

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		
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT														
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												

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		
CT (cont)	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	

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		
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	

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			
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.		

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		
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	

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		
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
		Butterball		1.68										no limit
		Safeway Eastern	Safeway Farms		0.59									
	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
	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 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	

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		
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	

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	
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						
		Nature's Promise									1.79		frozen
	Trader Joe's	Market Pantry		0.89									
		Butterball		1.19									
	Trucchi's	TFM								2.49			
Trade Joe's									1.99			brined	
Wegman's	Trade Joe's			2.49								< 16 lbs. (hen)	
	Norbest		0.69									w/ \$10 purchase; limit 1	
Whole Foods NA	Wegman's	1.59								2.49			
	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												

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 <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	
	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	
		Li'l Butterball	1.99	1.99										w/ store card	
		Li'l Butterball	2.49	2.49										w/o store card	
		Mars	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	
	Price Rite	Giant	0.99	0.59										w/ \$25 purchase & card; limit 1	
		Nature's Promise									1.79			frozen	
n/i			0.99												
Shady Brook		1.69											< 16 lbs. (hen)		

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 <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	

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		
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			

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		
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										

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		
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	

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		
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

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 <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												

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 <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	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										
	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		King Kullen		0.49									w/ \$25 purchase; limit 1	
	Shady Brook	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 <i>(cont)</i>	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										

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 <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	

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	
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										

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		
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
	Kuhn's	Shady Brook	1.29	0.79										w/ \$50 purchase; limit 1
		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)	

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		
PA (cont)	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	ShopRite	1.99	1.49										< 16 lbs. (hen)
		ShopRite		free										w/ \$400 purchase & store card; limit 1
	ShurSave	Shurfine		free										w/ rewards redemption; limit 2
		ShurSave		0.49										w/ \$35 purchase and card; limit 1
	Sparkle	Honeysuckle		0.49										w/ \$35 purchase and card; limit 1
		Butterball	1.79	1.59										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											
Butterball			1.89											
The Fresh Market	TFM								2.49					
Thornes Market	Shady Brook	1.59												

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		
PA <i>(cont)</i>	Tops Markets	Tops		0.48									w/ \$25 purchase; limit 1	
		Jennie-O	1.49											
		Butterball		1.49										
	Trader Joe's	Honeysuckle	1.79	1.29										brined < 16 lbs. (hen)
		Trade Joe's			2.49					1.99				
	Wegman's	Wegman's	1.59							2.49				w/ \$25 purchase & store card; limit 1 w/ store card w/ store card
	Weis	Weis		0.59										
Butterball			0.99											
RI	ALDI	Li'l Butterball		1.98									smoked @ \$1.89/lb. w/ \$150 purchase; limit 1 w/ \$100 purchase < 16 lbs. (hen); w/ \$50 purchase 2.99 2.99 0.99 1.69 0.59 1.29 1.59 1.29 0.59 0.99 1.49 0.89 1.19 2.49 3.99 2.99 2.99	
		Butterball		1.19										
	Associated	Honeysuckle	0.99											
		Shady Brook		free										
	Bravo Supermarket	Shady Brook		0.79										
	Compare Foods	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) w/ \$10 purchase; limit 1
		n/i		0.59										
	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
	Target	Butterball	1.49											
		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 < 16 lbs. (hen)		
	Trade Joe's													
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		
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									

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	
SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV													
AL	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 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									

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		
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	

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		
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			brined	
Whole Foods Florida	Trade Joe's				2.49								< 16 lbs. (hen)	
	Plainville Farms								4.99				smoked	
	Plainville Farms								2.99				brined	
	Plainville Farms						3.99							
Winn-Dixie	Nature's Rancher									2.69				
	Kosher Valley				3.99									
	Butterball		0.99										w/ store card	
GA	ALDI	Butterball		1.19									smoked @ \$1.89/lb.	
		Honeysuckle	0.99											
Bi-Lo	Bi-Lo	Butterball		0.99									w/ store card; limit 2	
		Butterball	1.89										limit 2	
		Honeysuckle		0.79										w/ store card; limit 2

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				
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		
		Jennie-O		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	
				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
	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	
						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			

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		
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	
	Piggly Wiggly Car	Honeysuckle	1.49										w/ store card	
		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
	Shop Rite	GreenWise									2.49			w/ store card
		GreenWise									2.99			w/o store card
	Shop Rite	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											

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		
MS <i>(cont)</i>	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		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
Winn-Dixie				0.99				3.99		2.49			w/ store card	
Winn-Dixie	Butterball		1.89										limit 2	
		Butterball		0.79									limit 2	
		Honeysuckle												
NC	ALDI	Butterball		1.19									smoked @ \$1.89/lb.	
		Honeysuckle	0.99											
	Bi-Lo	Butterball		1.89										w/ store card; limit 2
			Butterball		0.99									limit 2
			Honeysuckle		0.79									w/ store card; limit 2
	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										< 16 lbs. (hen); w/ \$100 purchase
	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											

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			
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		

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	
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	

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			
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	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	
	J.H. Harvey's	Honeysuckle		0.67										w/ \$35 purchase and card; limit 1	
		Honeysuckle		1.88										w/o store card or limit	
		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		
n/i													smoked @ \$1.99/lb.		

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		
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				

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		
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	

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		
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 (cont)	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												frozen
	Harris Teeter	n/i		0.59								1.79		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		

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>	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	

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>	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	

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		
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	

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		
MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI														
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
		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
	Maynard's	Shurfine		1.18										w/o conditions
		No Frills	Norbest		0.77									w/ \$25 purchase; limit 1
	Schnuck's	Norbest	1.49											
		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	
Perdue		1.69											limit 2	
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				

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	
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.
		Honeysuckle	0.99										
	Angelo Caputo	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										

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		
IL <i>(cont)</i>	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	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
	GFS Marketplace	Aaron's				4.49								
		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	Butterball			1.69									
		Houchen's IGA	IGA		0.99									w/ \$25 purchase; limit 1
	HoneySuckle	HoneySuckle	1.49											
		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	HoneySuckle			0.38									w/ \$25 purchase; limit 1
		HoneySuckle			0.76									additional quantities
	Butterball	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	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	Private Selection			0.99										
	Butterball	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		
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
	Schuette'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
	Shop'n Save	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 & 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											
Perdue		2.29												
Ho-Ka									2.99				locally grown	
	Norbest	2.59												

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	
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	

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		
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
		Honeysuckle		1.79										
	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 w/o store card
		Butterball		2.19										
		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
	New Market Schnuck's	Honeysuckle		0.99										w/ \$20 purchase; limit 1
		Farm Fresh		0.79										w/ \$30 purchase; limit 1
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		

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>	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			brined		
Kosher Valley			3.99												
KY	ALDI	Butterball		1.19									smoked @ \$1.89/lb. w/ \$20 purchase; limit 1 additional quantities limit 1 w/ additional purchase; limit 2 w/ ham purchase; limit 1 limit 2 w/ store card w/ store card w/ additional purchase; limit1 smoked @ \$2.99/lb. w/ \$50 purchase		
	Cox IGA	Honeysuckle	0.99												
		IGA		0.88											
	Dollar General Mrkt	IGA		1.19											
		n/i		0.75											
	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											
		Food City	1.59	0.99											
	Food Fair	Butterball		1.19											
		Butterball	1.99												
Honeysuckle		1.79													
Food Giant	Walnut Creek														
	Best Choice		0.68												

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		
KY <i>(cont)</i>	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	

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

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		
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				
		Jennie-O	1.39											
	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		

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		
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)	

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	
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									
	Cash Wise	Jennie-O	1.69										w/ qualified purchase; limit 1 w/ \$30 purchase; limit 1
		Butterball	1.99	1.79									
	Coborn's	Jennie-O	\$5 off	\$5 off									1.99
		Jennie-O	1.38	0.55									
	Dan's	Butterball		1.29									limit 1
		Full Circle											
	Family Fare	Jennie-O	1.39										w/ \$25 purchase; limit 1 w/ \$25 purchase; limit 1
		Farm Fresh		0.99									
	Food Pride	Butterball		1.19									w/ \$30 purchase; limit 1 w/ \$30 purchase; limit 1
		Our Family		0.57									
	Hornbacher's	Our Family		0.99									w/ \$30 purchase; limit 1 w/ \$30 purchase; limit 1
		Farm Fresh		0.88									
	Hugo's	Our Family		0.49									w/ \$75 purchase; limit 1 additional quantities
		Butterball	0.88										
	Marketplace Foods	Our Family		0.69									w/ store card w/o store card
		Our Family		0.98									
	Super One Foods	Butterball		1.48									w/ \$50 purchase w/ purchase under \$50
Honeysuckle		1.78											
Target	Jennie-O	1.33										w/ \$50 purchase w/ purchase under \$50	
	Jennie-O	1.66											
Teal's Market	Market Pantry		0.89									w/ \$50 purchase w/ purchase under \$50	
	Butterball		1.19										
NE	Affiliated Foods MW	Our Family		0.69								w/ \$25 purchase; limit 1	
		Our Family		0.99									
		Shurfine		0.98									
	ALDI	Butterball		1.69								no limit smoked @ \$1.89/lb.	
		Shurfine		1.09									
		Butterball		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		
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											
	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		1.59										> 16 lbs. (tom) w/ card
		Butterball	1.99											
	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												

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>	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			
	Family Thrift	Jennie-O	1.39										
	Our Family		0.68										w/ \$25 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		
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										
	ALDI	Butterball		1.19										no limit
		Honeysuckle	0.99											smoked @ \$1.89/lb.
	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
		n/i		\$17 off										> 16 lbs. (tom); w/ \$25 purchase; limit 1
	Hy-Vee	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												

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	
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										

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		
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT														
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
		Butterball												smoked @ \$2.49/lb.
	CV's Family Foods	Best Choice			0.88									< 16 lbs. (hen) w/ \$25 purchase; limit 1
		Butterball			1.48									
		Honeysuckle												smoked @ \$2.49/lb.
	Edward's FG	Best Choice			0.99									w/ \$20 purchase; limit 1
	Food Giant	Best Choice			0.78									w/ \$50 purchase
	G&W Foods	Best Choice			0.68									w/ \$20 purchase; limit 1
		Best Choice	1.88											
	Harp's	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		0.98									additional quantities
	Kroger Delta	Butterball			1.58									
		Kroger			0.78									w/ store card; limit 2
		Honeysuckle	1.79		1.39									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
Pyramid Foods	Butterball												smoked @ \$1.79/lb.	
Rehkopf's	Best Choice			0.99										
Super 1 Foods	n/i			0.50									w/ \$25 purchase; limit 2	
	n/i			1.29									additional quantities	
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 Phoenix	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	
Jennie-O		1.59		0.69									w/ \$25 purchase; limit 1	
Jennie-O		1.59		0.69										
Smart & Final		Private Selection		0.69										w/ \$25 purchase and card; limit 1
Sprout's Market	Sprout's	1.49					3.99							

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	
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							

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	
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		brined
		Diestel							1.99				6-10 lbs.
		Diestel							2.99				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											smoked @ \$2.49/lb.
Hy-Vee	Honeysuckle		free									w/ ham purchase; limit 1	
Lowe's	Honeysuckle		0.77									limit 1	
	Butterball		1.19									limit 1	
Marvin's	Best Choice		0.99										
Natural Grocers	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	
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		

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	
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	

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		
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	Butterball		1.49										
		Trade Joe's				2.49				1.99				
	Whole Foods MW	Trade Joe's												brined
		Larry Schultz					3.99					2.49		
Nature's Rancher											2.49			
Woods	Valerie's Farm											w/ \$50 purchase; limit 1		
	Kosher Valley				3.99									
	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	Honeysuckle		free									
		Honeysuckle		free										
	Basha's	Honeysuckle		0.79										w/ \$25 purchase; limit 1
		Jennie-O	1.69											
		Butterball	1.99											
		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										

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	
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									smoked @ \$1.89/lb.
	ALDI	Butterball		1.19									
		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 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	
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	Butterball		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

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		
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										
	Fiesta Mart	Jennie-O		0.35										w/ \$25 purchase; limit 1
		Jennie-O		1.23										additional quantities
		Jennie-O	1.69											
		Jennie-O												w/ ham purchase; limit 1
	Foodarama/LaFiesta	Jennie-O		0.66										w/ \$15 purchase; limit 1
	Food Town	Butterball		0.99										limit 2
		Holmes												smoked @ \$2.49/lb.
	H-E-B	Riverside		free										w/ ham purchase; limit 1
		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											

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		
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											

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		
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		2.49		4.99		
		Nature's Rancher n/i							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	1.79											locally grown; limit 2 locally grown
		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										
	Natural Grocers	Private Selection		0.99										w/ \$25 purchase and card; limit 1
		Honeysuckle	1.79											
Butterball		1.99	1.29											
Big Red									2.99					
Simple Truth							2.99							
Ream's	Mary's					3.99		2.69		2.69	6.99			
Smith's	Norbest		1.29											
Sprout's Market	Private Selection		0.69											
Target	Sprout's	1.49					3.99							
	Market Pantry		0.89											
	Butterball		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		
UT (cont)	Trader Joe's	Trade Joe's								1.99			brined < 16 lbs. (hen)	
		Trade Joe's			2.49									
	Whole Food Mtn	Diestel							3.49	2.49	3.49	4.99		brined 6-10 lbs. smoked @ \$8.99/lb.
		Diestel								1.99				
		Diestel								2.99				
		Diestel												
	Heidi's Hens					3.69								
	Kosher Valley			3.49										

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		
SOUTHWESTERN U.S. - CA,HI,NV														
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
	Nugget Markets	Foster Farms	1.39										
		Butterball		0.99									limit 2
		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
	Raley's	Norbest	1.49										w/ store card
		Norbest	2.49										w/o store card
		R Everyday		1.59									
		Raley's		0.99									
	Ralph's	Butterball	1.79										
		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	

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>	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)	

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>	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											

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		
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								brined	
	Plainville Farms	n/i								3.29			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										
	Albertsons SW	Jennie-O	1.69											
		Butterball	1.99	1.79										
		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
	Associated Food	Jennie-O	1.69											
		Butterball	1.99											
		Norbest		0.59										w/ \$50 purchase; limit 1
	Dollar General Mrkt	Norbest		0.99										additional quantities
		Norbest	1.79											
		Norbest		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												
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	

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		
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				

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	
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 n/i								3.29			

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	
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY													
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									

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		
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/ \$100 purchase; limit 1
		Farm Fresh		1.29										w/ \$25 purchase; limit 1 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			

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	
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										

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	
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 w/ ham 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/ \$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 w/ \$100 purchase; limit 1 w/ \$50 purchase; limit 1 w/ \$25 purchase; limit 1 additional quantities limit 2 additional quantities w/ \$40 purchase; limit 1
		Butterball	1.99	1.79									
	Family Foods	Foster Farms	1.99										
		Jennie-O	1.69										
		Jennie-O		free									
	Fred Meyer	Butterball	2.19										
		Foster Farms	1.99										
	Haggen/TOP Food	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										
		Butterball	2.19										
		Mary's				4.99		2.99			4.99		
	IGA Market Fresh	Farm Fresh		0.69									
		Farm Fresh		1.29									
	Market of Choice	Jennie-O	1.49										
Shelton's									1.99				
McKay's	Shelton's								3.49				
	Norbest		0.59										
	Norbest	1.79											
Natural Grocers	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							4.99				locally grown
	QFC	n/i			3.99								
		Private Selection		0.69									w/ \$30 purchase and store card; limit 1
		Butterball	1.99										w/ store card
	Ray's Food Place	Northwest Natural	1.69										w/ store card
		Mary's							2.49				
		Butterball		free									< 16 lbs. (hen) w/ Ohse ham purchase; limit 1
		n/i	1.49										
	Red Apple/Thriftway	Norbest		0.59									w/ \$50 purchase; limit 1
		Jennie-O		0.59									w/ \$50 purchase; limit 1
		Norbest	1.59										
		Jennie-O	1.59										
	Rosauer'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.
	Roth's	Butterball		1.49									w/ purchase
		Mary's							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
Safeway Northwest	Li'l Butterball		1.99									w/ store card	
	Open Nature								1.79			frozen; limit 1	
	Market Pantry		0.89										
Target	Butterball		1.19										
	Trade Joe's								1.99			brined	
Trader Joe's	Trade Joe's			2.49								< 16 lbs. (hen)	
	Trade Joe's												
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												
	IGA Markets	Mary's					4.99		2.99			4.99			
		Farm Fresh		0.69										w/ \$25 purchase; limit 1	
	IGA Market Fresh	Farm Fresh		1.29										additional quantities	
		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		0.99										
		Shurfine		0.98										w/ \$25 purchase; limit 1
		Butterball		1.69										
	Albertsons IntrMnt	Shurfine		1.09										no limit
		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										