	O		2.50	1.48							1.97			
	Woodman's	Hableman Bros. n/i		1.50	1.09				1.00			0.59				

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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																
AR	Affiliated Fds MW	n/i										1.29				
	Albertsons Sthrn	n/i		2.50	2.50		0.83		2.29		1.49	1.29	6.99	7.99		
	ALDI	n/i		0.89												
	Bill's Fresh	n/i					0.78				0.79	0.99				
		Stone Mountain											7.99			
		Ocean Spray		1.99												
	Brookshire's	Ellis											9.33			
		n/i				1.29	1.29		1.69							
		Ocean Spray		2.50												
	Cranford's	n/i					0.98				1.00					
	CV's Family Foods	n/i		2.49	0.99											
	Edwards FG	Ocean Spray		1.98												
		Stone Mountain											9.99			
	Food Giant	n/i									1.32	1.32	7.99			
		Ocean Spray		1.99												
	G&W Foods	n/i					1.39									
		Ocean Spray		1.99												
	Harp's	n/i			1.00	0.99	0.99		1.99		0.99					
	Hay's	Ocean Spray		2.49												
		Stone Mountain											11.99			
		n/i					1.29				0.99					
	Kroger Delta	n/i		2.00								0.99				
		Simple Truth											9.32	9.32	9.32	
		n/i	O	4.49												
	Marvin's	n/i		2.49	0.99											
	Piggly Wiggly Hchn	n/i					0.99				1.33	1.33	0.95	7.99		
		Ocean Spray		1.99												
	Pyramid Foods	n/i					0.99		1.29		1.29	1.29				
	Rehkopf's	n/i			1.99						0.99					
		Ocean Spray		1.99												
	Save-a-Lot	n/i									0.60	0.60				
	Super 1 Foods	n/i					0.98									
	Town&Cntry Groce	Best Choice													7.70	
		Ocean Spray		1.99												
		n/i				0.40	0.40				1.00					

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts					
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red					Yellow		
AR <i>(cont)</i>	Walmart	n/i				1.47												
	Whole Foods SW	Fisher n/i n/i	O		1.50								0.98	7.68				
AZ	Albertsons SW	n/i		2.49	2.50	0.99					0.99		1.29					
	Basha's	n/i	O			0.77	0.77		1.99		2.99	0.77	0.77					
		n/i	O				0.99	0.99										
		Ocean Spray		2.49														
	El Super	n/i			0.50		0.50				0.33		0.50					
	Food City	n/i					0.33			0.25								
	Fry's	n/i		2.50	2.50	0.99	0.99		1.99	0.99	0.99	0.99	0.99	0.99				
		n/i	O											1.49				
	Los Altos	n/i				0.50	0.69			0.50	0.69	0.50	0.69					
	Lowe's	Dole		2.50														
		n/i									1.29	0.79						
	Natural Grocers	n/i	O	3.89		0.99			1.49	1.69								
	Safeway	n/i			2.99						1.99			1.49				
		n/i	O				1.99	1.99			1.99			1.99				
		Safeway Farms		2.99														
	Smart & Final	n/i				0.59												
	Smith's	Ocean Spray		1.99														
		n/i		2.50				0.99				0.99	0.99	0.99				
	Sprout's Market	Simple Truth													9.32	6.99	6.99	
n/i			0.88						0.98				0.88			4.99		
Trader Joe's	n/i	O				1.48	1.48	0.98		1.48	0.98							
	n/i	O								2.69								
Walmart	Trader Joe's		1.99											7.99				
	n/i					1.47												
	Fisher													7.68				
CO	Affiliated Fds MW	n/i											1.29					
	Affiliated Fds Inc.	n/i		2.50						0.99	0.99		0.99					
	Albertsons IntrMnt	Diamond												11.99	5.99			
		Ocean Spray		2.00														
	n/i					1.29							1.00					
Clark's Market	n/i	O				1.79												
	n/i					0.99					0.99							

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts					
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red					Yellow		
CO <i>(cont)</i>	King Soopers	n/i	O	BOGO	2.00		0.33		2.99	0.99	0.33		0.99					
	Lowe's	Ocean Spray															Dole	2.50
	Lucky's Market	n/i	O	3.00	1.98	1.48	1.48			1.29	0.79		1.48					
	Natural Grocers	n/i	O	3.89		0.99			1.49	1.69								
	Safeway	n/i	O		2.99					1.99	1.99			1.49				
	Safeway Farms	n/i																2.99
	Sprout's Market	n/i	O		0.88				0.98	0.98	1.48	0.98		0.88			4.99	
	Sun Mart	n/i																1.48
	Trader Joe's	n/i	O							2.69								
	Walmart	n/i					1.47											
	Whole Foods Mtn	n/i	O				1.69											
	KS	Affiliated Fds MW	n/i											1.29				
		Affiliated Fds Inc.	n/i		2.50						0.99	0.99		0.99				
		ALDI	n/i		0.89													
Apple Market		n/i				1.29	1.29			1.29	1.00		1.29					
		POM			1.50													
		Ocean Spray			1.99													
		Sun Tree													9.32	9.32		
Country Mart		n/i				1.49	1.49		1.48	1.49				1.19				
		Ocean Spray			2.50													
Dillon's		n/i		2.00	1.99		0.80		2.49					0.99				
		Simple Truth													9.32	9.32		
Food Giant		n/i									1.32	1.32		7.99				
Hen House		Ocean Spray			1.99													
		POM				1.50								1.89				
	n/i	O							1.99									
	n/i																	
	Wetherby			2.00														
	Suntree													13.30	13.30			

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red	Yellow					
KS <i>(cont)</i>	Hen House <i>(continued)</i>	Oneonta Starr	O	1.99		1.89	1.89	1.29		1.89	1.89	1.89	1.00				
	Homeland Stores	Ocean Spray															
	Hy-Vee	n/i	O	1.68	0.99				1.98		1.48		1.49				
		n/i															
	Lowe's	Twin Lakes	O	2.50							1.29	0.79					
		Dole															
	Marvin's	n/i	O	2.49	0.99												
		Natural Grocers															
	Price Chopper	Suntree	O	3.89			0.99			1.49	1.69			13.33	11.99		
		n/i															
	Save-a-Lot	Ocean Spray	O	2.00									1.69				
		POM															
	Sprout's Market	n/i	O	0.88						0.98		0.60	0.60				
		n/i															
	Sun Fresh	n/i	O	1.48			1.48	1.48	0.98		1.48	0.98		0.88			
		Ocean Spray															
	Trader Joe's	n/i	O	2.50							1.49	1.49					
Trader Joe's																	
Walmart	n/i	O	1.99			1.47							7.99				
	Fisher																
Whole Foods Mtn Woods	n/i	O	1.69										7.68				
	Ocean Spray																
	n/i										0.87	1.28					
LA	AG Baton Rouge	n/i	2.49				0.99				1.00		1.29				
	Albertsons Sthrn	n/i	2.50	2.50			0.83		2.29		1.49		1.29	6.99	7.99		
	Breaux Mart	n/i	2.39								1.00	1.00					
	Brookshire's	Ellis	O				1.29	1.29		1.69				9.33			
		n/i															
	Kroger Southwest	Ocean Spray	O	2.50	2.00			0.80						0.99			
		n/i															
LeBlanc's	Bergeron	O	2.49				0.99						5.99				
	n/i																

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
LA <i>(cont)</i>	Market Basket	n/i		1.77												
	Piggly Wiggly	Bergeron											6.65			
		n/i							0.99	0.99						
		Ocean Spray		1.99												
	Rouses	Ocean Spray		2.29												
		POM			1.00											
		n/i					0.98	0.98		0.98	0.98					
	Save-a-Lot	n/i								0.60	0.60					
	Super 1 Foods	n/i					0.98									
	Walmart	n/i				1.47								7.68		
	Fisher															
Whole Foods SW	n/i	O		1.50								0.98				
	n/i											1.50				
Winn-Dixie	n/i							1.77	1.77	1.00						
	Dole			2.49												
	POM				2.50											
MO	Affiliated Fds MW	n/i				1.39	1.39			1.39			1.29			
		Ocean Spray		1.59												
	ALDI	n/i		0.89												
	Apple Market	n/i				1.29	1.29			1.29	1.00		1.29			
		POM			1.50											
		Ocean Spray		1.99												
		Sun Tree												9.32	9.32	
	C&R Market	n/i				0.99	0.99			0.99			1.29			
		Ocean Spray		1.50												
	County Market	n/i							1.49		0.83	0.83				
	Country Mart	n/i				1.49	1.49		1.48	1.49			1.19			
		Ocean Spray		2.50												
	Dierberg's	Fisher												7.99	7.99	7.99
		Paradise Meadows		2.00												
		Dierberg's												7.97		7.97
Food Giant	n/i									1.32	1.32		7.99			
	Ocean Spray		1.99													
Gerbe's	n/i		2.00	1.99		0.80		2.49				0.99				
	Simple Truth												9.32	9.32		
Food Giant	n/i									1.32	1.32		7.99			
	Ocean Spray		1.99													

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State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts						
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.				
											Red					Yellow			
MO (cont)	Harp's	n/i			1.00	0.99	0.99		1.99		0.99								
	Harter House	n/i		1.99		0.99	1.39				0.62	0.99							
		Ocean Spray		1.99															
	Hay's	Ocean Spray		2.49															
		Stone Mountain																	
		n/i					1.29					0.99							
	Hen House	POM			1.50														
		n/i											1.89						
		n/i		O						1.99									
		Wetherby			2.00														
		Suntree							1.29										
		Oneonta Starr																	
		Oneonta Starr		O			1.89	1.89			1.89	1.89	1.89						
	Hy-Vee	n/i		O							1.48								
		n/i							1.98										
		Twin Lakes			1.68														
	Kroger Central	n/i			2.00	2.00								0.99					
	Kroger Delta	n/i			2.00														
		Simple Truth																	
		n/i		O	4.49														
	Lucky's Market	n/i		O	3.00	1.98	1.48	1.48											
	Moser's	n/i					1.49	1.49		1.48	1.49								
		Ocean Spray			2.50														
	Natural Grocers	n/i		O	3.89		0.99			1.49	1.69								
	Patricia's	n/i										1.00							
		Ocean Spray			2.50														
	Prenger Foods	n/i				1.50	1.29	1.29				1.00							
		Ocean Spray			1.99														
		Suntree																	
	Price Chopper	Suntree																	
	n/i									1.49									
	Ocean Spray			2.00															
	POM				1.50														
Pyramid Foods	n/i					1.29	1.29			1.29		1.29							
	POM				0.99														
	Ocean Spray			2.50															
Save-a-Lot	n/i										0.60	0.60							



**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
MO <i>(cont)</i>	Schnuck's	Ocean Spray POM		2.00	2.50												
	Shop'n Save	Ocean Spray n/i		2.48			1.98			1.98							
	Sun Fresh	n/i Ocean Spray							1.48		1.29						
	Town&Cntry Groce	Best Choice	Ocean Spray		2.50		1.49	1.49			1.49						
		Ocean Spray n/i			1.99		0.40	0.40			1.00						7.70
	Town&Cntry Smkt	n/i				1.29		1.18			1.18	1.18	1.28				
		Ocean Spray n/i		O	1.98						2.99						
	Trader Joe's	Trader Joe's n/i		1.99										7.99			
	Walmart	n/i Fisher					1.47								7.68		
	Whole Foods MW Woods	n/i		O		2.50	1.48						1.97				
Ocean Spray n/i				2.00							0.87	1.28					
NM	Affiliated Fds Inc.	n/i		2.50						0.99	0.99		0.99				
	Albertsons SW	n/i		2.49	2.50	0.99					0.99		1.29				
		n/i	O							2.99							
	Basha's	n/i				0.77	0.77		1.99		0.77		0.77				
		n/i	O				0.99	0.99									
	John Brooks	Ocean Spray		2.49													
		n/i	O									0.99		1.49			
	King Soopers	n/i		1.99													
		n/i	O			2.00		0.33			0.99	0.33		0.99			
	Lawrence Bros.	Ocean Spray		BOGO						2.99							
		n/i			1.99			1.00			1.00	0.79					
	Los Altos	n/i				0.50	0.69			0.50	0.69	0.50	0.69				
Lowe's	Dole			2.50													
	n/i									1.29	0.79						
Natural Grocers	n/i	O		3.89		0.99			1.49	1.69							

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 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
NM <i>(cont)</i>	Safeway	n/i	O		2.99	1.99				1.99			1.49			
		n/i				1.99	1.99			1.99						
	Safeway Farms			2.99												
	Smith's	n/i		2.50			0.99				0.99	0.99	0.99			
	Simple Truth													9.32	6.99	6.99
	Sprout's Market	n/i		0.88					0.98				0.88			4.99
	Trader Joe's	n/i	O			1.48	1.48	0.98		1.48	0.98					
	Trader Joe's	n/i	O	1.99						2.69				7.99		
Walmart	n/i				1.47											
Whole Foods Mtn	Fisher												7.68			
	Whole Foods Mtn	n/i	O			1.69										
OK	Affiliated Fds MW	n/i											1.29			
	Affiliated Fds Inc.	n/i		2.50						0.99	0.99		0.99			
	ALDI	n/i		0.89												
	Buy For Le\$\$	Ocean Spray		1.67												
	Country Mart	n/i				1.49	1.49		1.48	1.49			1.19			
		Ocean Spray		2.50												
	CV's Family Foods	n/i			0.99											
	Harp's	n/i			1.00	0.99	0.99		1.99		0.99					
	Homeland Stores	Ocean Spray		1.99												
		n/i						0.99		2.39		0.99				
	La Michoacana	n/i						0.25								
	Market Square	n/i	O										1.49			
		n/i										0.99				
	Dole			1.99												
	Marvin's	n/i		2.49	0.99											
	Natural Grocers	n/i	O	3.89		0.99			1.49	1.69						
	Nicholl's	Ocean Spray		2.19												
	Pyramid Foods	n/i				1.29	1.29			1.29		1.29	1.29			
		POM			0.99											
		Ocean Spray		2.50												
Reasor's	n/i						1.29		1.29					9.58	5.99	
Rehkopf's	n/i			1.99						0.99						
	Ocean Spray		1.99													
Save-a-Lot	n/i									0.60	0.60					

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound							Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red	Yellow						
OK <i>(cont)</i>	Sprout's Market	n/i	O	0.88		1.48	1.48	0.98	0.98	1.48	0.98		0.88			4.99		
	Terry's	n/i						0.63				0.63	0.63	1.49				
	Walmart	n/i				1.47								7.68				
	Fisher																	
	Warehouse Mrkt	Ocean Spray			1.69													
	Whole Foods SW	n/i	O		1.50								0.98					
	Williams	n/i						0.89					1.29					
	Ocean Spray			2.19														
TX	99 Ranch	n/i	O			0.99												
	Affiliated Fds Inc.	n/i		2.50						0.99	0.99		0.99					
	Albertsons Sthrn	n/i		2.50	2.50		0.83		2.29			1.49		1.29	6.99	7.99		
	Albertsons SW	n/i		2.49	2.50	0.99						0.99		1.29				
		n/i									2.99							
	ALDI	n/i		0.89														
	Arlan's	n/i						0.88			0.88	0.88	0.88	0.66				
	Brookshire's	Ellis													9.33			
		n/i					1.29	1.29		1.69								
		Ocean Spray				2.50												
	Brookshire Bros.	n/i			2.50	1.50		0.99		1.99								
	Diamond IGA	Ocean Spray			1.99													
	El Ahorro	n/i												0.66				
	El Rancho	n/i											0.44					
	El Rio Grande	n/i							0.79									
	Fiesta Mart	n/i			1.88				0.88				0.69	0.69				
		Sunrise													11.20			
	Foodarama	POM				1.50							0.48					
		n/i			1.59													
	Food Town	n/i							0.33						0.33			
	Ellis													11.99				
Gerland's	n/i										0.88	0.88						
H-E-B	n/i	O					1.47		1.47									
	n/i								0.97									
Homeland Stores	Ocean Spray			1.99														
	n/i						0.99		2.39		0.99							

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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound							Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red	Yellow					
TX (cont)	Kroger Southwest	n/i	O	2.50	2.00		0.80						0.99				
		n/i						1.29									
	La Fiesta	POM			1.50						0.48						
	La Michoacana	n/i					0.25										
	Lawrence Bros.	n/i		1.99			1.00			1.00	0.79						
	Los Altos	n/i				0.50	0.69			0.50	0.69	0.50	0.69				
	Lowe's	n/i	O	2.50						1.29							
		n/i			1.99	1.99											
	Market Basket	n/i		1.77													
	Market Place	Ocean Spray		1.98													
	Market Square	n/i	O										1.49				
		n/i										0.99					
		Dole		1.99													
	Minyard's	n/i			1.99			1.29				1.29	1.29				
		Ocean Spray		1.99													
	Natural Grocers	n/i	O	3.89			0.99			1.49	1.69						
	Randall/Tom Thmb	n/i	O					1.99			1.99			1.99			
		n/i				2.99		1.99			1.99			1.49			
		Safeway Farms		2.99													
	Rehkopf's	n/i			1.99							0.99					
		Ocean Spray		1.99													
	Save-a-Lot	n/i										0.60	0.60				
	Sprout's Market	n/i	O	0.88						0.98				0.88			4.99
		n/i					1.48	1.48	0.98		1.48	0.98					
	Super 1 Foods	n/i						0.98									
	Terry's	n/i						0.63				0.63	0.63	1.49			
	Trader Joe's	n/i	O								2.69						
		Trader Joe's			1.99										7.99		
The United Family	n/i						0.97	0.97		0.97	0.97	0.97					
	Ocean Spray		1.50														
	Ellis													7.97			
Vista Markets	n/i		1.99							0.99			0.79				
Walmart	n/i		1.99			1.47											
	Fisher													7.68			
Whole Foods SW	n/i	O			1.50												
	n/i												0.98				

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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound							Pears lb.	Baking Nuts		
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.
											Red	Yellow				
UT	Albertsons IntrMnt	Diamond											11.99	5.99		
		Ocean Spray		2.00												
		n/i				1.29						1.00				
		n/i	O				1.79									
	Albertsons SW	n/i		2.49	2.50	0.99					0.99		1.29			
		n/i	O							2.99						
	Associated Food	n/i			2.50		0.99				0.99		0.99			
		Clark's Market	n/i				0.99				0.99					
	Harmon's	Ocean Spray		2.50												
		n/i	O					1.78								
	King Soopers	n/i			2.00			0.33			0.99	0.33	0.99			
		n/i	O						2.99							
	Natural Grocers	Ocean Spray		BOGO												
		n/i	O	3.89		0.99			1.49	1.69						
	Rancho Markets	n/i				0.33	0.33					0.33	0.69			
		Ream's	n/i			1.33			0.79				0.89			
	Smith's	n/i		2.50			0.99				0.99	0.99	0.99			
		Simple Truth												9.32	6.99	6.99
	Sprout's Market	n/i		0.88					0.98				0.88			4.99
		n/i	O				1.48	1.48	0.98		1.48	0.98				
Trader Joe's	n/i	O								2.69						
	Trader Joe's		1.99										7.99			
Walmart	n/i				1.47											
	Fisher												7.68			
Whole Foods Mtn	n/i	O			1.69											

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**FRUITS and NUTS**

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																
<b>CA</b>	99 Ranch	n/i				0.99										
	Albertsons SthCA	n/i		1.00			0.99		1.99			0.99				
	Ocean Spray			1.99												
	Arteaga's Food	n/i					0.50									
	Baja Ranch	n/i					0.50			0.33	0.33					
	Best Way	n/i			0.50	0.33	0.50			0.50	0.50					
	Big Saver	n/i					0.33			0.25		0.25				
	Bristol Farms	n/i										1.99				
	Cardenas	n/i				0.50	0.69			0.33	0.50	0.50				
	Chavez	n/i				0.99	1.39					1.19				
	El Super	n/i			0.50		0.50				0.33	0.50				
	El Tapatio	n/i								0.67	0.67	0.50				
	Foodland IGA	n/i		1.99	0.50		0.33			0.33		0.79				
	Food 4 Less	n/i			0.99		0.50									
	Gelson's	Blue Diamond														7.99
	Holiday Market	n/i	O			1.69										
		POM			2.00											
	Jensen's Foods	n/i					1.49									
		n/i	O									1.99				
	Jon's Marketplace	n/i			0.69		0.50									
		Ocean Spray		1.99												
	K.V. Mart	n/i		1.99			0.33		0.25			0.50				
	La Bonita	n/i									0.50	0.33				
	La Superior	n/i				0.98						0.98	0.88			
	Lucky	n/i				0.99	0.99	0.99			0.99	0.99	1.29			
		Ocean Spray		2.50												
		POM			BOGO											
	Lunardi's	n/i	O	2.50		1.99		1.99								
		n/i		2.50	2.00			0.99	1.99		0.99	0.99				
	Mar-Val	n/i		1.99		0.99						0.99				
		n/i	O			1.50	1.50			1.50						
		Diamond												9.99		
	Mi Pueblo	n/i					0.50					0.79	0.50			
	Mollie Stone	n/i					1.49		1.99	0.99	1.49	1.49	0.99			
		Naturipe	O	4.50												
	Murphy's Markets	n/i	O					1.69		1.69						

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
CA <i>(cont)</i>	Northgate	n/i				0.89	0.89			0.89	0.89	0.89	0.69			
	Nugget Markets	n/i		2.00					1.28	1.28						
	R-Ranch Markets	n/i				0.33	0.33				0.99					
	Raley's	n/i		2.00									1.29			
	Ralphs	n/i		2.50	2.00	0.99	0.99				0.99	0.99	0.99			
	Simple Truth													11.20	6.99	
	Rancho S. Miguel	n/i				0.39										
	Ray's Food Place	n/i	O			1.99							1.69			
	Rio Ranch	n/i			0.33	0.79	0.33			0.79	0.79					
	Safeway	n/i			3.99	2.49	2.49			2.49	2.49		1.49			
		n/i	O			2.49	2.49			2.49	2.49					
	Safeway Farms				3.50											
	Save Mart	n/i	O				1.49			2.00			1.49			
		n/i				1.29	1.29	1.29		1.29	1.29	1.29	0.99			
	Ocean Spray				2.50											
	Save-a-Lot	n/i									0.60					
	Smart & Final	n/i					0.59									
	Ocean Spray				1.99											
	Sprout's Market	n/i			0.88					0.98				0.88		4.99
		n/i	O			1.48	1.48	0.98		1.48	0.98					
	Stater Bros.	n/i					0.99			1.25			1.25			
		n/i	O		4.49					1.50						
	Ocean Spray				2.50											
	Super A Foods	n/i				0.33				0.33		0.33				
	Superior Grocers	n/i				0.45	0.50	0.50		0.50			0.67			
	Trader Joe's	n/i	O							2.69						
Trader Joe's				1.99									7.99			
Vallarta	n/i				0.50	0.33			0.99		0.25					
Vons/Pavilions	n/i				2.99	1.99	1.99		1.99			1.49				
	n/i	O				1.99	1.99		1.99			1.99				
Safeway Farms				2.99												
Walmart	n/i					1.47										
	Fisher												7.68			
Whole Foods Pac	n/i	O						1.99								
HI	Don Quijote	Paradise Meadows		2.50												
	Foodland	n/i		2.99	2.99				1.79							
	KTA Super Stores	n/i		2.49		0.89	1.79					1.69				

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
HI <i>(cont)</i>	Safeway	n/i	O	3.99	2.49	2.49			2.49			1.49				
		n/i			2.49	2.49	2.49									
	Safeway Farms	n/i	3.50													
	Times/Big Save	n/i	2.99	0.79			1.99	1.99	1.99			1.79				
Whole Foods Pac	n/i		O			1.99										
NV	99 Ranch	n/i				0.99										
	Albertsons IntrMnt	Diamond											11.99	5.99		
		Ocean Spray		2.00												
		n/i				1.29						1.00				
		n/i	O				1.79									
	Albertsons SW	n/i		2.49	2.50	0.99					0.99	1.29				
		n/i	O							2.99						
	Associated Food	n/i			2.50		0.99				0.99	0.99				
	Cardenas	n/i					0.69			0.69	0.50					
	El Super	n/i			0.50		0.50				0.33	0.50				
	MarketOn	n/i								0.50						
	Raley's	n/i		2.00								1.29				
	Ralphs	n/i		2.50	2.00	0.99	0.99				0.99	0.99				
		Simple Truth											11.20	6.99		
	Safeway	n/i			3.99	2.49	2.49			2.49		1.49				
		n/i	O			2.49	2.49			2.49						
		Safeway Farms	n/i		3.50											
	Scolari's	n/i		1.99			0.99			0.99	0.99	0.99				
		n/i	O	2.99						1.50						
	Smart & Final	n/i				0.59										
		Ocean Spray		1.99												
	Smith's	n/i		2.50			0.99				0.99	0.99				
	Simple Truth											9.32	6.99	6.99		
Sprout's Market	n/i		0.88					0.98			0.88			4.99		
	n/i	O			1.48	1.48	0.98		1.48	0.98						
Vons/Pavilions	n/i			2.99	1.99	1.99			1.99		1.49					
	n/i	O			1.99	1.99			1.99		1.99					
	Safeway Farms	n/i		2.99												
Walmart	n/i				1.47											
	Fisher											7.68				
Whole Foods Pac	n/i	O					1.99									



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

**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound							Pears lb.	Baking Nuts		
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.
											Red	Yellow				
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>																
AK	AC Value Center	n/i		2.28		1.78	1.78									
	Alaskan & Proud	n/i		1.88				0.98		0.88						
	Carrs/Safeway	n/i	O			1.48										
		Ocean Spray			3.49											
		n/i				2.49	2.49			2.49			2.69			
	Fred Meyer	n/i	O			2.49	2.49			2.49						
		POM					3.99									
		n/i			2.00	0.99	0.99	0.99			0.99				5.99	
	IGA Hometown	n/i	O			1.49	1.49	1.49								
		Ocean Spray			2.00											
		Simple Truth											10.99	6.99		
	Juneau Foodland	Diamond											13.99	9.49		
		n/i			1.99	1.09										
	Omni Sea Mart	n/i			1.99	2.50	1.49						0.99			
		Diamond											13.99	9.49		
n/i				2.45					2.00							
Walmart	n/i	O		5.15					1.69			1.49				
	Ocean Spray			1.93								2.29				
	n/i					2.47										
ID	Albertsons IntrMnt	Diamond											11.99	5.99		
	Albertsons NW	Ocean Spray		2.00												
		n/i	O			1.29						1.00				
		n/i				1.79										
	Associated Food Family Foods	n/i	O			1.49			2.99			1.00				
		n/i				1.99	1.79		3.49							
		Ocean Spray			2.50											
	Fred Meyer	n/i				2.50		0.99			0.99		0.99			
		n/i				1.89	0.79			0.89		1.29				
		Ocean Spray			1.99											
	Harvest Foods	n/i	O			2.00	0.99	0.99	0.99			0.99			5.99	
		n/i				1.49	1.49	1.49								
		Ocean Spray			2.00									10.99	6.99	
		Simple Truth														
		n/i				0.99				0.99		0.99				

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
ID <i>(cont)</i>	IGA Markets	n/i		1.99	2.49	1.49		0.89					0.99				
	Natural Grocers	n/i	O	3.89		0.99			1.49	1.69							
	Paul's Market	Ocean Spray		1.67													
		n/i			1.50					0.98							
	Rosauer's	n/i											1.29				
		Ocean Spray			2.00												
	Safeway	Ocean Spray			2.99												
		n/i					1.99	1.99						1.49			
		n/i	O				1.99	1.99		1.99				1.99			
		POM				2.99											
	Smith's	n/i			2.50			0.99				0.99	0.99	0.99			
		Simple Truth													9.32	6.99	6.99
	Super 1 Foods	n/i	L		2.99												
		n/i	O		3.87												
	Trader Joe's	n/i	O								2.69						
		Trader Joe's			1.99										7.99		
	Walmart	n/i					1.47										
	Fisher													7.68			
Whole Foods Mtn	n/i	O				1.69											
Yokes Fresh	n/i	O		3.75													
	Cape Blanco	L		2.50													
	n/i				2.00	0.88				0.88							
	n/i	L						0.98		0.98							
MT	Albertsons IntrMnt	Diamond												11.99	5.99		
		Ocean Spray			2.00												
		n/i					1.29						1.00				
		n/i	O					1.79									
	Associated Food	n/i			2.50		0.99				0.99		0.99				
	Family Foods	n/i			1.89	0.79				0.89			1.29				
		Ocean Spray			1.99												
	Harvest Foods	n/i				0.99				0.99			0.99				
	IGA Markets	n/i			1.99	2.49	1.49		0.89				0.99				
	Lucky's Market	n/i	O		3.00	1.98	1.48	1.48					1.48				
	Natural Grocers	n/i	O		3.89		0.99			1.49	1.69						
Reynold's	Diamond													7.99			
Rosauer's	n/i											1.29					
	Ocean Spray			2.00													

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

**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
MT <i>(cont)</i>	Safeway	Ocean Spray	O	2.99	2.99	1.99	1.99					1.49	9.32	6.99	6.99	
		n/i		1.99		1.99	1.99			1.99	1.99					
	Smith's	POM	L	2.50	2.99		0.99					0.99				
		n/i						0.99	0.99	0.99						
	Super 1 Foods	Simple Truth	O	2.99	2.99											
		n/i		3.87												
Walmart	n/i				1.47							7.68				
OR	Albertsons NW	n/i	O	2.99	2.99	1.49			2.99			1.00	10.99	6.99	5.99	
		n/i				1.99	1.79	3.49								
	Family Foods	Ocean Spray	O	2.50	1.89	0.79				0.89		1.29				
		n/i														
	Fred Meyer	Ocean Spray	O	1.99	2.00	0.99	0.99	0.99				0.99				
		n/i				1.49	1.49	1.49								
	Haggen/TOP Food	Ocean Spray	L	2.00	2.99											
		Simple Truth														
	Haggen/TOP Food	Port Orford	L	2.49	2.99											
		n/i							1.29							
	Harvest Foods	n/i	O	5.99	2.49											
		n/i														
	IGA Markets	n/i	L	1.99	2.49	0.99				0.99		0.99				
		n/i				1.49	0.89	0.99	0.99							
	IGA Market Fresh	n/i	O		2.49	1.99		1.29		0.99						
		n/i														
	Lamb's Market	Ocean Spray	O	2.50	2.99				2.99							
n/i										0.99						
Market of Choice	n/i	O		2.99							1.49					
	n/i															
McKay's	n/i	L		2.99	0.69											
	n/i															
Natural Grocers	n/i	O	1.99	2.99												
	n/i		1.29													
New Seasons	n/i	O	3.89	2.99	0.99			1.49	1.69							
	n/i		2.50													
								1.99	1.99							

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
OR <i>(cont)</i>	QFC	n/i	L			1.49	1.49	1.49									
		n/i		2.50	2.50				1.88								
		n/i Simple Truth	O					1.99					10.65	7.99	7.99		
	Ray's Food Place	n/i	O			1.99						1.69					
		Red Apple/Thriftway	Ocean Spray		2.00												
	Rosauer's	n/i			2.00							1.29					
		Ocean Spray			2.00												
		n/i	L			0.79		1.29	1.39								
	Roth's	n/i	O		4.49	1.49									9.49	7.29	
		n/i															
		Cape Blanco	L		2.50												
	Safeway	Ocean Spray			2.99												
		n/i				1.99	1.99					1.49					
		n/i	O			1.99	1.99			1.99		1.99					
	Trader Joe's	POM															
n/i		O			2.99					2.69							
Walmart	Trader Joe's			1.99									7.99				
	n/i					1.47											
Fisher	n/i												7.68				
	n/i				0.98												
WA	Albertsons NW	n/i				1.49			2.99			1.00					
		n/i	O			1.99	1.79		3.49								
	Family Foods	Ocean Spray			2.50												
		n/i				1.89	0.79			0.89		1.29					
	Fred Meyer	Ocean Spray			1.99												
		n/i				2.00	0.99	0.99	0.99			0.99					5.99
		n/i	O			1.49	1.49	1.49									
	Haggen/TOP Food	Ocean Spray			2.00												
		Simple Truth												10.99	6.99		
		Port Orford	L		2.49												
	Harvest Foods	n/i	L							1.29							
n/i														8.99			
n/i		O		5.99													
n/i					0.99				0.99		0.99						
IGA Markets	n/i		1.99	2.49	1.49		0.89				0.99						

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014**  
**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts					
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red					Yellow		
WA (cont)	IGA Market Fresh	n/i	L					1.29		0.99								
		n/i	O			1.99												
		n/i			1.99		1.49											
		Ocean Spray Diamond			2.50											7.99		
	Metropolitan	n/i	L	2.50						1.49								
	Meyers Group IGA	n/i				2.50				1.49		0.99						
	Natural Grocers	n/i	O	3.89			0.99			1.49		1.69						
	New Seasons	n/i	L	2.50														
		n/i	O						1.99		1.99							
	PCC Natural QFC	n/i	O	6.35							1.49							
		n/i	L		2.50	2.50	1.49	1.49	1.49									
	Simple Truth	n/i	O						1.99									
		Ocean Spray			2.00									10.65	7.99	7.99		
	Red Apple/Thriftwa	n/i					0.99				0.99							
		Rosauer's	n/i										1.29					
	Ocean Spray	n/i			2.00													
		Saars Market	n/i	L			0.68	0.68	0.78	0.68	0.68		0.68					
	n/i				0.98													
		Safeway	Ocean Spray		2.99													
	n/i						1.99	1.99					1.49					
		n/i	O				1.99	1.99			1.99		1.99					
	POM					2.99												
		Save-a-Lot	n/i									0.60						
	Super 1 Foods	n/i	L	2.99														
		n/i	O	3.87														
	The Markets LLC	n/i	L				0.68		0.78									
Ocean Spray				1.98														
Town&Country	n/i			2.50						1.48		1.28	8.98					
	n/i	O	4.50									1.98						
Trader Joe's	n/i	O								2.69								
	Trader Joe's			1.99									7.99					
Walmart	n/i					1.47												
	Fisher												7.68					
Whole Foods	n/i			0.98														

**U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS**  
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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
WA <i>(cont)</i>	Yokes Fresh	n/i	O	3.75													
		Cape Blanco	L	2.50													
		n/i			2.00	0.88				0.88							
		n/i	L					0.98		0.98							
WY	Affiliated Fds MW	n/i				1.39	1.39			1.39			1.29				
		Ocean Spray		1.59													
	Albertsons IntrMnt	Diamond											11.99	5.99			
		Ocean Spray		2.00													
		n/i				1.29							1.00				
		n/i	O				1.79										
	Associated Food	n/i			2.50						0.99		0.99				
	IGA Markets	n/i		1.99	2.49	1.49		0.89					0.99				
	King Soopers	n/i			2.00						0.33		0.99				
		n/i	O						2.99								
		Ocean Spray			BOGO												
	Safeway	n/i			2.99	1.99				1.99			1.49				
		n/i	O			1.99	1.99			1.99							
	Smith's	Safeway Farms		2.99													
	n/i		2.50				0.99			0.99	0.99	0.99					
	Simple Truth												9.32	6.99	6.99		
Walmart	n/i				1.47												
	Fisher												7.68				

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

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>								
<b>CT</b>	A&P Stores	Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides	
	Adams Superfood IGA	Butterball	11	whole turkey	69.99	6-8	Turkey Dinner - 5 sides	
		Cook's	9	spiral ham	69.99	6-8	Ham Dinner - 4 sides	
	A.G. of New England	Jennie-O	10-12	whole turkey	24.99	6-8	Traditional Turkey Dinner - 10 sides	
	Balducci's	n/i	3-5	bn-in turkey breast	139.99	6-8	Turkey Breast Dinner - 7 sides	
		n/i	12-14	whole turkey	159.99	6-8	Ready-to-Cook Turkey Dinner - 7 sides	
		n/i	12-14	whole turkey	169.99	6-8	Pre-Cooked Turkey Dinner - 7 sides	
		n/i	7-9	spiral ham	169.99	6-8	Ham Dinner - 7 sides	
	Big Y	n/i	2	rotisserie turkey breast	29.99	2-4	Holiday Meal - 7 sides	
		n/i	2.5	bnls turkey	49.99	4-6	Holiday Meal - 7 sides	
		Big Y	7	spiral ham	59.99	8-10	Spiral Ham Dinner - 5 sides	
	Fairway Foods	n/i	10-12	whole turkey	69.99	8-10	Turkey Dinner - 7 sides	
		n/i	12-14	whole ABF turkey	159.00	6	All-Natural Oven-Ready Turkey - 10 sides	
		n/i	14-16	whole ABF turkey	259.00	12	All-Natural Oven-Ready Turkey - 10 sides	
		n/i	12-14	whole ABF turkey	179.00	6	All-Natural Oven-Ready Brined Turkey - 10 sides	
		n/i	14-16	whole ABF turkey	299.00	12	All-Natural Oven-Ready Brined Turkey - 10 sides	
		Fairway	10-12	whole organic turkey	219.00	6	Organic Turkey Dinner - 10 sides	
	Food Bazaar	Fairway	12-14	whole organic turkey	349.00	12	Organic Turkey Dinner - 10 sides	
		n/i	10-12	whole smoked turkey	169.00	6	Smoked Turkey Dinner - 10 sides	
		n/i	12-14	whole turkey	49.99	6-8	Turkey Dinner - 2 sides	
		King's	n/i	2.5-3.25	bnls turkey breast	99.99	6	Glazed Boneless Turkey Breast Dinner - 5 sides
			n/i	2.5-3.25	bnls turkey breast	99.99	6	Roasted Boneless Turkey Breast Dinner - 5 sides
			n/i	2.5-3.25	bnls ABF turkey breast	89.99	4	ABF Boneless Turkey Breast Dinner - 5 sides
			n/i	5-7	bn-in ABF turkey breast	99.99	6	ABF Bone-in Turkey Breast Dinner - 5 sides
		n/i	10-12	whole ABF turkey	119.99	6-8	ABF Turkey Dinner - 5 sides	
		n/i	12-14	whole ABF turkey	174.99	10-12	ABF Turkey Dinner - 5 sides	
		n/i	10-12	ABF turkey and breast	249.99	16-18	ABF Turkey and Breast Dinner - 5 sides	
	n/i	10-12	whole organic turkey	139.99	6-8	Organic Turkey Dinner - 5 sides		
	n/i	12-14	whole organic turkey	199.99	10-12	Organic Turkey Dinner - 5 sides		
	Mrs. Green's Natural Market	n/i	15	whole ABF turkey	139.99	8-12	Holiday Family Turkey Dinner - 7 sides	
		n/i	6	ABF spiral ham	99.99	6-8	Holiday Family Ham Dinner - 7 sides	
	Price Chopper	Plainville Farms	10-12	whole ABF turkey	64.99	7-8	Turkey Dinner - 6 sides	
		Plainville Farms	4-6	bn-in ABF turkey breast	64.99	6-8	Turkey Breast Dinner - 6 sides	
		Price Chopper	5	bnls half ham	39.99	8-10	Smokehouse Ham Dinner - 3 sides	
	ShopRite	Plainview Farms	10-12	whole ABF turkey	124.98	8-10	All Natural Turkey Dinner - 6 sides	
		Butterball	10-12	whole turkey	49.99	8-10	Turkey Dinner - 3 sides	
	Stew Leonard's	n/i	10-12	whole turkey	140.00	8	Complete Dinner - 7 sides	

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

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
CT (cont)	Stop & Shop Supermarkets	Kentucky Legend	2.5	bnls ham	24.99	2	Ham Dinner for Two - 5 sides	
		n/i	2.5	rotisserie turkey breast	24.99	2	Turkey Dinner for Two - 5 sides	
		n/i	7-9	spiral ham	49.99	6-8	Holiday Ham Dinner - 5 sides	
	The Fresh Market	n/i	12-14	whole turkey	49.99	6-8	Holiday Turkey Dinner - 5 sides	
		n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides	
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides	
		Whole Foods - North Atlantic	n/i	3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides
			n/i	3	bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides
	n/i		3	bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides	
	Plainville Farms	1.5-2	bnls ABF turkey breast	40.00	2	Complete Traditional Turkey Dinner - 7 sides		
		3.5-4	bn-in ABF turkey breast	80.00	4	Complete Traditional Turkey Dinner - 7 sides		
		10-12	whole ABF turkey	130.00	8	Complete Traditional Turkey Dinner - 7 sides		
		16-18	whole ABF turkey	170.00	12	Complete Traditional Turkey Dinner - 7 sides		
		n/i	2	bnls lamb leg	99.99	4	Lamb Dinner - 3 sides	
		n/i	3	bnls pork loin	89.99	4	Pork Loin Dinner - 3 sides	
		Whole Foods - Northeast	n/i	3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides
			n/i	2	bnls ABF lamb leg	89.99	4	Lamb Dinner - 3 sides
			n/i	3	bnls ABF pork loin	89.99	4	Pork Loin Dinner - 3 sides
			n/i	1.5-2	bnls turkey breast	49.99	2	Turkey Dinner - 5 sides
			n/i	2.5-3	bn-in turkey breast	69.99	4	Turkey Dinner - 5 sides
			n/i	10-12	whole turkey	139.99	8	Turkey Dinner - 5 sides
			n/i	10-12	whole organic turkey	189.99	8	Turkey Dinner - 5 sides
	n/i	14-16	whole turkey	189.99	8	Turkey Dinner - 5 sides		
n/i	14-16	whole organic turkey	249.99	8	Turkey Dinner - 5 sides			
DC	Giant Food	Kentucky Legend	2.5	bnls ham	24.99	2	Ham Dinner for Two - 5 sides	
		n/i	2.5	rotisserie turkey breast	24.99	2	Turkey Dinner for Two - 5 sides	
		n/i	7-9	spiral ham	49.99	6-8	Holiday Ham Dinner - 5 sides	
		n/i	12-14	whole turkey	49.99	6-8	Holiday Turkey Dinner - 5 sides	
	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	Turkey Dinner - 5 sides	
		Harris Teeter	7-9	spiral ham	49.99	8-10	Ham Dinner - 3 sides	
		n/i	4	beef prime rib	49.99	6-8	Prime Rib Dinner - 3 sides	
		n/i	12-14	whole turkey	79.99	6-8	Turkey Dinner - 7 sides	
		Harris Teeter Rancher	5	beef tenderloin	79.99	6-8	Beef Tenderloin Dinner - 7 sides	
	Safeway Eastern	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides	
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides	
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides	



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

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
DC (cont)	Whole Foods - Mid-Atlantic	n/i	12-14	whole organic turkey	129.99	8	Organic Turkey Dinner - 6 sides
		n/i	14-16	whole turkey	189.99	12-16	Turkey Dinner - 7 sides
		n/i	12-14	whole turkey	119.99	6-8	Turkey Dinner - 7 sides
		n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 4 sides
		n/i	3-5	bn-in turkey breast	49.99	2	Turkey Dinner for Two
		n/i	8	spiral ham	119.99	6-8	Spiral Sliced Ham Dinner - 5 sides
		n/i	3	Sous-Vide bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides
		n/i	3	Sous-Vide bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides
DE	A&P Stores	Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
	ACME Markets	n/i	10-12	whole turkey	49.99	8	Our Signature Classic Turkey Dinner - 3 sides
		n/i	10-12	whole turkey	69.99	8	Ultimate Turkey Dinner - 7 sides
	Food Lion	Jennie-O	11-13	whole turkey	29.99	6-8	Thanksgiving Meal - 4 sides
	Giant Food	Kentucky Legend	2.5	bnls ham	24.99	2	Ham Dinner for Two - 5 sides
		n/i	2.5	rotisserie turkey breast	24.99	2	Turkey Dinner for Two - 5 sides
		n/i	7-9	spiral ham	49.99	6-8	Holiday Ham Dinner - 5 sides
		n/i	12-14	whole turkey	49.99	6-8	Holiday Turkey Dinner - 5 sides
	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	Turkey Dinner - 5 sides
		Harris Teeter	7-9	spiral ham	49.99	8-10	Ham Dinner - 3 sides
		n/i	4	beef prime rib	49.99	6-8	Prime Rib Dinner - 3 sides
		n/i	12-14	whole turkey	79.99	6-8	Turkey Dinner - 7 sides
		Harris Teeter Rancher	5	beef tenderloin	79.99	6-8	Beef Tenderloin Dinner - 7 sides
	Pathmark	Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
	Safeway Eastern	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
	ShopRite	Plainview Farms	10-12	whole ABF turkey	124.98	8-10	All Natural Turkey Dinner - 6 sides
		Butterball	10-12	whole turkey	49.99	8-10	Turkey Dinner - 3 sides
	The Fresh Grocer	n/i	12-14	whole turkey	64.99	10-12	Whole Roasted Turkey Dinner - Large - 7 sides
	n/i	10-12	whole turkey	54.99	6-8	Whole Roasted Turkey Dinner - Small - 7 sides	
	n/i	4	bnls ham	54.99	14-16	Whole Boneless Ham Dinner - 5 sides	
MA	Adams Superfood IGA	Butterball	11	whole turkey	69.99	6-8	Turkey Dinner - 5 sides
		Cook's	9	spiral ham	69.99	6-8	Ham Dinner - 4 sides
	A.G. of New England	Jennie-O	10-12	whole turkey	24.99	6-8	Traditional Turkey Dinner - 10 sides
	Big Y	n/i	2	rotisserie turkey breast	29.99	2-4	Holiday Meal - 7 sides
		n/i	2.5	bnls turkey	49.99	4-6	Holiday Meal - 7 sides
		Big Y	7	spiral ham	59.99	8-10	Spiral Ham Dinner - 5 sides
		n/i	10-12	whole turkey	69.99	8-10	Turkey Dinner - 7 sides

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

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
MA (cont)	Donelan's	n/i	12-14	whole turkey	89.99	8-10	Chef Prepared Turkey Dinner - 7 sides
		n/i	3	bnls turkey breast	69.99	6-8	Chef Prepared Bnls Turkey Breast Dinner - 7 sides
		n/i	7-9	spiral ham	69.99	6-8	Chef Prepared Ham Dinner - 4 sides
	Hannaford	Butterball	10-12	whole turkey	59.99	6-8	Holiday Turkey Dinner - 5 sides
		Carando	7-9	spiral ham	59.99	6-8	Holiday Ham Dinner - 5 sides
	Market Basket	Butterball	10-12	whole turkey	59.99	8-10	Complete Turkey Dinner - 6 sides
	Price Chopper	Plainville Farms	10-12	whole ABF turkey	64.99	7-8	Turkey Dinner - 6 sides
		Plainville Farms	4-6	bn-in ABF turkey breast	64.99	6-8	Turkey Breast Dinner - 6 sides
	Roche Bros.	Price Chopper	5	bnls half ham	39.99	8-10	Smokehouse Ham Dinner - 3 sides
		Plainville Farms	10-12	whole ABF turkey	115.00	6-8	Oven Roasted Turkey Dinner - 7 sides
		Plainville Farms	14-16	whole ABF turkey	130.00	6-8	Oven Roasted Turkey Dinner - 7 sides
		Plainville Farms	3	bnls turkey breast	70.00	4-6	Boneless Turkey Breast Dinner - 7 sides
		Roche Bros.	7-9	spiral ham	85.00	8-10	Spiral Sliced Ham Dinner - 3 sides
		n/i	6	beef prime rib	175.00	8-10	Roast Prime Rib Dinner - 4 sides
		n/i	5	bnls lamb leg	145.00	8-10	Roast Leg of Lamb Dinner - 4 sides
	Shaw's	n/i	10-12	whole turkey	49.99	6-8	Traditional Turkey Dinner - 5 sides
	Star Market	n/i	10-12	whole turkey	49.99	8	Traditional Oven-Roasted Turkey Dinner - 5 sides
		n/i	8-10	spiral ham	49.99	8	Spiral Cut Ham Dinner - 5 sides
	Stop & Shop Supermarkets	Kentucky Legend	2.5	bnls ham	24.99	2	Ham Dinner for Two - 5 sides
		n/i	2.5	rotisserie turkey breast	24.99	2	Turkey Dinner for Two - 5 sides
		n/i	7-9	spiral ham	49.99	6-8	Holiday Ham Dinner - 5 sides
		n/i	12-14	whole turkey	49.99	6-8	Holiday Turkey Dinner - 5 sides
		The Fresh Market	n/i	10-12	whole turkey	79.99	6-8
	Trucchi's Supermarkets	n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
		Butterball	10-12	whole turkey	69.99	6-8	Traditional Turkey Dinner - 7 sides
		n/i	1.5-2	bn-in turkey breast	32.99	2-3	Mini Turkey Dinner - 7 sides
	Wegman's	Plainville Farms	12-14	whole ABF turkey	89.00	8-10	Traditional Turkey Dinner - 6 sides
		Plainville Farms	14-16	whole ABF turkey	139.00	10-12	Premium Turkey Dinner - 6 sides
		n/i	12-14	whole carved ABF turkey	199.00	10-12	Hand-Carved Turkey Dinner - 6 sides
		n/i	6-7	half carved ABF turkey	109.00	5-6	Medium Hand-Carved Turkey Dinner - 6 sides
		Wegman's	7	spiral ham	135.00	10-12	Ham Dinner - 4 sides
	Whole Foods - North Atlantic	n/i	3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides
		n/i	3	bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides
		n/i	3	bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides
		Plainville Farms	1.5-2	bnls ABF turkey breast	40.00	2	Complete Traditional Turkey Dinner - 7 sides
		Plainville Farms	3.5-4	bn-in ABF turkey breast	80.00	4	Complete Traditional Turkey Dinner - 7 sides
		Plainville Farms	10-12	whole ABF turkey	130.00	8	Complete Traditional Turkey Dinner - 7 sides

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

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
<b>MA</b> (cont)	Whole Foods - North Atlantic (continued)	Plainville Farms	16-18	whole ABF turkey	170.00	12	Complete Traditional Turkey Dinner - 7 sides	
		n/i	2	bnls lamb leg	99.99	4	Lamb Dinner - 3 sides	
		n/i	3	bnls pork loin	89.99	4	Pork Loin Dinner - 3 sides	
<b>MD</b>	A&P Stores	Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides	
	ACME Markets	n/i	10-12	whole turkey	49.99	8	Our Signature Classic Turkey Dinner - 3 sides	
		n/i	10-12	whole turkey	69.99	8	Ultimate Turkey Dinner - 7 sides	
		n/i	10-12	whole turkey	24.99	6-8	Traditional Turkey Dinner - 10 sides	
	A.G. of New England	Jennie-O	10-12	whole turkey	24.99	6-8	Traditional Turkey Dinner - 10 sides	
	Balducci's	n/i	3-5	bn-in turkey breast	139.99	6-8	Turkey Breast Dinner - 7 sides	
		n/i	12-14	whole turkey	159.99	6-8	Ready-to-Cook Turkey Dinner - 7 sides	
		n/i	12-14	whole turkey	169.99	6-8	Pre-Cooked Turkey Dinner - 7 sides	
		n/i	7-9	spiral ham	169.99	6-8	Ham Dinner - 7 sides	
		n/i	11-13	whole turkey	29.99	6-8	Thanksgiving Meal - 4 sides	
	Food Lion	Jennie-O	11-13	whole turkey	29.99	6-8	Thanksgiving Meal - 4 sides	
	Giant Eagle	n/i	10-12	whole turkey	74.99	6-8	Turkey Dinner - 7 sides	
	Giant Food	Kentucky Legend	2.5	bnls ham	24.99	2	Ham Dinner for Two - 5 sides	
			n/i	2.5	rotisserie turkey breast	24.99	2	Turkey Dinner for Two - 5 sides
		n/i	7-9	spiral ham	49.99	6-8	Holiday Ham Dinner - 5 sides	
		n/i	12-14	whole turkey	49.99	6-8	Holiday Turkey Dinner - 5 sides	
		Graul's Market	n/i	10-12	local whole turkey	99.99	8-10	Turkey Dinner - 8 sides
			n/i	18-20	local whole turkey	199.99	16-20	Turkey Dinner - 8 sides
		Harris Teeter	Smithfield	3-4	half spiral ham	99.99	8-10	Ham Dinner - 8 sides
	Butterball		9-12	whole turkey	49.99	8-10	Turkey Dinner - 5 sides	
	Harris Teeter		7-9	spiral ham	49.99	8-10	Ham Dinner - 3 sides	
	n/i		4	beef prime rib	49.99	6-8	Prime Rib Dinner - 3 sides	
	n/i		12-14	whole turkey	79.99	6-8	Turkey Dinner - 7 sides	
	Martin's Food Markets	Harris Teeter Rancher	5	beef tenderloin	79.99	6-8	Beef Tenderloin Dinner - 7 sides	
		n/i	12-14	whole turkey	69.99	6-8	Turkey Dinner - 6 sides	
		n/i	12-14	whole turkey	69.99	6-8	Cajun Fried Turkey Dinner - 6 sides	
		n/i	7-8	bn-in turkey breast	65.99	6-8	Turkey Breast Dinner - 6 sides	
		n/i	7-8	bn-in turkey breast	65.99	6-8	Cajun Fried Turkey Breast Dinner - 6 sides	
		n/i	7-8	spiral ham	65.99	6-8	Spiral Sliced Ham Dinner - 6 sides	
	Safeway Eastern	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides	
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides	
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides	
Shop'n Save	n/i	10-12	whole turkey	69.99	8-10	Turkey Dinner - 3 sides		
	n/i	7-9	spiral ham	69.99	8-10	Spiral Ham Dinner - 3 sides		
Shoppers Food	Butterball	10-12	whole turkey	44.99	6-8	Classic Turkey Dinner - 4 sides		

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

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
MD (cont)	ShopRite	Plainville Farms	10-12	whole ABF turkey	124.98	8-10	All Natural Turkey Dinner - 6 sides	
		Butterball	10-12	whole turkey	49.99	8-10	Turkey Dinner - 3 sides	
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides	
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides	
	Wegman's	Plainville Farms	12-14	whole ABF turkey	89.00	8-10	Traditional Turkey Dinner - 6 sides	
		Plainville Farms	14-16	whole ABF turkey	139.00	10-12	Premium Turkey Dinner - 6 sides	
		n/i	12-14	whole carved ABF turkey	199.00	10-12	Hand-Carved Turkey Dinner - 6 sides	
	Weis	Wegman's	n/i	6-7	half carved ABF turkey	109.00	5-6	Medium Hand-Carved Turkey Dinner - 6 sides
			7	spiral ham	135.00	10-12	Ham Dinner - 4 sides	
		Butterball	10-12	whole turkey	69.99	8-10	Complete Turkey Dinner - 7 sides	
		n/i	7-9	spiral ham	59.99	8-10	Complete Ham Dinner - 7 sides	
		Butterball	10-12	whole turkey	49.99	8-10	Original Turkey Dinner - 4 sides	
		Whole Foods - Mid-Atlantic	n/i	2.5-3	bnls turkey breast	54.99	6-8	Turkey Breast Dinner - 7 sides
			n/i	12-14	whole organic turkey	129.99	8	Organic Turkey Dinner - 6 sides
			n/i	14-16	whole turkey	189.99	12-16	Turkey Dinner - 7 sides
	n/i		12-14	whole turkey	119.99	6-8	Turkey Dinner - 7 sides	
	n/i		2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 4 sides	
	n/i		3-5	bn-in turkey breast	49.99	2	Turkey Dinner for Two	
	ME	A.G. of New England	n/i	8	spiral ham	119.99	6-8	Spiral Sliced Ham Dinner - 5 sides
			n/i	3	Sous-Vide bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides
Hannaford		n/i	3	Sous-Vide bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides	
		Jennie-O	10-12	whole turkey	24.99	6-8	Traditional Turkey Dinner - 10 sides	
		Butterball	10-12	whole turkey	59.99	6-8	Holiday Turkey Dinner - 5 sides	
		Carando	7-9	spiral ham	59.99	6-8	Holiday Ham Dinner - 5 sides	
		Market Basket	Butterball	10-12	whole turkey	59.99	8-10	Complete Turkey Dinner - 6 sides
		Shaw's	n/i	10-12	whole turkey	49.99	6-8	Traditional Turkey Dinner - 5 sides
		Whole Foods - North Atlantic	n/i	3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides
			n/i	3	bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides
			n/i	3	bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides
			Plainville Farms	1.5-2	bnls ABF turkey breast	40.00	2	Complete Traditional Turkey Dinner - 7 sides
			Plainville Farms	3.5-4	bn-in ABF turkey breast	80.00	4	Complete Traditional Turkey Dinner - 7 sides
			Plainville Farms	10-12	whole ABF turkey	130.00	8	Complete Traditional Turkey Dinner - 7 sides
			Plainville Farms	16-18	whole ABF turkey	170.00	12	Complete Traditional Turkey Dinner - 7 sides
			n/i	2	bnls lamb leg	99.99	4	Lamb Dinner - 3 sides
			n/i	3	bnls pork loin	89.99	4	Pork Loin Dinner - 3 sides

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

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
NH	A.G. of New England	Jennie-O	10-12	whole turkey	24.99	6-8	Traditional Turkey Dinner - 10 sides
	Hannaford	Butterball	10-12	whole turkey	59.99	6-8	Holiday Turkey Dinner - 5 sides
		Carando	7-9	spiral ham	59.99	6-8	Holiday Ham Dinner - 5 sides
		Butterball	10-12	whole turkey	59.99	8-10	Complete Turkey Dinner - 6 sides
	Price Chopper	Plainville Farms	10-12	whole ABF turkey	64.99	7-8	Turkey Dinner - 6 sides
		Plainville Farms	4-6	bn-in ABF turkey breast	64.99	6-8	Turkey Breast Dinner - 6 sides
		Price Chopper	5	bnls half ham	39.99	8-10	Smokehouse Ham Dinner - 3 sides
	Shaw's	n/i	10-12	whole turkey	49.99	6-8	Traditional Turkey Dinner - 5 sides
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
NJ	A&P Stores	Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
	ACME Markets	n/i	10-12	whole turkey	49.99	8	Our Signature Classic Turkey Dinner - 3 sides
		n/i	10-12	whole turkey	69.99	8	Ultimate Turkey Dinner - 7 sides
	Fairway Foods	n/i	12-14	whole ABF turkey	159.00	6	All-Natural Oven-Ready Turkey - 10 sides
		n/i	14-16	whole ABF turkey	259.00	12	All-Natural Oven-Ready Turkey - 10 sides
		n/i	12-14	whole ABF turkey	179.00	6	All-Natural Oven-Ready Brined Turkey - 10 sides
		n/i	14-16	whole ABF turkey	299.00	12	All-Natural Oven-Ready Brined Turkey - 10 sides
		Fairway	10-12	whole organic turkey	219.00	6	Organic Turkey Dinner - 10 sides
		Fairway	12-14	whole organic turkey	349.00	12	Organic Turkey Dinner - 10 sides
		n/i	10-12	whole smoked turkey	169.00	6	Smoked Turkey Dinner - 10 sides
	Food Bazaar	n/i	12-14	whole turkey	49.99	6-8	Turkey Dinner - 2 sides
	King's	n/i	2.5-3.25	bnls turkey breast	99.99	6	Glazed Boneless Turkey Breast Dinner - 5 sides
		n/i	2.5-3.25	bnls turkey breast	99.99	6	Roasted Boneless Turkey Breast Dinner - 5 sides
		n/i	2.5-3.25	bnls ABF turkey breast	89.99	4	ABF Boneless Turkey Breast Dinner - 5 sides
		n/i	5-7	bn-in ABF turkey breast	99.99	6	ABF Bone-in Turkey Breast Dinner - 5 sides
		n/i	10-12	whole ABF turkey	119.99	6-8	ABF Turkey Dinner - 5 sides
		n/i	12-14	whole ABF turkey	174.99	10-12	ABF Turkey Dinner - 5 sides
		n/i	10-12	ABF turkey and breast	249.99	16-18	ABF Turkey and Breast Dinner - 5 sides
		n/i	10-12	whole organic turkey	139.99	6-8	Organic Turkey Dinner - 5 sides
		n/i	12-14	whole organic turkey	199.99	10-12	Organic Turkey Dinner - 5 sides
		Mrs. Green's Natural Market	n/i	15	whole ABF turkey	139.99	8-12
	n/i		6	ABF spiral ham	99.99	6-8	Holiday Family Ham Dinner - 7 sides
	Murphy's Marketplace	Butterball	10-12	whole turkey	89.99	8-10	Thanksgiving Dinner - 10 sides
n/i		4-6	bnls ham	89.99	8-10	Thanksgiving Dinner - 10 sides	
Pathmark	Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides	
ShopRite	Plainview Farms	10-12	whole ABF turkey	124.98	8-10	All Natural Turkey Dinner - 6 sides	
	Butterball	10-12	whole turkey	49.99	8-10	Turkey Dinner - 3 sides	

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

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
NJ (cont)	Stop & Shop Supermarkets	Kentucky Legend	2.5	bnls ham	24.99	2	Ham Dinner for Two - 5 sides	
		n/i	2.5	rotisserie turkey breast	24.99	2	Turkey Dinner for Two - 5 sides	
		n/i	7-9	spiral ham	49.99	6-8	Holiday Ham Dinner - 5 sides	
		n/i	12-14	whole turkey	49.99	6-8	Holiday Turkey Dinner - 5 sides	
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides	
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides	
		Wegman's	Plainville Farms	12-14	whole ABF turkey	89.00	8-10	Traditional Turkey Dinner - 6 sides
	Wegman's	Plainville Farms	14-16	whole ABF turkey	139.00	10-12	Premium Turkey Dinner - 6 sides	
		n/i	12-14	whole carved ABF turkey	199.00	10-12	Hand-Carved Turkey Dinner - 6 sides	
		n/i	6-7	half carved ABF turkey	109.00	5-6	Medium Hand-Carved Turkey Dinner - 6 sides	
	Wegman's	Wegman's	7	spiral ham	135.00	10-12	Ham Dinner - 4 sides	
		Weis	Butterball	10-12	whole turkey	69.99	8-10	Complete Turkey Dinner - 7 sides
			n/i	7-9	spiral ham	59.99	8-10	Complete Ham Dinner - 7 sides
	Butterball		10-12	whole turkey	49.99	8-10	Original Turkey Dinner - 4 sides	
	Whole Foods - Mid-Atlantic	n/i	2.5-3	bnls turkey breast	54.99	6-8	Turkey Breast Dinner - 7 sides	
		n/i	12-14	whole organic turkey	129.99	8	Organic Turkey Dinner - 6 sides	
		n/i	14-16	whole turkey	189.99	12-16	Turkey Dinner - 7 sides	
		n/i	12-14	whole turkey	119.99	6-8	Turkey Dinner - 7 sides	
		n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 4 sides	
		n/i	3-5	bn-in turkey breast	49.99	2	Turkey Dinner for Two	
		n/i	8	spiral ham	119.99	6-8	Spiral Sliced Ham Dinner - 5 sides	
		n/i	3	Sous-Vide bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides	
		n/i	3	Sous-Vide bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides	
		Whole Foods - Northeast	n/i	3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides
			n/i	2	bnls ABF lamb leg	89.99	4	Lamb Dinner - 3 sides
			n/i	3	bnls ABF pork loin	89.99	4	Pork Loin Dinner - 3 sides
			n/i	1.5-2	bnls turkey breast	49.99	2	Turkey Dinner - 5 sides
	n/i		2.5-3	bn-in turkey breast	69.99	4	Turkey Dinner - 5 sides	
	n/i		10-12	whole turkey	139.99	8	Turkey Dinner - 5 sides	
	n/i		10-12	whole organic turkey	189.99	8	Turkey Dinner - 5 sides	
n/i	14-16		whole turkey	189.99	8	Turkey Dinner - 5 sides		
n/i	14-16		whole organic turkey	249.99	8	Turkey Dinner - 5 sides		
NY	A&P Stores		Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
	Balducci's	n/i	3-5	bn-in turkey breast	139.99	6-8	Turkey Breast Dinner - 7 sides	
		n/i	12-14	whole turkey	159.99	6-8	Ready-to-Cook Turkey Dinner - 7 sides	
		n/i	12-14	whole turkey	169.99	6-8	Pre-Cooked Turkey Dinner - 7 sides	
		n/i	7-9	spiral ham	169.99	6-8	Ham Dinner - 7 sides	

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

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
NY (cont)	D'Agostino's	Plainville Farms	3-5	bn-in ABF turkey breast	99.99	4-6	Turkey Breast Dinner - 3 sides
		Plainville Farms	3-5	bn-in ABF turkey breast	144.99	8-10	Turkey Breast Dinner - 4 sides
		Plainville Farms	3-5	bn-in ABF turkey breast	49.99	2	Turkey Breast Dinner for Two - 3 sides
	Fairway Foods	n/i	12-14	whole ABF turkey	159.00	6	All-Natural Oven-Ready Turkey - 10 sides
		n/i	14-16	whole ABF turkey	259.00	12	All-Natural Oven-Ready Turkey - 10 sides
		n/i	12-14	whole ABF turkey	179.00	6	All-Natural Oven-Ready Brined Turkey - 10 sides
		n/i	14-16	whole ABF turkey	299.00	12	All-Natural Oven-Ready Brined Turkey - 10 sides
		Fairway	10-12	whole organic turkey	219.00	6	Organic Turkey Dinner - 10 sides
		Fairway	12-14	whole organic turkey	349.00	12	Organic Turkey Dinner - 10 sides
		n/i	10-12	whole smoked turkey	169.00	6	Smoked Turkey Dinner - 10 sides
		Food Bazaar	n/i	12-14	whole turkey	49.99	6-8
	Gristede's	n/i	10-12	whole turkey	99.99	6-8	Complete Thanksgiving Dinner - 9 sides
	Hannaford	Butterball	10-12	whole turkey	59.99	6-8	Holiday Turkey Dinner - 5 sides
		Carando	7-9	spiral ham	59.99	6-8	Holiday Ham Dinner - 5 sides
	King's	n/i	2.5-3.25	bnls turkey breast	99.99	6	Glazed Boneless Turkey Breast Dinner - 5 sides
		n/i	2.5-3.25	bnls turkey breast	99.99	6	Roasted Boneless Turkey Breast Dinner - 5 sides
		n/i	2.5-3.25	bnls ABF turkey breast	89.99	4	ABF Boneless Turkey Breast Dinner - 5 sides
		n/i	5-7	bn-in ABF turkey breast	99.99	6	ABF Bone-in Turkey Breast Dinner - 5 sides
		n/i	10-12	whole ABF turkey	119.99	6-8	ABF Turkey Dinner - 5 sides
		n/i	12-14	whole ABF turkey	174.99	10-12	ABF Turkey Dinner - 5 sides
		n/i	10-12	ABF turkey and breast	249.99	16-18	ABF Turkey and Breast Dinner - 5 sides
		n/i	10-12	whole organic turkey	139.99	6-8	Organic Turkey Dinner - 5 sides
		n/i	12-14	whole organic turkey	199.99	10-12	Organic Turkey Dinner - 5 sides
		Mrs. Green's Natural Market	n/i	15	whole ABF turkey	139.99	8-12
	n/i		6	ABF spiral ham	99.99	6-8	Holiday Family Ham Dinner - 7 sides
	North Shore Farms	n/i	3	turkey meat	29.99	2	Complete Dinner for 2 - 4 sides
		n/i	20	whole turkey	199.99	10	Complete Dinner for 10 - 6 sides
	Pathmark	Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
	Price Chopper	Plainville Farms	10-12	whole ABF turkey	64.99	7-8	Turkey Dinner - 6 sides
		Plainville Farms	4-6	bn-in ABF turkey breast	64.99	6-8	Turkey Breast Dinner - 6 sides
		Price Chopper	5	bnls half ham	39.99	8-10	Smokehouse Ham Dinner - 3 sides
	Shop'n Save	n/i	10-12	whole turkey	69.99	8-10	Turkey Dinner - 3 sides
		n/i	7-9	spiral ham	69.99	8-10	Spiral Ham Dinner - 3 sides
	ShopRite	Plainview Farms	10-12	whole ABF turkey	124.98	8-10	All Natural Turkey Dinner - 6 sides
		Butterball	10-12	whole turkey	49.99	8-10	Turkey Dinner - 3 sides
	Stew Leonard's	n/i	10-12	whole turkey	140.00	8	Complete Dinner - 7 sides

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
NY <i>(cont)</i>	Stop & Shop Supermarkets	Kentucky Legend	2.5	bnls ham	24.99	2	Ham Dinner for Two - 5 sides
		n/i	2.5	rotisserie turkey breast	24.99	2	Turkey Dinner for Two - 5 sides
		n/i	7-9	spiral ham	49.99	6-8	Holiday Ham Dinner - 5 sides
		n/i	12-14	whole turkey	49.99	6-8	Holiday Turkey Dinner - 5 sides
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
	Tops Markets	Butterball	10-12	whole turkey	79.99	6-8	Turkey Dinner - 6 sides
		n/i	7-8	spiral ham	79.99	6-8	Ham Dinner - 6 sides
	Uncle Giuseppe's Marketplace	Bell & Evans	18-20	whole ABF turkey	299.00	12-14	Thanksgiving Feast - 7 sides
		Bell & Evans	10	bn-in ABF turkey breast	299.00	12-14	Thanksgiving Feast - 7 sides
	Wegman's	Plainville Farms	12-14	whole ABF turkey	89.00	8-10	Traditional Turkey Dinner - 6 sides
		Plainville Farms	14-16	whole ABF turkey	139.00	10-12	Premium Turkey Dinner - 6 sides
		n/i	12-14	whole carved ABF turkey	199.00	10-12	Hand-Carved Turkey Dinner - 6 sides
		n/i	6-7	half carved ABF turkey	109.00	5-6	Medium Hand-Carved Turkey Dinner - 6 sides
	Weis	Wegman's	7	spiral ham	135.00	10-12	Ham Dinner - 4 sides
		Butterball	10-12	whole turkey	69.99	8-10	Complete Turkey Dinner - 7 sides
		n/i	7-9	spiral ham	59.99	8-10	Complete Ham Dinner - 7 sides
		Butterball	10-12	whole turkey	49.99	8-10	Original Turkey Dinner - 4 sides
	Whole Foods - Northeast	n/i	2.5-3	bnls turkey breast	54.99	6-8	Turkey Breast Dinner - 7 sides
		n/i	3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides
		n/i	2	bnls ABF lamb leg	89.99	4	Lamb Dinner - 3 sides
		n/i	3	bnls ABF pork loin	89.99	4	Pork Loin Dinner - 3 sides
		n/i	1.5-2	bnls turkey breast	49.99	2	Turkey Dinner - 5 sides
		n/i	2.5-3	bn-in turkey breast	69.99	4	Turkey Dinner - 5 sides
		n/i	10-12	whole turkey	139.99	8	Turkey Dinner - 5 sides
		n/i	10-12	whole organic turkey	189.99	8	Turkey Dinner - 5 sides
n/i		14-16	whole turkey	189.99	8	Turkey Dinner - 5 sides	
n/i		14-16	whole organic turkey	249.99	8	Turkey Dinner - 5 sides	
PA	A&P Stores	Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
	ACME Markets	n/i	10-12	whole turkey	49.99	8	Our Signature Classic Turkey Dinner - 3 sides
		n/i	10-12	whole turkey	69.99	8	Ultimate Turkey Dinner - 7 sides
	Food Lion	Jennie-O	11-13	whole turkey	29.99	6-8	Thanksgiving Meal - 4 sides
	Giant Eagle	n/i	10-12	whole turkey	74.99	6-8	Turkey Dinner - 7 sides
	Giant Food Stores	n/i	12-14	whole turkey	69.99	6-8	Turkey Dinner - 6 sides
		n/i	12-14	whole turkey	69.99	6-8	Cajun Fried Turkey Dinner - 6 sides
		n/i	7-8	bn-in turkey breast	65.99	6-8	Turkey Breast Dinner - 6 sides
		n/i	7-8	bn-in turkey breast	65.99	6-8	Cajun Fried Turkey Breast Dinner - 6 sides
		n/i	7-8	spiral ham	65.99	6-8	Spiral Sliced Ham Dinner - 6 sides



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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
PA (cont)	Martin's Food Markets	n/i	12-14	whole turkey	69.99	6-8	Turkey Dinner - 6 sides
		n/i	12-14	whole turkey	69.99	6-8	Cajun Fried Turkey Dinner - 6 sides
		n/i	7-8	bn-in turkey breast	65.99	6-8	Turkey Breast Dinner - 6 sides
		n/i	7-8	bn-in turkey breast	65.99	6-8	Cajun Fried Turkey Breast Dinner - 6 sides
		n/i	7-8	spiral ham	65.99	6-8	Spiral Sliced Ham Dinner - 6 sides
	Pathmark	Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
	Price Chopper	Plainville Farms	10-12	whole ABF turkey	64.99	7-8	Turkey Dinner - 6 sides
		Plainville Farms	4-6	bn-in ABF turkey breast	64.99	6-8	Turkey Breast Dinner - 6 sides
	Shop'n Save	Price Chopper	5	bnls half ham	39.99	8-10	Smokehouse Ham Dinner - 3 sides
		n/i	10-12	whole turkey	69.99	8-10	Turkey Dinner - 3 sides
	ShopRite	n/i	7-9	spiral ham	69.99	8-10	Spiral Ham Dinner - 3 sides
		Plainview Farms	10-12	whole ABF turkey	124.98	8-10	All Natural Turkey Dinner - 6 sides
	ShurSave	Butterball	10-12	whole turkey	49.99	8-10	Turkey Dinner - 3 sides
		n/i	12-14	whole turkey	99.99	8-10	Holiday Turkey Dinner - 7 sides
	The Fresh Grocer	n/i	12-14	whole turkey	64.99	10-12	Whole Roasted Turkey Dinner - Large - 7 sides
		n/i	10-12	whole turkey	54.99	6-8	Whole Roasted Turkey Dinner - Small - 7 sides
		n/i	4	bnls ham	54.99	14-16	Whole Boneless Ham Dinner - 5 sides
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
	Thorne's Market	n/i	10-12	whole turkey	79.99	8-10	Roast Turkey Dinner - 5 sides
		n/i	7-9	spiral ham	89.99	8-10	Spiral Ham Dinner - 5 sides
		n/i	4-5	beef prime rib	119.99	8-10	Prime Rib Dinner - 4 sides
	Tops Markets	Butterball	10-12	whole turkey	79.99	6-8	Turkey Dinner - 6 sides
		n/i	7-8	spiral ham	79.99	6-8	Ham Dinner - 6 sides
	Wegman's	Plainville Farms	12-14	whole ABF turkey	89.00	8-10	Traditional Turkey Dinner - 6 sides
		Plainville Farms	14-16	whole ABF turkey	139.00	10-12	Premium Turkey Dinner - 6 sides
		n/i	12-14	whole carved ABF turkey	199.00	10-12	Hand-Carved Turkey Dinner - 6 sides
		n/i	6-7	half carved ABF turkey	109.00	5-6	Medium Hand-Carved Turkey Dinner - 6 sides
		Wegman's	7	spiral ham	135.00	10-12	Ham Dinner - 4 sides
	Weis	Butterball	10-12	whole turkey	69.99	8-10	Complete Turkey Dinner - 7 sides
		n/i	7-9	spiral ham	59.99	8-10	Complete Ham Dinner - 7 sides
		Butterball	10-12	whole turkey	49.99	8-10	Original Turkey Dinner - 4 sides
	Whole Foods - Mid-Atlantic	n/i	2.5-3	bnls turkey breast	54.99	6-8	Turkey Breast Dinner - 7 sides
		n/i	12-14	whole organic turkey	129.99	8	Organic Turkey Dinner - 6 sides
		n/i	14-16	whole turkey	189.99	12-16	Turkey Dinner - 7 sides
		n/i	12-14	whole turkey	119.99	6-8	Turkey Dinner - 7 sides
		n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 4 sides
		n/i	3-5	bn-in turkey breast	49.99	2	Turkey Dinner for Two

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
PA <i>(cont)</i>	Whole Foods - Mid-Atlantic <i>(continued)</i>	n/i	8	spiral ham	119.99	6-8	Spiral Sliced Ham Dinner - 5 sides	
		n/i	3	Sous-Vide bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides	
		n/i	3	Sous-Vide bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides	
RI	Dave's Marketplace	n/i	10-12	whole turkey	99.95	6-8	Complete Meal - 7 sides	
	Shaw's	n/i	10-12	whole turkey	49.99	6-8	Traditional Turkey Dinner - 5 sides	
	Stop & Shop Supermarkets	Kentucky Legend	n/i	2.5	bnls ham	24.99	2	Ham Dinner for Two - 5 sides
		n/i	n/i	2.5	rotisserie turkey breast	24.99	2	Turkey Dinner for Two - 5 sides
		n/i	n/i	7-9	spiral ham	49.99	6-8	Holiday Ham Dinner - 5 sides
		n/i	n/i	12-14	whole turkey	49.99	6-8	Holiday Turkey Dinner - 5 sides
		Whole Foods - North Atlantic	n/i	3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides
	n/i	n/i	3	bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides	
	n/i	n/i	3	bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides	
	Plainville Farms	n/i	1.5-2	bnls ABF turkey breast	40.00	2	Complete Traditional Turkey Dinner - 7 sides	
	Plainville Farms	n/i	3.5-4	bn-in ABF turkey breast	80.00	4	Complete Traditional Turkey Dinner - 7 sides	
	Plainville Farms	n/i	10-12	whole ABF turkey	130.00	8	Complete Traditional Turkey Dinner - 7 sides	
	Plainville Farms	n/i	16-18	whole ABF turkey	170.00	12	Complete Traditional Turkey Dinner - 7 sides	
	n/i	n/i	2	bnls lamb leg	99.99	4	Lamb Dinner - 3 sides	
n/i	n/i	3	bnls pork loin	89.99	4	Pork Loin Dinner - 3 sides		
VT	A.G. of New England	Jennie-O	10-12	whole turkey	24.99	6-8	Traditional Turkey Dinner - 10 sides	
	Hannaford	Butterball	10-12	whole turkey	59.99	6-8	Holiday Turkey Dinner - 5 sides	
		Carando	7-9	spiral ham	59.99	6-8	Holiday Ham Dinner - 5 sides	
	Price Chopper	Plainville Farms	n/i	10-12	whole ABF turkey	64.99	7-8	Turkey Dinner - 6 sides
		Plainville Farms	n/i	4-6	bn-in ABF turkey breast	64.99	6-8	Turkey Breast Dinner - 6 sides
		Price Chopper	n/i	5	bnls half ham	39.99	8-10	Smokehouse Ham Dinner - 3 sides
	Shaw's	n/i	10-12	whole turkey	49.99	6-8	Traditional Turkey Dinner - 5 sides	
	Tops Markets	Butterball	n/i	10-12	whole turkey	79.99	6-8	Turkey Dinner - 6 sides
		n/i	n/i	7-8	spiral ham	79.99	6-8	Ham Dinner - 6 sides

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>								
AL	Earth Fare	n/i	12-14	whole turkey	99.00	6-8	Classic Holiday Dinner - 6 sides	
	Food Giant	n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides	
		n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides	
	Ingle's	Butterball		10-12	whole turkey	42.98	4-6	Basic Turkey Dinner - 2 sides
		Butterball		10-12	whole turkey	50.98	6-8	Deluxe Butterball Oven Roasted Turkey Dinner - 4 sides
		Butterball		4-6	bn-in turkey breast	50.98	6-8	Deluxe Bone-In Turkey Breast Dinner - 4 sides
	Kroger Atlanta		n/i	6-8	bnls pit ham	42.98	4-6	Old Fashioned Boneless Pit Ham Dinner - 3 sides
			n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
			n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
	Kroger Nashville		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
			n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
			n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
	Piggly Wiggly Houchen's		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
			n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides
			n/i	7-9	spiral ham	44.99	6-8	Spiral Ham Dinner - 3 sides
	Publix		n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides
			n/i	10-12	whole turkey	44.99	7-10	Turkey Dinner - 4 sides
		Rouses	n/i	12-14	whole turkey	59.99	6-8	Turkey Dinner - 8 sides
	The Fresh Market		n/i	6-8	bn-in turkey breast	59.99	6-8	Turkey Breast Dinner - 8 sides
			Hormel Cure 81	10-12	spiral ham	64.99	6-8	Spiral Ham Dinner - 8 sides
			n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
	Vowell's Market Place		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
			n/i	10-12	whole turkey	49.99	6-8	Holiday Turkey Dinner - 5 sides
	Western Market	Butterball		10-12	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 5 sides
			n/i	7-9	spiral ham	59.99	6-8	Deluxe Spiral Ham Dinner - 4 sides
	Whole Foods - South		n/i	2.5-3	rotisserie turkey breast	37.99	6-8	Rotisserie Turkey Breast Dinner - 3 sides
			n/i	12	whole organic turkey	129.99	6-8	Organic Turkey Dinner - 4 sides
			n/i	7	whole turkey	79.99	4	Turkey Dinner for 4 - 5 sides
			n/i	11	whole turkey	99.99	6-8	Turkey Dinner - 5 sides
			n/i	15	whole turkey	139.99	10-12	Turkey Dinner - 5 sides
			n/i	12	smoked whole turkey	99.99	6-8	Smoked Turkey Dinner - 5 sides
			n/i	5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 5 sides
		n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 5 sides	
		n/i	8	spiral ham	119.99	6-8	Spiral Sliced Ham Dinner - 5 sides	
		n/i	5-7	ABF pork loin	89.99	6	Roasted Pork Loin Meal - 4 sides	
	n/i	3	Sous-Vide bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides		
	n/i	5-7	bnls ABF lamb leg	89.99	5	Roasted Leg of Lamb Meal - 3 sides		

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
AL (cont)	Whole Foods - South (continued) Winn-Dixie	n/i	3	Sous-Vide bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides
		n/i	4	beef tenderloin	199.99	6-8	Beef Tenderloin Dinner - 4 sides
		Butterball	10-12	whole turkey	54.99	6-8	Premium Turkey Dinner - 5 sides
		Carolina Pride	6-8	spiral ham	59.99	6-8	Ham Dinner - 4 sides
FL	Albertson's Southern	Prater	9-11	fried whole turkey	59.99	6-8	Deep-Fried* Cajun Turkey Dinner - 4 sides
		Butterball	10-12	smoked whole turkey	59.99	6-8	Smoked Turkey Dinner - 4 sides
		Butterball	10-12	whole turkey	59.99	6-8	Traditional Oven-Roasted Turkey Dinner - 4 sides
		Jennie-O	3	rotisserie turkey breast	49.99	6-8	Rotisserie Turkey Breast Dinner - 4 sides
	Earth Fare	n/i	12-14	whole turkey	99.00	6-8	Classic Holiday Dinner - 6 sides
	Food Giant	n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides
		n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides
	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	Turkey Dinner - 5 sides
		Harris Teeter	7-9	spiral ham	49.99	8-10	Ham Dinner - 3 sides
		n/i	4	beef prime rib	49.99	6-8	Prime Rib Dinner - 3 sides
		n/i	12-14	whole turkey	79.99	6-8	Turkey Dinner - 7 sides
	Hitchcock's Markets	Harris Teeter Rancher	5	beef tenderloin	79.99	6-8	Beef Tenderloin Dinner - 7 sides
		Butterball	10-12	whole turkey	39.99	6-8	Traditional Turkey Dinner - 2 sides
		Butterball	10-12	whole turkey	59.99	6-8	Deluxe Turkey Dinner - 5 sides
		n/i	4	bn-in turkey breast	49.99	6-8	Deluxe Turkey Breast Dinner - 6 sides
		n/i	6	ham	39.99	6-8	Holiday Sliced Ham Dinner - 3 sides
		n/i	6-7	spiral ham	49.99	6-8	Holiday Spiral Ham Dinner - 3 sides
	J.H. Harvey's	Butterball	10-12	whole turkey	39.99	6-8	Classic Turkey Dinner (cold) - 2 sides
		Butterball	10-12	whole turkey	49.99	6-8	Classic Turkey Dinner (hot) - 2 sides
		Carolina Pride	6-8	spiral ham	39.99	6-8	Classic Spiral Ham Dinner (cold) - 2 sides
		Carolina Pride	6-8	spiral ham	49.99	6-8	Classic Spiral Ham Dinner (hot) - 2 sides
	Piggly Wiggly Houchen's	n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides
		n/i	7-9	spiral ham	44.99	6-8	Spiral Ham Dinner - 3 sides
		n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides
	Publix	n/i	10-12	whole turkey	44.99	7=10	Turkey Dinner - 4 sides
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
	Whole Foods - Florida	Plainville Farms	14-16	whole ABF turkey	119.99	6-8	Basic Turkey Dinner - 3 sides
		Plainville Farms	14-16	whole ABF turkey & ham	229.99	6-8	Deluxe Thanksgiving Dinner- 6 sides
		Plainville Farms	12	whole organic turkey	149.99	6-8	Organic Turkey Dinner - 3 sides
		n/i	5-7	bnls ABF lamb leg	89.99	5	Roasted Leg of Lamb Meal - 3 sides
		n/i	5-7	ABF pork loin	89.99	6	Roasted Pork Loin Meal - 4 sides
n/i		5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Dinner - 4 sides	

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
FL (cont)	Winn-Dixie	Butterball	10-12	whole turkey	54.99	6-8	Premium Turkey Dinner - 5 sides
		Carolina Pride	6-8	spiral ham	59.99	6-8	Ham Dinner - 4 sides
GA	Bi-Lo	Butterball	10-12	whole turkey	49.99	6-8	Classic Turkey Dinner - 4 sides
		Butterball	10-12	spiral ham	54.99	6-8	Premium Turkey Dinner - 5 sides
		Carolina Pride	6-8	spiral ham	59.99	6-8	Classic Spiral Ham Dinner - 4 sides
	Earth Fare	n/i	12-14	whole turkey	99.00	6-8	Classic Holiday Dinner - 6 sides
	Food Giant	n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides
		n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides
	Food Lion	Jennie-O	11-13	whole turkey	29.99	6-8	Thanksgiving Meal - 4 sides
	Galaxy Food Centers	n/i	5	bn-in turkey breast	39.99	6-8	Rotisserie Turkey Breast Dinner - 5 sides
		n/i	8-10	whole turkey	42.99	6-8	Turkey Dinner - 4 sides
		n/i	10-12	whole turkey	53.99	6-8	Deluxe Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Complete Ham Dinner - 4 sides
	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	Turkey Dinner - 5 sides
		Harris Teeter	7-9	spiral ham	49.99	8-10	Ham Dinner - 3 sides
		n/i	4	beef prime rib	49.99	6-8	Prime Rib Dinner - 3 sides
		n/i	12-14	whole turkey	79.99	6-8	Turkey Dinner - 7 sides
	IGA	Harris Teeter Rancher	5	beef tenderloin	79.99	6-8	Beef Tenderloin Dinner - 7 sides
		n/i	8-10	whole turkey	44.99	6-8	Turkey Dinner - 6 sides
	Ingle's	n/i	6-8	spiral ham	44.99	6-8	Ham Dinner - 5 sides
		Butterball	10-12	whole turkey	42.98	4-6	Basic Turkey Dinner - 2 sides
	J.H. Harvey's	Butterball	10-12	whole turkey	50.98	6-8	Deluxe Butterball Oven Roasted Turkey Dinner - 4 sides
		Butterball	4-6	bn-in turkey breast	50.98	6-8	Deluxe Bone-In Turkey Breast Dinner - 4 sides
		n/i	6-8	bnls pit ham	42.98	4-6	Old Fashioned Boneless Pit Ham Dinner - 3 sides
		Butterball	10-12	whole turkey	39.99	6-8	Classic Turkey Dinner (cold) - 2 sides
	Kroger Atlanta	Butterball	10-12	whole turkey	49.99	6-8	Classic Turkey Dinner (hot) - 2 sides
		Carolina Pride	6-8	spiral ham	39.99	6-8	Classic Spiral Ham Dinner (cold) - 2 sides
		Carolina Pride	6-8	spiral ham	49.99	6-8	Classic Spiral Ham Dinner (hot) - 2 sides
		n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
	Piggly Wiggly Carolina Co.	n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
		n/i	10-12	fried whole turkey	49.99	6-8	Southern Fried Turkey Dinner - 4 sides
	Piggly Wiggly Houchen's	n/i	7-9	spiral ham	49.99	6-8	Spiral Ham Dinner - 4 sides
		n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides
n/i		7-9	spiral ham	44.99	6-8	Spiral Ham Dinner - 3 sides	
Publix	n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides	
	n/i	10-12	whole turkey	44.99	7=10	Turkey Dinner - 4 sides	

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
GA (cont)	Sprout's Farmers Market	Sprout's	12-14	whole turkey	69.99	6-8	Natural Turkey Meal - 6 sides	
		Sprout's	2.5-3	bnls turkey breast	29.99	2	Boneless Turkey Breast Meal - 6 sides	
		Sprout's	7-9	spiral ham	69.99	6-8	Spiral Sliced Ham Meal - 6 sides	
		n/i	5	Choice bnls beef rib	79.99	6-8	USDA Choice Boneless Rib Roast Meal - 3 sides	
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides	
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides	
	Wayfield's	n/i	10-12	smoked whole turkey	49.99	6-8	Smoked Turkey Dinner - 5 sides	
		n/i	6-8	spiral ham	49.99	6-8	Ham Dinner - 5 sides	
	Whole Foods - South	n/i	12	whole organic turkey	129.99	6-8	Organic Turkey Dinner - 4 sides	
		n/i	7	whole turkey	79.99	4	Turkey Dinner for 4 - 5 sides	
		n/i	11	whole turkey	99.99	6-8	Turkey Dinner - 5 sides	
		n/i	15	whole turkey	139.99	10-12	Turkey Dinner - 5 sides	
		n/i	12	smoked whole turkey	99.99	6-8	Smoked Turkey Dinner - 5 sides	
		n/i	5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 5 sides	
		n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 5 sides	
		n/i	8	spiral ham	119.99	6-8	Spiral Sliced Ham Dinner - 5 sides	
		n/i	5-7	ABF pork loin	89.99	6	Roasted Pork Loin Meal - 4 sides	
		n/i	3	Sous-Vide bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides	
		n/i	5-7	bnls ABF lamb leg	89.99	5	Roasted Leg of Lamb Meal - 3 sides	
		n/i	3	Sous-Vide bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides	
		n/i	4	beef tenderloin	199.99	6-8	Beef Tenderloin Dinner - 4 sides	
		Winn-Dixie	Butterball	10-12	whole turkey	54.99	6-8	Premium Turkey Dinner - 5 sides
	Carolina Pride		6-8	spiral ham	59.99	6-8	Ham Dinner - 4 sides	
	MS	Food Giant	n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides
			n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides
		Kroger Delta	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
n/i			10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides	
Piggly Wiggly Houchen's		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides	
		n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides	
Rouses		n/i	7-9	spiral ham	44.99	6-8	Spiral Ham Dinner - 3 sides	
		n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides	
		n/i	12-14	whole turkey	59.99	6-8	Turkey Dinner - 8 sides	
		n/i	6-8	bn-in turkey breast	59.99	6-8	Turkey Breast Dinner - 8 sides	
The Fresh Market		Hormel Cure 81	10-12	spiral ham	64.99	6-8	Spiral Ham Dinner - 8 sides	
		n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides	
Vowell's Market Place		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides	
		n/i	10-12	whole turkey	49.99	6-8	Holiday Turkey Dinner - 5 sides	

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
MS (cont)	Whole Foods - South	n/i	12	whole organic turkey	129.99	6-8	Organic Turkey Dinner - 4 sides
		n/i	7	whole turkey	79.99	4	Turkey Dinner for 4 - 5 sides
		n/i	11	whole turkey	99.99	6-8	Turkey Dinner - 5 sides
		n/i	15	whole turkey	139.99	10-12	Turkey Dinner - 5 sides
		n/i	12	smoked whole turkey	99.99	6-8	Smoked Turkey Dinner - 5 sides
		n/i	5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 5 sides
		n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 5 sides
		n/i	8	spiral ham	119.99	6-8	Spiral Sliced Ham Dinner - 5 sides
		n/i	5-7	ABF pork loin	89.99	6	Roasted Pork Loin Meal - 4 sides
		n/i	3	Sous-Vide bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides
		n/i	5-7	bnls ABF lamb leg	89.99	5	Roasted Leg of Lamb Meal - 3 sides
		n/i	3	Sous-Vide bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides
		n/i	4	beef tenderloin	199.99	6-8	Beef Tenderloin Dinner - 4 sides
		Winn-Dixie	Butterball	10-12	whole turkey	54.99	6-8
		Carolina Pride	6-8	spiral ham	59.99	6-8	Ham Dinner - 4 sides
	NC	Bi-Lo	Butterball	10-12	whole turkey	49.99	6-8
Butterball			10-12	spiral ham	54.99	6-8	Premium Turkey Dinner - 5 sides
Carolina Pride			6-8	spiral ham	59.99	6-8	Classic Spiral Ham Dinner - 4 sides
Bo's Food Stores		n/i	8-10	whole turkey	49.99	6-8	Turkey Dinner - 2 sides
		n/i	3.5	bnls ham	39.99	6-8	Ham Dinner - 2 sides
Carlie C's IGA		n/i	9-11	whole turkey	34.99	4-6	Basic Holiday Dinner - 1 side
		n/i	7-9	spiral ham	34.99	4-6	Basic Holiday Dinner - 1 side
		n/i	9-11	whole turkey	54.99	6-8	Classic Holiday Dinner - 6 sides
		n/i	7-9	spiral ham	54.99	6-8	Classic Holiday Dinner - 6 sides
		n/i	9-11	whole turkey/ham	69.99	8-10	Deluxe Holiday Turkey and Ham Dinner - 6 sides
Earth Fare		n/i	12-14	whole turkey	99.00	6-8	Classic Holiday Dinner - 6 sides
Farm Fresh		n/i	10-12	whole turkey	49.99	6-10	Classic Turkey Dinner - 3 sides
Food Lion		Jennie-O	11-13	whole turkey	29.99	6-8	Thanksgiving Meal - 4 sides
Food Pride		n/i	10-12	whole turkey	64.99	8-10	Deluxe Turkey Dinner - 5 sides
		n/i	10-12	whole turkey	49.99	6-8	Turkey Dinner - 3 sides
Galaxy Food Centers		n/i	7-9	spiral ham	59.99	6-8	Ham Dinner - 3 sides
		n/i	5	bn-in turkey breast	39.99	6-8	Rotisserie Turkey Breast Dinner - 5 sides
		n/i	8-10	whole turkey	42.99	6-8	Turkey Dinner - 4 sides
		n/i	10-12	whole turkey	53.99	6-8	Deluxe Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Complete Ham Dinner - 4 sides
Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	Turkey Dinner - 5 sides	
	Harris Teeter	7-9	spiral ham	49.99	8-10	Ham Dinner - 3 sides	
	n/i	4	beef prime rib	49.99	6-8	Prime Rib Dinner - 3 sides	

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
NC (cont)	Harris Teeter	n/i	12-14	whole turkey	79.99	6-8	Turkey Dinner - 7 sides	
	(continued)	Harris Teeter Rancher	5	beef tenderloin	79.99	6-8	Beef Tenderloin Dinner - 7 sides	
	IGA	n/i	8-10	whole turkey	44.99	6-8	Turkey Dinner - 6 sides	
			n/i	6-8	spiral ham	44.99	6-8	Ham Dinner - 5 sides
	Ingle's	Butterball	10-12	whole turkey	42.98	4-6	Basic Turkey Dinner - 2 sides	
		Butterball	10-12	whole turkey	50.98	6-8	Deluxe Butterball Oven Roasted Turkey Dinner - 4 sides	
		Butterball	4-6	bn-in turkey breast	50.98	6-8	Deluxe Bone-In Turkey Breast Dinner - 4 sides	
			n/i	6-8	bnls pit ham	42.98	4-6	Old Fashioned Boneless Pit Ham Dinner - 3 sides
	Kroger Mid-Atlantic		n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
			n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
			n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Lowe's Food Stores	Butterball	10-12	whole turkey	49.99	6-8	Gourmet Turkey Dinner - 4 sides	
		Butterball	8-10	whole turkey	44.99	6-8	Premium Turkey Dinner - 4 sides	
		Butterball	4-7	bn-in turkey breast	44.99	6-8	Turkey Breast Dinner - 4 sides	
		Boar's Head	3.75	bnls turkey breast	49.99	6-8	Oven-Roasted Turkey Breast Dinner - 4 sides	
		Boar's Head	5	bnls ham	49.99	6-8	Smoked Ham Dinner - 4 sides	
			n/i	7-9	spiral ham	39.99	6-8	Spiral Ham Dinner - 3 sides
	Piggly Wiggly (Spartan-Nash)	Kretschmar	3	bnls turkey	62.99	6-8	Piggly Wiggly Country Feast - 8 sides	
			n/i	6-7	bn-in turkey breast	31.99	6-8	Turkey Breast Dinner - 2 sides
		Our Family	10-12	whole turkey	36.99	6-8	Turkey Dinner - 2 sides	
			n/i	12-14	whole turkey	72.99	8-10	Piggly Wiggly Turkey Feast - 9 sides
		Kretschmar	3	ham	31.99	6-8	Sliced Ham Dinner - 2 sides	
		Kretschmar	3	roast beef	38.99	6-8	Roast Beef Dinner - 3 sides	
	Piggly Wiggly Corporation		n/i	8-10	whole turkey	44.99	6-8	Thanksgiving Dinner - 3 sides
			n/i	8-9	ham	39.99	6-8	Thanksgiving Dinner - 3 sides
	Publix		n/i	10-12	whole turkey	44.99	7-10	Turkey Dinner - 4 sides
	The Fresh Market		n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
			n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
	Whole Foods - South		n/i	12	whole organic turkey	129.99	6-8	Organic Turkey Dinner - 4 sides
			n/i	7	whole turkey	79.99	4	Turkey Dinner for 4 - 5 sides
			n/i	11	whole turkey	99.99	6-8	Turkey Dinner - 5 sides
			n/i	15	whole turkey	139.99	10-12	Turkey Dinner - 5 sides
			n/i	12	smoked whole turkey	99.99	6-8	Smoked Turkey Dinner - 5 sides
		n/i	5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 5 sides	
		n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 5 sides	
		n/i	8	spiral ham	119.99	6-8	Spiral Sliced Ham Dinner - 5 sides	
		n/i	5-7	ABF pork loin	89.99	6	Roasted Pork Loin Meal - 4 sides	
		n/i	3	Sous-Vide bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides	



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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
<b>NC</b> <i>(cont)</i>	Whole Foods - South <i>(continued)</i>	n/i	5-7	bnls ABF lamb leg	89.99	5	Roasted Leg of Lamb Meal - 3 sides
		n/i	3	Sous-Vide bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides
		n/i	4	beef tenderloin	199.99	6-8	Beef Tenderloin Dinner - 4 sides
<b>SC</b>	Bi-Lo	Butterball	10-12	whole turkey	49.99	6-8	Classic Turkey Dinner - 4 sides
		Butterball	10-12	spiral ham	54.99	6-8	Premium Turkey Dinner - 5 sides
		Carolina Pride	6-8	spiral ham	59.99	6-8	Classic Spiral Ham Dinner - 4 sides
	Earth Fare	n/i	12-14	whole turkey	99.00	6-8	Classic Holiday Dinner - 6 sides
	Food Lion	Jennie-O	11-13	whole turkey	29.99	6-8	Thanksgiving Meal - 4 sides
	Galaxy Food Centers	n/i	5	bn-in turkey breast	39.99	6-8	Rotisserie Turkey Breast Dinner - 5 sides
		n/i	8-10	whole turkey	42.99	6-8	Turkey Dinner - 4 sides
		n/i	10-12	whole turkey	53.99	6-8	Deluxe Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Complete Ham Dinner - 4 sides
	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	Turkey Dinner - 5 sides
		Harris Teeter	7-9	spiral ham	49.99	8-10	Ham Dinner - 3 sides
		n/i	4	beef prime rib	49.99	6-8	Prime Rib Dinner - 3 sides
		n/i	12-14	whole turkey	79.99	6-8	Turkey Dinner - 7 sides
	IGA	Harris Teeter Rancher	5	beef tenderloin	79.99	6-8	Beef Tenderloin Dinner - 7 sides
		n/i	8-10	whole turkey	44.99	6-8	Turkey Dinner - 6 sides
		n/i	6-8	spiral ham	44.99	6-8	Ham Dinner - 5 sides
		Ingle's	Butterball	10-12	whole turkey	42.98	4-6
	Butterball		10-12	whole turkey	50.98	6-8	Deluxe Butterball Oven Roasted Turkey Dinner - 4 sides
	Butterball		4-6	bn-in turkey breast	50.98	6-8	Deluxe Bone-In Turkey Breast Dinner - 4 sides
	J.H. Harvey's	n/i	6-8	bnls pit ham	42.98	4-6	Old Fashioned Boneless Pit Ham Dinner - 3 sides
		Butterball	10-12	whole turkey	39.99	6-8	Classic Turkey Dinner (cold) - 2 sides
		Butterball	10-12	whole turkey	49.99	6-8	Classic Turkey Dinner (hot) - 2 sides
		Carolina Pride	6-8	spiral ham	39.99	6-8	Classic Spiral Ham Dinner (cold) - 2 sides
		Carolina Pride	6-8	spiral ham	49.99	6-8	Classic Spiral Ham Dinner (hot) - 2 sides
	Kroger Atlanta	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
	Lowe's Food Stores	Butterball	10-12	whole turkey	49.99	6-8	Gourmet Turkey Dinner - 4 sides
		Butterball	8-10	whole turkey	44.99	6-8	Premium Turkey Dinner - 4 sides
		Butterball	4-7	bn-in turkey breast	44.99	6-8	Turkey Breast Dinner - 4 sides
		Boar's Head	3.75	bnls turkey breast	49.99	6-8	Oven-Roasted Turkey Breast Dinner - 4 sides
		Boar's Head	5	bnls ham	49.99	6-8	Smoked Ham Dinner - 4 sides
	Piggly Wiggly Carolina Co.	n/i	7-9	spiral ham	39.99	6-8	Spiral Ham Dinner - 3 sides
		Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
		n/i	10-12	fried whole turkey	49.99	6-8	Southern Fried Turkey Dinner - 4 sides
		n/i	7-9	spiral ham	49.99	6-8	Spiral Ham Dinner - 4 sides

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SC (cont)	Publix	n/i	10-12	whole turkey	44.99	7=10	Turkey Dinner - 4 sides	
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides	
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides	
	Whole Foods - South	n/i	12	whole organic turkey	129.99	6-8	Organic Turkey Dinner - 4 sides	
		n/i	7	whole turkey	79.99	4	Turkey Dinner for 4 - 5 sides	
		n/i	11	whole turkey	99.99	6-8	Turkey Dinner - 5 sides	
		n/i	15	whole turkey	139.99	10-12	Turkey Dinner - 5 sides	
		n/i	12	smoked whole turkey	99.99	6-8	Smoked Turkey Dinner - 5 sides	
		n/i	5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 5 sides	
		n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 5 sides	
		n/i	8	spiral ham	119.99	6-8	Spiral Sliced Ham Dinner - 5 sides	
		n/i	5-7	ABF pork loin	89.99	6	Roasted Pork Loin Meal - 4 sides	
		n/i	3	Sous-Vide bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides	
	n/i	5-7	bnls ABF lamb leg	89.99	5	Roasted Leg of Lamb Meal - 3 sides		
	n/i	3	Sous-Vide bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides		
	n/i	4	beef tenderloin	199.99	6-8	Beef Tenderloin Dinner - 4 sides		
	TN	Bi-Lo	Butterball	10-12	whole turkey	49.99	6-8	Classic Turkey Dinner - 4 sides
Butterball			10-12	spiral ham	54.99	6-8	Premium Turkey Dinner - 5 sides	
Carolina Pride			6-8	spiral ham	59.99	6-8	Classic Spiral Ham Dinner - 4 sides	
E. W. James & Sons		n/i	7-9	spiral ham	76.99	8-10	James Family Kitchen Holiday Feast - 7 sides	
		n/i	10-12	whole turkey	76.99	6-8	James Family Kitchen Holiday Feast - 7 sides	
Earth Fare		n/i	12-14	whole turkey	99.00	6-8	Classic Holiday Dinner - 6 sides	
Food City		Butterball	16-18	whole turkey	89.99	12-14	Big Turkey Dinner (hot) - 5 sides	
		Butterball	16-18	whole turkey	74.99	12-14	Big Turkey Dinner (cold) - 5 sides	
		Butterball	10-12	whole turkey	61.99	8-10	Classic Turkey Dinner (hot) - 5 sides	
		Butterball	10-12	whole turkey	46.99	8-10	Classic Turkey Dinner (cold) - 5 sides	
		Butterball	4	bn-in turkey breast	54.99	6-8	Turkey Breast Dinner (hot) - 5 sides	
		Butterball	4	bn-in turkey breast	39.99	6-8	Turkey Breast Dinner (cold) - 5 sides	
		Food City	7-9	spiral ham	62.99	8-10	Spiral Ham Dinner (hot) - 4 sides	
		Food City	7-9	spiral ham	47.99	8-10	Spiral Ham Dinner (cold) - 4 sides	
		Food Country USA	n/i	16-18	whole turkey	74.99	12-14	Cold Turkey Dinner - 5 sides
			n/i	16-18	whole turkey	89.99	12-14	Hot Turkey Dinner - 5 sides
n/i			10-12	whole turkey	46.99	8-10	Cold Turkey Dinner - 5 sides	
n/i			10-12	whole turkey	61.99	8-10	Hot Turkey Dinner - 5 sides	
n/i			6	bn-in turkey breast	39.99	6-8	Cold Turkey Breast Dinner - 5 sides	
n/i			6	bn-in turkey breast	54.99	6-8	Hot Turkey Breast Dinner - 5 sides	
n/i	4-7		ham	44.99	6-8	Cold Old Fashioned Ham Dinner - 5 sides		
n/i	4-7	ham	59.99	6-8	Hot Old Fashioned Ham Dinner - 5 sides			

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
TN <i>(cont)</i>	Food Country USA <i>(continued)</i>	n/i	8	spiral ham	47.99	8-12	Cold Spiral Ham Dinner - 5 sides	
		n/i	8	spiral ham	62.99	8-12	Hot Spiral Ham Dinner - 5 sides	
	Food Giant	n/i	1-2	rotisserie chicken	24.99	4-6	Cold Rotisserie Chicken Dinner - 4 sides	
		n/i	1-2	rotisserie chicken	24.99	4-6	Hot Rotisserie Chicken Dinner - 4 sides	
		n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides	
		n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides	
		Food Lion	Jennie-O	11-13	whole turkey	29.99	6-8	Thanksgiving Meal - 4 sides
		Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	Turkey Dinner - 5 sides
			Harris Teeter	7-9	spiral ham	49.99	8-10	Ham Dinner - 3 sides
			n/i	4	beef prime rib	49.99	6-8	Prime Rib Dinner - 3 sides
			n/i	12-14	whole turkey	79.99	6-8	Turkey Dinner - 7 sides
		Houchen's IGA	Harris Teeter Rancher	5	beef tenderloin	79.99	6-8	Beef Tenderloin Dinner - 7 sides
	n/i		10-12	whole turkey	39.99	8-10	Classic Turkey Dinner - 3 sides	
	n/i		10-12	whole turkey	49.99	8-10	Deluxe Turkey Dinner - 6 sides	
	Ingle's	n/i	7-9	spiral ham	49.99	8-10	Deluxe Spiral Ham Dinner - 5 sides	
		Butterball	10-12	whole turkey	42.98	4-6	Basic Turkey Dinner - 2 sides	
		Butterball	10-12	whole turkey	50.98	6-8	Deluxe Butterball Oven Roasted Turkey Dinner - 4 sides	
		Butterball	4-6	bn-in turkey breast	50.98	6-8	Deluxe Bone-In Turkey Breast Dinner - 4 sides	
	Kroger Delta	n/i	6-8	bnls pit ham	42.98	4-6	Old Fashioned Boneless Pit Ham Dinner - 3 sides	
		n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides	
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides	
	Kroger Mid-Atlantic	n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides	
		n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides	
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides	
	Kroger Nashville	n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides	
		n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides	
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides	
	Publix	n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides	
	The Fresh Market	n/i	10-12	whole turkey	44.99	7=10	Turkey Dinner - 4 sides	
		n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides	
	Town & Country Grocers	n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides	
		n/i	10-12	whole turkey	39.99	6-8	Turkey Dinner - 4 sides	
	Whole Foods - South	n/i	12	whole organic turkey	129.99	6-8	Organic Turkey Dinner - 4 sides	
		n/i	7	whole turkey	79.99	4	Turkey Dinner for 4 - 5 sides	
		n/i	11	whole turkey	99.99	6-8	Turkey Dinner - 5 sides	
		n/i	15	whole turkey	139.99	10-12	Turkey Dinner - 5 sides	
		n/i	12	smoked whole turkey	99.99	6-8	Smoked Turkey Dinner - 5 sides	
		n/i	5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 5 sides	

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
TN (cont)	Whole Foods - South (continued)	n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 5 sides	
		n/i	8	spiral ham	119.99	6-8	Spiral Sliced Ham Dinner - 5 sides	
		n/i	5-7	ABF pork loin	89.99	6	Roasted Pork Loin Meal - 4 sides	
		n/i	3	Sous-Vide bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides	
		n/i	5-7	bnls ABF lamb leg	89.99	5	Roasted Leg of Lamb Meal - 3 sides	
		n/i	3	Sous-Vide bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides	
		n/i	4	beef tenderloin	199.99	6-8	Beef Tenderloin Dinner - 4 sides	
VA	Farm Fresh	n/i	10-12	whole turkey	49.99	6-10	Classic Turkey Dinner - 3 sides	
		Food City	Butterball	16-18	whole turkey	89.99	12-14	Big Turkey Dinner (hot) - 5 sides
	Food City	Butterball	16-18	whole turkey	74.99	12-14	Big Turkey Dinner (cold) - 5 sides	
		Butterball	10-12	whole turkey	61.99	8-10	Classic Turkey Dinner (hot) - 5 sides	
		Butterball	10-12	whole turkey	46.99	8-10	Classic Turkey Dinner (cold) - 5 sides	
		Butterball	4	bn-in turkey breast	54.99	6-8	Turkey Breast Dinner (hot) - 5 sides	
		Butterball	4	bn-in turkey breast	39.99	6-8	Turkey Breast Dinner (cold) - 5 sides	
		Food City	7-9	spiral ham	62.99	8-10	Spiral Ham Dinner (hot) - 4 sides	
		Food City	7-9	spiral ham	47.99	8-10	Spiral Ham Dinner (cold) - 4 sides	
		Food Country USA	n/i	16-18	whole turkey	74.99	12-14	Cold Turkey Dinner - 5 sides
			n/i	16-18	whole turkey	89.99	12-14	Hot Turkey Dinner - 5 sides
			n/i	10-12	whole turkey	46.99	8-10	Cold Turkey Dinner - 5 sides
			n/i	10-12	whole turkey	61.99	8-10	Hot Turkey Dinner - 5 sides
			n/i	6	bn-in turkey breast	39.99	6-8	Cold Turkey Breast Dinner - 5 sides
			n/i	6	bn-in turkey breast	54.99	6-8	Hot Turkey Breast Dinner - 5 sides
			n/i	4-7	ham	44.99	6-8	Cold Old Fashioned Ham Dinner - 5 sides
			n/i	4-7	ham	59.99	6-8	Hot Old Fashioned Ham Dinner - 5 sides
			n/i	8	spiral ham	47.99	8-12	Cold Spiral Ham Dinner - 5 sides
			n/i	8	spiral ham	62.99	8-12	Hot Spiral Ham Dinner - 5 sides
		Food Lion	n/i	1-2	rotisserie chicken	24.99	4-6	Cold Rotisserie Chicken Dinner - 4 sides
			n/i	1-2	rotisserie chicken	24.99	4-6	Hot Rotisserie Chicken Dinner - 4 sides
		Galaxy Food Centers	Jennie-O	11-13	whole turkey	29.99	6-8	Thanksgiving Meal - 4 sides
	Giant Food	n/i	5	bn-in turkey breast	39.99	6-8	Rotisserie Turkey Breast Dinner - 5 sides	
		n/i	8-10	whole turkey	42.99	6-8	Turkey Dinner - 4 sides	
		n/i	10-12	whole turkey	53.99	6-8	Deluxe Turkey Dinner - 6 sides	
		n/i	7-9	spiral ham	49.99	6-8	Complete Ham Dinner - 4 sides	
	Giant Food	Kentucky Legend	2.5	bnls ham	24.99	2	Ham Dinner for Two - 5 sides	
n/i		2.5	rotisserie turkey breast	24.99	2	Turkey Dinner for Two - 5 sides		
n/i		7-9	spiral ham	49.99	6-8	Holiday Ham Dinner - 5 sides		
n/i		12-14	whole turkey	49.99	6-8	Holiday Turkey Dinner - 5 sides		

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

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
VA (cont)	Harris Teeter	Butterball	9-12	whole turkey	49.99	8-10	Turkey Dinner - 5 sides
		Harris Teeter	7-9	spiral ham	49.99	8-10	Ham Dinner - 3 sides
		n/i	4	beef prime rib	49.99	6-8	Prime Rib Dinner - 3 sides
		n/i	12-14	whole turkey	79.99	6-8	Turkey Dinner - 7 sides
		Harris Teeter Rancher	5	beef tenderloin	79.99	6-8	Beef Tenderloin Dinner - 7 sides
	Ingle's	Butterball	10-12	whole turkey	42.98	4-6	Basic Turkey Dinner - 2 sides
		Butterball	10-12	whole turkey	50.98	6-8	Deluxe Butterball Oven Roasted Turkey Dinner - 4 sides
		Butterball	4-6	bn-in turkey breast	50.98	6-8	Deluxe Bone-In Turkey Breast Dinner - 4 sides
		n/i	6-8	bnls pit ham	42.98	4-6	Old Fashioned Boneless Pit Ham Dinner - 3 sides
	Kroger Mid-Atlantic	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Lowe's Food Stores	Butterball	10-12	whole turkey	49.99	6-8	Gourmet Turkey Dinner - 4 sides
		Butterball	8-10	whole turkey	44.99	6-8	Premium Turkey Dinner - 4 sides
		Butterball	4-7	bn-in turkey breast	44.99	6-8	Turkey Breast Dinner - 4 sides
		Boar's Head	3.75	bnls turkey breast	49.99	6-8	Oven-Roasted Turkey Breast Dinner - 4 sides
		Boar's Head	5	bnls ham	49.99	6-8	Smoked Ham Dinner - 4 sides
		n/i	7-9	spiral ham	39.99	6-8	Spiral Ham Dinner - 3 sides
		Martin's Food Markets	n/i	12-14	whole turkey	69.99	6-8
	n/i		12-14	whole turkey	69.99	6-8	Cajun Fried Turkey Dinner - 6 sides
	n/i		7-8	bn-in turkey breast	65.99	6-8	Turkey Breast Dinner - 6 sides
	n/i		7-8	bn-in turkey breast	65.99	6-8	Cajun Fried Turkey Breast Dinner - 6 sides
	n/i		7-8	spiral ham	65.99	6-8	Spiral Sliced Ham Dinner - 6 sides
	Piggly Wiggly (Spartan-Nash)		Kretschmar	3	bnls turkey	62.99	6-8
		n/i	6-7	bn-in turkey breast	31.99	6-8	Turkey Breast Dinner - 2 sides
		Our Family	10-12	whole turkey	36.99	6-8	Turkey Dinner - 2 sides
		n/i	12-14	whole turkey	72.99	8-10	Piggly Wiggly Turkey Feast - 9 sides
		Kretschmar	3	ham	31.99	6-8	Sliced Ham Dinner - 2 sides
		Kretschmar	3	roast beef	38.99	6-8	Roast Beef Dinner - 3 sides
		Piggly Wiggly Corporation	n/i	8-10	whole turkey	44.99	6-8
	n/i		8-9	ham	39.99	6-8	Thanksgiving Dinner - 3 sides
	Safeway Eastern	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
	Shoppers Food	Butterball	10-12	whole turkey	44.99	6-8	Classic Turkey Dinner - 4 sides
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
VA (cont)	Wegman's	Plainville Farms	12-14	whole ABF turkey	89.00	8-10	Traditional Turkey Dinner - 6 sides	
		Plainville Farms	14-16	whole ABF turkey	139.00	10-12	Premium Turkey Dinner - 6 sides	
		n/i	12-14	whole carved ABF turkey	199.00	10-12	Hand-Carved Turkey Dinner - 6 sides	
		n/i	6-7	half carved ABF turkey	109.00	5-6	Medium Hand-Carved Turkey Dinner - 6 sides	
		Wegman's	7	spiral ham	135.00	10-12	Ham Dinner - 4 sides	
		Whole Foods - Mid-Atlantic	n/i	12-14	whole organic turkey	129.99	8	Organic Turkey Dinner - 6 sides
			n/i	14-16	whole turkey	189.99	12-16	Turkey Dinner - 7 sides
			n/i	12-14	whole turkey	119.99	6-8	Turkey Dinner - 7 sides
			n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 4 sides
			n/i	3-5	bn-in turkey breast	49.99	2	Turkey Dinner for Two
	n/i	8	spiral ham	119.99	6-8	Spiral Sliced Ham Dinner - 5 sides		
	n/i	3	Sous-Vide bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides		
	n/i	3	Sous-Vide bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides		
	WV	Foodland	n/i	10-12	whole turkey & breast	69.99	14-16	Holiday Dinner # 1 - 6 sides
			n/i	16-18	whole turkey & breast	69.99	14-16	Holiday Dinner # 1 - 6 sides
n/i			10	baked ham	69.99	14-16	Holiday Dinner # 1 - 6 sides	
n/i			10-12	whole turkey	54.99	8-10	Holiday Dinner # 2 - 5 sides	
n/i			8	baked ham	54.99	8-10	Holiday Dinner # 2 - 5 sides	
n/i			5-7	bn-in turkey breast	44.99	6-8	Holiday Dinner # 3 - 5 sides	
n/i			5	baked ham	44.99	6-8	Holiday Dinner # 3 - 5 sides	
Food Lion		Jennie-O	11-13	whole turkey	29.99	6-8	Thanksgiving Meal - 4 sides	
Galaxy Food Centers		n/i	5	bn-in turkey breast	39.99	6-8	Rotisserie Turkey Breast Dinner - 5 sides	
		n/i	8-10	whole turkey	42.99	6-8	Turkey Dinner - 4 sides	
		n/i	10-12	whole turkey	53.99	6-8	Deluxe Turkey Dinner - 6 sides	
		n/i	7-9	spiral ham	49.99	6-8	Complete Ham Dinner - 4 sides	
Giant Eagle		n/i	10-12	whole turkey	74.99	6-8	Turkey Dinner - 7 sides	
Kroger Mid-Atlantic		n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides	
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides	
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides	
Martin's Food Markets		n/i	12-14	whole turkey	69.99	6-8	Turkey Dinner - 6 sides	
		n/i	12-14	whole turkey	69.99	6-8	Cajun Fried Turkey Dinner - 6 sides	
		n/i	7-8	bn-in turkey breast	65.99	6-8	Turkey Breast Dinner - 6 sides	
		n/i	7-8	bn-in turkey breast	65.99	6-8	Cajun Fried Turkey Breast Dinner - 6 sides	
		n/i	7-8	spiral ham	65.99	6-8	Spiral Sliced Ham Dinner - 6 sides	
Piggly Wiggly Corporation		n/i	8-10	whole turkey	44.99	6-8	Thanksgiving Dinner - 3 sides	
		n/i	8-9	ham	39.99	6-8	Thanksgiving Dinner - 3 sides	
Riesbeck's Food Markets		n/i	10-12	whole turkey	69.99	8-10	Holiday Turkey Dinner - 7 sides	
		n/i	4-5	beef prime rib	99.99	8-10	Holiday Prime Rib Dinner - 7 sides	

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
<b>WV</b> <i>(cont)</i>	Shop'n Save	n/i	10-12	whole turkey	69.99	8-10	Turkey Dinner - 3 sides
		n/i	7-9	spiral ham	69.99	8-10	Spiral Ham Dinner - 3 sides
	Weis	Butterball	10-12	whole turkey	69.99	8-10	Complete Turkey Dinner - 7 sides
		n/i	7-9	spiral ham	59.99	8-10	Complete Ham Dinner - 7 sides
		Butterball	10-12	whole turkey	49.99	8-10	Original Turkey Dinner - 4 sides
		n/i	2.5-3	bnls turkey breast	54.99	6-8	Turkey Breast Dinner - 7 sides

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
<b>MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI</b>							
<b>IA</b>	County Market	Butterball	10-12	whole turkey	77.95	6-8	Holiday Turkey Dinner - 7 sides
		n/i	2	turkey meat	37.99	4	Holiday Turkey Dinner - 6 sides
	Dahl's	n/i	12-14	whole turkey	79.99	10-12	Turkey Dinner - 7 sides
		n/i	8	spiral ham	79.99	10-12	Ham Dinner - 5 sides
	Hy-Vee	Butterball	10-12	whole turkey	69.95	8	Traditional Turkey Dinner - 5 sides
		Butterball	14-16	whole turkey	109.95	12	Family Feast Turkey Dinner - 8 sides
		Butterball	14-16	whole turkey/ham	200.00	16-20	Gourmet Holiday Feast - 9 sides
		Jennie-O	3-4	bn-in turkey breast	39.95	4	Boneless Turkey Breast Dinner - 4 sides
		Cook's	10-11	pit ham	119.95	12	CarveMaster™ Pit Ham Dinner - 7 sides
		Farmland	4-6	bnls ham	69.95	8	Traditional Boneless Ham Dinner - 4 sides
		n/i	5-6	beef prime rib	119.95	8	Oven-Roasted Prime Rib Dinner - 4 sides
	Jewel-Osco	Butterball	10-12	whole turkey	79.99	6-8	Ultimate Turkey Dinner - 8 sides
		Butterball	10-12	whole turkey	59.99	6-8	Classic Turkey Dinner - 3 sides
		n/i	8-9	spiral ham	59.99	6-8	Classic Ham Dinner - 2 sides
	No Frills Supermarkets	Butterball	10-12	whole turkey	49.95	8-10	Holiday Turkey Dinner - 7 sides
		n/i	6	spiral ham	49.95	8-10	Holiday Ham Dinner - 7 sides
	Schnuck's	n/i	9-11	whole turkey	39.99	8-10	Turkey Dinner - 3 sides
	Sunshine Foods	Butterball	10-12	whole turkey	69.95	8-10	Traditional Turkey Dinner - 6 sides
		n/i	5	bnls ham	69.95	8-10	Traditional Ham Dinner - 6 sides
	Whole Foods - Midwest	n/i	6-8	whole organic turkey	129.99	6	Organic Small Family Dinner - 5 sides
		n/i	10-12	whole organic turkey	169.99	8-10	Organic Large Family Dinner - 5 sides
		n/i	2.5-3	bn-in turkey breast	69.99	4	Turkey Breast Meal - 4 sides
		n/i	10-12	whole turkey	149.99	8	Family Turkey Dinner - 6 sides
Wellshire Farms		8-10	ABF spiral ham	109.99	6	Classic Ham Dinner - 3 sides	
n/i		2.5-3.25	leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides	
n/i	2.5-3.25	pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides		
<b>IL</b>	County Market	Butterball	10-12	whole turkey	77.95	6-8	Holiday Turkey Dinner - 7 sides
		n/i	2	turkey meat	37.99	4	Holiday Turkey Dinner - 6 sides
	Cub Foods	Butterball	10-12	whole turkey	59.99	8-10	Classic Turkey Dinner - 3 sides
		Butterball	10-12	whole turkey	79.99	8-10	Deluxe Turkey Dinner - 6 sides
	Dierberg's	Butterball	12-14	whole turkey	99.99	8-10	Deluxe Whole Roasted Turkey Meal - 3 sides
		Butterball	12-14	whole turkey	79.99	8-10	Traditional Turkey Dinner - 5 sides
		n/i	2	bnls spiral turkey breast	54.99	4	Smoked Spiral Turkey Breast Meal - 4 sides
		n/i	4	bnls spiral turkey breast	109.99	8	Smoked Spiral Turkey Breast Meal - 4 sides
		Bob's Smokehouse	2	glazed ham	54.99	4	Signature Glazed Ham Meal - 4 sides
		Bob's Smokehouse	4	glazed ham	109.99	8	Signature Glazed Ham Meal - 4 sides
		Dierberg's	2.5	spiral ham	52.99	4	Boneless Sliced Ham Meal - 4 sides



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IL <i>(cont)</i>	Dierberg's <i>(continued)</i>	Dierberg's	5	spiral ham	105.99	8	Boneless Sliced Ham Meal - 4 sides
		n/i	1.5	center-cut pork loin	54.99	4	Pork Loin Meal - 4 sides
		n/i	3	center-cut pork loin	109.99	8	Pork Loin Meal - 4 sides
		n/i	3.5	beef prime rib	99.99	4	Prime Rib Meal - 4 sides
		n/i	7	beef prime rib	199.99	8	Prime Rib Meal - 4 sides
	Food 4 Less	Private Selection	10-13	whole turkey	37.99	8-10	Complete Turkey Dinner - 4 sides
		Private Selection	8-10	spiral ham	37.99	8-10	Complete Ham Dinner - 4 sides
	Garden Fresh Market	n/i	16-20	whole turkey	89.99	8-10	Holiday Dinner - 8 sides
	Heinen's	Heinen's	10-12	whole turkey	149.99	10	Heinen's Complete Turkey Dinner - 8 sides
		Heinen's	6-7	spiral ham	139.99	10	Heinen's Ham Dinner - 7 sides
	Houchen's IGA	n/i	10-12	whole turkey	39.99	8-10	Classic Turkey Dinner - 3 sides
		n/i	10-12	whole turkey	49.99	8-10	Deluxe Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	8-10	Deluxe Spiral Ham Dinner - 5 sides
	Hy-Vee	Butterball	10-12	whole turkey	69.95	8	Traditional Turkey Dinner - 5 sides
		Butterball	14-16	whole turkey	109.95	12	Family Feast Turkey Dinner - 8 sides
		Butterball	14-16	whole turkey/ham	200.00	16-20	Gourmet Holiday Feast - 9 sides
		Jennie-O	3-4	bn-in turkey breast	39.95	4	Boneless Turkey Breast Dinner - 4 sides
		Cook's	10-11	pit ham	119.95	12	CarveMaster™ Pit Ham Dinner - 7 sides
		Farmland	4-6	bnls ham	69.95	8	Traditional Boneless Ham Dinner - 4 sides
		n/i	5-6	beef prime rib	119.95	8	Oven-Roasted Prime Rib Dinner - 4 sides
	Jewel-Osco	Butterball	10-12	whole turkey	79.99	6-8	Ultimate Turkey Dinner - 8 sides
		Butterball	10-12	whole turkey	59.99	6-8	Classic Turkey Dinner - 3 sides
		n/i	8-9	spiral ham	59.99	6-8	Classic Ham Dinner - 2 sides
	Kroger Central	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Kroger Louisville	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Mariano's Fresh Market	Butterball	10-12	whole turkey	65.00	6-8	Turkey Dinner - 6 sides
		n/i	8-10	spiral ham	65.00	6-8	Ham Dinner - 5 sides
	Pete's Fresh Market	n/i	16-10	whole turkey	79.99	8-10	Turkey Dinner - 6 sides
		n/i	7-8	spiral ham	49.99	8-10	Ham Dinner - 5 sides
	Piggly Wiggly Midwest	n/i	10-12	whole turkey	49.99	6-8	Holiday Turkey Dinner - 4 sides
	Schnuck's	n/i	9-11	whole turkey	39.99	8-10	Turkey Dinner - 3 sides
	Strack & Van Til	Butterball	10-12	whole turkey	59.99	6	Traditional Turkey Dinner - 4 sides
		Indiana Kitchen	8	spiral ham	59.99	6	Traditional Ham Dinner - 4 sides
		Butterball	12-14	whole turkey	89.99	8	Deluxe Turkey Dinner - 7 sides

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
IL <i>(cont)</i>	Strack & Van Til <i>(continued)</i>	Indiana Kitchen	8-10	spiral ham	89.99	8	Deluxe Ham Dinner - 7 sides	
		Butterball	12-14	whole turkey	109.99	8-10	Premium Turkey Dinner - 8 sides	
		Indiana Kitchen	8-10	spiral ham	109.99	8-10	Premium Ham Dinner - 8 sides	
		Butterball	12-14	whole turkey	159.99	16-20	Supreme Turkey Dinner - 11 sides	
		Indiana Kitchen	8-10	spiral ham	159.99	16-20	Supreme Ham Dinner - 11 sides	
		Butterball	12-14	whole turkey	199.99	16-20	Ultimate Turkey Dinner - 12 sides	
		Indiana Kitchen	8-10	spiral ham	199.99	16-20	Ultimate Ham Dinner - 12 sides	
		n/i	3	rotisserie turkey breast	36.99	6	Rotisserie Turkey Breast Dinner - 5 sides	
		Sunset Foods	Amish Family Farms	10-12	whole turkey	109.98	4-8	Thanksgiving Turkey Dinner - 7 sides
		The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides	
	Ultra Foods	Butterball	10-12	whole turkey	59.99	6	Traditional Turkey Dinner - 4 sides	
		Indiana Kitchen	8	spiral ham	59.99	6	Traditional Ham Dinner - 4 sides	
		Butterball	12-14	whole turkey	89.99	8	Deluxe Turkey Dinner - 7 sides	
		Indiana Kitchen	8-10	spiral ham	89.99	8	Deluxe Ham Dinner - 7 sides	
		Butterball	12-14	whole turkey	109.99	8-10	Premium Turkey Dinner - 8 sides	
		Indiana Kitchen	8-10	spiral ham	109.99	8-10	Premium Ham Dinner - 8 sides	
		Butterball	12-14	whole turkey	159.99	16-20	Supreme Turkey Dinner - 11 sides	
		Indiana Kitchen	8-10	spiral ham	159.99	16-20	Supreme Ham Dinner - 11 sides	
		Butterball	12-14	whole turkey	199.99	16-20	Ultimate Turkey Dinner - 12 sides	
		Indiana Kitchen	8-10	spiral ham	199.99	16-20	Ultimate Ham Dinner - 12 sides	
		n/i	3	rotisserie turkey breast	36.99	6	Rotisserie Turkey Breast Dinner - 5 sides	
	Valli Produce	Butterball	10-12	whole turkey	59.99	6	Turkey Dinner - 5 sides	
		n/i	7-8	spiral ham	69.99	6	Ham Dinner - 5 sides	
	Walt's Food Centers	Butterball	10-12	whole turkey	44.99	6	Turkey Dinner - 4 sides	
		n/i	9	spiral ham	49.99	6	Ham Dinner - 4 sides	
		n/i	4-5	beef prime rib	59.99	4-5	Prime Rib Dinner - 4 sides	
	Whole Foods - Midwest	n/i	6-8	whole organic turkey	129.99	6	Organic Small Family Dinner - 5 sides	
		n/i	10-12	whole organic turkey	169.99	8-10	Organic Large Family Dinner - 5 sides	
		n/i	2.5-3	bn-in turkey breast	69.99	4	Turkey Breast Meal - 4 sides	
		n/i	10-12	whole turkey	149.99	8	Family Turkey Dinner - 6 sides	
		Wellshire Farms	8-10	ABF spiral ham	109.99	6	Classic Ham Dinner - 3 sides	
	n/i	2.5-3.25	leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides		
	n/i	2.5-3.25	pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides		
IN	Al's Supermarkets	n/i	10-12	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 6 sides	
		n/i	7-8	spiral ham	69.99	6-8	Spiral Sliced Ham Dinner - 6 sides	
	Earth Fare	n/i	12-14	whole turkey	99.00	6-8	Classic Holiday Dinner - 6 sides	

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STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
IN (cont)	Food 4 Less	Private Selection	10-13	whole turkey	37.99	8-10	Complete Turkey Dinner - 4 sides
		Private Selection	8-10	spiral ham	37.99	8-10	Complete Ham Dinner - 4 sides
	Houchen's IGA	n/i	10-12	whole turkey	39.99	8-10	Classic Turkey Dinner - 3 sides
		n/i	10-12	whole turkey	49.99	8-10	Deluxe Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	8-10	Deluxe Spiral Ham Dinner - 5 sides
	IGA Spartan-Nash	n/i	10-12	whole turkey	59.99	8-12	Traditional Turkey Dinner - 6 sides
		n/i	4-5	ham	39.99	8-12	Traditional Ham Dinner - 5 sides
		n/i	8-10	spiral ham	79.99	12-16	Deluxe Ham Dinner - 5 sides
	Jewel-Osco	Butterball	10-12	whole turkey	79.99	6-8	Ultimate Turkey Dinner - 8 sides
		Butterball	10-12	whole turkey	59.99	6-8	Classic Turkey Dinner - 3 sides
		n/i	8-9	spiral ham	59.99	6-8	Classic Ham Dinner - 2 sides
	Kroger Central	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Kroger Cincinnati	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Kroger Louisville	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Lucky's Market	n/i	10-12	whole ABF turkey	59.99	6	The Full Feast - 5 sides
		Marsh	Butterball	10-12	whole turkey	49.95	6-8
	Martin's Supermarkets	Kretschmar	7-9	spiral ham	49.95	6-8	Ham Dinner - 3 sides
		Butterball	10-12	whole turkey	59.95	8	Premium Turkey Dinner - 6 sides
		Butterball	12-14	whole turkey	99.95	14	Extra Large Turkey Dinner - 8 sides
		n/i	2.5	rotisserie turkey breast	29.95	4	Premium Rotisserie Turkey Dinner - 3 sides
		n/i	8	spiral ham	75.95	10	Fireglazed Spiral Ham Dinner - 4 sides
		n/i	5	smokehouse ham	79.95	10	Smokehouse Ham Dinner - 4 sides
		n/i	1	rotisserie turkey breast	16.95	2	Turkey Breast Dinner for 2 - 2 sides
	Schnuck's	n/i	9-11	whole turkey	39.99	8-10	Turkey Dinner - 3 sides
	Strack & Van Til	Butterball	10-12	whole turkey	59.99	6	Traditional Turkey Dinner - 4 sides
		Indiana Kitchen	8	spiral ham	59.99	6	Traditional Ham Dinner - 4 sides
		Butterball	12-14	whole turkey	89.99	8	Deluxe Turkey Dinner - 7 sides
		Indiana Kitchen	8-10	spiral ham	89.99	8	Deluxe Ham Dinner - 7 sides
		Butterball	12-14	whole turkey	109.99	8-10	Premium Turkey Dinner - 8 sides
		Indiana Kitchen	8-10	spiral ham	109.99	8-10	Premium Ham Dinner - 8 sides
		Butterball	12-14	whole turkey	159.99	16-20	Supreme Turkey Dinner - 11 sides
		Indiana Kitchen	8-10	spiral ham	159.99	16-20	Supreme Ham Dinner - 11 sides

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
IN <i>(cont)</i>	Strack & Van Til <i>(continued)</i>	Butterball	12-14	whole turkey	199.99	16-20	Ultimate Turkey Dinner - 12 sides	
		Indiana Kitchen	8-10	spiral ham	199.99	16-20	Ultimate Ham Dinner - 12 sides	
		n/i	3	rotisserie turkey breast	36.99	6	Rotisserie Turkey Breast Dinner - 5 sides	
	The Fresh Market	n/i	10-12	whole turkey	79.95	6-8	Traditional Holiday Dinner - 5 sides	
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides	
	Ultra Foods	Butterball	10-12	whole turkey	59.99	6	Traditional Turkey Dinner - 4 sides	
		Indiana Kitchen	8	spiral ham	59.99	6	Traditional Ham Dinner - 4 sides	
		Butterball	12-14	whole turkey	89.99	8	Deluxe Turkey Dinner - 7 sides	
		Indiana Kitchen	8-10	spiral ham	89.99	8	Deluxe Ham Dinner - 7 sides	
		Butterball	12-14	whole turkey	109.99	8-10	Premium Turkey Dinner - 8 sides	
		Indiana Kitchen	8-10	spiral ham	109.99	8-10	Premium Ham Dinner - 8 sides	
		Butterball	12-14	whole turkey	159.99	16-20	Supreme Turkey Dinner - 11 sides	
		Indiana Kitchen	8-10	spiral ham	159.99	16-20	Supreme Ham Dinner - 11 sides	
		Butterball	12-14	whole turkey	199.99	16-20	Ultimate Turkey Dinner - 12 sides	
		Indiana Kitchen	8-10	spiral ham	199.99	16-20	Ultimate Ham Dinner - 12 sides	
		n/i	3	rotisserie turkey breast	36.99	6	Rotisserie Turkey Breast Dinner - 5 sides	
		Wesselman's	n/i	10-12	whole turkey	42.99	6-8	Complete Turkey Dinner - 6 sides
			n/i	2.5-3	bnls turkey breast	29.99	4-6	Complete Turkey Breast Dinner - 6 sides
			n/i	8	spiral ham	42.99	6-8	Complete Spiral Ham Dinner - 6 sides
	Walt's Food Centers	Butterball	10-12	whole turkey	44.99	6	Turkey Dinner - 4 sides	
		n/i	9	spiral ham	49.99	6	Ham Dinner - 4 sides	
		n/i	4-5	beef prime rib	59.99	4-5	Prime Rib Dinner - 4 sides	
	Whole Foods - Midwest	n/i	6-8	whole organic turkey	129.99	6	Organic Small Family Dinner - 5 sides	
		n/i	10-12	whole organic turkey	169.99	8-10	Organic Large Family Dinner - 5 sides	
		n/i	2.5-3	bn-in turkey breast	69.99	4	Turkey Breast Meal - 4 sides	
		n/i	10-12	whole turkey	149.99	8	Family Turkey Dinner - 6 sides	
		Wellshire Farms	8-10	ABF spiral ham	109.99	6	Classic Ham Dinner - 3 sides	
n/i		2.5-3.25	leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides		
KY	Cox IGA Supermarkets	n/i	10-12	whole turkey	59.99	8-12	Traditional Turkey Dinner - 6 sides	
		n/i	4-5	ham	39.99	8-12	Traditional Ham Dinner - 5 sides	
		n/i	8-10	spiral ham	79.99	12-16	Deluxe Ham Dinner - 5 sides	
	E. W. James & Sons	n/i	7-9	spiral ham	76.99	8-10	James Family Kitchen Holiday Feast - 7 sides	
		n/i	10-12	whole turkey	76.99	6-8	James Family Kitchen Holiday Feast - 7 sides	
	Earth Fare	n/i	12-14	whole turkey	99.00	6-8	Classic Holiday Dinner - 6 sides	
	Foodland	n/i	10-12	whole turkey & breast	69.99	14-16	Holiday Dinner # 1 - 6 sides	
		n/i	16-18	whole turkey & breast	69.99	14-16	Holiday Dinner # 1 - 6 sides	
		n/i	10	baked ham	69.99	14-16	Holiday Dinner # 1 - 6 sides	

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STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
KY (cont)	Foodland (continued)	n/i	10-12	whole turkey	54.99	8-10	Holiday Dinner # 2 - 5 sides	
		n/i	8	baked ham	54.99	8-10	Holiday Dinner # 2 - 5 sides	
		n/i	5-7	bn-in turkey breast	44.99	6-8	Holiday Dinner # 3 - 5 sides	
		n/i	5	baked ham	44.99	6-8	Holiday Dinner # 3 - 5 sides	
	Food City	Butterball	16-18	whole turkey	89.99	12-14	Big Turkey Dinner (hot) - 5 sides	
		Butterball	16-18	whole turkey	74.99	12-14	Big Turkey Dinner (cold) - 5 sides	
		Butterball	10-12	whole turkey	61.99	8-10	Classic Turkey Dinner (hot) - 5 sides	
		Butterball	10-12	whole turkey	46.99	8-10	Classic Turkey Dinner (cold) - 5 sides	
		Butterball	4	bn-in turkey breast	54.99	6-8	Turkey Breast Dinner (hot) - 5 sides	
		Butterball	4	bn-in turkey breast	39.99	6-8	Turkey Breast Dinner (cold) - 5 sides	
		Food City	7-9	spiral ham	62.99	8-10	Spiral Ham Dinner (hot) - 4 sides	
		Food City	7-9	spiral ham	47.99	8-10	Spiral Ham Dinner (cold) - 4 sides	
		Food Giant	n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides
			n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides
	Food Lion	Jennie-O	11-13	whole turkey	29.99	6-8	Thanksgiving Meal - 4 sides	
	Galaxy Food Centers	n/i	5	bn-in turkey breast	39.99	6-8	Rotisserie Turkey Breast Dinner - 5 sides	
		n/i	8-10	whole turkey	42.99	6-8	Turkey Dinner - 4 sides	
		n/i	10-12	whole turkey	53.99	6-8	Deluxe Turkey Dinner - 6 sides	
		n/i	7-9	spiral ham	49.99	6-8	Complete Ham Dinner - 4 sides	
		n/i	10-12	whole turkey	39.99	8-10	Classic Turkey Dinner - 3 sides	
	Houchen's IGA	n/i	10-12	whole turkey	49.99	8-10	Deluxe Turkey Dinner - 6 sides	
		n/i	7-9	spiral ham	49.99	8-10	Deluxe Spiral Ham Dinner - 5 sides	
		n/i	10-12	whole turkey	59.99	8-12	Traditional Turkey Dinner - 6 sides	
	IGA Spartan-Nash	n/i	4-5	ham	39.99	8-12	Traditional Ham Dinner - 5 sides	
		n/i	8-10	spiral ham	79.99	12-16	Deluxe Ham Dinner - 5 sides	
	Kroger Cincinnati	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides	
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides	
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides	
	Kroger Delta	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides	
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides	
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides	
	Kroger Louisville	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides	
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides	
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides	
	Kroger Mid-Atlantic	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides	
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides	
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides	

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
KY (cont)	Kroger Nashville	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Piggly Wiggly Houchen's	n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides
		n/i	7-9	spiral ham	44.99	6-8	Spiral Ham Dinner - 3 sides
		n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides
	Remke Markets	Kretschmar	6	half spiral ham	64.99	8-10	Spiral Sliced Ham Dinner - 4 sides
		Butterball	10-12	whole turkey	69.99	8-10	Family Size Turkey Dinner - 6 sides
		Winter's	8	half glazed ham	69.99	4-6	Honey Glazed Ham Dinner - 4 sides
		Farmhouse	3	bnls turkey breast	44.99	4-6	Small Turkey Dinner - 3 sides
		Butterball	10-12	whole turkey	89.99	10-12	Large Family Size Turkey Dinner - 6 sides
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
	Town & Country Grocers	n/i	10-12	whole turkey	39.99	6-8	Turkey Dinner - 4 sides
	Whole Foods - Mid-Atlantic	n/i	12-14	whole organic turkey	129.99	8	Organic Turkey Dinner - 6 sides
		n/i	14-16	whole turkey	189.99	12-16	Turkey Dinner - 7 sides
		n/i	12-14	whole turkey	119.99	6-8	Turkey Dinner - 7 sides
		n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 4 sides
		n/i	3-5	bn-in turkey breast	49.99	2	Turkey Dinner for Two
		n/i	8	spiral ham	119.99	6-8	Spiral Sliced Ham Dinner - 5 sides
n/i		3	Sous-Vide bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides	
n/i		3	Sous-Vide bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides	
MI	Busch's	Amish Country	10-12	whole turkey	79.99	8-10	Amish Country Turkey Meal - 5 sides
		Busch's	8-9	spiral ham	79.99	10-12	Spiral Sliced Ham Meal - 5 sides
		Dearborn	6.5-8	spiral ham	89.99	10-12	Spiral Sliced Ham Meal - 5 sides
		n/i	5-6	Choice beef rib roast	119.99	6-8	Beef Rib Roast Meal - 5 sides
		n/i	2-3	bnls turkey breast	34.99	2-4	Roasted Turkey Breast Meal - 5 sides
	D&W Fresh Market	Butterball	10-12	whole turkey	54.99	6-8	Deluxe Turkey Dinner - 5 sides
		n/i	1.75	bn-in turkey breast	19.99	2	Turkey Dinner for 2 - 4 sides
		n/i	7-8	spiral ham	54.99	6-8	Deluxe Spiral Ham Dinner - 5 sides
	Family Fare	Butterball	10-12	whole turkey	49.99	6-8	Deluxe Turkey Dinner - 5 sides
		n/i	1.75	bn-in turkey breast	19.99	2	Turkey Dinner for 2 - 4 sides
		n/i	7-8	spiral ham	49.99	6-8	Deluxe Spiral Ham Dinner - 5 sides
	Hiller's Market Place	Butterball	10-12	whole turkey	48.99	6-8	Complete Turkey Dinner - 6 sides
	Kroger Central	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
<b>MI</b> <i>(cont)</i>	Kroger Michigan	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Martin's Supermarkets	Butterball	10-12	whole turkey	59.95	8	Premium Turkey Dinner - 6 sides
		Butterball	12-14	whole turkey	99.95	14	Extra Large Turkey Dinner - 8 sides
		n/i	2.5	rotisserie turkey breast	29.95	4	Premium Rotisserie Turkey Dinner - 3 sides
		n/i	8	spiral ham	75.95	10	Fireglazed Spiral Ham Dinner - 4 sides
		n/i	5	smokehouse ham	79.95	10	Smokehouse Ham Dinner - 4 sides
		n/i	1	rotisserie turkey breast	16.95	2	Turkey Breast Dinner for 2 - 2 sides
		Plumb's/Duthler's	n/i	10-12	whole turkey	48.99	6-8
	Super One Foods	n/i	10-12	whole turkey	42.99	6-8	Turkey Dinner - 5 sides
		n/i	7-8	spiral ham	52.99	6-8	Spiral Ham Dinner - 5 sides
		Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
	Tadych's Econo Foods	n/i	10-12	whole turkey	59.99	8-10	Complete Turkey Dinner - 9 sides
	VG's Grocery	Butterball	10-12	whole turkey	49.99	6-8	Deluxe Turkey Dinner - 5 sides
		Butterball	10-12	whole turkey	64.99	6-8	Customer Request Dinner - 6 sides
	Whole Foods - Midwest	n/i	1.75	bn-in turkey breast	19.99	2	Turkey Dinner for 2 - 4 sides
		n/i	7-8	spiral ham	49.99	6-8	Deluxe Spiral Ham Dinner - 5 sides
		n/i	6-8	whole organic turkey	129.99	6	Organic Small Family Dinner - 5 sides
		n/i	10-12	whole organic turkey	169.99	8-10	Organic Large Family Dinner - 5 sides
n/i		2.5-3	bn-in turkey breast	69.99	4	Turkey Breast Meal - 4 sides	
n/i		10-12	whole turkey	149.99	8	Family Turkey Dinner - 6 sides	
Wellshire Farms		8-10	ABF spiral ham	109.99	6	Classic Ham Dinner - 3 sides	
<b>MN</b>	Coborn's	n/i	10-12	whole turkey	64.99	8-10	Basic Turkey Dinner - 3 sides
		n/i	10-12	whole turkey	89.99	8-10	Deluxe Turkey Dinner - 6 sides
	Cub Foods	Butterball	10-12	whole turkey	59.99	8-10	Classic Turkey Dinner - 3 sides
		Butterball	10-12	whole turkey	79.99	8-10	Deluxe Turkey Dinner - 6 sides
	Festival	Butterball	10	whole turkey	94.99	6-8	Whole Turkey Dinner - 6 sides
		Hormel Cure 81	7.5	spiral ham	99.99	6-8	Ham Dinner - 5 sides
	Hugo's	n/i	10-12	whole turkey	54.99	6-8	Thanksgiving Turkey Dinner - 4 sides
	Hy-Vee	Butterball	10-12	whole turkey	69.95	8	Traditional Turkey Dinner - 5 sides
		Butterball	14-16	whole turkey	109.95	12	Family Feast Turkey Dinner - 8 sides
		Butterball	14-16	whole turkey/ham	200.00	16-20	Gourmet Holiday Feast - 9 sides
		Jennie-O	3-4	bn-in turkey breast	39.95	4	Boneless Turkey Breast Dinner - 4 sides
		Cook's	10-11	pit ham	119.95	12	CarveMaster™ Pit Ham Dinner - 7 sides

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

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
MN <i>(cont)</i>	Hy-Vee	Farmland	4-6	bnls ham	69.95	8	Traditional Boneless Ham Dinner - 4 sides
	<i>(continued)</i>	n/i	5-6	beef prime rib	119.95	8	Oven-Roasted Prime Rib Dinner - 4 sides
	Kowalski's	n/i	10-12	whole ABF Turkey	129.99	10-12	Turkey Dinner - 8 sides
		n/i	5-6	ABF Half Turkey	89.99	4-6	Half Bone-In Turkey Dinner - 8 sides
	Lund's and Byerly's	n/i	11-13	whole ABF Turkey	129.99	8-10	Turkey Dinner - 8 sides
		n/i	3.5	cooked turkey	74.99	3-5	Turkey Dinner - 7 sides
	Marketplace Foods	n/i	10-12	whole turkey	74.99	6-8	Turkey Dinner - 4 sides
	Rainbow Foods	Butterball	10-12	whole turkey	59.99	8-10	Classic Turkey Dinner - 3 sides
		Butterball	10-12	whole turkey	79.99	8-10	Deluxe Turkey Dinner - 7 sides
	Sun Mart	n/i	10-12	whole turkey	74.99	8-10	Turkey Dinner - 7 sides
		n/i	10-12	whole turkey	54.99	6-8	Turkey Dinner - 6 sides
		n/i	3-5	bn-in turkey breast	19.99	2	Turkey Dinner for Two - 4 sides
	Sunshine Foods	Butterball	10-12	whole turkey	69.95	8-10	Traditional Turkey Dinner - 6 sides
		n/i	5	bnls ham	69.95	8-10	Traditional Ham Dinner - 6 sides
	Super One Foods	Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
	Whole Foods - Midwest	n/i	6-8	whole organic turkey	129.99	6	Organic Small Family Dinner - 5 sides
		n/i	10-12	whole organic turkey	169.99	8-10	Organic Large Family Dinner - 5 sides
		n/i	2.5-3	bn-in turkey breast	69.99	4	Turkey Breast Meal - 4 sides
		n/i	10-12	whole turkey	149.99	8	Family Turkey Dinner - 6 sides
		Wellshire Farms	8-10	ABF spiral ham	109.99	6	Classic Ham Dinner - 3 sides
n/i		2.5-3.25	leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides	
	n/i	2.5-3.25	pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides	
ND	Coborn's	n/i	10-12	whole turkey	64.99	8-10	Basic Turkey Dinner - 3 sides
		n/i	10-12	whole turkey	89.99	8-10	Deluxe Turkey Dinner - 6 sides
	Hugo's	n/i	10-12	whole turkey	54.99	6-8	Thanksgiving Turkey Dinner - 4 sides
	Marketplace Foods	n/i	10-12	whole turkey	74.99	6-8	Turkey Dinner - 4 sides
	Super One Foods	Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
NE	Bag'n Save	Butterball	10-12	whole turkey	49.95	8-10	Holiday Turkey Dinner - 7 sides
		n/i	6	spiral ham	49.95	8-10	Holiday Ham Dinner - 7 sides
	Baker's	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Hy-Vee	Butterball	10-12	whole turkey	69.95	8	Traditional Turkey Dinner - 5 sides
		Butterball	14-16	whole turkey	109.95	12	Family Feast Turkey Dinner - 8 sides
		Butterball	14-16	whole turkey/ham	200.00	16-20	Gourmet Holiday Feast - 9 sides
		Jennie-O	3-4	bn-in turkey breast	39.95	4	Boneless Turkey Breast Dinner - 4 sides
	Cook's	10-11	pit ham	119.95	12	CarveMaster™ Pit Ham Dinner - 7 sides	



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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
NE <i>(cont)</i>	Hy-Vee	Farmland	4-6	bnls ham	69.95	8	Traditional Boneless Ham Dinner - 4 sides
	<i>(continued)</i>	n/i	5-6	beef prime rib	119.95	8	Oven-Roasted Prime Rib Dinner - 4 sides
	Russ's Market	n/i	12-14	whole turkey	59.99	8	Holiday Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	59.99	8	Holiday Ham Dinner - 6 sides
		n/i	2.5-3	bnls turkey breast	39.99	4	Holiday Turkey Dinner - 5 sides
	Safeway Denver	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
	Sun Mart	n/i	10-12	whole turkey	74.99	8-10	Turkey Dinner - 7 sides
		n/i	10-12	whole turkey	54.99	6-8	Turkey Dinner - 6 sides
		n/i	3-5	bn-in turkey breast	19.99	2	Turkey Dinner for Two - 4 sides
	Whole Foods - Midwest	n/i	6-8	whole organic turkey	129.99	6	Organic Small Family Dinner - 5 sides
		n/i	10-12	whole organic turkey	169.99	8-10	Organic Large Family Dinner - 5 sides
		n/i	2.5-3	bn-in turkey breast	69.99	4	Turkey Breast Meal - 4 sides
		n/i	10-12	whole turkey	149.99	8	Family Turkey Dinner - 6 sides
		Wellshire Farms	8-10	ABF spiral ham	109.99	6	Classic Ham Dinner - 3 sides
		n/i	2.5-3.25	leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides
		n/i	2.5-3.25	pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides
OH	Buehler Food Markets	Honeysuckle	10-12	whole turkey	69.99	8-10	Complete Holiday Dinner - 7 sides
	Chief Supermarkets	n/i	10-12	whole turkey	49.95	8	Holiday Dinner - 6 sides
	Cub Foods	Butterball	10-12	whole turkey	59.99	8-10	Classic Turkey Dinner - 3 sides
		Butterball	10-12	whole turkey	79.99	8-10	Deluxe Turkey Dinner - 6 sides
	Earth Fare	n/i	12-14	whole turkey	99.00	6-8	Classic Holiday Dinner - 6 sides
	Foodland	n/i	10-12	whole turkey & breast	69.99	14-16	Holiday Dinner # 1 - 6 sides
		n/i	16-18	whole turkey & breast	69.99	14-16	Holiday Dinner # 1 - 6 sides
		n/i	10	baked ham	69.99	14-16	Holiday Dinner # 1 - 6 sides
		n/i	10-12	whole turkey	54.99	8-10	Holiday Dinner # 2 - 5 sides
		n/i	8	baked ham	54.99	8-10	Holiday Dinner # 2 - 5 sides
		n/i	5-7	bn-in turkey breast	44.99	6-8	Holiday Dinner # 3 - 5 sides
		n/i	5	baked ham	44.99	6-8	Holiday Dinner # 3 - 5 sides
	Geyer's	n/i	10-12	whole turkey	59.99	6-8	Turkey Dinner - 5 sides
		n/i	7-9	spiral ham	59.99	6-8	Ham Dinner - 5 sides
	Giant Eagle	n/i	10-12	whole turkey	74.99	6-8	Turkey Dinner - 7 sides
	Heinen's	Heinen's	10-12	whole turkey	149.99	10	Heinen's Complete Turkey Dinner - 8 sides
		Heinen's	6-7	spiral ham	139.99	10	Heinen's Ham Dinner - 7 sides
	IGA Spartan-Nash	n/i	10-12	whole turkey	59.99	8-12	Traditional Turkey Dinner - 6 sides
		n/i	4-5	ham	39.99	8-12	Traditional Ham Dinner - 5 sides
		n/i	8-10	spiral ham	79.99	12-16	Deluxe Ham Dinner - 5 sides

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STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
OH (cont)	Kroger Central	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Kroger Cincinnati	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Kroger Mid-Atlantic	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Marsh	Butterball	10-12	whole turkey	49.95	6-8	Turkey Dinner - 4 sides
		Kretschmar	7-9	spiral ham	49.95	6-8	Ham Dinner - 3 sides
	Remke Markets	Kretschmar	6	half spiral ham	64.99	8-10	Spiral Sliced Ham Dinner - 4 sides
		Butterball	10-12	whole turkey	69.99	8-10	Family Size Turkey Dinner - 6 sides
		Winter's	8	half glazed ham	69.99	4-6	Honey Glazed Ham Dinner - 4 sides
		Farmhouse	3	bnls turkey breast	44.99	4-6	Small Turkey Dinner - 3 sides
	Riesbeck's Food Markets	Butterball	10-12	whole turkey	89.99	10-12	Large Family Size Turkey Dinner - 6 sides
		n/i	10-12	whole turkey	69.99	8-10	Holiday Turkey Dinner - 7 sides
		n/i	4-5	beef prime rib	99.99	8-10	Holiday Prime Rib Dinner - 7 sides
	Shop'n Save	n/i	10-12	whole turkey	69.99	8-10	Turkey Dinner - 3 sides
		n/i	7-9	spiral ham	69.99	8-10	Spiral Ham Dinner - 3 sides
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
	Thorne's Market	n/i	10-12	whole turkey	79.99	8-10	Roast Turkey Dinner - 5 sides
		n/i	7-9	spiral ham	89.99	8-10	Spiral Ham Dinner - 5 sides
		n/i	4-5	beef prime rib	119.99	8-10	Prime Rib Dinner - 4 sides
	Weis	Butterball	10-12	whole turkey	69.99	8-10	Complete Turkey Dinner - 7 sides
		n/i	7-9	spiral ham	59.99	8-10	Complete Ham Dinner - 7 sides
		Butterball	10-12	whole turkey	49.99	8-10	Original Turkey Dinner - 4 sides
		n/i	2.5-3	bnls turkey breast	54.99	6-8	Turkey Breast Dinner - 7 sides
	Whole Foods - Mid-Atlantic	n/i	12-14	whole organic turkey	129.99	8	Organic Turkey Dinner - 6 sides
		n/i	14-16	whole turkey	189.99	12-16	Turkey Dinner - 7 sides
		n/i	12-14	whole turkey	119.99	6-8	Turkey Dinner - 7 sides
		n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 4 sides
n/i		3-5	bn-in turkey breast	49.99	2	Turkey Dinner for Two	
n/i		8	spiral ham	119.99	6-8	Spiral Sliced Ham Dinner - 5 sides	
n/i		3	Sous-Vide bnls pork loin	89.99	4	Roasted Pork Loin Dinner for 4 - 3 sides	
n/i	3	Sous-Vide bnls lamb leg	89.99	4	Roasted Leg of Lamb Dinner for 4 - 3 sides		

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
SD	Buche Foods	n/i	10-12	whole turkey	59.95	8	Traditional Turkey Dinner - 6 sides
	Coborn's	n/i	10-12	whole turkey	64.99	8-10	Basic Turkey Dinner - 3 sides
		n/i	10-12	whole turkey	89.99	8-10	Deluxe Turkey Dinner - 6 sides
	Hy-Vee	Butterball	10-12	whole turkey	69.95	8	Traditional Turkey Dinner - 5 sides
		Butterball	14-16	whole turkey	109.95	12	Family Feast Turkey Dinner - 8 sides
		Butterball	14-16	whole turkey/ham	200.00	16-20	Gourmet Holiday Feast - 9 sides
		Jennie-O	3-4	bn-in turkey breast	39.95	4	Boneless Turkey Breast Dinner - 4 sides
		Cook's	10-11	pit ham	119.95	12	CarveMaster™ Pit Ham Dinner - 7 sides
	Safeway Denver	Farmland	4-6	bnls ham	69.95	8	Traditional Boneless Ham Dinner - 4 sides
		n/i	5-6	beef prime rib	119.95	8	Oven-Roasted Prime Rib Dinner - 4 sides
		n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
	Sunshine Foods	Butterball	10-12	whole turkey	69.95	8-10	Traditional Turkey Dinner - 6 sides
		n/i	5	bnls ham	69.95	8-10	Traditional Ham Dinner - 6 sides
WI	Festival	n/i	2	cooked turkey	29.99	2-3	Small Dinner - 5 sides
		n/i	5-6	cooked turkey	54.99	4-5	Medium Dinner - 5 sides
		n/i	10-12	whole turkey	84.99	8-10	Large Dinner - 5 sides
	Gordy's County Market	n/i	10-12	whole turkey	64.50	8-10	Complete Thanksgiving Small Meal - 6 sides
		n/i	18-20	whole turkey	114.50	15-18	Complete Thanksgiving Large Meal - 6 sides
	Hy-Vee	Butterball	10-12	whole turkey	69.95	8	Traditional Turkey Dinner - 5 sides
		Butterball	14-16	whole turkey	109.95	12	Family Feast Turkey Dinner - 8 sides
		Butterball	14-16	whole turkey/ham	200.00	16-20	Gourmet Holiday Feast - 9 sides
		Jennie-O	3-4	bn-in turkey breast	39.95	4	Boneless Turkey Breast Dinner - 4 sides
		Cook's	10-11	pit ham	119.95	12	CarveMaster™ Pit Ham Dinner - 7 sides
	Marketplace Foods	Farmland	4-6	bnls ham	69.95	8	Traditional Boneless Ham Dinner - 4 sides
		n/i	5-6	beef prime rib	119.95	8	Oven-Roasted Prime Rib Dinner - 4 sides
		n/i	10-12	whole turkey	74.99	6-8	Turkey Dinner - 4 sides
	Pick'n Save/Copp's Food	Butterball	10-12	whole turkey	65.00	6-8	Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	65.00	6-8	Ham Dinner - 6 sides
	Piggly Wiggly Midwest	n/i	10-12	whole turkey	49.99	6-8	Holiday Turkey Dinner - 4 sides
	Schnuck's	n/i	9-11	whole turkey	39.99	8-10	Turkey Dinner - 3 sides
	Super One Foods	Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
	Tadych's Econo Foods	n/i	10-12	whole turkey	59.99	8-10	Complete Turkey Dinner - 9 sides
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
n/i		10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides	

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STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
WI (cont)	Whole Foods - Midwest	n/i	6-8	whole organic turkey	129.99	6	Organic Small Family Dinner - 5 sides
		n/i	10-12	whole organic turkey	169.99	8-10	Organic Large Family Dinner - 5 sides
		n/i	2.5-3	bn-in turkey breast	69.99	4	Turkey Breast Meal - 4 sides
		n/i	10-12	whole turkey	149.99	8	Family Turkey Dinner - 6 sides
		Wellshire Farms	8-10	ABF spiral ham	109.99	6	Classic Ham Dinner - 3 sides
		n/i	2.5-3.25	leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides
		n/i	2.5-3.25	pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>							
AR	Albertson's Southern	Prater	9-11	fried whole turkey	59.99	6-8	Deep-Fried* Cajun Turkey Dinner - 4 sides
		Butterball	10-12	smoked whole turkey	59.99	6-8	Smoked Turkey Dinner - 4 sides
		Butterball	10-12	whole turkey	59.99	6-8	Traditional Oven-Roasted Turkey Dinner - 4 sides
	Brookshire Grocery Company	n/i	10-12	smoked whole turkey	59.99	6-8	Smoked Turkey Dinner - 5 sides
		n/i	10-12	fried whole turkey	59.99	6-8	Cajun Fried Turkey Dinner - 5 sides
		n/i	7-9	spiral ham	59.99	6-8	Ham Dinner - 4 sides
	Edwards Food Giant	n/i	10-12	whole turkey	59.98	6-8	Turkey Dinner - 4 sides
		n/i	10-12	whole turkey	69.98	8-10	Deluxe Turkey Dinner - 7 sides
	Food Giant	n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides
		n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides
	Harp's	Honeysuckle	10-12	whole turkey	85.95	8-10	Martha Harp's Feast Holiday Dinner - 7 sides
	Hay's Supermarkets	Honeysuckle	10-12	whole turkey	42.99	6-8	Turkey Dinner - 3 sides
		Honeysuckle	10-12	whole turkey	49.99	8-10	Turkey Dinner - 5 sides
	Kroger Delta	n/i	7-9	spiral ham	46.99	6-8	Ham Dinner - 3 sides
		n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
	Piggly Wiggly Houchen's	n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
		n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides
		n/i	7-9	spiral ham	44.99	6-8	Spiral Ham Dinner - 3 sides
	Pyramid Foods	n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides
		Honeysuckle	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
		n/i	7-9	spiral ham	59.99	6-8	Ham Dinner - 4 sides
	Super 1 Foods	n/i	10-12	smoked whole turkey	59.99	6-8	Smoked Turkey Dinner - 5 sides
		n/i	10-12	fried whole turkey	59.99	6-8	Cajun Fried Turkey Dinner - 5 sides
		n/i	7-9	spiral ham	59.99	6-8	Spiral Ham Dinner - 3 sides
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
	Town & Country Grocers	n/i	10-12	whole turkey	39.99	6-8	Turkey Dinner - 4 sides
	Whole Foods - Southwest	Diestel	12-14	whole organic turkey	119.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	12-14	whole smoked turkey	99.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	12-14	whole smoked turkey	139.99	6-8	Southern Turkey Dinner - 6 sides
		Diestel	10-12	whole turkey	79.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	12-14	whole turkey	99.99	4-8	Classic Turkey Dinner - 4 sides
Diestel		3-5	bn-in turkey breast	89.99	4-8	Classic Turkey Dinner - 4 sides	
n/i		3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides	
n/i		2.5-3.25	leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides	
	n/i	2.5-3.25	pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides	

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
AZ	Albertsons Southwest	Jennie-O	3	rotisserie turkey breast	47.99	6-8	Rotisserie Turkey Breast Dinner - 4 sides
		Butterball	10-12	whole turkey	49.99	6-8	Traditional Turkey Dinner - 4 sides
		Hormel	6-8	spiral ham	54.99	6-8	Spiral Cut Ham Dinner - 4 sides
	Basha's	n/i	4-5	beef prime rib	64.99	6-8	Prime Rib Dinner - 4 sides
		Butterball	9-11	whole turkey	49.99	6-8	Deluxe Traditional Butterball Turkey Dinner - 6 sides
		Butterball	9-11	whole turkey/spiral ham	97.98	12-16	The Feast Dinner - 7 sides
		n/i	2.5-3	bn-in split turkey breast	19.99	2	Turkey Dinner for 2 - 5 sides
		Hormel	6-8	spiral ham	49.99	6-8	Deluxe Spiral Sliced Ham Dinner - 5 sides
		n/i	10-12	whole turkey	37.99	6-8	Traditional Turkey Dinner - 4 sides
	Food City	n/i	7-9	spiral ham	46.99	6-8	Spiral Sliced Ham Dinner - 5 sides
		n/i	7-9	spiral ham	59.99	6-8	Hickory Smoked Ham Dinner - 3 sides
	Fresh & Easy	n/i	7-9	spiral ham	59.99	6-8	Hickory Smoked Ham Dinner - 3 sides
		n/i	2.5-3.25	smoked turkey breast	64.99	6-8	Smoked Turkey Breast Roast Dinner - 3 sides
		n/i	4	beef rib roast	69.99	6-8	Beef Rib Roast Dinner - 3 sides
	Fry's	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Los Altos Ranch Market	n/i	10-12	whole turkey	69.99	8	Holiday Dinner - 3 sides
	Safeway Phoenix	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
	Sprout's Farmers Market	Sprout's	12-14	whole turkey	69.99	6-8	Natural Turkey Meal - 6 sides
		Sprout's	2.5-3	bnls turkey breast	29.99	2	Boneless Turkey Breast Meal - 6 sides
		Sprout's	7-9	spiral ham	69.99	6-8	Spiral Sliced Ham Meal - 6 sides
		n/i	5	Choice bnls beef rib	79.99	6-8	USDA Choice Boneless Rib Roast Meal - 3 sides
	Whole Foods Sthrn Pacific	n/i	3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides
		n/i	2.5-3.25	ABF leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides
		n/i	2.5-3.25	ABF pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides
		Diestel	10-12	whole organic turkey	129.00	8	Traditional Turkey Meal - 4 sides
		Diestel	12-14	whole smoked turkey	109.99	8	Traditional Turkey Meal - 4 sides
		Diestel	16-18	whole turkey	129.00	8	Traditional Turkey Meal - 4 sides
		Diestel	14-16	whole turkey	119.00	8	Traditional Turkey Meal - 4 sides
Diestel		12-14	whole turkey	109.00	8	Traditional Turkey Meal - 4 sides	
Diestel	10-12	whole turkey	99.00	8	Traditional Turkey Meal - 4 sides		
CO	Albertsons Inter-Mountain	n/i	10-12	whole turkey	49.99	8-10	Turkey Dinner - 4 sides
		n/i	8-10	spiral ham	59.99	8-10	Spiral Ham Dinner - 3 sides
		n/i	4-5	beef prime rib	69.99	8-10	Prime Rib Dinner - 3 sides
	King Soopers	n/i	10-13	whole turkey	44.99	6-8	Express Turkey Dinner - 5 sides

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
CO (cont)	Safeway Denver	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
	Sprout's Farmers Market	Sprout's	12-14	whole turkey	69.99	6-8	Natural Turkey Meal - 6 sides
		Sprout's	2.5-3	bnls turkey breast	29.99	2	Boneless Turkey Breast Meal - 6 sides
		Sprout's	7-9	spiral ham	69.99	6-8	Spiral Sliced Ham Meal - 6 sides
		n/i	5	Choice bnls beef rib	79.99	6-8	USDA Choice Boneless Rib Roast Meal - 3 sides
		n/i	10-12	whole turkey	74.99	8-10	Turkey Dinner - 7 sides
	Sun Mart	n/i	10-12	whole turkey	54.99	6-8	Turkey Dinner - 6 sides
		n/i	3-5	bn-in turkey breast	19.99	2	Turkey Dinner for Two - 4 sides
	Whole Foods Rocky Mountain	n/i	10-12	whole smoked turkey	99.99	4	Down Home Smoked Turkey Dinner - 6 sides
		n/i	12-14	whole smoked turkey	159.99	8	Down Home Smoked Turkey Dinner - 6 sides
		Diestel	10-12	whole ABF turkey	89.99	4	Turkey Dinner for Four - 6 sides
		Diestel	12-14	whole ABF turkey	149.99	8	Turkey Dinner for Four - 6 sides
		Diestel	10-12	whole organic turkey	109.99	4	Turkey Dinner for Four - 6 sides
		Diestel	12-14	whole organic turkey	169.99	8	Turkey Dinner for Four - 6 sides
		n/i	1	brined turkey breast	39.99	2	Brined Turkey Breast for Two - 6 sides
		n/i	2	brined turkey breast	69.99	4	Brined Turkey Breast for Four - 6 sides
		American Homestead	7-9	spiral ham	99.99	4	Maple Dijon Spiral Ham Dinner for Four - 5 sides
		n/i	8-10	prime rib	149.99	4	Prime Rib Dinner for Four - 5 sides
n/i	3.5	lamb leg	89.99	4	Roasted Leg of Lamb Meal - 4 sides		
KS	Dillon's	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Hen House	n/i	12-14	whole turkey	89.99	6-8	Deluxe Feast - 6 sides
		n/i	12-14	smoked whole turkey	89.99	6-8	Deluxe Feast - 6 sides
		n/i	7-8	spiral ham	89.99	6-8	Deluxe Feast - 6 sides
		n/i	6	beef prime rib	129.99	6-8	Prime Rib Feast - 7 sides
		n/i	2	rotisserie turkey breast	49.99	2	Holiday Dinner for Two - 7 sides
	Homeland Stores	n/i	2	spiral ham	49.99	2	Holiday Dinner for Two - 7 sides
		n/i	10-12	whole turkey	44.99	6-8	Traditional Turkey Dinner - 3 sides
		n/i	10-12	whole turkey	59.99	6-8	Granny Dee's Premium Dinner - 6 sides
		Hormel Cure 81	8	spiral ham	54.99	6-8	Cure 81 Hormel Spiral Sliced Ham Dinner - 4 sides
	Hy-Vee	Hormel Cure 81	5	bnls ham	54.99	6-8	Cure 81 Hormel Boneless Ham - 4 sides
		Butterball	10-12	whole turkey	69.95	8	Traditional Turkey Dinner - 5 sides
		Butterball	14-16	whole turkey	109.95	12	Family Feast Turkey Dinner - 8 sides
Butterball		14-16	whole turkey/ham	200.00	16-20	Gourmet Holiday Feast - 9 sides	
Jennie-O		3-4	bn-in turkey breast	39.95	4	Boneless Turkey Breast Dinner - 4 sides	

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
KS (cont)	Hy-Vee (continued)	Cook's	10-11	pit ham	119.95	12	CarveMaster™ Pit Ham Dinner - 7 sides	
		Farmland	4-6	bnls ham	69.95	8	Traditional Boneless Ham Dinner - 4 sides	
	Price Chopper	n/i	5-6	beef prime rib	119.95	8	Oven-Roasted Prime Rib Dinner - 4 sides	
		n/i	10-12	whole turkey/half ham	189.99	10-12	Roasted Turkey/Ham Family Buffet - 6 sides	
		n/i	10-12	whole turkey/half ham	189.99	10-12	Smoked Turkey/Ham Family Buffet - 6 sides	
		n/i	10-12	whole turkey	99.99	8-10	Gatherings Turkey Meal - 7 sides	
		n/i	10-12	whole smoked turkey	99.99	8-10	Gatherings Turkey Meal - 7 sides	
		n/i	7-9	spiral ham	69.99	6-8	Gatherings Spiral Ham Meal - 7 sides	
		n/i	10-12	whole turkey	69.99	6-8	Traditional Turkey Meal - 6 sides	
		n/i	10-12	whole smoked turkey	69.99	6-8	Traditional Turkey Meal - 6 sides	
		n/i	7-9	spiral ham	69.99	6-8	Traditional Spiral Sliced Ham Meal - 6 sides	
		n/i	1.5	rotisserie turkey breast	35.99	2	Rotisserie Turkey Breast Meal - 4 sides	
		n/i	1.5	glazed ham	35.99	2	Honey Glazed Ham Meal - 4 sides	
		Sprout's Farmers Market	Sprout's	12-14	whole turkey	69.99	6-8	Natural Turkey Meal - 6 sides
			Sprout's	2.5-3	bnls turkey breast	29.99	2	Boneless Turkey Breast Meal - 6 sides
			Sprout's	7-9	spiral ham	69.99	6-8	Spiral Sliced Ham Meal - 6 sides
		The Fresh Market	n/i	5	Choice bnls beef rib	79.99	6-8	USDA Choice Boneless Rib Roast Meal - 3 sides
			n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		Whole Foods Rocky Mountain	n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
			n/i	10-12	whole smoked turkey	99.99	4	Down Home Smoked Turkey Dinner - 6 sides
	n/i		12-14	whole smoked turkey	159.99	8	Down Home Smoked Turkey Dinner - 6 sides	
	Diestel		10-12	whole ABF turkey	89.99	4	Turkey Dinner for Four - 6 sides	
	Diestel		12-14	whole ABF turkey	149.99	8	Turkey Dinner for Four - 6 sides	
	Diestel		10-12	whole organic turkey	109.99	4	Turkey Dinner for Four - 6 sides	
	Diestel		12-14	whole organic turkey	169.99	8	Turkey Dinner for Four - 6 sides	
	n/i		1	brined turkey breast	39.99	2	Brined Turkey Breast for Two - 6 sides	
	n/i		2	brined turkey breast	69.99	4	Brined Turkey Breast for Four - 6 sides	
	American Homestead		7-9	spiral ham	99.99	4	Maple Dijon Spiral Ham Dinner for Four - 5 sides	
	LA	Albertson's Southern	Prater	9-11	fried whole turkey	59.99	6-8	Deep-Fried* Cajun Turkey Dinner - 4 sides
			Butterball	10-12	smoked whole turkey	59.99	6-8	Smoked Turkey Dinner - 4 sides
Breux Mart		Butterball	10-12	whole turkey	59.99	6-8	Traditional Oven-Roasted Turkey Dinner - 4 sides	
		n/i	10-12	whole turkey	49.99	6-8	Baked Turkey Dinner - 4 sides	
		n/i	10-12	whole turkey	52.99	6-8	Fried	
		n/i	7-9	spiral ham	51.99	6-8	Spiral Ham Dinner - 4 sides	



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STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
LA (cont)	Brookshire Grocery Company	n/i	10-12	smoked whole turkey	59.99	6-8	Smoked Turkey Dinner - 5 sides
		n/i	10-12	fried whole turkey	59.99	6-8	Cajun Fried Turkey Dinner - 5 sides
		n/i	7-9	spiral ham	59.99	6-8	Ham Dinner - 4 sides
	Kroger Southwest	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	LeBlanc's Food Stores	n/i	10-12	whole turkey	59.99	6-8	Baked Turkey Dinner - 6 sides
		Smithfield	8-9	spiral ham	64.99	6-8	Spiral Glazed Ham Dinner - 6 sides
	Rouses	n/i	12-14	whole turkey	59.99	6-8	Turkey Dinner - 8 sides
		n/i	6-8	bn-in turkey breast	59.99	6-8	Turkey Breast Dinner - 8 sides
	Super 1 Foods	Hormel Cure 81	10-12	spiral ham	64.99	6-8	Spiral Ham Dinner - 8 sides
		n/i	10-12	smoked whole turkey	59.99	6-8	Smoked Turkey Dinner - 5 sides
		n/i	10-12	fried whole turkey	59.99	6-8	Cajun Fried Turkey Dinner - 5 sides
	The Fresh Market	n/i	7-9	spiral ham	59.99	6-8	Spiral Ham Dinner - 3 sides
		n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
	Whole Foods - Southwest	Diestel	12-14	whole organic turkey	119.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	12-14	whole smoked turkey	99.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	12-14	whole smoked turkey	139.99	6-8	Southern Turkey Dinner - 6 sides
		Diestel	10-12	whole turkey	79.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	12-14	whole turkey	99.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	3-5	bn-in turkey breast	89.99	4-8	Classic Turkey Dinner - 4 sides
		n/i	3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides
		n/i	2.5-3.25	leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides
		n/i	2.5-3.25	pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides
		Winn-Dixie	Butterball	10-12	whole turkey	54.99	6-8
Carolina Pride	6-8		spiral ham	59.99	6-8	Ham Dinner - 4 sides	
MO	County Market	Butterball	10-12	whole turkey	77.95	6-8	Holiday Turkey Dinner - 7 sides
		n/i	2	turkey meat	37.99	4	Holiday Turkey Dinner - 6 sides
	Dierberg's	Butterball	12-14	whole turkey	99.99	8-10	Deluxe Whole Roasted Turkey Meal - 3 sides
		Butterball	12-14	whole turkey	79.99	8-10	Traditional Turkey Dinner - 5 sides
		n/i	2	bnls spiral turkey breast	54.99	4	Smoked Spiral Turkey Breast Meal - 4 sides
		n/i	4	bnls spiral turkey breast	109.99	8	Smoked Spiral Turkey Breast Meal - 4 sides
		Bob's Smokehouse	2	glazed ham	54.99	4	Signature Glazed Ham Meal - 4 sides
		Bob's Smokehouse	4	glazed ham	109.99	8	Signature Glazed Ham Meal - 4 sides
		Dierberg's	2.5	spiral ham	52.99	4	Boneless Sliced Ham Meal - 4 sides
		Dierberg's	5	spiral ham	105.99	8	Boneless Sliced Ham Meal - 4 sides
		n/i	1.5	center-cut pork loin	54.99	4	Pork Loin Meal - 4 sides

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
MO (cont)	Dierberg's (continued)	n/i	3	center-cut pork loin	109.99	8	Pork Loin Meal - 4 sides
		n/i	3.5	beef prime rib	99.99	4	Prime Rib Meal - 4 sides
	Food Giant	n/i	7	beef prime rib	199.99	8	Prime Rib Meal - 4 sides
		n/i	10-12	whole turkey	46.99	6-8	Turkey Dinner Special - 3 sides
	Gerbe's	n/i	7	carved turkey	95.99	15-18	Holiday Dinner - 5 sides
		n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
	Harp's	n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
		Honeysuckle	10-12	whole turkey	85.95	8-10	Martha Harp's Feast Holiday Dinner - 7 sides
	Hay's Supermarkets	Honeysuckle	10-12	whole turkey	42.99	6-8	Turkey Dinner - 3 sides
		Honeysuckle	10-12	whole turkey	49.99	8-10	Turkey Dinner - 5 sides
		n/i	7-9	spiral ham	46.99	6-8	Ham Dinner - 3 sides
	Hen House	n/i	12-14	whole turkey	89.99	6-8	Deluxe Feast - 6 sides
		n/i	12-14	smoked whole turkey	89.99	6-8	Deluxe Feast - 6 sides
		n/i	7-8	spiral ham	89.99	6-8	Deluxe Feast - 6 sides
		n/i	6	beef prime rib	129.99	6-8	Prime Rib Feast - 7 sides
	Hy-Vee	n/i	2	rotisserie turkey breast	49.99	2	Holiday Dinner for Two - 7 sides
		n/i	2	spiral ham	49.99	2	Holiday Dinner for Two - 7 sides
		Butterball	10-12	whole turkey	69.95	8	Traditional Turkey Dinner - 5 sides
		Butterball	14-16	whole turkey	109.95	12	Family Feast Turkey Dinner - 8 sides
		Butterball	14-16	whole turkey/ham	200.00	16-20	Gourmet Holiday Feast - 9 sides
		Jennie-O	3-4	bn-in turkey breast	39.95	4	Boneless Turkey Breast Dinner - 4 sides
		Cook's	10-11	pit ham	119.95	12	CarveMaster™ Pit Ham Dinner - 7 sides
		Farmland	4-6	bnls ham	69.95	8	Traditional Boneless Ham Dinner - 4 sides
	Kroger Central	n/i	5-6	beef prime rib	119.95	8	Oven-Roasted Prime Rib Dinner - 4 sides
		n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
	Kroger Delta	n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
	Price Chopper	n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
		n/i	10-12	whole turkey/half ham	189.99	10-12	Roasted Turkey/Ham Family Buffet - 6 sides
		n/i	10-12	whole turkey/half ham	189.99	10-12	Smoked Turkey/Ham Family Buffet - 6 sides
		n/i	10-12	whole turkey	99.99	8-10	Gatherings Turkey Meal - 7 sides
		n/i	10-12	whole smoked turkey	99.99	8-10	Gatherings Turkey Meal - 7 sides
		n/i	7-9	spiral ham	69.99	6-8	Gatherings Spiral Ham Meal - 7 sides
		n/i	10-12	whole turkey	69.99	6-8	Traditional Turkey Meal - 6 sides
		n/i	10-12	whole smoked turkey	69.99	6-8	Traditional Turkey Meal - 6 sides

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
MO (cont)	Price Chopper (continued)	n/i	7-9	spiral ham	69.99	6-8	Traditional Spiral Sliced Ham Meal - 6 sides	
		n/i	1.5	rotisserie turkey breast	35.99	2	Rotisserie Turkey Breast Meal - 4 sides	
		n/i	1.5	glazed ham	35.99	2	Honey Glazed Ham Meal - 4 sides	
	Pyramid Foods	Honeysuckle	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides	
		n/i	7-9	spiral ham	59.99	6-8	Ham Dinner - 4 sides	
	Schnuck's	n/i	9-11	whole turkey	39.99	8-10	Turkey Dinner - 3 sides	
	Town & Country Grocers	n/i	10-12	whole turkey	39.99	6-8	Turkey Dinner - 4 sides	
	Whole Foods - Midwest	n/i	6-8	whole organic turkey	129.99	6	Organic Small Family Dinner - 5 sides	
		n/i	10-12	whole organic turkey	169.99	8-10	Organic Large Family Dinner - 5 sides	
		n/i	2.5-3	bn-in turkey breast	69.99	4	Turkey Breast Meal - 4 sides	
		n/i	10-12	whole turkey	149.99	8	Family Turkey Dinner - 6 sides	
		Wellshire Farms	8-10	ABF spiral ham	109.99	6	Classic Ham Dinner - 3 sides	
		n/i	2.5-3.25	leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides	
	n/i	2.5-3.25	pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides		
NM	Albertsons Southwest	Jennie-O	3	rotisserie turkey breast	47.99	6-8	Rotisserie Turkey Breast Dinner - 4 sides	
		Butterball	10-12	whole turkey	49.99	6-8	Traditional Turkey Dinner - 4 sides	
		Hormel	6-8	spiral ham	54.99	6-8	Spiral Cut Ham Dinner - 4 sides	
		n/i	4-5	beef prime rib	64.99	6-8	Prime Rib Dinner - 4 sides	
	Basha's	Butterball	9-11	whole turkey	49.99	6-8	Deluxe Traditional Butterball Turkey Dinner - 6 sides	
		Butterball	9-11	whole turkey/spiral ham	97.98	12-16	The Feast Dinner - 7 sides	
		n/i	2.5-3	bn-in split turkey breast	19.99	2	Turkey Dinner for 2 - 5 sides	
		Hormel	6-8	spiral ham	49.99	6-8	Deluxe Spiral Sliced Ham Dinner - 5 sides	
	King Soopers	n/i	10-13	whole turkey	44.99	6-8	Express Turkey Dinner - 5 sides	
	Los Altos Ranch Market	n/i	10-12	whole turkey	69.99	8	Holiday Dinner - 3 sides	
	Safeway Denver	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides	
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides	
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides	
		Sprout's Farmers Market	Sprout's	12-14	whole turkey	69.99	6-8	Natural Turkey Meal - 6 sides
			Sprout's	2.5-3	bnls turkey breast	29.99	2	Boneless Turkey Breast Meal - 6 sides
	Sprout's		7-9	spiral ham	69.99	6-8	Spiral Sliced Ham Meal - 6 sides	
	Whole Foods Rocky Mountain	n/i	5	Choice bnls beef rib	79.99	6-8	USDA Choice Boneless Rib Roast Meal - 3 sides	
		n/i	10-12	whole smoked turkey	99.99	4	Down Home Smoked Turkey Dinner - 6 sides	
		n/i	12-14	whole smoked turkey	159.99	8	Down Home Smoked Turkey Dinner - 6 sides	
		Diestel	10-12	whole ABF turkey	89.99	4	Turkey Dinner for Four - 6 sides	
		Diestel	12-14	whole ABF turkey	149.99	8	Turkey Dinner for Four - 6 sides	
		Diestel	10-12	whole organic turkey	109.99	4	Turkey Dinner for Four - 6 sides	
		Diestel	12-14	whole organic turkey	169.99	8	Turkey Dinner for Four - 6 sides	
n/i		1	brined turkey breast	39.99	2	Brined Turkey Breast for Two - 6 sides		

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State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
NM (cont)	Whole Foods Rocky Mountain (continued)	n/i	2	brined turkey breast	69.99	4	Brined Turkey Breast for Four - 6 sides
		American Homestead	7-9	spiral ham	99.99	4	Maple Dijon Spiral Ham Dinner for Four - 5 sides
		n/i	8-10	prime rib	149.99	4	Prime Rib Dinner for Four - 5 sides
		n/i	3.5	lamb leg	89.99	4	Roasted Leg of Lamb Meal - 4 sides
OK	Buy For Le\$\$	Butterball	10-12	whole turkey	59.99	6	Deluxe Turkey Dinner - 7 sides
		n/i	7-9	spiral ham	49.99	8	Spiral Ham Dinner - 4 sides
		n/i	4-5	beef prime rib	79.99	6	Prime Rib Dinner - 4 sides
		n/i	1.5	rotisserie turkey breast	29.99	2	Turkey Dinner for 2 - 5 sides
		n/i	1.5	spiral cut ham	29.99	2	Ham Dinner for 2 - 4 sides
		n/i	1.5	bnls beef prime rib	39.99	2	Prime Rib Dinner for 2 - 4 sides
	Harp's	Honeysuckle	10-12	whole turkey	85.95	8-10	Martha Harp's Feast Holiday Dinner - 7 sides
	Homeland Stores	n/i	10-12	whole turkey	44.99	6-8	Traditional Turkey Dinner - 3 sides
		n/i	10-12	whole turkey	59.99	6-8	Granny Dee's Premium Dinner - 6 sides
		Hormel Cure 81	8	spiral ham	54.99	6-8	Cure 81 Hormel Spiral Sliced Ham Dinner - 4 sides
		Hormel Cure 81	5	bnls ham	54.99	6-8	Cure 81 Hormel Boneless Ham - 4 sides
	Pyramid Foods	Honeysuckle	10-12	whole turkey	49.99	6-8	Turkey Dinner - 4 sides
		n/i	7-9	spiral ham	59.99	6-8	Ham Dinner - 4 sides
	Reasor's	Honeysuckle	10-12	whole turkey	47.95	6-8	Basic Turkey Dinner - 2 sides
		Honeysuckle	10-12	whole turkey	73.95	10-12	Deluxe Turkey Dinner - 6 sides
		Honeysuckle	10-12	smoked whole turkey	73.95	10-12	Deluxe Turkey Dinner - 6 sides
		n/y	3-5	bn-in turkey breast	29.95	2-3	Turkey Breast Dinner - 4 sides
		n/i	7-9	spiral ham	59.95	10-12	Deluxe Ham Dinner - 6 sides
		n/i	4-6	beef prime rib	119.95	6-8	Basic Prime Rib Dinner - 4 sides
		n/i	4-6	beef prime rib	139.95	6-8	Deluxe Prime Rib Dinner - 6 sides
	Sprout's Farmers Market	Sprout's	12-14	whole turkey	69.99	6-8	Natural Turkey Meal - 6 sides
		Sprout's	2.5-3	bnls turkey breast	29.99	2	Boneless Turkey Breast Meal - 6 sides
		Sprout's	7-9	spiral ham	69.99	6-8	Spiral Sliced Ham Meal - 6 sides
		n/i	5	Choice bnls beef rib	79.99	6-8	USDA Choice Boneless Rib Roast Meal - 3 sides
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
	Whole Foods - Southwest	Diestel	12-14	whole organic turkey	119.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	12-14	whole smoked turkey	99.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	12-14	whole smoked turkey	139.99	6-8	Southern Turkey Dinner - 6 sides
		Diestel	10-12	whole turkey	79.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	12-14	whole turkey	99.99	4-8	Classic Turkey Dinner - 4 sides
Diestel		3-5	bn-in turkey breast	89.99	4-8	Classic Turkey Dinner - 4 sides	

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

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
OK (cont)	Whole Foods - Southwest (continued)	n/i	3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides
		n/i	2.5-3.25	leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides
		n/i	2.5-3.25	pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides
TX	Albertson's Southern	Prater	9-11	fried whole turkey	59.99	6-8	Deep-Fried Cajun Turkey Dinner - 4 sides
		Butterball	10-12	smoked whole turkey	59.99	6-8	Smoked Turkey Dinner - 4 sides
		Butterball	10-12	whole turkey	59.99	6-8	Traditional Oven-Roasted Turkey Dinner - 4 sides
	Albertsons Southwest	Jennie-O	3	rotisserie turkey breast	47.99	6-8	Rotisserie Turkey Breast Dinner - 4 sides
		Butterball	10-12	whole turkey	49.99	6-8	Traditional Turkey Dinner - 4 sides
		Hormel	6-8	spiral ham	54.99	6-8	Spiral Cut Ham Dinner - 4 sides
	Brookshire Grocery Company	n/i	4-5	beef prime rib	64.99	6-8	Prime Rib Dinner - 4 sides
		n/i	10-12	smoked whole turkey	59.99	6-8	Smoked Turkey Dinner - 5 sides
		n/i	10-12	fried whole turkey	59.99	6-8	Cajun Fried Turkey Dinner - 5 sides
	Homeland Stores	n/i	7-9	spiral ham	59.99	6-8	Ham Dinner - 4 sides
		n/i	10-12	whole turkey	44.99	6-8	Traditional Turkey Dinner - 3 sides
		n/i	10-12	whole turkey	59.99	6-8	Granny Dee's Premium Dinner - 6 sides
	Kroger Southwest	Hormel Cure 81	8	spiral ham	54.99	6-8	Cure 81 Hormel Spiral Sliced Ham Dinner - 4 sides
		Hormel Cure 81	5	bnls ham	54.99	6-8	Cure 81 Hormel Boneless Ham - 4 sides
		n/i	10-13	whole turkey	69.99	6-8	Deluxe Turkey Dinner - 7 sides
	Los Altos Ranch Market	n/i	10-12	smoked whole turkey	69.99	6-8	Deluxe Smoked Turkey Dinner - 7 sides
		n/i	9-10	fried whole turkey	69.99	6-8	Deluxe Cajun Fried Turkey Dinner - 7 sides
		n/i	10-12	whole turkey	69.99	8	Holiday Dinner - 3 sides
	Market Place	Butterball	10-12	whole turkey	49.99	6-8	Turkey Dinner - 3 sides
		n/i	7-10	spiral ham	49.99	6-8	Spiral Ham Dinner - 3 sides
		n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
	Randalls/Tom Thumb	n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
		n/i	12-14	whole turkey	69.99	6-8	Natural Turkey Meal - 6 sides
	Sprout's Farmers Market	Sprout's	2.5-3	bnls turkey breast	29.99	2	Boneless Turkey Breast Meal - 6 sides
		Sprout's	7-9	spiral ham	69.99	6-8	Spiral Sliced Ham Meal - 6 sides
		n/i	5	Choice bnls beef rib	79.99	6-8	USDA Choice Boneless Rib Roast Meal - 3 sides
	Super 1 Foods	n/i	10-12	smoked whole turkey	59.99	6-8	Smoked Turkey Dinner - 5 sides
		n/i	10-12	fried whole turkey	59.99	6-8	Cajun Fried Turkey Dinner - 5 sides
		n/i	7-9	spiral ham	59.99	6-8	Spiral Ham Dinner - 3 sides
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
TX (cont)	The United Family	n/i	10-12	whole turkey	54.99	8-10	Baked Turkey Dinner - 4 sides
		n/i	10-12	smoked whole turkey	54.99	8-10	Smoked Turkey Dinner - 4 sides
		n/i	4-7	bn-in turkey breast	49.99	6-8	Turkey Breast Dinner - 4 sides
		n/i	6-8	spiral ham	62.99	8-10	Spiral Cut Ham Dinner - 5 sides
	Whole Foods - Southwest	Diestel	12-14	whole organic turkey	119.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	12-14	whole smoked turkey	99.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	12-14	whole smoked turkey	139.99	6-8	Southern Turkey Dinner - 6 sides
		Diestel	10-12	whole turkey	79.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	12-14	whole turkey	99.99	4-8	Classic Turkey Dinner - 4 sides
		Diestel	3-5	bn-in turkey breast	89.99	4-8	Classic Turkey Dinner - 4 sides
		n/i	3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides
		n/i	2.5-3.25	leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides
		n/i	2.5-3.25	pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides
UT	Albertsons Inter-Mountain	n/i	10-12	whole turkey	49.99	8-10	Turkey Dinner - 4 sides
		n/i	8-10	spiral ham	59.99	8-10	Spiral Ham Dinner - 3 sides
		n/i	4-5	beef prime rib	69.99	8-10	Prime Rib Dinner - 3 sides
	Albertsons Southwest	Jennie-O	3	rotisserie turkey breast	47.99	6-8	Rotisserie Turkey Breast Dinner - 4 sides
		Butterball	10-12	whole turkey	49.99	6-8	Traditional Turkey Dinner - 4 sides
		Hormel	6-8	spiral ham	54.99	6-8	Spiral Cut Ham Dinner - 4 sides
		n/i	4-5	beef prime rib	64.99	6-8	Prime Rib Dinner - 4 sides
		Harmon's	n/i	8-10	bn-in turkey breast	135.00	6-8
	n/i		12-14	whole local turkey	125.00	6-8	Traditional Turkey Dinner - 7 sides
	n/i		12-14	whole local turkey	160.00	10-12	Traditional Turkey Dinner (Large) - 7 sides
	n/i		8-10	spiral ham	125.00	6-8	Traditional Ham Dinner - 7 sides
	n/i		8-10	spiral ham	160.00	10-12	Traditional Ham Dinner (Large) - 7 sides
	n/i		8-10	spiral ham	95.00	6-8	Deluxe Ham Dinner - 4 sides
	n/i		12	beef prime rib	190.00	6-8	Prime Rib Dinner - 4 sides
	King Soopers	n/i	10-13	whole turkey	44.99	6-8	Express Turkey Dinner - 5 sides
	Sprout's Farmers Market	Sprout's	12-14	whole turkey	69.99	6-8	Natural Turkey Meal - 6 sides
		Sprout's	2.5-3	bnls turkey breast	29.99	2	Boneless Turkey Breast Meal - 6 sides
		Sprout's	7-9	spiral ham	69.99	6-8	Spiral Sliced Ham Meal - 6 sides
		n/i	5	Choice bnls beef rib	79.99	6-8	USDA Choice Boneless Rib Roast Meal - 3 sides
	Whole Foods Rocky Mountain	n/i	10-12	whole smoked turkey	99.99	4	Down Home Smoked Turkey Dinner - 6 sides
		n/i	12-14	whole smoked turkey	159.99	8	Down Home Smoked Turkey Dinner - 6 sides
		Diestel	10-12	whole ABF turkey	89.99	4	Turkey Dinner for Four - 6 sides
		Diestel	12-14	whole ABF turkey	149.99	8	Turkey Dinner for Four - 6 sides
Diestel		10-12	whole organic turkey	109.99	4	Turkey Dinner for Four - 6 sides	
Diestel		12-14	whole organic turkey	169.99	8	Turkey Dinner for Four - 6 sides	

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Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
UT (cont)	Whole Foods Rocky Mountain (continued)	n/i	1	brined turkey breast	39.99	2	Brined Turkey Breast for Two - 6 sides
		n/i	2	brined turkey breast	69.99	4	Brined Turkey Breast for Four - 6 sides
		American Homestead	7-9	spiral ham	99.99	4	Maple Dijon Spiral Ham Dinner for Four - 5 sides
		n/i	8-10	prime rib	149.99	4	Prime Rib Dinner for Four - 5 sides
		n/i	3.5	lamb leg	89.99	4	Roasted Leg of Lamb Meal - 4 sides

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

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>							
CA	Albertsons South California	n/i	10-12	whole turkey	49.99	6-8	Classic Turkey Dinner - 4 sides
		n/i	7-9	spiral ham	49.99	6-8	Spiral Cut Ham Dinner - 4 sides
		n/i	4-5	beef prime rib	59.99	6-8	Prime Rib Dinner - 4 sides
	Andronico's	Diestel	6-10	whole ABF turkey	109.99	4-6	Small Turkey Dinner - 6 sides
		Diestel	12-14	whole ABF turkey	149.99	6-8	Large Turkey Dinner - 6 sides
		n/i	8.5	spiral ham	149.99	6-8	Holiday Ham Dinner - 6 sides
	Food 4 Less	Private Selection	10-13	whole turkey	37.99	8-10	Complete Turkey Dinner - 4 sides
		Private Selection	8-10	spiral ham	37.99	8-10	Complete Ham Dinner - 4 sides
	Fresh & Easy	n/i	7-9	spiral ham	59.99	6-8	Hickory Smoked Ham Dinner - 3 sides
		n/i	2.5-3.25	smoked turkey breast	64.99	6-8	Smoked Turkey Breast Roast Dinner - 3 sides
	Gelson's	n/i	4	beef rib roast	69.99	6-8	Beef Rib Roast Dinner - 3 sides
		n/i	14-16	whole turkey	174.99	12	Jumbo Turkey Dinner - 7 sides
		n/i	12-14	whole turkey	128.99	8	Roasted Turkey Dinner - 7 sides
		n/i	12-14	whole turkey	139.99	8	Reduced Sodium Roasted Turkey Dinner - 7 sides
		n/i	1.5-3	boneless breast	45.99	2	Sliced Turkey Breast Dinner for 2 - 7 sides
		n/i	7-9	spiral ham	119.99	6	Spiral-Cut Ham Dinner - 7 sides
		n/i	3-5	spiral ham	45.99	2	Spiral Ham Dinner for 2 - 7 sides
		n/i	5-6	bnls rib roast	149.99	6	Boneless Rib Roast Dinner - 7 sides
		n/i	2-3	sliced rib roast	74.99	2	Sliced Rib Roast Dinner for 2 - 7 sides
		n/i	1-2	Cornish game hen	45.99	2	Cornish Game Hen Dinner for 2 - 7 sides
	La Superior	n/i	10-12	whole turkey	69.99	12-15	Turkey Dinner - 4 sides
		n/i	10-11	spiral ham	61.99	12-15	Ham Dinner - 4 sides
	Lucky	Butterball	10-12	whole turkey	49.99	4-8	Holiday Turkey Dinner - 5 sides
		Hormel	7-9	spiral ham	49.99	4-8	Holiday Ham Dinner - 5 sides
	Lunardi's	Diestel	12-13	whole ABF turkey	109.00	12	Holiday Turkey Dinner - 6 sides
	Mar-Val Food Stores	Butterball	12-14	whole turkey	59.99	6	Turkey Dinner - 7 sides
		n/i	9	glazed ham	59.99	6	Ham Dinner - 5 sides
		n/i	4	beef prime rib	79.99	6	Prime Rib Dinner - 4 sides
	Mollie Stones	Mollie	12-14	free range whole turkey	129.99	10-12	Holiday Dinner - 8 sides
	Murphy's Markets	n/i	10-12	whole turkey	59.99	6-8	Complete Turkey Dinner - 5 sides
		n/i	7-9	spiral ham	59.99	6-8	Complete Ham Dinner - 5 sides
	Nugget Markets	Diestel	14-16	whole turkey	129.99	8-10	Locally Grown Large Whole Turkey Meal - 7 sides
		Diestel	12-14	whole turkey	79.99	4-6	Locally Grown Small Whole Turkey Meal - 7 sides
	Raley's	Butterball	10-12	whole turkey	59.99	6-8	Turkey Dinner - 5 sides
		Diestel	10-12	whole ABF turkey	99.99	6-8	Turkey Dinner - 5 sides
		n/i	7-9	spiral ham	59.99	6-8	Glazed Ham Dinner - 5 sides



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STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
CA (cont)	Ralphs	n/i	10-13	whole turkey	39.99	6-8	Express Turkey Dinner - 4 sides
	Ray's Food Place	n/i	10-12	whole turkey/ham	89.99	4-6	Family Holiday Meal - 7 sides
		n/i	7-9	spiral ham/turkey	109.99	6-8	Deluxe Holiday Meal - 7 sides
	Safeway Northern California	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
	Save Mart	Butterball	10-12	whole turkey	49.99	4-8	Holiday Turkey Dinner - 5 sides
		Hormel	7-9	spiral ham	49.99	4-8	Holiday Ham Dinner - 5 sides
	Sprout's Farmers Market	Sprout's	12-14	whole turkey	69.99	6-8	Natural Turkey Meal - 6 sides
		Sprout's	2.5-3	bnls turkey breast	29.99	2	Boneless Turkey Breast Meal - 6 sides
		Sprout's	7-9	spiral ham	69.99	6-8	Spiral Sliced Ham Meal - 6 sides
	Stater Bros.	n/i	5	Choice bnls beef rib	79.99	6-8	USDA Choice Boneless Rib Roast Meal - 3 sides
		Zacky Farms	10-12	whole turkey	54.99	8	Premium Quality Turkey Dinner - 5 sides
		Zacky Farms	20-22	whole turkey	99.99	16	Premium Quality Giant Turkey Feast - 6 sides
		Hormel	8-10	spiral ham	59.99	8	Premium Quality Spiral Ham Dinner - 5 sides
		n/i	4-5.5	beef prime rib	79.99	5-6	Premium Quality Prime Rib Dinner - 5 sides
	The Fresh Market	n/i	10-12	whole turkey	79.99	6-8	Traditional Holiday Dinner - 5 sides
		n/i	10-12	whole turkey	134.99	8-10	Deluxe Holiday Dinner - 7 sides
	Vons/Pavilions	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
	Whole Foods N California	Diestel	16-18	whole organic turkey	289.99	12	Large Heirloom Turkey - 9 sides
		Diestel	10-12	whole organic turkey	159.99	8	Traditional Organic Turkey Dinner - 6 sides
		Diestel	10-12	whole ABF turkey	99.99	8	Traditional Turkey Dinner - 6 sides
		Diestel	14-16	whole ABF turkey	129.99	8	Traditional Turkey Dinner - 6 sides
		Diestel	10-12	whole ABF turkey	129.99	8	Traditional Roasted Lemon Herb Turkey Dinner - 6 sides
		Diestel	14-16	whole ABF turkey	189.99	12	Large Roasted Lemon Herb Turkey Dinner - 6 sides
		Diestel	14-16	whole ABF turkey	159.99	12	Large Turkey Dinner - 6 sides
		Diestel	6-8	whole organic turkey	99.99	4	Intimate Organic Turkey Dinner - 6 sides
		Diestel	6-8	whole ABF turkey	84.99	4	Intimate Turkey Dinner - 6 sides
		Diestel	6-8	whole ABF turkey	99.99	4	Intimate Lemon Herb Turkey Dinner - 6 sides
		n/i	2.5-3	bnls turkey roast	79.99	4	Intimate Bnls White/Dark Meat Turkey Roast Dinner - 6 sides
		n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 4 sides
		n/i	3	Sous-Vide bnls pork loin	79.99	4	Intimate Pork Loin Meal - 3 sides
		n/i	3	Sous-Vide bnls lamb leg	89.99	4	Intimate Leg of Lamb Meal - 3 sides
		Wellshire Farms	8-9	spiral ham	119.99	8	Spiral-Cut Ham Holiday Dinner - 6 sides

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STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
CA (cont)	Whole Foods Sthrn Pacific	n/i	3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides
		n/i	2.5-3.25	ABF leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides
		n/i	2.5-3.25	ABF pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides
		Diestel	10-12	whole organic turkey	129.00	8	Traditional Turkey Meal - 4 sides
		Diestel	12-14	whole smoked turkey	109.99	8	Traditional Turkey Meal - 4 sides
		Diestel	16-18	whole turkey	129.00	8	Traditional Turkey Meal - 4 sides
		Diestel	14-16	whole turkey	119.00	8	Traditional Turkey Meal - 4 sides
		Diestel	12-14	whole turkey	109.00	8	Traditional Turkey Meal - 4 sides
		Diestel	10-12	whole turkey	99.00	8	Traditional Turkey Meal - 4 sides
HI	Safeway Northern California	n/i	10-12	whole turkey	54.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	54.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	84.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
	Times Supermarket/Big Save	n/i	12-14	whole turkey	54.97	7-9	Turkey Dinner - 6 sides
		Farmer John	7-9	spiral ham	54.97	6-8	Ham Dinner - 4 sides
		Sterling Silver	4-6	beef prime rib	69.97	6-8	Prime Rib Dinner - 5 sides
	Whole Foods Sthrn Pacific	n/i	2.5-3.25	ABF leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides
		n/i	2.5-3.25	ABF pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides
		n/i	7-9	spiral ham	110.00	6	Holiday Ham Meal - 3 sides
		Diestel	10-12	whole organic turkey	139.00	8	Traditional Turkey Meal - 4 sides
		Diestel	12-14	whole smoked turkey	119.00	8	Traditional Turkey Meal - 4 sides
		Diestel	16-18	whole turkey	139.00	8	Traditional Turkey Meal - 4 sides
		Diestel	14-16	whole turkey	129.00	8	Traditional Turkey Meal - 4 sides
		Diestel	12-14	whole turkey	119.00	8	Traditional Turkey Meal - 4 sides
Diestel	10-12	whole turkey	109.00	8	Traditional Turkey Meal - 4 sides		
NV	Albertsons Inter-Mountain	n/i	10-12	whole turkey	49.99	8-10	Turkey Dinner - 4 sides
		n/i	8-10	spiral ham	59.99	8-10	Spiral Ham Dinner - 3 sides
		n/i	4-5	beef prime rib	69.99	8-10	Prime Rib Dinner - 3 sides
	Albertsons Southwest	Jennie-O	3	rotisserie turkey breast	47.99	6-8	Rotisserie Turkey Breast Dinner - 4 sides
		Butterball	10-12	whole turkey	49.99	6-8	Traditional Turkey Dinner - 4 sides
		Hormel	6-8	spiral ham	54.99	6-8	Spiral Cut Ham Dinner - 4 sides
		n/i	4-5	beef prime rib	64.99	6-8	Prime Rib Dinner - 4 sides
	Food 4 Less	Private Selection	10-13	whole turkey	37.99	8-10	Complete Turkey Dinner - 4 sides
		Private Selection	8-10	spiral ham	37.99	8-10	Complete Ham Dinner - 4 sides
	Fresh & Easy	n/i	7-9	spiral ham	59.99	6-8	Hickory Smoked Ham Dinner - 3 sides
		n/i	2.5-3.25	smoked turkey breast	64.99	6-8	Smoked Turkey Breast Roast Dinner - 3 sides
		n/i	4	beef rib roast	69.99	6-8	Beef Rib Roast Dinner - 3 sides

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions	
NV (cont)	Raley's	Butterball	10-12	whole turkey	59.99	6-8	Turkey Dinner - 5 sides	
		Diestel	10-12	whole ABF turkey	99.99	6-8	Turkey Dinner - 5 sides	
		n/i	7-9	spiral ham	59.99	6-8	Glazed Ham Dinner - 5 sides	
	Ralphs	n/i	10-13	whole turkey	39.99	6-8	Express Turkey Dinner - 4 sides	
	Safeway Northern California	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides	
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides	
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides	
	Sprout's Farmers Market	Sprout's	12-14	whole turkey	69.99	6-8	Natural Turkey Meal - 6 sides	
		Sprout's	2.5-3	bnls turkey breast	29.99	2	Boneless Turkey Breast Meal - 6 sides	
		Sprout's	7-9	spiral ham	69.99	6-8	Spiral Sliced Ham Meal - 6 sides	
		n/i	5	Choice bnls beef rib	79.99	6-8	USDA Choice Boneless Rib Roast Meal - 3 sides	
	Vons/Pavilions	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides	
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides	
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides	
	Whole Foods N California	Diestel	16-18	whole organic turkey	289.99	12	Large Heirloom Turkey - 9 sides	
		Diestel	10-12	whole organic turkey	159.99	8	Traditional Organic Turkey Dinner - 6 sides	
		Diestel	10-12	whole ABF turkey	99.99	8	Traditional Turkey Dinner - 6 sides	
		Diestel	14-16	whole ABF turkey	129.99	8	Traditional Turkey Dinner - 6 sides	
		Diestel	10-12	whole ABF turkey	129.99	8	Traditional Roasted Lemon Herb Turkey Dinner - 6 sides	
		Diestel	14-16	whole ABF turkey	189.99	12	Large Roasted Lemon Herb Turkey Dinner - 6 sides	
		Diestel	14-16	whole ABF turkey	159.99	12	Large Turkey Dinner - 6 sides	
		Diestel	6-8	whole organic turkey	99.99	4	Intimate Organic Turkey Dinner - 6 sides	
		Diestel	6-8	whole ABF turkey	84.99	4	Intimate Turkey Dinner - 6 sides	
		Diestel	6-8	whole ABF turkey	99.99	4	Intimate Lemon Herb Turkey Dinner - 6 sides	
		n/i	2.5-3	bnls turkey roast	79.99	4	Intimate Bnls White/Dark Meat Turkey Roast Dinner - 6 sides	
		n/i	2.5	Sous-Vide turkey breast	69.99	4	Roasted Turkey Breast Dinner for 4 - 4 sides	
		n/i	3	Sous-Vide bnls pork loin	79.99	4	Intimate Pork Loin Meal - 3 sides	
		n/i	3	Sous-Vide bnls lamb leg	89.99	4	Intimate Leg of Lamb Meal - 3 sides	
		Wellshire Farms	8-9	spiral ham	119.99	8	Spiral-Cut Ham Holiday Dinner - 6 sides	
		Whole Foods Sthrn Pacific	n/i	3-5	bn-in ABF turkey breast	69.99	4	Roasted Holiday Turkey Breast Meal - 4 sides
			n/i	2.5-3.25	ABF leg of lamb	89.99	4	Roasted Leg of Lamb Meal - 3 sides
			n/i	2.5-3.25	ABF pork loin	89.99	4	Roasted Pork Loin Meal - 3 sides
			Diestel	10-12	whole organic turkey	129.00	8	Traditional Turkey Meal - 4 sides
			Diestel	12-14	whole smoked turkey	109.99	8	Traditional Turkey Meal - 4 sides
	Diestel		16-18	whole turkey	129.00	8	Traditional Turkey Meal - 4 sides	
	Diestel		14-16	whole turkey	119.00	8	Traditional Turkey Meal - 4 sides	
	Diestel		12-14	whole turkey	109.00	8	Traditional Turkey Meal - 4 sides	
	Diestel		10-12	whole turkey	99.00	8	Traditional Turkey Meal - 4 sides	

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

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>							
AK	Carr's/Safeway	n/i	10-12	whole turkey	59.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	59.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	89.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
	Fred Meyer	Private Selection	10-13	whole turkey	79.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		Private Selection	10-12	smoked whole turkey	79.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		Private Selection	9-11	fried whole turkey	79.99	6	Deluxe Holiday Turkey Dinner - 7 sides
	Sea Mart	n/i	10-12	whole turkey	32.99	6-8	Holiday Meal - 10 sides
ID	Albertsons Inter-Mountain	n/i	10-12	whole turkey	49.99	8-10	Turkey Dinner - 4 sides
		n/i	8-10	spiral ham	59.99	8-10	Spiral Ham Dinner - 3 sides
		n/i	4-5	beef prime rib	69.99	8-10	Prime Rib Dinner - 3 sides
	Albertsons Northwest	n/i	10-12	whole turkey	49.99	8-10	Turkey Dinner - 4 sides
		n/i	8-10	spiral ham	59.99	8-10	Spiral Ham Dinner - 3 sides
		n/i	4-5	beef prime rib	69.99	8-10	Prime Rib Dinner - 3 sides
	Fred Meyer	Private Selection	10-13	whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		Private Selection	10-12	smoked whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		Private Selection	9-11	fried whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
	Paul's Market	n/i	2.5-3	fried turkey breast	39.99	8-10	Turkey Dinner - 4 sides
	Rosauers Supermarkets	Norbest	10-12	whole turkey	49.99	6-8	Turkey Dinner - 6 sides
		Longhorn	7.5	spiral ham	54.99	6-8	Spiral Ham Dinner - 5 sides
		Charlie's	4.5-5	beef prime rib	74.99	6-8	Prime Rib Dinner - 5 sides
	Safeway Northwest	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
	Whole Foods Rocky Mountain	Open Nature	10-12	whole ABF turkey	59.99	6-8	Open Nature Turkey Dinner - 4 sides
		n/i	10-12	whole smoked turkey	99.99	4	Down Home Smoked Turkey Dinner - 6 sides
		n/i	12-14	whole smoked turkey	159.99	8	Down Home Smoked Turkey Dinner - 6 sides
		Diestel	10-12	whole ABF turkey	89.99	4	Turkey Dinner for Four - 6 sides
		Diestel	12-14	whole ABF turkey	149.99	8	Turkey Dinner for Four - 6 sides
		Diestel	10-12	whole organic turkey	109.99	4	Turkey Dinner for Four - 6 sides
		Diestel	12-14	whole organic turkey	169.99	8	Turkey Dinner for Four - 6 sides
		n/i	1	brined turkey breast	39.99	2	Brined Turkey Breast for Two - 6 sides
		n/i	2	brined turkey breast	69.99	4	Brined Turkey Breast for Four - 6 sides
		American Homestead	7-9	spiral ham	99.99	4	Maple Dijon Spiral Ham Dinner for Four - 5 sides
		n/i	8-10	prime rib	149.99	4	Prime Rib Dinner for Four - 5 sides
n/i	3.5	lamb leg	89.99	4	Roasted Leg of Lamb Meal - 4 sides		

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

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
MT	Albertsons Inter-Mountain	n/i	10-12	whole turkey	49.99	8-10	Turkey Dinner - 4 sides
		n/i	8-10	spiral ham	59.99	8-10	Spiral Ham Dinner - 3 sides
		n/i	4-5	beef prime rib	69.99	8-10	Prime Rib Dinner - 3 sides
	Rosauers Supermarkets	Norbest	10-12	whole turkey	49.99	6-8	Turkey Dinner - 6 sides
		Longhorn	7.5	spiral ham	54.99	6-8	Spiral Ham Dinner - 5 sides
		Charlie's	4.5-5	beef prime rib	74.99	6-8	Prime Rib Dinner - 5 sides
	Safeway Northwest	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
		Open Nature	10-12	whole ABF turkey	59.99	6-8	Open Nature Turkey Dinner - 4 sides
OR	Albertsons Northwest	n/i	10-12	whole turkey	49.99	8-10	Turkey Dinner - 4 sides
		n/i	8-10	spiral ham	59.99	8-10	Spiral Ham Dinner - 3 sides
		n/i	4-5	beef prime rib	69.99	8-10	Prime Rib Dinner - 3 sides
	Fred Meyer	Private Selection	10-13	whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		Private Selection	10-12	smoked whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		Private Selection	9-11	fried whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
	Haggen	Butterball	12-14	whole turkey	129.00	8	Turkey Meal - 7 sides
		Hempler's	7-9	spiral ham	129.00	8	Spiral Ham Meal - 7 sides
	New Seasons	Diestel	6-9	whole ABF turkey	99.99	4-6	Traditional Turkey Dinner - 7 sides
		Diestel	12-14	whole ABF turkey	149.99	8-10	Traditional Turkey Dinner - 7 sides
		Diestel	6-9	whole ABF turkey	119.99	4-6	Gluten-Free Traditional Turkey Dinner - 7 sides
		n/i	7-9	spiral ham	129.99	6-8	Spiral Ham Dinner - 6 sides
	QFC	n/i	10-13	whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		n/i	9-11	fried whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		Private Selection	13-16	whole turkey	89.99	8	Supreme Turkey Dinner - 7 sides
		Private Selection	10-13	whole turkey	44.99	6	Express Turkey Dinner - 5 sides
		Private Selection	7-9	spiral ham	49.99	8	Spiral Sliced Ham Dinner - 5 sides
	Ray's Food Place	n/i	3-4.5	beef prime rib	69.99	6	Select Prime Rib Dinner - 5 sides
		n/i	10-12	whole turkey/ham	89.99	4-6	Family Holiday Meal - 7 sides
	Rosauers Supermarkets	n/i	7-9	spiral ham/turkey	109.99	6-8	Deluxe Holiday Meal - 7 sides
		Norbest	10-12	whole turkey	49.99	6-8	Turkey Dinner - 6 sides
		Longhorn	7.5	spiral ham	54.99	6-8	Spiral Ham Dinner - 5 sides
	Roth's	Charlie's	4.5-5	beef prime rib	74.99	6-8	Prime Rib Dinner - 5 sides
		Jennie-O	3-5	bn-in turkey breast	29.99	3-4	Holiday Turkey Breast Dinner - 5 sides
		n/i	10-12	whole turkey	59.99	4-6	Family Favorite Turkey Dinner - 6 sides

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

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
OR (cont)	Safeway Northwest	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
		Open Nature	10-12	whole ABF turkey	59.99	6-8	Open Nature Turkey Dinner - 4 sides
WA	Albertsons Northwest	n/i	10-12	whole turkey	49.99	8-10	Turkey Dinner - 4 sides
		n/i	8-10	spiral ham	59.99	8-10	Spiral Ham Dinner - 3 sides
		n/i	4-5	beef prime rib	69.99	8-10	Prime Rib Dinner - 3 sides
	Fred Meyer	Private Selection	10-13	whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		Private Selection	10-12	smoked whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		Private Selection	9-11	fried whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
	Haggen/TOP Food	Butterball	12-14	whole turkey	129.00	8	Turkey Meal - 7 sides
		Hempler's	7-9	spiral ham	129.00	8	Spiral Ham Meal - 7 sides
	Metropolitan Market	n/i	10-12	whole free range turkey	139.99	6-8	Complete Thanksgiving Meal - 7 sides
		n/i	3-5	bn-in turkey breast	99.99	4	Turkey Breast Dinner - 7 sides
	New Seasons	Diestel	6-9	whole ABF turkey	99.99	4-6	Traditional Turkey Dinner - 7 sides
		Diestel	12-14	whole ABF turkey	149.99	8-10	Traditional Turkey Dinner - 7 sides
		Diestel	6-9	whole ABF turkey	119.99	4-6	Gluten-Free Traditional Turkey Dinner - 7 sides
		n/i	7-9	spiral ham	129.99	6-8	Spiral Ham Dinner - 6 sides
	PCC Natural Markets	Diestel	8-10	whole organic turkey	89.99	4	Roasted Turkey Dinner - 8 sides
		Diestel	10-12	whole organic turkey	149.99	8	Roasted Turkey Dinner - 8 sides
		Diestel	12-14	whole organic turkey	199.99	12	Roasted Turkey Dinner - 8 sides
	QFC	n/i	10-13	whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		n/i	10-12	smoked whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		n/i	9-11	fried whole turkey	69.99	6	Deluxe Holiday Turkey Dinner - 7 sides
		Private Selection	13-16	whole turkey	89.99	8	Supreme Turkey Dinner - 7 sides
		Private Selection	10-13	whole turkey	44.99	6	Express Turkey Dinner - 5 sides
		Private Selection	7-9	spiral ham	49.99	8	Spiral Sliced Ham Dinner - 5 sides
		n/i	3-4.5	beef prime rib	69.99	6	Select Prime Rib Dinner - 5 sides
	Rosauers Supermarkets	Norbest	10-12	whole turkey	49.99	6-8	Turkey Dinner - 6 sides
		Longhorn	7.5	spiral ham	54.99	6-8	Spiral Ham Dinner - 5 sides
		Charlie's	4.5-5	beef prime rib	74.99	6-8	Prime Rib Dinner - 5 sides
	Saars Market	Jennie-O	10-12	whole turkey	19.99	4-6	Turkey Meal Deal - 6 sides
Gusto		4	bnls ham	16.99	4-6	Ham Meal Deal - 6 sides	

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**Thanksgiving 2014  
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Conditions
<b>WA</b> <i>(cont)</i>	Safeway Northwest	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides
	Town and Country Markets	Open Nature	10-12	whole ABF turkey	59.99	6-8	Open Nature Turkey Dinner - 4 sides
		Diestel	11-14	whole ABF turkey	119.99	6-8	Complete Turkey Dinner - 6 sides
		n/i	7-9	glazed ham	79.99	6-8	Complete Ham Dinner - 4 sides
<b>WY</b>	Albertsons Inter-Mountain	n/i	10-12	whole turkey	49.99	8-10	Turkey Dinner - 4 sides
		n/i	8-10	spiral ham	59.99	8-10	Spiral Ham Dinner - 3 sides
		n/i	4-5	beef prime rib	69.99	8-10	Prime Rib Dinner - 3 sides
	King Soopers	n/i	10-13	whole turkey	44.99	6-8	Express Turkey Dinner - 5 sides
	Safeway Denver	n/i	10-12	whole turkey	49.99	6-8	Signature Cafe® Turkey Dinner - 6 sides
		n/i	7-9	spiral ham	49.99	6-8	Signature Cafe® Spiral Ham Dinner - 6 sides
		n/i	8-10	beef prime rib	79.99	4-5	Signature Cafe® Prime Rib Dinner - 5 sides