

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Easter/Passover 2015

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Origin	Leg Roasts							Loin Chops		Racks			Breast	Conditions	
				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole	Crown Roast			French
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
<b>NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT</b>																		
CT	A&P Stores	n/i	AU				3.99									12.99		w/ store card
	Adams IGA	n/i	US	4.99								9.99						
	AG New England	n/i										9.99						
	Associated	n/i	US	4.99	5.49	5.39												
	Balducci's	n/i	US									17.99						
	Best Market	n/i	US	4.97		5.99												
	Big Y	n/i	US	3.99	3.99	3.99				6.49								
	Bravo	n/i	US				5.99					12.99					3.99	
	C-Town	n/i	US				5.99											
	Fairway Foods	n/i	AU													12.99		
		n/i	US							6.99								
	Food Bazaar	n/i	US	4.99														
	Food Emporium	n/i	US							6.99								
	Highland Park	n/i	US	6.99														
	Key Food	n/i	US	3.99	3.99	4.99					7.99							
	King's	King's	US							7.99								
	Pioneer	n/i	US	4.99														
	Price Chopper	Chiapetti	AU				3.99				4.99		6.99				9.99	
	Price Rite	n/i	AU				3.99				4.49							
	ShopRite	Nature's Reserve	AU				3.99											w/ store card; limit 1
	Nature's Reserve	AU				4.49											w/o store card	
	Nature's Reserve	AU											9.99					
Stew Leonard's	Stew's Naked	US								4.99							ABF; w/ store card	
	Stew's Naked	US								7.99							ABF; w/o store card	
Stop & Shop	n/i	AU							3.99	4.99					10.99		w/ store card	
The Fresh Market	n/i			6.99									12.99					
Whole Foods NATInc	Atkins Ranch	NZ							8.99			12.99					ABF	
Whole Foods NE	Atkins Ranch	NZ	9.99							12.99		10.99		21.99			ABF	
	Coleman	US	9.99							12.99				21.99			ABF	
DC	Giant Food	n/i	AU				3.99			4.99						10.99		w/ store card
	Harris Teeter	n/i	US				6.99	6.99	6.99	8.99								w/ store card
		n/i	US				9.99	9.99	9.99	9.99								w/o store card
	Safeway Eastern	Open Nature	AU	3.99						5.00		7.99						w/ store card
	Whole Foods MidAt	Atkins Ranch	NZ	7.49						5.99				19.99	19.99			
	n/i	AU	7.99							8.99			21.99				organic	

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				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
DE	A&P Stores	n/i	AU				3.99								12.99		w/ store card	
	ACME Market	Catelli	US	4.99						5.99			12.99				w/ store card	
	Food Lion	n/i					4.99										w/o store card	
		n/i					6.99											w/o store card
	Fresh Grocer	n/i					5.99			6.99								
	Giant Food	n/i	AU				3.99			4.99					10.99		w/ store card	
	Harris Teeter	n/i	US				6.99	6.99	6.99	8.99							w/ store card	
		n/i	US				9.99	9.99	9.99	9.99								w/o store card
	Pathmark	n/i	AU				3.99								12.99		w/ store card	
	Redner's	Catelli	US							6.98							w/ store card	
		Catelli	US							7.98								w/o store card
	Safeway Eastern	Open Nature	AU	3.99							7.99							w/ store card
	ShopRite	Nature's Reserve	AU				3.99											w/ store card; limit 1
		Nature's Reserve	AU				4.49											w/o store card
	Nature's Reserve	AU											9.99					
MA	Adams IGA	n/i	US	4.99							9.99							
	AG New England	n/i									9.99							
	Big Y	n/i	US	3.99	3.99	3.99				6.49								
	C-Town	n/i	US				5.99											
	Crosby's	n/i	US	4.99													w/ store card	
		n/i	US	6.99														w/o store card
	Hannaford	Hannaford					4.99										w/ store card	
		Hannaford					7.99											w/o store card
	Market Basket	n/i	US				4.99			5.49							w/ store card	
		n/i	US				5.49			6.99								w/o store card
	Met Foods	n/i	US	4.99														
	Price Chopper	Chiapetti	AU				3.99			4.99	6.99				9.99			
	Price Rite	n/i	AU				3.99			4.49								
	Roche Bros.	Shepherd's Pride	US				6.99			7.99								ABF
	Shaw's	n/i	AU				4.99				7.99							
	Stop & Shop	n/i	AU				3.99			4.99					10.99			w/ store card
	The Fresh Market	n/i		6.99									12.99					
	Trucchi's	n/i	US	5.49														
	Wegman's	Wegman's	US							7.99								organic
		Thomas Farms	US							5.99								
Whole Foods NATInc	Atkins Ranch	NZ				8.99					12.99							ABF

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				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French	
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half								
MD	A&P Stores	n/i	AU				3.99											w/ store card	
	ACME Market	Catelli	US	4.99										12.99					
	AG New England	n/i										9.99							
	Associated	n/i	US	4.99	5.49	5.39													
	Balducci's	n/i	US									17.99							
	Family Owned	n/i																	
	Food Lion	n/i					4.99											w/ store card	
		n/i					6.99											w/o store card	
	Giant Eagle	Thomas Farms	US				5.99							15.99				ABF	
	Giant Food	n/i	AU				3.99										10.99	w/ store card	
	Graul's	n/i	US				8.99											locally grown	
	Harris Teeter	n/i	US				6.99	6.99	6.99	8.99								w/ store card	
		n/i	US				9.99	9.99	9.99	9.99								w/o store card	
	Martin's Food	Martin's	AU				3.99			4.99							10.99	w/ store card	
		Martin's	AU				6.99			7.99							16.29	w/o store card	
	Price Rite	n/i	AU				3.99			4.49									
	Redner's	Catelli	US							6.98								w/ store card	
		Catelli	US							7.98								w/o store card	
	Safeway Eastern	Open Nature	AU	3.99						5.00			7.99						w/ store card
	Shop'n Save	Superior Farms	US				6.49	6.99		8.99									
	Shoppers	n/i	US				5.99												
	ShopRite	Nature's Reserve	AU				3.99												w/ store card; limit 1
		Nature's Reserve	AU				4.49												w/o store card
	Nature's Reserve	AU												9.99					
The Fresh Market	n/i		6.99											12.99					
Wegman's	Wegman's	US							7.99									organic	
	Thomas Farms	US							5.99									ABF	
Weis	n/i								6.99							12.99		w/ store card	
	n/i	AU				3.99												w/ store card	
Whole Foods MidAt	Atkins Ranch	NZ	7.49			5.99			8.49					19.99	19.99				
	n/i	AU	7.99						8.99					21.99				organic	
ME	AG New England	n/i										9.99							
	Hannaford	Hannaford				4.99												w/ store card	
		Hannaford				7.99												w/o store card	
	Market Basket	n/i	US			4.99			5.49									w/ store card	
	n/i	US			5.49			6.99										w/o store card	

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				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole	Crown Roast	French			
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half								
ME <i>(cont)</i>	Shaw's	n/i	AU				4.99					7.99							
	Whole Foods NATInc	Atkins Ranch	NZ				8.99					12.99							ABF
NH	AG New England	n/i										9.99							
	Hannaford	Hannaford					4.99												w/ store card
		Hannaford					7.99												w/o store card
	Market Basket	n/i	US				4.99				5.49								w/ store card
		n/i	US				5.49				6.99								w/o store card
	Price Chopper	Chiapetti	AU				3.99				4.99	6.99				9.99			
Shaw's	n/i	AU				4.99					7.99								
	The Fresh Market	n/i		6.99										12.99					
NJ	A&P Stores	n/i	AU				3.99									12.99			w/ store card
	ACME Market	Catelli	US	4.99							5.99			12.99					
	Associated	n/i	US	4.99	5.49	5.39													
	Best Market	n/i	US	4.97		5.99													
	Bravo	n/i	US				5.99					12.99						3.99	
	C-Town	n/i	US				5.99												
	Fairway Foods	n/i	AU													12.99			
		n/i	US				6.99												
	Food Bazaar	n/i	US	4.99															
	Foodtown	Cedar Springs	US				5.99				9.99								
	Key Food	n/i	US	3.99	3.99	4.99					7.99								
	King's	King's	US				7.99												
	Met Foods	n/i	US	4.99															
	Pathmark	n/i	AU				3.99									12.99			w/ store card
	Pioneer	n/i	US	4.99															
	Price Rite	n/i	AU				3.99				4.49								
	ShopRite	Nature's Reserve	AU				3.99												w/ store card; limit 1
		Nature's Reserve	AU				4.49												w/o store card
		Nature's Reserve	AU											9.99					
	Stop & Shop	n/i	AU				3.99				4.99					10.99			w/ store card
The Fresh Market	n/i		6.99										12.99						
Wegman's	Wegman's	US								7.99								organic	
	Thomas Farms	US								5.99								ABF	
Weis	n/i									6.99					12.99			w/ store card	
	n/i	AU				3.99												w/ store card	
Whole Foods MidAt	Atkins Ranch	NZ	7.49			5.99				8.49			19.99	19.99					
	n/i	AU	7.99							8.99			21.99					organic	

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				Bone-in			Semi-Boneless			Boneless			bone-in	bnls	Whole	Crown Roast	French			
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half									
NJ <i>(cont)</i>	Whole Foods NE	Atkins Ranch	NZ	9.99							12.99		10.99			21.99			ABF	
		Coleman	US	9.99								12.99					21.99			ABF
NY	A&P Stores	n/i	AU				3.99										12.99		w/ store card	
	Associated	n/i	US	4.99	5.49	5.39														
	Balducci's	n/i	US										17.99							
	Best Market	n/i	US	4.97		5.99														
	Bravo	n/i	US				5.99						12.99						3.99	
	C-Town	n/i	US				5.99													
	D'Agostino's	D'Artagnan		AU											19.99					
		Cedar Springs		US	5.99															
	DeCiccio's	n/i	US	5.99																
	Fairway Foods	n/i		AU														12.99		
		n/i		US				6.99												
	Food Bazaar	n/i	US	4.99																
	Food Emporium	n/i	US				6.99													
	Foodtown	Cedar Springs		US			5.99				9.99									
	Giunta's	n/i	US	4.99		5.99														
	Gourmet Garage	n/i	US	8.99																
	Great American	n/i	US	4.49																
	Gristede's	n/i	AU				7.99	8.99	8.99						15.99					
	Hannaford	Hannaford					4.99													w/ store card
		Hannaford					7.99													w/o store card
	Key Food	n/i	US	3.99	3.99	4.99					7.99									
	King Kullen	n/i	US	4.89	4.89	4.99														
	King's	King's		US			7.99													
	Met Foods	n/i	US	4.99																
	Metropolitan	n/i	US	4.99																
	North Shore	n/i									7.99									
	Peck's	n/i	US				5.99					6.99								
Pioneer	n/i	US	4.99																	
Price Chopper	Chiapetti		AU			3.99				4.99		6.99				9.99				
Price Rite	n/i	AU				3.99				4.49										
Shop'n Save	Superior Farms		US			6.49	6.99			8.99										
ShopRite	Nature's Reserve		AU			3.99													w/ store card; limit 1	
	Nature's Reserve		AU			4.49													w/o store card	
	Nature's Reserve		AU											9.99						

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				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
NY <i>(cont)</i>	Stew Leonard's	Stew's Naked	US							4.99								ABF; w/ store card
		Stew's Naked	US							7.99								ABF; w/o store card
	Stop & Shop	n/i	AU				3.99			4.99						10.99		w/ store card
	The Fresh Market	n/i		6.99									12.99					
	Tops Market	n/i					5.99	5.99	5.99									
	Trade Fair	n/i	US	4.99														also Halal
	Uncle Giuseppe's	n/i	US	6.99								12.99				24.99		
	Wegman's	Wegman's	US							7.99								organic
		Thomas Farms	US							5.99								ABF
	Weis	n/i								6.99						12.99		w/ store card
	n/i	AU				3.99											w/ store card	
Whole Foods NE	Atkins Ranch	NZ	9.99							12.99		10.99			21.99		ABF	
	Coleman	US	9.99							12.99					21.99		ABF	
PA	A&P Stores	n/i	AU				3.99									12.99		w/ store card
	ACME Market	Catelli	US	4.99						5.99				12.99				
	Associated	n/i	US	4.99	5.49	5.39												
	Bravo	n/i	US				5.99					12.99					3.99	
	C-Town	n/i	US				5.99											
	Family Owned	n/i								8.99								
	Food Lion	n/i					4.99											w/ store card
		n/i					6.99											w/o store card
	Foodtown	Cedar Springs	US				5.99			9.99								
	Fresh Grocer	n/i					5.99			6.99								
	Giant Eagle	Thomas Farms	US				5.99			6.99				15.99				ABF
	Giant Food Stores	Giant	AU				3.99			4.99						10.99		w/ store card
		Giant	AU				6.99			7.99						16.29		w/o store card
	Karn's	n/i	US				6.99					12.99						
	Key Food	n/i	US	3.99	3.99	4.99				7.99								
	Martin's Food	Martin's	AU				3.99			4.99						10.99		w/ store card
		Martin's	AU				6.99			7.99						16.29		w/o store card
	Pathmark	n/i	AU				3.99									12.99		w/ store card
	Price Chopper	Chiapetti	AU				3.99			4.99		6.99				9.99		
	Price Rite	n/i	AU				3.99			4.49								
Redner's	Catelli	US							6.98								w/ store card	
	Catelli	US							7.98								w/o store card	
Shop'n Save	Superior Farms	US				6.49	6.99		8.99									

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				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half								
PA <i>(cont)</i>	ShopRite	Nature's Reserve	AU				3.99											w/ store card; limit 1	
		Nature's Reserve	AU				4.49											w/o store card	
		Nature's Reserve	AU										9.99						
		ShurSave	n/i		4.99														
		Sparkle	n/i				6.99												
		The Fresh Market	n/i		6.99									12.99					
		Thorne's Market	n/i		4.99						7.99								
		Tops Market	n/i				5.99	5.99	5.99										
		Wegman's	Wegman's	US							7.99								organic
			Thomas Farms	US							5.99								ABF
	Weis	n/i								6.99						12.99		w/ store card	
		n/i	AU				3.99											w/ store card	
	Whole Foods MidAt	Atkins Ranch	NZ	7.49			5.99							19.99	19.99				
		n/i	AU	7.99										21.99				organic	
RI	Associated	n/i	US	4.99	5.49	5.39													
	Bravo	n/i	US				5.99					12.99						3.99	
	Dave's Market	n/i	US	5.99							7.99								
	Price Rite	n/i	AU				3.99				4.49								
	Shaw's	n/i	AU				4.99					7.99							
	Stop & Shop	n/i	AU				3.99				4.99					10.99		w/ store card	
	Whole Foods NATlnc	Atkins Ranch	NZ				8.99					12.99						ABF	
VT	AG New England	n/i										9.99							
	Hannaford	Hannaford					4.99											w/ store card	
		Hannaford					7.99											w/o store card	
	Price Chopper	Chiapetti	AU				3.99			4.99		6.99			9.99				
	Shaw's	n/i	AU				4.99					7.99							
	Tops Market	n/i					5.99	5.99	5.99										

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				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half								
<b>SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV</b>																			
<b>AL</b>	Ingle's	n/i					7.98	7.98	7.98									w/ store card	
		n/i					8.98	8.98	8.98									w/o store card	
	Kroger Nashville	Private Selection		4.99														w/ store card	
	Publix	GreenWise	AU				6.49		6.49	6.99								w/ store card; ABF	
		GreenWise	AU				7.99		7.99	8.49								w/o store card; ABF	
	Rouses	Royal Farms	US	6.99														locally grown	
	The Fresh Market	n/i		6.99									12.99						
	Western	Superior	US								8.99								
		n/i	US														16.99		
	Whole Foods Sth	Atkins Ranch	NZ											19.99		19.99			
	Winn-Dixie	n/i	US				5.99											w/ store card	
<b>FL</b>	Bravo Supermarket	n/i	AU	3.99	4.39	4.19													
	Harris Teeter	n/i	US				6.99	6.99	6.99	8.99								w/ store card	
		n/i	US				9.99	9.99	9.99	9.99								w/o store card	
	Hitchcock's	n/i								7.99									
	Lucky's Market	n/i		5.99															
	Publix	GreenWise	AU				6.49		6.49	6.99								w/ store card; ABF	
		GreenWise	AU				7.99		7.99	8.49								w/o store card; ABF	
	Sedano's	n/i	US	4.99															
	The Fresh Market	n/i		6.99									12.99						
	Winn-Dixie	n/i	US				5.99											w/ store card	
<b>GA</b>	Bi-Lo	n/i	US				5.99											w/ store card	
	Food Lion	n/i					4.99											w/ store card	
		n/i					6.99											w/o store card	
	Harris Teeter	n/i	US				6.99	6.99	6.99	8.99								w/ store card	
		n/i	US				9.99	9.99	9.99	9.99								w/o store card	
	Ingle's	n/i					7.98	7.98	7.98									w/ store card	
		n/i					8.98	8.98	8.98									w/o store card	
	Piggly Wiggly Car.	n/i					7.99	7.99	7.99										
	Publix	GreenWise	AU				6.49		6.49	6.99								w/ store card; ABF	
		GreenWise	AU				7.99		7.99	8.49								w/o store card; ABF	
	Sprout's	n/i	NZ	5.99						6.99									
	The Fresh Market	n/i		6.99									12.99						
	Whole Foods Sth	Atkins Ranch	NZ											19.99		19.99			
	Winn-Dixie	n/i	US				5.99											w/ store card	



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

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**LAMB**

State	Supermarket	Label	Origin	Leg Roasts							Loin Chops		Racks			Breast	Conditions		
				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole	Crown Roast			French	
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half								
MS	AG of Baton Rouge	n/i		5.99															
	Kroger Delta	Private Selection		5.99															
	Rouses	Royal Farms	US	6.99										12.99				w/ store card	
	The Fresh Market	n/i		6.99														locally grown	
	Whole Foods Sth	Atkins Ranch	NZ												19.99	19.99			
	Winn-Dixie	n/i	US				5.99												w/ store card
NC	Bi-Lo	n/i	US				5.99												w/ store card
	Corner Market	n/i	US					9.99	9.99										
	Farm Fresh	Superior	US	5.99															
	Food Lion	n/i					4.99												w/ store card
		n/i					6.99												w/o store card
	Harris Teeter	n/i	US				6.99	6.99	6.99	8.99									w/ store card
		n/i	US				9.99	9.99	9.99	9.99									w/o store card
	Ingle's	n/i					7.98	7.98	7.98										w/ store card
		n/i					8.98	8.98	8.98										w/o store card
	Lowe's Foods	Chiapetti					7.99												w/ store card
	Publix	GreenWise	AU				6.49		6.49	6.99									w/ store card; ABF
	GreenWise	AU				7.99		7.99	8.49									w/o store card; ABF	
The Fresh Market	n/i			6.99										12.99					
SC	Bi-Lo	n/i	US				5.99												w/ store card
	Food Lion	n/i					4.99												w/ store card
		n/i					6.99												w/o store card
	Harris Teeter	n/i	US				6.99	6.99	6.99	8.99									w/ store card
		n/i	US				9.99	9.99	9.99	9.99									w/o store card
	Ingle's	n/i					7.98	7.98	7.98										w/ store card
		n/i					8.98	8.98	8.98										w/o store card
	Lowe's Foods	Chiapetti					7.99												w/ store card
	Piggly Wiggly Car.	n/i					7.99	7.99	7.99										
	Publix	GreenWise	AU				6.49		6.49	6.99									w/ store card; ABF
		GreenWise	AU				7.99		7.99	8.49									w/o store card; ABF
The Fresh Market	n/i			6.99										12.99					
Whole Foods Sth	Atkins Ranch	NZ													19.99	19.99			
TN	Bi-Lo	n/i	US				5.99												w/ store card
	Food Lion	n/i					4.99												w/ store card
		n/i					6.99												w/o store card
	Harris Teeter	n/i	US				6.99	6.99	6.99	8.99									w/ store card
		n/i	US				9.99	9.99	9.99	9.99									w/o store card

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**LAMB**

State	Supermarket	Label	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
TN <i>(cont)</i>	Ingle's	n/i					7.98	7.98	7.98								w/ store card	
		n/i					8.98	8.98	8.98								w/o store card	
	Kroger Delta	Private Selection		5.99													w/ store card	
	Kroger Nashville	Private Selection		4.99													w/ store card	
	Publix	GreenWise	AU				6.49		6.49	6.99							w/ store card; ABF	
		GreenWise	AU				7.99		7.99	8.49							w/o store card; ABF	
	The Fresh Market	n/i		6.99									12.99					
Whole Foods Sth	Atkins Ranch	NZ											19.99	19.99				
VA	Associated	n/i	US	4.99	5.49	5.39												
	Balducci's	n/i	US									17.99						
	Farm Fresh	Superior	US	5.99														
	Food Lion	n/i					4.99										w/ store card	
		n/i					6.99										w/o store card	
	Giant Food	n/i	AU				3.99			4.99					10.99		w/ store card	
	Harris Teeter	n/i	US				6.99	6.99	6.99	8.99							w/ store card	
		n/i	US				9.99	9.99	9.99	9.99							w/o store card	
	Ingle's	n/i					7.98	7.98	7.98								w/ store card	
		n/i					8.98	8.98	8.98								w/o store card	
	Lowe's Foods	Chiapetti					7.99										w/ store card	
	Martin's Food	Martin's	AU				3.99			4.99					10.99		w/ store card	
		Martin's	AU				6.99			7.99					16.29		w/o store card	
	Safeway Eastern	Open Nature	AU	3.99						5.00		7.99					w/ store card	
	Shoppers	n/i	US				5.99											
	The Fresh Market	n/i		6.99									12.99					
Wegman's	Wegman's	US							7.99							organic		
	Thomas Farms	US							5.99							ABF		
Whole Foods MidAt	Atkins Ranch	NZ	7.49			5.99			8.49				19.99	19.99				
	n/i	AU	7.99						8.99				21.99			organic		
	n/i	AU	7.99						8.99				21.99			organic		
WV	Food Lion	n/i					4.99										w/ store card	
		n/i					6.99										w/o store card	
	Giant Eagle	Thomas Farms	US				5.99			6.99			15.99				ABF	
	Kroger Columbus	Superior	US				4.99										w/ store card	
	Martin's Food	Martin's	AU				3.99			4.99					10.99		w/ store card	
		Martin's	AU				6.99			7.99					16.29		w/o store card	
	Shop'n Save	Superior Farms	US				6.49	6.99		8.99								
Sparkle	n/i					6.99												

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**LAMB**

State	Supermarket	Label	Origin	Leg Roasts							Loin Chops		Racks			Breast	Conditions	
				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole	Crown Roast			French
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
<b>WV</b> <i>(cont)</i>	Weis	n/i n/i	AU				3.99				6.99					12.99		w/ store card w/ store card

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**LAMB**

State	Supermarket	Label	Origin	Leg Roasts									Loin Chops		Racks			Breast	Conditions
				Bone-in			Semi-Boneless			Boneless			bone-in	bnls	Whole	Crown Roast	French		
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half								
<b>MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI</b>																			
<b>IA</b>	County Market	n/i		4.99															
	Hy-Vee	Strauss	US	5.99						7.99									
	Jewel-Osco	Signature		4.77															
	Schnuck's	n/i		7.99															
	The Fresh Market	n/i		6.99										12.99					
	Whole Foods MW	Atkins Ranch	NZ	8.99						12.99				22.99	22.99				
<b>IL</b>	Angelo Caputo	Strauss	US		7.99	7.99	5.99			8.99		9.99							
	Berkot's	Chiapetti	US	5.99															
	Brookhaven	n/i	US				5.99			6.99									
	Butera's Market	n/i	US	4.99	4.99	5.99													
	County Market	n/i		4.99															
	Cub Foods	n/i						5.99	5.99										
	Dierberg's	Dierberg's	US				7.99												
	Fairplay Foods	n/i	US				4.99												
	Food 4 Less	n/i		4.99															
	Fresh Thyme	n/i								5.99									
	Garden Fresh	n/i	US	4.99															
	Heinen's	Heinen's	US	5.99															w/ store card
		Heinen's	US	7.99															w/o store card
		Shepherd's Pride	US																w/ store card; ABF
		Shepherd's Pride	US				7.99												w/o store card; ABF
	Hy-Vee	Strauss	US	5.99			8.99			7.99									
	Jewel-Osco	Signature		4.77															
	Joe Caputo	n/i	US	4.49															
	Kroger Louisville	n/i	US	4.99			5.99												w/ store card
	Meijer	n/i					4.99												
	Pete's Market	n/i	US	4.99															
	Piggly Wiggly MW	n/i	US				5.99	6.49	6.99										
	Schnuck's	n/i		7.99															
	Shop & Save Mrkt	n/i	US	3.99	4.69	4.99													
	Strack & VanTil	Chiapetti	US	5.99															
	Sullivan's	n/i	US									9.99							
	Sunset Foods	n/i	US	6.99															
	The Fresh Market	n/i		6.99										12.99					
	Tony's Finer Food	n/i	US	4.99															3.99

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**LAMB**

State	Supermarket	Label	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
IL <i>(cont)</i>	Treasure Island	Chiapetti	US	4.79		5.99	5.69			6.99		9.99						
		n/i	NZ										11.99					
	Ultra Foods	Chiapetti	US	5.99														
	Valli Produce	n/i	US	4.49						6.99		8.99						
	Walt's Food Center	n/i	US	4.99														
	Whole Foods MW	Atkins Ranch	NZ	8.99						12.99				22.99	22.99			
IN	Al's Supermarkets	Chiapetti	US				6.99										w/ store card	
		Chiapetti	US				8.99										w/o store card	
	Food 4 Less	n/i		4.99														
	Jewel-Osco	Signature		4.77														
	Kroger Cincinnati	n/i		4.99													w/ store card	
	Kroger Louisville	n/i	US	4.99			5.99										w/ store card	
	Marsh	n/i	US	7.99	7.99	7.99												
	Martin's	Martin's	US				7.99											
		Martin's	US				8.69											w/ store card
	Meijer	n/i					4.99											w/o store card
	Schnuck's	n/i		7.99														
	Strack & VanTil	Chiapetti	US	5.99														
	The Fresh Market	n/i		6.99										12.99				
	Ultra Foods	Chiapetti	US	5.99														
	Walt's Food Center	n/i	US	4.99														
Whole Foods MW	Atkins Ranch	NZ	8.99						12.99				22.99	22.99				
KY	Food Lion	n/i					4.99										w/ store card	
		n/i					6.99										w/o store card	
	Kroger Cincinnati	n/i		4.99													w/ store card	
	Kroger Delta	Private Selection		5.99													w/ store card	
	Kroger Louisville	n/i	US	4.99			5.99										w/ store card	
	Kroger Nashville	Private Selection		4.99													w/ store card	
	Lucky's Market	n/i		5.99														
	Meijer	n/i					4.99											
	The Fresh Market	n/i		6.99										12.99				
	Whole Foods MidAt	Atkins Ranch	NZ	7.49			5.99			8.49				19.99	19.99			
	n/i	AU	7.99						8.99				21.99				organic	
	n/i	AU	7.99						8.99				21.99				organic	

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LAMB

State	Supermarket	Label	Origin	Leg Roasts							Loin Chops		Racks			Breast	Conditions	
				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole	Crown Roast			French
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
MI	Busch's	n/i	US				5.99											
	D&W Fresh	n/i	US				4.99											
	Family Fare	n/i	US				4.99											
	Harding's	n/i	US				4.99											
	Hiller's	n/i	US	5.99		8.99						5.99						locally grown
	Hollywood	n/i	US				5.99											
	Kroger Columbus	Superior	US				4.99											w/ store card
	Kroger Michigan	Private Selection	US	4.99														w/ store card
	Lucky's Market	n/i		5.99														
	Martin's	Martin's	US				7.99											
		Martin's	US				8.69											w/ store card
	Meijer	n/i					4.99											
	Spartan Stores	n/i					4.99											
	Super One Foods	n/i	US					7.97										
	Tadych's	Provimi	US				5.99											
VG's Grocery	n/i	US				4.99												
Whole Foods MW	Atkins Ranch	NZ	8.99						12.99				22.99	22.99				
MN	Coborn's	Musillami	US	6.99														locally grown
	Cub Foods	n/i						5.99	5.99									
	Festival	n/i					7.99											w/ store card
		n/i					9.99											w/o store card
	Hy-Vee	Strauss	US	5.99						7.99								
	Kowalski's	Kowalski's	US				9.99	9.99										ABF
	Super One Foods	n/i	US					7.97										
Whole Foods MW	Atkins Ranch	NZ	8.99						12.99				22.99	22.99				
ND	Albertsons Mtn	n/i	AU	5.99								8.99						
	Coborn's	Musillami	US	6.99														locally grown
	Super One Foods	n/i	US					7.97										
NE	Hy-Vee	Strauss	US	5.99						7.99								
	Russ's Market	n/i	US				6.49											
	Safeway Denver	Open Nature	AU	5.99						5.00								w/ store card
	Whole Foods MW	Atkins Ranch	NZ	8.99						12.99				22.99	22.99			
OH	Acme Fresh Market	Cedar Springs					6.99							17.99				w/ store card
		Cedar Springs					7.99							19.99				w/o store card
	Buehler's Markets	n/i					7.99			7.99								w/ store card
		n/i					9.99			9.99								w/o store card
	Cub Foods	n/i						5.99	5.99									w/ store card

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LAMB

State	Supermarket	Label	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
OH <i>(cont)</i>	Dave's Market	n/i						5.99	5.99								w/o store card	
		n/i						6.99	6.99								w/ store card	
	Fishers Foods	Fishers	US	5.99													w/o store card	
		Fishers	US	9.99														
	Fresh Thyme	n/i								5.99								
	Giant Eagle	Thomas Farms	US				5.99			6.99				15.99			ABF	
	Heinen's	Heinen's	US	5.99													w/ store card	
		Heinen's	US	7.99													w/o store card	
		Shepherd's Pride	US														w/ store card; ABF	
		Shepherd's Pride	US				7.99										w/o store card; ABF	
	Kroger Cincinnati	n/i		4.99													w/ store card	
	Kroger Columbus	Superior	US				4.99										w/ store card	
	Lucky's Market	n/i		5.99														
	Marsh	n/i	US	7.99	7.99	7.99												
	Meijer	n/i					4.99											
	Shop'n Save	Superior Farms	US				6.49	6.99		8.99								
	Sparkle	n/i					6.99											
	The Fresh Market	n/i		6.99										12.99				
	Thorne's Market	n/i		4.99						7.99								
	Weis	n/i								6.99						12.99		w/ store card
	n/i	AU				3.99											w/ store card	
Whole Foods MidAt	Atkins Ranch	NZ	7.49			5.99			8.49				19.99	19.99			organic	
	n/i	AU	7.99						8.99				21.99				organic	
	n/i	AU	7.99						8.99				21.99				organic	
SD	Coborn's	Musillami	US	6.99													locally grown	
	Hy-Vee	Strauss	US	5.99					7.99									
	Safeway Denver	Open Nature	AU	5.99					5.00								w/ store card	

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State	Supermarket	Label	Origin	Leg Roasts							Loin Chops		Racks			Breast	Conditions	
				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole	Crown Roast			French
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
WI	Hy-Vee	Strauss	US	5.99						7.99								
	Pick'n Save/Copps	n/i	US				6.99											w/ store card
	Piggly Wiggly MW	n/i	US				5.99	6.49	6.99									
	Schnuck's	n/i		7.99														
	Sendik's	Sendik's	US				7.99											
	Sentry Foods	n/i	US	6.49	6.49	6.49												
	Super One Foods	n/i	US					7.97										
	Tadych's	Provimi	US				5.99											
	The Fresh Market	n/i		6.99										12.99				
	Trig's	n/i	US	5.99														
	Whole Foods MW	Atkins Ranch	NZ	8.99							12.99				22.99	22.99		



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State	Supermarket	Label	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
<b>SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT</b>																		
AR	Brookshire	n/i							7.99									
	G&W Foods	n/i						7.99	7.99	7.99								
	Harp's	Cedar Springs	US					5.99								w/ store card		
	Kroger Delta	Private Selection		5.99										12.99				
	The Fresh Market	n/i		6.99														
Whole Foods SW	n/i		8.99				8.99							22.99	22.99	grass-fed		
AZ	Safeway Phoenix	Open Nature	AU															
	Sprout's	n/i	NZ	5.99												w/ store card		
	Whole Foods SthPac	Atkiins Ranch	NZ	7.99											19.99			
		TK Ranch	NZ	6.99														
CO	Albertsons Mtn	n/i	AU	5.99								8.99						
	King Soopers	n/i					5.99											
	Lucky's Market	n/i		5.99														
	Safeway Denver	Open Nature	AU	5.99						5.00						w/ store card		
	Sprout's	n/i	NZ	5.99						6.99								
Whole Foods Mtn	n/i	NZ	7.99															
KS	G&W Foods	n/i						7.99	7.99	7.99								
	Hy-Vee	Strauss	US	5.99														
	Price Chopper	n/i	US					7.99										
	Sprout's	n/i	NZ	5.99														
	Sun Fresh	n/i						7.99										
	The Fresh Market	n/i		6.99										12.99				
Whole Foods Mtn	n/i	NZ	7.99															
LA	Brookshire	n/i								7.99								
	Rouses	Royal Farms	US	6.99												locally grown		
	The Fresh Market	n/i		6.99										12.99				
	Whole Foods SW	n/i		8.99						10.99					22.99	22.99	grass-fed	
Winn-Dixie	n/i	US				5.99									w/ store card			
MO	County Market	n/i		4.99														
	Dierberg's	Dierberg's	US				7.99											
	G&W Foods	n/i					7.99	7.99	7.99									
	Harp's	Cedar Springs	US				5.99											
	Harter House	n/i	US	7.99														
	Hy-Vee	Strauss	US	5.99						7.99								
	Kroger Delta	Private Selection		5.99												w/ store card		
Lucky's Market	n/i		5.99															

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**LAMB**

State	Supermarket	Label	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
<b>MO</b> <i>(cont)</i>	Moser's	n/i					7.99											
	Price Chopper	n/i	US				7.99											
	Pyramid Foods	n/i	US	7.49														
	Schnuck's	n/i		7.99														
	Sprout's	n/i	NZ	5.99						6.99								
	Sun Fresh	n/i					7.99											
	Whole Foods MW	Atkins Ranch	NZ	8.99							12.99			22.99	22.99			
<b>NM</b>	King Soopers	n/i					5.99											
	Safeway Denver	Open Nature	AU	5.99						5.00							w/ store card	
	Sprout's	n/i	NZ	5.99						6.99								
	Whole Foods Mtn	n/i	NZ	7.99														
<b>OK</b>	Harp's	Cedar Springs	US				5.99											
	Pyramid Foods	n/i	US	7.49														
	Reasor's	n/i						7.48	7.48									
	The Fresh Market	n/i		6.99									12.99					
	Whole Foods SW	n/i		8.99						10.99				22.99	22.99		grass-fed	
	Sprout's	n/i	NZ	5.99						6.99								
<b>TX</b>	Brookshire	n/i								7.99							22.99	
	H-E-B	H-E-B Natural	US				7.97											
	Randalls/Tom Thumb	Open Nature	AU				4.99										w/ store card	
	The Fresh Market	n/i		6.99									12.99					
	Whole Foods SW	n/i		8.99						10.99				22.99	22.99		grass-fed	
	Sprout's	n/i	NZ	5.99						6.99								
<b>UT</b>	Albertsons Mtn	n/i	AU	5.99							8.99							
	King Soopers	n/i					5.99											
	Sprout's	n/i	NZ	5.99						6.99								
	Whole Foods Mtn	n/i	NZ	7.99														

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

**Easter/Passover 2015**

prices in \$US per pound unless otherwise noted.

**LAMB**

State	Supermarket	Label	Origin	Leg Roasts						Loin Chops		Racks			Breast	Conditions		
				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole			Crown Roast	French
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
<b>SOUTHWESTERN U.S. - CA,HI,NV</b>																		
<b>CA</b>	Albertsons SoCal	Great Southern	AU							5.99						11.99		
	Andronico's	Superior	US	9.99										17.99				locally grown
	Bristol Farms	n/i	US	4.69														grass-fed
	Holiday Market	Shepherd's Pride	US	6.99														w/ store card
	Jensen's	Shepherd's Pride	US	7.99														w/o store card
	Jensen's	Shepherd's Pride	US							11.99								ABF
	Jensen's	Jensen's	US	8.99	8.99	8.99				10.99	10.99							
	Jon's Marketplace	n/i	US	4.99	4.99	4.99												
	Lucky	Superior	US	5.99														locally grown
	Mar-Val Food	n/i	US	4.99														
	Mollie Stone's	n/i	US	6.99						8.99		13.99						
	Nugget Markets	Shepherd's Pride	US	5.99														ABF; w/ store card
	Nugget Markets	Shepherd's Pride	US	8.99														ABF; w/o store card
	Ralph's	Private Selection	US	5.49														w/ store card
	Ray's Food Place	Superior	US							8.99								
	Safeway NorCal	Open Nature	AU				4.99			5.00		6.99				10.99		w/ store card
	Save Mart	Superior	US	5.99						6.99								locally grown
	Sprout's	n/i	NZ	5.99						6.99								
	Stater Bros.	n/i	US	5.99														
	The Fresh Market	n/i		6.99										12.99				
	Vons/Pavilions	Open Nature	AU							5.00								w/ store card
	Whole Foods SthPac	Atkiins Ranch	NZ	7.99						9.99				19.99				
	Whole Foods SthPac	TK Ranch	NZ	6.99														
<b>HI</b>	Foodland	n/i												9.99				
	Safeway NorCal	Open Nature	AU				4.99			5.00		6.99				10.99		w/ store card
	Whole Foods SthPac	Atkiins Ranch	NZ	7.99						9.99				19.99				
	Whole Foods SthPac	TK Ranch	NZ	6.99														
<b>NV</b>	Albertsons Mtn	n/i	AU	5.99								8.99						
	Safeway NorCal	Open Nature	AU				4.99			5.00		6.99				10.99		w/ store card
	Scolari's	Shepherd's Pride	US	5.99							6.99							ABF
	Sprout's	n/i	NZ	5.99						6.99								
	Vons/Pavilions	Open Nature	AU							5.00								w/ store card
	Whole Foods SthPac	Atkiins Ranch	NZ	7.99						9.99				19.99				
	Whole Foods SthPac	TK Ranch	NZ	6.99														



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**LAMB**

State	Supermarket	Label	Origin	Leg Roasts								Loin Chops		Racks			Breast	Conditions
				Bone-in			Semi-Boneless			Boneless		bone-in	bnls	Whole	Crown Roast	French		
				Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half							
WA <i>(cont)</i>	IGA Market Fresh	n/i	US								9.99							
	Metropolitan	n/i	US	8.99														
	New Seasons	n/i	US								9.99							locally grown
	Quality Food Center	n/i	US				6.99											w/ store card
	Red Apple/Thriftway	n/i									8.99							
	Rosauer's	Superior	US								7.99	7.99						
	Safeway Northwest	Open Nature	AU								5.00							w/ store card
	Super 1 Foods	Superior	US								7.98							
	The Markets	Superior	US	6.98														
Yoke's Fresh	Summit Creek	US								9.99								
WY	Albertsons Mtn	n/i	AU	5.99								8.99						
	King Soopers	n/i					5.99											
	Lucky's Market	n/i		5.99														
	Safeway Denver	Open Nature	AU	5.99						5.00								w/ store card