

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

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

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red					Yellow	
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																	
CT	A&P Stores	Ocean Spray	O	2.99													
		Naturipe		5.99													
	Adams IGA	n/i				1.99	1.99	1.99		1.99			1.99				
		n/i									1.49	1.49					
	AG New England	Ocean Spray		2.50													7.99
		Diamond															
		Ocean Spray		1.99													
		n/i			1.29												
	ALDI	n/i		0.89													
	Associated	n/i			1.50							1.00					
		n/i	O										1.99				
	Balducci's	n/i	O						2.99								
	Best Market	n/i	L					0.77		0.97			0.77				
		n/i			1.47		1.27		1.27	1.27		0.97		10.00	11.40		
	Big Y	Ocean Spray		1.97													
		n/i								1.48							
	Bravo	Ocean Spray		2.50													
		n/i					1.29			1.29	1.29		1.49				
	C-Town	n/i					1.00				1.00	1.00	1.49				
		Ocean Spray		1.99													
	Compare Foods	n/i						0.79									
		n/i	O										2.49				
	DeCiccio's	n/i					2.49	1.79				1.79	1.99				
Ocean Spray			2.99														
Fairway	n/i					0.99						0.99					
	n/i	O					1.49										
Food Bazaar	Ocean Spray		1.67														
	n/i									0.83		0.99					
Food Emporium	n/i	O				2.99			3.99			1.99					
	Ocean Spray		2.99														
Geissler's	n/i		1.99	2.50			0.79					1.49					
	Diamond												9.99	9.99			
King's	n/i	O							2.99								
	n/i			2.99								1.99					
	Paradise Meadows		1.99														

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

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

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

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											Red					Yellow	
MA <i>(cont)</i>	Price Chopper	n/i					1.69			1.69		1.69					
		Ocean Spray		2.50											11.20	11.20	
		Nature's Garden															
	Price Rite	n/i			1.50		0.80				0.80	0.80					
		Diamond											2.49		7.99		
	Roche Bros.	n/i	O														
		POM			2.50												
	Save-a-Lot	n/i									0.60	0.60					
	Shaw's	n/i			2.50		0.99		1.99					7.99	7.99		
		Mariani															
		Ocean Spray			2.50												
	Star Market	n/i							1.99	1.29		1.29			7.99	7.99	
		Ocean Spray			2.50	2.50											
	Stop & Shop	Ocean Spray			2.50		1.79	1.79					1.49				
		n/i	O							2.49	2.49	2.49	2.49				
		n/i	O							1.66	1.66	1.66					
Trader Joe's	n/i	O							2.99				7.99				
	Trader Joe's			1.99													
Trucchi's	Diamond											1.69		7.99			
	n/i																
Walmart	n/i					1.47											
	Fisher												7.68				
Wegman's	Ocean Spray			2.00													
Whole Foods Nat	n/i	O					1.99			1.49							
MD	A&P Stores	Ocean Spray		2.99													
		Naturipe	O	5.99													
		n/i				1.99	1.99	1.99		1.99		1.99					
	ACME Markets	Diamond												6.99			
		Ocean Spray			2.50												
		n/i					1.49				1.49						
	AG New England	Diamond												7.99			
		Ocean Spray			1.99												
		n/i										1.29					
	ALDI	n/i			0.89												
Associated	n/i									1.00							
	n/i	O										1.99					

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

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											Red					Yellow		
MD <i>(cont)</i>	Shoppers Food	n/i	O	2.50	2.50	1.99	1.99					0.98	0.98					
	ShopRite	n/i															2.50	1.99
	Shurfine	n/i	O	1.99	1.00							0.99	0.99	1.49				
	Trader Joe's	n/i																2.00
	Walmart	Trader Joe's	O	1.99	1.00							2.99	0.99	0.99	1.49	7.99		
	Wegman's	n/i																1.99
	Weis	Ocean Spray	O	2.50	1.00								1.88	1.99	11.99			
	Whole Foods MAt	n/i																2.50
ME	AG New England	Diamond		1.99	1.29											7.99		
	Hannaford	n/i																1.49
	Market Basket	Ocean Spray		1.69	2.00	0.99	0.99	0.99	0.99	0.99	0.99	0.99	0.99					
	Save-a-Lot	n/i																2.50
	Shaw's	n/i	O	2.50	2.00									7.99	7.99			
	Trader Joe's	Mariani																2.50
	Walmart	Ocean Spray	O	1.99	2.00								2.99	7.99				
	Whole Foods Nat	n/i																1.99
	NH	AG New England	Diamond		1.99	1.29											7.99	
		ALDI	n/i															
Hannaford		Ocean Spray		1.49	2.00													
		n/i																1.99

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											Red					Yellow
NH <i>(cont)</i>	Market Basket	n/i POM Ocean Spray		1.69	2.00	0.99	0.99	0.99		0.99	0.99					
	Price Chopper	n/i Ocean Spray Nature's Garden		2.50								1.69				
	Save-a-Lot	n/i								0.60	0.60			11.20	11.20	
	Shaw's	n/i Mariani Ocean Spray			2.50		0.99	1.99					7.99	7.99		
	Trader Joe's	n/i Trader Joe's	O	1.99					2.99				7.99			
	Walmart	n/i Fisher				1.47							7.68			
	A&P Stores	Ocean Spray Naturipe	O	2.99 5.99			1.99	1.99	1.99		1.99					
	ACME Markets	n/i Diamond Ocean Spray												6.99		
ALDI	n/i		0.89							1.49						
Associated	n/i			1.50						1.00						
Best Market	n/i n/i Ocean Spray	O L			1.47		0.77 1.27	0.97			0.77		1.99	10.00	11.40	
Bottom Dollar	n/i		1.97 1.48													
Bravo	n/i								1.29	1.29			1.49			
C-Town	n/i Ocean Spray						1.00			1.00	1.00		1.49			
Compare Foods	n/i n/i		1.99				0.79									
Extra	n/i	O										2.49				
Fairway	n/i n/i					0.99	0.83					0.98				
Fine Fare	n/i	O					1.49					0.99				
Food Basics	n/i			1.78			1.29			1.29						
					1.78		1.28			1.28	1.28		1.28			



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											Red					Yellow	
NJ <i>(cont)</i>	Food Bazaar	Ocean Spray		1.67								0.83	0.99				
	Foodtown	Diamond POM			2.50										10.99		
		Frank Donio Farms	L	2.50													
		n/i					1.69					1.69	1.69				
	Great Valu Market	n/i					1.16		1.99			1.16	1.16				
		Ocean Spray		2.49													
		Essential Everyday														7.97	
		Diamond														6.99	
	Key Food	n/i					0.83			2.99				1.49			
		n/i	O	5.25								1.99		1.33			
		Ocean Spray		2.50													
		POM			2.50												
	King's	n/i	O						2.99								
		n/i													1.99		
	Met Foods	n/i			1.50						1.49						
		n/i	O									1.99	1.99				
		Ocean Spray		1.99													
	Morton Williams	n/i		2.50											1.69		
		n/i	O								2.49						
	Mrs. Green's	n/i	O	4.49				1.99			1.66				1.49		
	Pathmark	n/i					1.99	1.99	1.99		1.99				1.99		
		Ocean Spray		2.99													
	Pioneer	n/i			1.50						1.49						
		n/i	O									1.99	1.99				
		Ocean Spray		1.99													
	Price Rite	n/i			1.50			0.80				0.80	0.80				
		Diamond														7.99	
	Save-a-Lot	n/i										0.60	0.60				
ShopRite	n/i		2.50				1.69		1.99		0.80	0.80	1.49				
	n/i	O									1.79	1.79					
Stop & Shop	Ocean Spray		2.50														
	n/i				2.50	1.79	1.79						1.49				
	n/i	O								2.49	2.49	2.49	2.49				
	Nature's Promise	O								1.66	1.66						

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
NJ <i>(cont)</i>	Thriftway	n/i				1.29	1.29	1.29					1.49			
	Trader Joe's	Ocean Spray		1.99												
	Trader Joe's	n/i	O						2.99					7.99		
	Walmart	Trader Joe's		1.99												
	Wegman's	n/i				1.47										
	Weis	Fisher														
	Western Beef	Ocean Spray		2.00												
	Whole Foods MAt	n/i			1.00					1.88				1.99	11.99	
NY	ALDI	Ocean Spray		2.99												
	Associated	Naturipe	O	5.99												
	Best Market	n/i		0.89		1.99	1.99	1.99		1.99			1.99			
	Compare Foods	n/i			1.50						1.00					
	D'Agostino's	n/i	O						2.99				1.99			
	Fairway	n/i														
	Fine Fare	n/i														
	Food Basics	n/i														
	Walmart	n/i														
	Wegman's	n/i														
	Whole Foods NE	n/i	O		2.50							1.29	1.29			
	Whole Foods MAt	n/i					1.99									
	Whole Foods NE	n/i					1.99			1.99						
	Best Market	n/i	L						0.97			0.77			10.00	11.40
	Compare Foods	n/i			1.47						1.27	1.27		0.97		
Big M	Ocean Spray		1.97							1.27	1.27		0.97			
Bravo	Ocean Spray		2.00								1.49	1.49				
C-Town	n/i								1.29	1.29		1.49				
Compare Foods	n/i		1.99							1.00	1.00		1.49			
D'Agostino's	n/i	O											2.49			
D'Agostino's	n/i	O				2.49	2.49		2.49	2.49			2.49			
D'Agostino's	n/i	L	2.99					2.49								
D'Agostino's	n/i			1.99												
Fairway	Diamond					0.99							0.99		7.99	
Fine Fare	n/i	O					1.49									
Food Basics	n/i						1.29			1.29	1.29					
Food Basics	n/i				1.78		1.28			1.28	1.28	1.28				

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

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

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

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

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
NY <i>(cont)</i>	NSA Supermarket	n/i	O			1.29	1.29			1.29	1.29	1.29				
		n/i		4.49												
		Ocean Spray			2.00											
	Pathmark	n/i				1.99	1.99	1.99		1.99			1.99			
		Ocean Spray			2.99											
	Peck's	n/i					1.69				1.49	1.49				
		Ocean Spray			2.50											
		POM								2.99						
	Pioneer	n/i				1.50				1.49						
		n/i	O								1.99	1.99				
		Ocean Spray			1.99											
	Price Chopper	n/i					1.69			1.69			1.69			
		Ocean Spray			2.50											
		Nature's Garden													11.20	11.20
	Price Rite	n/i				1.50		0.80			0.80	0.80				
		Diamond													7.99	
	Save-a-Lot	n/i									0.60	0.60				
	Shop'n Save	n/i			2.00		0.99	0.99	0.99	0.99	0.99	0.99	1.59		6.99	
	ShopRite	n/i			2.50			1.69			0.80	0.80	1.49			
		n/i	O								1.79	1.79				
	Stop & Shop	Ocean Spray			2.50											
		n/i				2.50	1.79	1.79					1.49			
		n/i	O							2.49	2.49	2.49	2.49			
		Nature's Promise	O							1.66		1.66				
	Tops Markets	Dole			BOGO											
		n/i								1.18					6.99	
	Trade Fair	n/i				1.29										
	Trader Joe's	n/i	O							2.99						
Trader Joe's				1.99									7.99			
Uncle Giuseppe's	Diamond													8.99		
	n/i				2.50											
	Ocean Spray			1.99												
	n/i	O							1.99	1.99		1.99				
Walmart	n/i					1.47										
Wegman's	Fisher												7.68			
	Ocean Spray			2.00												

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

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

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

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

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

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

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

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts					
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red					Yellow		
VT	AG New England	Diamond	O															
		Ocean Spray		1.99											7.99			
	n/i			1.29														
	ALDI	n/i		0.89														
	Hannaford	Ocean Spray		1.49														
		n/i			2.00													
	Price Chopper	n/i							1.69		1.69		1.69					
		Ocean Spray		2.50														
	Shaw's	Nature's Garden														11.20	11.20	
		n/i			2.50				0.99		1.99				7.99	7.99		
	Tops Markets	Mariani																
		Ocean Spray		2.50														
Trader Joe's	Dole	BOGO																
	n/i								1.18						6.99			
	n/i								2.99									
	Trader Joe's			1.99									7.99					



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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>																
AL	ALDI	n/i		0.89												
	Earth Fare	POM			2.00											
		n/i	O				1.48			1.48				13.99		
	Food Giant	n/i										1.32	1.32	7.99		
		Ocean Spray		1.99												
	Ingle's	Ocean Spray		2.50												
		n/i	O	5.97										9.32	9.32	
	Kroger Atlanta	Simple Truth														
		n/i	O						3.49							
		n/i	L			1.00	1.00			1.00	1.00					
		n/i		2.50	1.00							0.99				
	Kroger Nashville	n/i		2.00								0.99				
		Simple Truth												7.99	7.99	
	Lucky's	n/i									0.99	1.29	1.29		7.99	
		Ocean Spray		2.49												
		Stone Mountain												9.99		
	Piggly Wiggly Hchn	n/i				0.99					1.33	1.33	0.95	7.99		
		Ocean Spray		1.99												
	Piggly Wiggly HAC	n/i			1.50	0.89					0.98	0.83	1.19			
		Ocean Spray		2.19												
		Stone Mountain												9.99		
	Piggly Wiggly Inc.	n/i					0.99		1.99	0.99	0.99	0.99	1.29			
	Piggly Wiggly JTM	n/i					0.83				0.83	0.83				
		Ocean Spray		2.69												
	Publix	n/i		BOGO					1.99	1.49			1.29	8.49	8.65	
		n/i	O									1.99				
		Diamond													7.99	
	Ramey's	n/i					0.80				0.99					
	Rouses	Ocean Spray		2.29												
		POM			1.00											
		n/i					0.98	0.98		0.98	0.98	0.98				
	Save-a-Lot	n/i									0.60	0.60				
	Shop Rite	n/i		1.99							0.62					
	Trader Joe's	n/i	O							2.99						
		Trader Joe's		1.99										7.99		

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

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
AL <i>(cont)</i>	United Grocery	n/i	L				0.69									
	Vowell's	Ocean Spray		1.79												
		n/i		2.00												
		Stone Mountain					0.99			0.99				9.99		
	Walmart	n/i					1.47							7.68		
		Fisher														
	Western Market	n/i							1.99	0.99	0.99					
		n/i		O				2.49								
		Ocean Spray			2.99											
Whole Foods Sth	n/i		O									1.49				
Winn-Dixie	n/i							1.77	1.77	1.00		1.50				
	Dole			2.49												
	POM				2.50											
FL	ALDI	n/i		0.89												
	Bravo of FL	n/i										0.83				
	Cranfords	Ocean Spray		1.98												
		n/i									0.99					
	Earth Fare	POM			2.00											
		n/i		O			1.48			1.48				13.99		
		n/i												7.99		
	Food Giant	n/i									1.32	1.32				
		Ocean Spray			1.99											
	Harris Teeter	Farmer's Market		2.50	3.00	1.79	1.79				0.99		1.69			
		n/i							2.49	1.99						
		n/i		O	3.49	3.50	2.79	2.79	2.79		1.79	2.29				
		Ocean Spray			2.50											
	Hitchcock's	n/i		2.00								0.60		6.99		
		Diamond												11.98		
J.H. Harvey's	n/i			2.50					1.77		0.62		7.99			
	Dole			2.50												
Piggly Wiggly Hchn	n/i					0.99				1.33	1.33	0.95	7.99			
	Ocean Spray			1.99												
Publix	n/i			BOGO				1.99	1.49			1.29	8.49	8.65		
	n/i		O								1.99					
	Diamond													7.99		
Save-a-Lot	n/i									0.60	0.60					

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**FRUITS and NUTS**

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

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

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

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**Thanksgiving 2014  
 FRUITS and NUTS**

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

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**Thanksgiving 2014  
 FRUITS and NUTS**

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

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**Thanksgiving 2014  
 FRUITS and NUTS**

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

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

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



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

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

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**FRUITS and NUTS**

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

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

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

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

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

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts						
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.				
											Red					Yellow			
IL (cont)	Hy-Vee	n/i	O							1.48			1.49						
		n/i															1.98		
	Jewel-Osco	Twin Lakes			1.68														
		Ocean Spray	L		1.49														
	Jewel-Osco	Diamond	O												8.99	9.99	9.58		
		Jewel-Osco																	13.99
	Jimenez	n/i	O				0.56	1.33	0.79					0.79	0.79	0.79			
		Joe Caputo																	n/i
	Kirby IGA	n/i	O																
		Ocean Spray																	
	Kroger Central	n/i	O			2.00								0.99					
		Kroger Louisville																	n/i
	Mariano's Fresh	n/i	O												7.99	5.99	5.99		
		Simple Truth																	
	Meijer	Markets of Meijer	O												7.49	7.49			
		Pete's Fresh																	n/i
	Piggly Wiggly MW	n/i	O											1.49					
		n/i																	
	Save-a-Lot	POM	O																
		n/i																	
	Schnuck's	Ocean Spray	O																
		POM																	
	Schuette's	n/i	O												0.83	0.83			
		Ocean Spray																	
	Shop'n Save	Ocean Spray	O																
		n/i																	
	Shop & Save	n/i	O												0.59	0.59	0.89		
		POM																	
	Strack & Van Til	n/i	O												1.23	1.23		6.99	
		Diamond																	
	Strack & Van Til	Ocean Spray	O																
Ocean Spray																			
Strack & Van Til	n/i	O																	
	n/i																		
					2.50														
										1.29			1.29						

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**FRUITS and NUTS**

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

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**FRUITS and NUTS**

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



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**FRUITS and NUTS**

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

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**FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
KY <i>(cont)</i>	Meijer	Markets of Meijer											7.49	7.49		
	Piggly Wiggly Hchn	n/i				0.99					1.33	1.33	0.95	7.99		
		Ocean Spray		1.99												
	Remke Markets	n/i		1.88		1.28	1.28		1.28							
	Save-a-Lot	n/i									0.60	0.60				
	Super Dollar	Ocean Spray		1.99												
	Town&Cntry Groce	Best Choice													7.70	
		Ocean Spray		1.99												
		n/i				0.40	0.40				1.00					
	United Grocery	n/i	L								0.69					
	n/i		1.79													
	Valumarket	n/i						1.99		0.50						
	Walmart	n/i				1.47										
	Whole Foods MAt	Fisher											7.68			
		n/i	O					1.99								
MI	Affiliated Fds MW	Ocean Spray		1.59												
		n/i				1.39	1.39			1.39						
	ALDI	n/i		0.89												
	Busch's	n/i		2.00									1.49			
	D&W Fresh	n/i	O													
	Family Fare	Ocean Spray		1.50												
		n/i	L						1.99							
		n/i														
	Food Pride	Diamond												9.99	9.99	
		n/i		2.00					1.89							
	Harding's	n/i	L				0.65		1.99		0.65					
		n/i											1.49			
		Ocean Spray		2.00												
	Hiller's	Mich. Cranberry Co	L	2.00												
	Hollywood Market	n/i											6.99	6.99	6.99	
	Kroger Central	n/i		2.00	2.00							0.99				
Kroger Columbus	n/i		1.67					1.99			0.99					
	n/i	O	1.99													
Kroger Michigan	n/i		1.99		1.49	1.49				1.49	1.49	0.99				
	Simple Truth												6.99	6.99	6.99	
Meijer	Markets of Meijer												7.49	7.49		

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**FRUITS and NUTS**

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

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 FRUITS and NUTS**

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

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
ND	Albertsons IntrMnt	Diamond											11.99	5.99		
		Ocean Spray		2.00												
		n/i				1.29										
	Cash Wise	n/i		BOGO				0.98		0.98						
	Coborn's	n/i		1.79				0.99								
	Dan's	n/i						0.99	1.77							
		Habelman Bros.			1.57											
	Family Fare	n/i														
		n/i		O				2.99			0.77		1.50			
		Ocean Spray			2.00											
	Food Pride	Diamond												9.99	9.99	
		n/i			2.00											
	Hornbacher's	n/i							0.88	1.88			0.98			
		n/i		O			1.88									
		Ocean Spray			1.50											
	Hugo's	Diamond												11.99	5.98	
		Ocean Spray			1.98											
	n/i								2.48			0.98				
Leever's	Diamond								1.99				11.99	11.99		
	n/i															
	Ocean Spray			1.99												
Marketplace Food	n/i			1.48				1.16		1.16	1.16					
	Diamond													7.99		
Super One Foods	n/i			1.47												
Teal's Market	n/i								1.99				0.99			
Walmart	n/i					1.47										
	Fisher												7.68			
NE	Affiliated Fds MW	n/i				1.39	1.39			1.39			1.29			
		Ocean Spray		1.59												
	ALDI	n/i		0.89												
	Apple Market	n/i				1.29	1.29			1.29	1.00		1.29			
		POM														
		Ocean Spray			1.99											
		Sun Tree												9.32	9.32	
Bag'n Save	n/i							0.99		0.83						
Baker's	n/i		2.00			0.80			2.49			0.99				
	Simple Truth												9.32	9.32		

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



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

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts					
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red					Yellow		
OH <i>(cont)</i>	Remke Markets	n/i	L	1.88		1.28	1.28			1.28								
	Save-a-Lot	n/i									0.60	0.60						
	Shop'n Save	n/i		2.00	0.99	0.99	0.99			0.99	0.99	1.59		6.99				
	Sparkle	n/i		1.99										9.99				
		n/i									0.83	0.83						
	Thorne's Market	Ocean Spray		2.00														
		Diamond																5.99
		n/i					1.49	1.49				1.49	1.69					
	Trader Joe's	n/i									2.99							
		Trader Joe's			O	1.99												7.99
Walmart	n/i				1.47													
Weis	Fisher															7.68		
	n/i									1.88		1.99				11.99		
	Ocean Spray			2.50	1.00													
	Whole Foods MAt	n/i	O				1.99											
SD	Affiliated Fds MW	n/i				1.39	1.39			1.39			1.29					
		Ocean Spray		1.59														
	Buche Foods	Ocean Spray		1.48														
	Coborn's	n/i		1.79				0.99										
	Family Thrift	n/i							1.99									
		Ocean Spray		2.00														
	Fareway	Ocean Spray		1.69														
		n/i									0.88	0.88						
	Hy-Vee	n/i								1.48			1.49					
		n/i		O					1.98				1.98					
		Twin Lakes			1.68													
	Lynns Dakotamart	n/i		1.99				0.99	1.99									
	Maynards	Ocean Spray		1.50														
		n/i			1.50	1.18	1.18			1.18			1.29					
	Safeway	n/i			2.99	1.99	1.99			1.99			1.49					
		n/i		O		1.99	1.99			1.99								
	Safeway Farms			2.99														
Sunshine Foods	Ocean Spray		1.99															
	n/i											1.29						
Teal's Market	n/i							1.99				0.99						
Walmart	n/i					1.47												
	Fisher															7.68		



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

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
WI	Affiliated Fds MW	n/i				1.39	1.39			1.39			1.29			
		Ocean Spray		1.59												
	ALDI	n/i		0.89												
	Cermak	n/i			0.99	0.50										
	Econofoods	n/i						1.99								
		Ocean Spray		2.00												
	Hy-Vee	n/i								1.48				1.49		
		n/i	O						1.98					1.98		
		Twin Lakes		1.68												
	Gordy's	Wetherby	L	1.50												
	Marketplace Food	n/i		1.48					1.16		1.16	1.16				
		Diamond				2.50									7.99	
	Pick'n Save/Copps	n/i												0.99		
		n/i	L						2.49							
		Habelman Bros.	L	1.99												
	Piggly Wiggly MW	n/i							0.99	1.99	1.49	0.99	0.99	1.49		
		n/i	O	4.95				1.49						1.99		
		POM				1.99										
	Quillin's	Habelman Bros.	L	1.50												
		n/i						0.99	0.99		0.99	0.99		0.89		
	Save-a-Lot	n/i										0.60	0.60			
	Schnuck's	Ocean Spray		2.00												
		POM				2.50										
	Sendik's	n/i	L	1.67												
		n/i												0.99	7.99	7.99
		n/i	O				1.99	1.99								
	Sentry	n/i				1.50		0.99			0.99		0.99			
	Ocean Spray		2.00													
Super One Foods	n/i		1.47													
Tadych's	n/i								1.79				1.19			
	Ocean Spray		1.50													
Trader Joe's	n/i	O								2.99				7.99		
	Trader Joe's		1.99													
Trig's	n/i	L	1.39													
	n/i	O	4.75													
Walmart	n/i					1.47										
	Fisher												7.68			

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

prices in \$US per pound unless otherwise noted.

**Thanksgiving 2014  
FRUITS and NUTS**

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

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**Thanksgiving 2014  
 FRUITS and NUTS**

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

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

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

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**Thanksgiving 2014  
 FRUITS and NUTS**

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

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

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
KS <i>(cont)</i>	Hen House <i>(continued)</i>	Oneonta Starr	O					1.29					1.00			
	Homeland Stores	Ocean Spray			1.99		1.89	1.89		1.89	1.89	1.89				
	Hy-Vee	n/i	O				0.99		2.39		0.99		1.49			
		n/i							1.98				1.98			
	Lowe's	Twin Lakes		1.68												
		Dole		2.50												
		n/i							1.29	0.79						
	Marvin's	n/i		2.49	0.99											
	Natural Grocers	n/i	O	3.89		0.99			1.49	1.69						
	Price Chopper	Suntree												13.33	11.99	
		n/i								1.49			1.69			
		Ocean Spray		2.00												
		POM			1.50											
	Save-a-Lot	n/i									0.60	0.60				
	Sprout's Market	n/i		0.88					0.98				0.88			4.99
		n/i	O				1.48	1.48	0.98		1.48	0.98				
	Sun Fresh	n/i								1.48			1.29			
	Ocean Spray		2.50			1.49	1.49			1.49						
Trader Joe's	n/i	O								2.99						
	Trader Joe's		1.99										7.99			
Walmart	n/i					1.47										
	Fisher												7.68			
Whole Foods Mtn	n/i	O				1.69										
Woods	Ocean Spray		2.00													
	n/i										0.87	1.28				
LA	AG Baton Rouge	n/i		2.49			0.99				1.00		1.29			
	Albertsons Sthrn	n/i		2.50	2.50		0.83		2.29		1.49		1.29	6.99	7.99	
	Breaux Mart	n/i		2.39							1.00	1.00				
	Brookshire's	Ellis												9.33		
		n/i				1.29	1.29		1.69							
		Ocean Spray		2.50												
	Kroger Southwest	n/i	O	2.50	2.00		0.80						0.99			
	n/i					1.29										
LeBlanc's	Bergeron												5.99			
	n/i		2.49			0.99			0.99			1.29				

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**Thanksgiving 2014  
 FRUITS and NUTS**

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

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red					Yellow		
MO (cont)	Harp's	n/i			1.00	0.99	0.99		1.99		0.99							
	Harter House	n/i		1.99		0.99	1.39				0.62	0.99						
		Ocean Spray		1.99														
	Hay's	Ocean Spray		2.49														
		Stone Mountain												11.99				
	Hen House	n/i				1.29					0.99							
		POM				1.50							1.89					
		n/i																
		n/i	O		2.00					1.99								
		Wetherby																
		Suntree							1.29					13.30	13.30			
		Oneonta Starr											1.00					
		Oneonta Starr	O				1.89	1.89			1.89	1.89	1.89					
	Hy-Vee	n/i									1.48		1.49					
		n/i	O						1.98				1.98					
		Twin Lakes			1.68													
	Kroger Central	n/i			2.00	2.00							0.99					
	Kroger Delta	n/i			2.00								0.99					
		Simple Truth												9.32	9.32		9.32	
		n/i	O		4.49													
	Lucky's Market	n/i	O		3.00	1.98	1.48	1.48					1.48					
	Moser's	n/i					1.49	1.49		1.48	1.49		1.29					
		Ocean Spray			2.50													
	Natural Grocers	n/i	O		3.89		0.99			1.49	1.69							
	Patricia's	n/i										1.00						
		Ocean Spray			2.50													
	Prenger Foods	n/i				1.50	1.29	1.29				1.00		1.29				
		Ocean Spray			1.99													
		Suntree													9.32	9.32		
	Price Chopper	Suntree													13.33	11.99		
	n/i									1.49		1.69						
	Ocean Spray			2.00														
	POM				1.50													
Pyramid Foods	n/i					1.29	1.29			1.29		1.29	1.29					
	POM				0.99													
	Ocean Spray			2.50														
Save-a-Lot	n/i										0.60	0.60						



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**FRUITS and NUTS**

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

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

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

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**Thanksgiving 2014  
 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound							Pears lb.	Baking Nuts				
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious			Pecans per lb.	Walnuts per lb.	Almonds per lb.		
											Red	Yellow						
OK <i>(cont)</i>	Sprout's Market	n/i	O	0.88					0.98				0.88			4.99		
	Terry's	n/i		1.48	1.48	0.98		1.48	0.98			0.88						
	Walmart	n/i		1.47						0.63	0.63		1.49					
	Fisher													7.68				
	Warehouse Mrkt	Ocean Spray		1.69														
	Whole Foods SW	n/i	O		1.50								0.98					
	Williams	n/i							0.89				1.29					
	Ocean Spray			2.19														
TX	99 Ranch	n/i	O			0.99												
	Affiliated Fds Inc.	n/i		2.50					0.99	0.99		0.99						
	Albertsons Sthrn	n/i		2.50	2.50		0.83		2.29		1.49		1.29	6.99	7.99			
	Albertsons SW	n/i		2.49	2.50	0.99					0.99		1.29					
	ALDI	n/i		0.89						2.99								
	Arlan's	n/i					0.88			0.88	0.88	0.88	0.66					
	Brookshire's	Ellis												9.33				
		n/i					1.29	1.29		1.69								
		Ocean Spray			2.50													
	Brookshire Bros.	n/i		2.50	1.50			0.99		1.99								
	Diamond IGA	Ocean Spray		1.99														
	El Ahorro	n/i											0.66					
	El Rancho	n/i										0.44						
	El Rio Grande	n/i						0.79										
	Fiesta Mart	n/i		1.88				0.88				0.69	0.69					
		Sunrise													11.20			
	Foodarama	POM			1.50							0.48						
		n/i		1.59														
	Food Town	n/i						0.33				0.60		0.33				
		Ellis													11.99			
Gerland's	n/i									0.88	0.88							
H-E-B	n/i	O				1.47		1.47										
	n/i								0.97									
Homeland Stores	Ocean Spray	1.99																
	n/i					0.99		2.39		0.99								

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

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

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

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

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

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																
<b>CA</b>	99 Ranch	n/i				0.99										
	Albertsons SthCA	n/i		1.00			0.99		1.99			0.99				
	Ocean Spray			1.99												
	Arteaga's Food	n/i					0.50									
	Baja Ranch	n/i					0.50			0.33	0.33					
	Best Way	n/i			0.50	0.33	0.50			0.50	0.50					
	Big Saver	n/i					0.33			0.25		0.25				
	Bristol Farms	n/i										1.99				
	Cardenas	n/i				0.50	0.69			0.33	0.50	0.50				
	Chavez	n/i				0.99	1.39					1.19				
	El Super	n/i			0.50		0.50				0.33	0.50				
	El Tapatio	n/i								0.67	0.67	0.50				
	Foodland IGA	n/i		1.99	0.50		0.33			0.33		0.79				
	Food 4 Less	n/i			0.99		0.50									
	Gelson's	Blue Diamond													7.99	
	Holiday Market	n/i	O			1.69										
		POM			2.00											
	Jensen's Foods	n/i					1.49									
		n/i	O									1.99				
	Jon's Marketplace	n/i			0.69		0.50									
		Ocean Spray		1.99												
	K.V. Mart	n/i		1.99			0.33		0.25			0.50				
	La Bonita	n/i									0.50	0.33				
	La Superior	n/i				0.98						0.98	0.88			
	Lucky	n/i				0.99	0.99	0.99			0.99	0.99	1.29			
		Ocean Spray		2.50												
		POM			BOGO											
	Lunardi's	n/i	O	2.50		1.99		1.99								
		n/i		2.50	2.00			0.99	1.99		0.99	0.99				
	Mar-Val	n/i		1.99		0.99						0.99				
		n/i	O			1.50	1.50			1.50						
		Diamond											9.99			
	Mi Pueblo	n/i					0.50					0.79	0.50			
	Mollie Stone	n/i					1.49		1.99	0.99	1.49	1.49	0.99			
		Naturipe	O	4.50												
	Murphy's Markets	n/i	O					1.69		1.69						

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 FRUITS and NUTS**

State	Supermarket	Label	Key	Cranberry 12 oz. bag	Pome- granate each	Apples - per pound						Pears lb.	Baking Nuts			
						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
CA <i>(cont)</i>	Northgate	n/i				0.89	0.89			0.89	0.89	0.89	0.69			
	Nugget Markets	n/i		2.00					1.28	1.28						
	R-Ranch Markets	n/i				0.33	0.33				0.99					
	Raley's	n/i		2.00									1.29			
	Ralphs	n/i		2.50	2.00	0.99	0.99				0.99	0.99	0.99			
	Simple Truth													11.20	6.99	
	Rancho S. Miguel	n/i				0.39										
	Ray's Food Place	n/i	O			1.99							1.69			
	Rio Ranch	n/i			0.33	0.79	0.33			0.79	0.79					
	Safeway	n/i			3.99	2.49	2.49			2.49	2.49		1.49			
		n/i	O			2.49	2.49			2.49	2.49					
	Safeway Farms				3.50											
	Save Mart	n/i	O				1.49			2.00			1.49			
		n/i				1.29	1.29	1.29		1.29	1.29	1.29	0.99			
	Ocean Spray				2.50											
	Save-a-Lot	n/i									0.60					
	Smart & Final	n/i					0.59									
	Ocean Spray				1.99											
	Sprout's Market	n/i			0.88					0.98				0.88		4.99
		n/i	O			1.48	1.48	0.98		1.48	0.98					
	Stater Bros.	n/i					0.99			1.25			1.25			
		n/i	O		4.49					1.50						
	Ocean Spray				2.50											
	Super A Foods	n/i				0.33				0.33		0.33				
	Superior Grocers	n/i				0.45	0.50	0.50		0.50			0.67			
	Trader Joe's	n/i	O							2.69						
Trader Joe's				1.99									7.99			
Vallarta	n/i				0.50	0.33			0.99		0.25					
Vons/Pavilions	n/i				2.99	1.99	1.99		1.99			1.49				
	n/i	O				1.99	1.99		1.99			1.99				
Safeway Farms				2.99												
Walmart	n/i					1.47										
	Fisher												7.68			
Whole Foods Pac	n/i	O						1.99								
HI	Don Quijote	Paradise Meadows		2.50												
	Foodland	n/i		2.99	2.99				1.79							
	KTA Super Stores	n/i		2.49		0.89	1.79					1.69				

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**FRUITS and NUTS**

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



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**FRUITS and NUTS**

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

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

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

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

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.	
											Red					Yellow
MT (cont)	Safeway	Ocean Spray	O	2.99	2.99	1.99	1.99					1.49	9.32	6.99	6.99	
		n/i		1.99		1.99	1.99			1.99	1.99					
	Smith's	POM	L	2.50	2.99		0.99					0.99				
		n/i						0.99	0.99	0.99						
	Super 1 Foods	Simple Truth	O	2.99	2.99											
		n/i		3.87												
Walmart	n/i				1.47							7.68				
OR	Albertsons NW	n/i	O	2.99	2.99	1.49			2.99			1.00	10.99	6.99	5.99	
		n/i				1.99	1.79	3.49								
	Family Foods	Ocean Spray	O	2.50	1.89	0.79				0.89		1.29				
		n/i		1.99												
	Fred Meyer	Ocean Spray	O		2.00	0.99	0.99	0.99				0.99				
		n/i		1.49		1.49	1.49									
	Haggen/TOP Food	Ocean Spray	L	2.00	2.99											
		Simple Truth		2.49												
	Haggen/TOP Food	Port Orford	L		2.99						1.29					
		n/i												8.99		
	Harvest Foods	n/i	O	5.99	2.49											
		n/i		0.99					0.99		0.99					
	IGA Markets	n/i	L	1.99	2.49	1.49		0.89				0.99				
		n/i		1.99		1.29	0.99									
	IGA Market Fresh	n/i	O		2.99	1.99										
		Ocean Spray		2.50												
	Lamb's Market	n/i	O		2.99				2.99							
Market of Choice		n/i							0.99			1.49				
McKay's	n/i	L		2.99	0.69											
	n/i		1.99													
Natural Grocers	n/i	O	1.29	2.99												
	n/i		3.89		0.99		1.49	1.69								
New Seasons	n/i	L	2.50	2.99												
	n/i						1.99	1.99								

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 FRUITS and NUTS**

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

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						Fuji	Gala	Brae burn	Honey Crisp	Granny Smith	Delicious		Pecans per lb.	Walnuts per lb.	Almonds per lb.			
											Red					Yellow		
WA <i>(cont)</i>	IGA Market Fresh	n/i	L					1.29		0.99								
		n/i	O			1.99												
		n/i			1.99		1.49											
		Ocean Spray Diamond			2.50											7.99		
	Metropolitan	n/i	L	2.50						1.49								
	Meyers Group IGA	n/i				2.50				1.49		0.99						
	Natural Grocers	n/i	O	3.89			0.99			1.49	1.69							
	New Seasons	n/i	L	2.50														
		n/i	O						1.99		1.99							
	PCC Natural QFC	n/i	O	6.35							1.49							
		n/i	L		2.50	2.50	1.49	1.49	1.49									
	Red Apple/Thriftwa	n/i	O							1.88								
		Simple Truth Ocean Spray			2.00				1.99					10.65	7.99	7.99		
	Rosauer's	n/i					0.99				0.99							
		Ocean Spray			2.00								1.29					
	Saars Market	n/i	L				0.68	0.68	0.78	0.68	0.68		0.68					
		n/i			0.98													
	Safeway	Ocean Spray			2.99													
		n/i					1.99	1.99					1.49					
	Save-a-Lot	n/i	O				1.99	1.99			1.99		1.99					
		POM				2.99						0.60						
	Super 1 Foods	n/i	L	2.99														
		n/i	O	3.87														
	The Markets LLC	n/i	L				0.68		0.78									
		Ocean Spray			1.98													
	Town&Country	n/i			2.50						1.48		1.28	8.98				
n/i		O	4.50									1.98						
Trader Joe's	n/i	O								2.69								
	Trader Joe's			1.99									7.99					
Walmart	n/i					1.47												
	Fisher												7.68					
Whole Foods	n/i			0.98														

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