

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

prices in \$US per pound unless otherwise noted.

Independence Day 2015

**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>													
CT	A&P Stores	Shady Brook			3.07			3.99					
	Adams IGA	Perdue			3.49								
	Associated	Shady Brook			3.99								
	AG New England	Jennie-O		3.19									
	Best Market	n/i							2.97		3.97		
		Shady Brook			3.05								
	Big Y	Shady Brook				3.33							
	Bravo	Shady Brook			3.33								
	C-Town	Murray's	A									6.99	
		Shady Brook			3.33								
	Compare Foods	Shady Brook			3.33								
	Food Emporium	Mid-Atlantic Farms	A		4.49								
	Key Food	Shady Brook			3.66								
	King's	Shady Brook					6.15						
		Plainville Farms	A					4.49					
	Marc's	Butterball						2.99					
	Mrs. Green's	Plainville Farms	A		3.99								
	NSA Supermarkets	Shady Brook						3.99					
	Pioneer	Shady Brook			3.33								
	Price Chopper	Perdue							3.00			3.00	yes
	Shady Brook				3.50		2.69	3.50				yes	
	Lupo's									3.99			
ShopRite	Perdue				3.50								
Stop & Shop	Shady Brook				3.07			3.50					
Whole Foods Natl	Nature's Rancher	A						3.99					
DC	Giant Food	Shady Brook			3.45								
	Harris Teeter	Plainville Farms	A					3.00					
		Plainville Farms	O		4.99								
	Safeway Eastern	Perdue			3.50				3.50				
DE	A&P Stores	Shady Brook			3.07			3.99					
	ACME Markets	Shady Brook			3.45								
		Jennie-O					3.92						
	Food Lion	n/i		2.88								yes	
	n/i		3.30										

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				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties		
DE (cont)	Fresh Grocer	Butterball					3.49							
		Perdue			3.50									
	Giant Food	Shady Brook			3.45									
	Great Valu Markets	Perdue		2.99				3.69						
		Shady Brook					3.19							
	Harris Teeter	Plainville Farms	A						3.00					
		Plainville Farms	O			4.99								
	Pathmark	Shady Brook		2.99					3.99					
	Redner's	Perdue				3.50			3.50					yes
		Perdue				4.46			4.46					
		Jennie-O				3.46								
	Safeway Eastern	Perdue				3.50				3.50				
	ShopRite	Perdue				3.50								
Shurfine	Perdue								3.69					
	Shady Brook					5.38								
MA	Adams IGA	Perdue			3.49									
	AG New England	Jennie-O		3.19										
	Big Y	Shady Brook			3.33									
	C-Town	Murray's	A									6.99		
		Shady Brook			3.33									
	Compare Foods	Shady Brook			3.33									
	Donelan's	Plainville Farms	A			4.99								
	Hannaford	Shady Brook			2.68									yes
		Shady Brook			3.07									
	Market Basket	Plainville Farms	A			2.99								yes
		Plainville Farms	A			3.49								
		DiLuigi									3.69			yes
		DiLuigi									3.99			
		Butterball			2.29									yes
		Butterball			2.69									
	Met Foods	Shady Brook			3.33									
NSA Supermarkets	Shady Brook						3.99							
Price Chopper	Perdue							3.00				3.00	yes	
	Shady Brook				3.50		2.69		3.50				yes	
	Lupo's									3.99				

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				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties		
MA <i>(cont)</i>	Roche Bros.	Plainville Farms	O		6.99									
		Perdue							3.49				3.49	
	Stop & Shop	Shady Brook			3.07			3.50						
	Whole Foods NATl	Nature's Rancher	A					3.99						
MD	A&P Stores	Shady Brook			3.07			3.99						
	ACME Markets	Shady Brook			3.45									
		Jennie-O					3.92							
	AG New England	Jennie-O		3.19										
	Associated	Shady Brook			3.99									
	Family Owned	Perdue											3.33	
	Food Lion	n/i		2.88										yes
		n/i		3.30										
	Giant Eagle	Giant Eagle										4.99		
	Giant Food	Shady Brook			3.45									
	Harris Teeter	Plainville Farms	A					3.00						
		Plainville Farms	O		4.99									
	Martin's Food	Shady Brook			3.45									
	Redner's	Perdue			3.50			3.50						yes
		Perdue			4.46			4.46						
		Jennie-O			3.46									
	Safeway Eastern	Perdue			3.50					3.50				
Shoppers Food	Wild Harvest	A		4.99										
	Shady Brook					4.99								
ShopRite	Perdue			3.50										
Shurfine	Perdue								3.69					
	Shady Brook					5.38								
Weis	Weis			3.50										
	Perdue								3.50					
ME	AG New England	Jennie-O		3.19										
	Hannaford	Shady Brook		2.68										yes
		Shady Brook		3.07										
	Market Basket	Plainville Farms	A		2.99									yes
		Plainville Farms	A		3.49									
	DiLuigi										3.69		yes	
	DiLuigi										3.99			

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				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
ME (cont)	Market Basket	Butterball		2.29									yes
	(continued)	Butterball		2.69									
	Whole Foods NATl	Nature's Rancher	A					3.99					
NH	AG New England	Jennie-O		3.19									
	Hannaford	Shady Brook		2.68									yes
		Shady Brook		3.07									
	Market Basket	Plainville Farms	A		2.99								yes
		Plainville Farms	A		3.49								
		DiLuigi								3.69			yes
		DiLuigi								3.99			
		Butterball		2.29									yes
		Butterball		2.69									
	Price Chopper	Perdue							3.00				3.00
Shady Brook				3.50		2.69	3.50						yes
	Lupo's									3.99			
NJ	A&P Stores	Shady Brook			3.07			3.99					
	ACME Markets	Shady Brook			3.45								
		Jennie-O					3.92						
	Associated	Shady Brook			3.99								
	Best Market	n/i							2.97		3.97		
		Shady Brook		3.05									
	Bravo	Shady Brook		3.33									
	C-Town	Murray's	A									6.99	
		Shady Brook		3.33									
	Compare Foods	Shady Brook		3.33									
	Fine Fare	Shady Brook			3.33								
	Food Basics	Shady Brook			3.06								
	Foodtown	Shady Brook		3.33									
	Key Food	Shady Brook			3.66								
	King's	Shady Brook				6.15							
		Plainville Farms	A					4.49					
	Met Foods	Shady Brook		3.33									
Mrs. Green's	Plainville Farms	A		3.99									
Pathmark	Shady Brook		2.99				3.99						

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				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
NJ <i>(cont)</i>	Pioneer	Shady Brook		3.33									
	ShopRite	Perdue			3.50								
	Stop & Shop	Shady Brook			3.07			3.50					
	Thriftway	Shady Brook		3.33									
	Weis	Weis			3.50								
	Western Beef	Perdue							3.50				
NY	A&P Stores	Shady Brook			3.07			3.99					
	Associated	Shady Brook			3.99								
	Best Market	n/i							2.97		3.97		
	Big M	Shady Brook		3.05									
	Bravo	Shady Brook		3.33									
	C-Town	Murray's	A									6.99	
		Shady Brook		3.33									
	Compare Foods	Shady Brook		3.33									
	DeCiccio's	DeCiccio's									5.99		
		Shady Brook		3.66									
	Fine Fare	Shady Brook			3.33								
	Food Basics	Shady Brook			3.06								
	Food Emporium	Mid-Atlantic Farms	A		4.49								
	Foodtown	Shady Brook		3.33									
	Giunta Meat Farm	n/i									2.99		
	Great American	Shady Brook			4.09			3.99					
	Hannaford	Shady Brook		2.68									yes
		Shady Brook		3.07									
	Key Food	Shady Brook			3.66								
	King Kullen	Murray's	A								5.99		
		Plainville Farms	A					3.99					
		Perdue			3.49	4.49		3.99					
	Shady Brook		3.33										
King's	Shady Brook				6.15								
	Plainville Farms	A					4.49						
Met Foods	Shady Brook		3.33										
Metropolitan	Shady Brook		2.56										

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NY (cont)	Mrs. Green's	Plainville Farms	A		3.99									
	North Shore Farms	Shady Brook		3.84										
		Perdue										3.99		
	NSA Supermarkets	Shady Brook					3.99							
	Pathmark	Shady Brook		2.99				3.99						
	Peck's Market	Perdue			3.69									
		n/i											3.99	
	Pioneer	Shady Brook		3.33										
	Price Chopper	Perdue								3.00			3.00	yes
		Shady Brook				3.50		2.69	3.50					yes
		Lupo's										3.99		
	ShopRite	Perdue				3.50								
	Stop & Shop	Shady Brook				3.07							3.50	
	Tops Markets	Jennie-O											3.99	
	Trade Fair	Shady Brook				3.07								
Uncle Giuseppe's	n/i										4.99			
Weis	Weis			3.50										
	Perdue								3.50					
Western Beef	n/i			2.69										
PA	A&P Stores	Shady Brook	A		3.07			3.99						
	ACME Markets	Shady Brook		3.45										
		Jennie-O					3.92							
	Associated	Shady Brook		3.99										
	Big M	Shady Brook		3.84										
	Bravo	Shady Brook		3.33										
	C-Town	Murray's										6.99		
		Shady Brook		3.33										
	Family Owned	Perdue										3.33		
	Fine Fare	Shady Brook				3.33								
	Food Basics	Shady Brook				3.06								
	Food Lion	n/i		2.88										
		n/i		3.30										
	Foodland	Honeysuckle		3.99					3.99					
	Foodtown	Shady Brook		3.33										

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PA (cont)	Fresh Grocer	Butterball					3.49							
		Perdue			3.50									
	Giant Eagle	Giant Eagle									4.99			
	Giant Food Stores	Shady Brook			3.45									
	Karn's	n/i							1.99					
	Key Food	Shady Brook			3.66									
	Martin's Food	Shady Brook			3.45									
	Pathmark	Shady Brook		2.99										
	Price Chopper	Perdue								3.00			3.00	yes
		Shady Brook				3.50		2.69	3.50			3.99		yes
	Redner's	Lupo's												
		Perdue				3.50			3.50					yes
		Perdue				4.46			4.46					
		Jennie-O				3.46								
	ShopRite	Perdue				3.50								
	Shurfine	Perdue								3.69				
		Shady Brook					5.38							
	ShurSave	Perdue								3.29				
	Thorne's	Shady Brook				3.84								
	Thriftway	Shady Brook			3.33									
Tops Markets	Jennie-O							3.99						
Weis	Weis				3.50									
	Perdue								3.50					
RI	Associated	Shady Brook			3.99									
	Bravo	Shady Brook		3.33										
	Compare Foods	Shady Brook		3.33										
	Stop & Shop	Shady Brook			3.07			3.50						
	Whole Foods NATl	Nature's Rancher	A					3.99						
VT	AG New England	Jennie-O		3.19										
	Hannaford	Shady Brook		2.68									yes	
		Shady Brook		3.07										
	Price Chopper	Perdue							3.00			3.00	yes	
		Shady Brook				3.50		2.69	3.50				yes	
	Lupo's									3.99				
Tops Markets	Jennie-O						3.99							

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<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>														
AL	Ingle's	Perdue								3.00				
FL	Albertsons Sthrn	Carolina		1.67										
	Harris Teeter	Plainville Farms	A					3.00						
	Harvey's	Plainville Farms	O		4.99									
GA	Food Lion	Butterball		2.50			2.50							
		n/i		2.88										yes
		n/i		3.30										
	Harris Teeter	Plainville Farms	A					3.00						
		Plainville Farms	O		4.99									
	Harvey's	Butterball		2.50			2.50							
	Ingle's	Perdue							3.00					
	Wayfield's	Butterball		2.50										
MS	n/a													
NC	Carlie C's IGA	Butterball		2.39	3.00		3.50	3.50						
	Food Lion	n/i		2.88										yes
		n/i		3.30										
	Great Valu Markets	Perdue		2.99										
	Harris Teeter	Plainville Farms	A					3.00						
		Plainville Farms	O		4.99									
	Ingle's	Perdue							3.00					
	Lowe's Foods	Butterball		2.99	3.99		3.99	3.99						
Piggly Wiggly Stores	Butterball		2.50											
SC	Food Lion	n/i		2.88										yes
		n/i		3.30										
	Harris Teeter	Plainville Farms	A					3.00						
		Plainville Farms	O		4.99									
	Harvey's	Butterball		2.50			2.50							
	Ingle's	Perdue							3.00					
Lowe's Foods	Butterball		2.99	3.99		3.99	3.99							
TN	Food Lion	n/i		2.88										yes
		n/i		3.30										
	Houchen's IGA	Honeysuckle			2.91									
	Ingle's	Perdue							3.00					



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VA	Associated	Shady Brook			3.99								yes
	Food Lion	n/i		2.88									
		n/i		3.30									
	Giant Food	Shady Brook			3.45								
	Great Valu Markets	Perdue		2.99									
	Harris Teeter	Plainville Farms	A					3.00					
		Plainville Farms	O		4.99								
	Ingle's	Perdue							3.00				
	Lowe's Foods	Butterball		2.99	3.99		3.99	3.99					
	Martin's Food	Shady Brook			3.45								
	Piggly Wiggly Stores	Butterball		2.50									
	Safeway Eastern	Perdue			3.50				3.50				
	Shoppers Food	Wild Harvest	A		4.99								
	Shady Brook					4.99							
WV	Food Lion	n/i		2.88								yes	
		n/i		3.30									
	Giant Eagle	Giant Eagle								4.99			
	Great Valu Markets	Perdue		2.99									
	Martin's Food	Shady Brook			3.45								
	Piggly Wiggly Stores	Butterball		2.50									
	Weis	Weis			3.50								
	Perdue							3.50					

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<b>MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI</b>														
IA	Hy-Vee	Honeysuckle				4.16								
	Jewel-Osco	Perdue			3.50									
		Jennie-O			2.66									
IL	Brookhaven	Butterball		2.99										
	Butera	Butterball			3.69									
	Fairplay Foods	Jennie-O					3.27	3.99						
	Fresh Thyme	n/i		2.49										
	Heinen's	Plainville Farms	A		3.50									
	Houchen's IGA	Honeysuckle			2.91									
	Jewel-Osco	Perdue			3.50									
		Jennie-O			2.66									
	Kirby IGA	Honeysuckle			3.50		3.19	3.50						
	Kroger Central	Simple Truth	A		3.99								yes	
	Meijer	Jennie-O			3.27									
	Mrs. Green's	Plainville Farms	A		3.99									
	Piggly Wiggly MW	Butterball			3.69				3.99				yes	
	Strack & VanTil	Perdue			3.99		3.99	3.99				3.99		
Tony's Finer Food	Perdue			3.49					3.49					
Ultra Foods	Perdue			2.99										
IN	Al's Supermarkets	Honeysuckle						3.99						
	Fresh Thyme	n/i		2.49										
	Harding's	Butterball		3.00										
	Houchen's IGA	Honeysuckle			2.91									
	Jewel-Osco	Perdue			3.50									
		Jennie-O			2.66									
	Kirby IGA	Honeysuckle			3.50		3.19	3.50						
	Kroger Central	Simple Truth	A		3.99								yes	
	Marsh	Perdue				4.49				4.49				
	Meijer	Jennie-O			3.27									
	New Market	Honeysuckle			3.99									
	Strack & VanTil	Perdue			3.99		3.99	3.99				3.99		
	Ultra Foods	Perdue			2.99									

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KY	Food Lion	n/i		2.88									yes
		n/i		3.30									
	Houchen's IGA	Honeysuckle			2.91								
	Meijer	Jennie-O			3.27								
MI	Family Fare	Butterball		2.49									yes
	Harding's	Butterball		3.00									
	Kroger Central	Simple Truth	A		3.99								
	Meijer	Jennie-O			3.27								
	Ric's Food Center	Honeysuckle				3.67							
	Spartan Stores	Butterball		2.59									
	Tom's/Oleson's	Jennie-O			3.07								
	Valuland	Butterball		2.49									
VG's Grocery	Butterball		2.49										
MN	Hugo's	Gold'n Plump							3.00				
		Honeysuckle				3.10							
	Hy-Vee	Honeysuckle			4.16								
ND	Marketplace Foods	Gold'n Plump							3.48				
	Albertsons Mtn	Jennie-O			2.99								
	Hugo's	Gold'n Plump						3.00					
NE	Marketplace Foods	Honeysuckle				3.10			3.48				
	Marketplace Foods	Gold'n Plump						3.48					
	Baker's	Kroger		3.49									
OH	Hy-Vee	Honeysuckle				4.16							yes
	Acme Fresh	Jennie-O			3.30								
		Jennie-O			4.12								
	Buehler's	Gerber's	A							3.10			
	Chief	Honeysuckle			3.29								
	Fresh Thyme	n/i		2.49									
	Geyer's	Honeysuckle				3.33							
	Giant Eagle	Giant Eagle								4.99			
	Heinen's	Plainville Farms	A		3.50								
	Kroger Central	Simple Truth	A		3.99							yes	
	Marc's	Butterball					2.99						
Marsh	Perdue				4.49				4.49				
Meijer	Jennie-O			3.27									

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				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
OH <i>(cont)</i>	Piggly Wiggly Stores	Butterball		2.50									
	Thorne's	Shady Brook			3.84								
	Weis	Weis			3.50								
		Perdue							3.50				
SD	Hy-Vee	Honeysuckle				4.16							
WI	Festival	Jennie-O			3.25								
	Marketplace Foods	Gold'n Plump							3.48				
	Meijer	Jennie-O			3.27								
	Piggly Wiggly MW	Butterball			3.69			3.99					yes
	Trig's	Jennie-O			2.99								
		Gerber's		A						3.69			
	Hy-Vee	Honeysuckle				4.16							

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

prices in \$US per pound unless otherwise noted.

Independence Day 2015

**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>													
AR	Albertsons Sthrn	Jennie-O			2.99								
	Edward's	Honeysuckle			3.32								
	Hay's	Honeysuckle					2.79						
AZ	Albertsons SW	Jennie-O			2.99								
	Fry's	Kroger			3.49								yes
	Haggen's	Jennie-O			4.09								
CO	Affiliated Food Inc.	Carolina		2.00									
	Albertsons Mtn	Jennie-O			2.99								
	King Soopers	Simple Truth	A		5.99								
KS	Affiliated Food Inc.	Carolina		2.00									
	Dillon's	Kroger		3.49									
	Hy-Vee	Honeysuckle				4.16							
	Woods	Honeysuckle					2.80	3.50					
LA	Albertsons Sthrn	Jennie-O			2.99								
MO	Gerbe's	Kroger		3.49									
	Hay's	Honeysuckle					2.79						
	Hy-Vee	Honeysuckle				4.16							
	Kroger Central	Simple Truth	A		3.99								yes
	Prenger Foods	Honeysuckle			2.48								
	Pyramid Food Woods	Honeysuckle					4.16						
NM	Affiliated Food Inc.	Carolina		2.00									
	Albertsons SW	Jennie-O			2.99								
	King Soopers	Simple Truth	A		5.99								
OK	Affiliated Food Inc.	Carolina		2.00									
	Pyramid Food	Honeysuckle				4.16							
TX	Affiliated Food Inc.	Carolina		2.00									
	Albertsons Sthrn	Jennie-O			2.99								
	Albertsons SW	Jennie-O			2.99								
	Food Town	Jennie-O		2.59									
	Randall's/Tom Thumb	Jennie-O			3.85								
UT	Albertsons Mtn	Jennie-O			2.99								
	Albertsons SW	Jennie-O			2.99								
	Associated Food	Jennie-O		2.50	3.50			3.49					

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**Independence Day 2015**

**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
UT (cont)	King Soopers Stokes Market	Simple Truth Jennie-O	A	2.48	5.99			3.49					

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Independence Day 2015

**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>													
<b>CA</b>	Food 4 Less	Jennie-O		2.33									
	Haggen's	Jennie-O			4.09								
	Holiday Markets	Foster Farms			3.19								
	Lucky	Foster Farms			4.12								
	Lunardi's	n/i			4.59								
	Pavilions/Von's	Foster Farms			4.13								
		Open Nature			4.13								
	Stater Bros.	n/i		2.99									
	Super A Foods	Jennie-O		2.88	3.20								
<b>HI</b>	Foodland	Foster Farms					4.23	5.29					
	Times/Big Save	Foster Farms			3.99					4.99			
<b>NV</b>	Albertsons Mtn	Jennie-O			2.99								
	Albertsons SW	Jennie-O			2.99								
	Associated Food	Jennie-O		2.50	3.50			3.49					
	Haggen's	Jennie-O			4.09								
	Pavilions/Von's	Foster Farms			4.13								
		Open Nature			4.13								
	Scolari's	Foster Farms			3.30								

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Independence Day 2015

**GROUND POULTRY**

State	Supermarket	Brand	Key	Ground Turkey					Ground Chicken				Store Card
				85%	93-94%	Breast	Sausage	Patties	97-98%	Breast	Sausage	Patties	
<b>NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY</b>													
<b>AK</b>	Fred Meyer	Foster Farms				5.99							
<b>ID</b>	Albertsons Mtn	Jennie-O			2.99								
	Albertsons NW	Jennie-O			4.22								
	Associated Food	Jennie-O		2.50	3.50			3.49					
	Fred Meyer	Foster Farms				4.99							
	Stokes Market	Jennie-O		2.48				3.49					
<b>MT</b>	Albertsons Mtn	Jennie-O			2.99								
	Associated Food	Jennie-O		2.50	3.50			3.49					
	Reynold's	Jennie-O		2.50				3.49					
	Stokes Market	Jennie-O		2.48				3.49					
<b>OR</b>	Albertsons NW	Jennie-O			4.22								
	Fred Meyer	Foster Farms				4.99							
	Market of Choice	Ranger	A							4.99		yes	
		Ranger	A							6.99			
	Roth's	Foster Farms	O		6.99								
<b>WA</b>	Albertsons NW	Jennie-O			4.22								
	Fred Meyer	Foster Farms				4.99							
	Metropolitan	Jennie-O			4.12								
	PCC Natural	Diestel	F					6.49					
<b>WY</b>	Albertsons Mtn	Jennie-O			2.99								
	Associated Food	Jennie-O		2.50	3.50			3.49					
	King Soopers	Simple Truth	A		5.99								