



# USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN

Advertised Prices effective through September 5, 2011



## Labor Day 2011

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Includes regular, specialty, anti-biotic free (ABF), and Organic product.

All information from publicly available sources including store circulars, newspaper ads, and retailer websites.

Note: BOGO = Buy 1, get 1 free; BOG2 = Buy 1, get 2 free

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**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Northeastern U.S.**

**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State | Supermarket    | Brand   | B/S Breast   |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |              | Drumsticks |              | Leg Quarters |        | Fried   | Rotisserie |      |      |
|-------|----------------|---|--------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|--------------|------------|--------------|--------------|--------|---------|------------|------|------|
|       |                |   | reg pack     | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack    | reg pack   | valu pack    | tray         | bagged | 8-piece | < 2 lbs.   |      |      |
| CT    | A&P Stores     | America's Choice<br>Country Farms ABF<br>Greenway ABF |              | 2.99      |            |           | BOGO         | BOGO      |          | 1.99      |          | 1.29         |            | 1.29         |              |        |         |            | 7.99 |      |
|       | Adams          | Fieldale Farms<br>Springer Mnt (ABF)                  | 4.99         |           |            |           |              | 0.99      |          |           |          | 1.59<br>1.29 |            | 1.59<br>1.29 |              |        |         |            |      |      |
|       | Big Y          | Valu Time<br>Perdue<br>no label                       | 2.99<br>BOGO | BOGO      |            |           |              |           |          |           |          | BOG2<br>BOG2 |            |              |              |        |         |            | 5.98 |      |
|       | Bravo          | Country Fresh<br>Perdue                               |              |           |            |           | 1.59         |           |          |           |          |              |            |              |              | 0.59   |         |            |      |      |
|       | C-Town         | Perdue  |              |           |            |           | 1.49         |           |          |           |          |              |            |              |              |        |         |            |      |      |
|       | Compare Foods  | no label  |              | 1.59      |            |           |              |           |          |           |          |              |            |              |              | 0.59   |         |            |      |      |
|       | Food Emporium  | America's Choice<br>Country Farms ABF<br>Greenway ABF |              | 2.99      |            |           | BOGO         | BOGO      |          | 1.99      |          | 1.29         |            | 1.29         |              | 1.89   |         |            | 7.99 |      |
|       | Geissler's     | Fieldale Farms  |              |           |            |           |              | 1.00      |          |           |          |              |            |              |              |        |         |            |      |      |
|       | Grand Union    | no label<br>Perdue                                    |              | 1.99      |            |           |              |           |          | 2.49      |          | 1.39         |            | 1.39         |              |        |         |            | 7.99 |      |
|       | Price Chopper  | Price Chopper   | 2.99         |           |            |           |              |           |          |           |          |              |            |              |              | 0.88   |         |            |      |      |
|       | ShopRite       | Amick Farms<br>no label<br>Readington Farms<br>Tyson  |              |           | 2.49       |           |              |           | 1.49     |           |          | 0.99         |            | 0.99         |              |        | 1.19    |            | 5.99 | 5.99 |
|       | Stop & Shop    | Stop & Shop<br>Perdue                                 |              | 1.99      |            | 1.99      |              |           |          |           |          |              |            |              |              |        |         |            | 6.99 |      |
|       | Super Walmart  | no label  |              | 1.88      |            |           |              |           |          |           |          |              |            |              |              |        |         |            |      |      |
| DC    | Giant Landover | Giant<br>Perdue                                       |              | 1.99      | 2.29       |           |              |           |          |           |          |              |            |              |              |        |         | 6.99       |      |      |
|       | Harris Teeter  | Harris Teeter<br>Smart Chkn organic                   |              | 2.77      |            | 2.27      |              | 0.99      |          | 1.97      |          |              |            |              |              |        | 0.99    | 0.77       |      |      |
|       | Magruder's     | Perdue<br>Magruder's                                  |              | 1.98      | 2.49       |           |              |           |          |           |          | 0.99         |            | 0.99         |              |        |         | 7.99       | 4.99 |      |



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| State              | Supermarket       | Brand              | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |      |
|--------------------|-------------------|--------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|------|
|                    |                   |                    | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |      |
| DC<br>(cont.)      | Safeway           | Safeway            |            | 2.49      |            | 2.49      |              |           |          |           | 1.29     |           | 1.29       |           | 1.29         |        |         |            |      |
|                    |                   | Perdue             | 3.49       |           |            |           |              |           |          |           | 1.49     |           | 1.49       |           |              |        | 6.49    |            |      |
|                    | Signature Café    |                    |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                    | Whole Foods       | Whole Foods        | 4.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
| DE                 | A&P Stores        | America's Choice   |            | 2.99      |            |           | BOGO         | BOGO      |          | 1.99      |          | 1.29      |            | 1.29      |              |        |         |            |      |
|                    |                   | Country Farms ABF  |            |           |            |           |              |           |          |           |          |           | 1.89       |           |              |        |         | 7.99       |      |
|                    |                   | Greenway ABF       |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            | 5.99 |
|                    | ACME              | Culinary Circle    |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                    |                   | Lancaster Brand    | BOGO       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                    |                   | Perdue             | BOGO       |           | 3.29       |           |              |           |          |           |          | 1.69      |            | 1.69      |              |        |         |            | 5.99 |
|                    | Food Lion         | Wild Harvest (ABF) | 6.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                    |                   | Holly Farms        | 50% off    |           | 1.97       |           |              |           |          |           | 1.89     |           |            |           |              |        |         |            | 7.88 |
|                    | Fresh Grocer      | no label           |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                    |                   | Gold Kist          |            | 1.89      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                    |                   | Harvestland (ABF)  | 4.49       |           | 2.99       |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                    | Giant Landover    | Sanderson Farms    |            |           |            |           |              |           | 3.99     |           |          | 2.39      | 0.88       | 2.39      | 0.88         |        |         |            |      |
|                    |                   | Smart Chicken      |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                    | Giant Landover    | Giant              |            | 1.99      | 2.29       |           |              |           |          |           |          |           |            |           |              |        |         | 6.99       |      |
|                    |                   | Perdue             |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.99   |         |            |      |
|                    | GreatVALU         | Sanderson Farms    |            |           |            |           |              |           |          |           |          | 0.99      |            | 0.99      |              |        |         |            |      |
|                    | Harris Teeter     | Harris Teeter      |            | 2.77      |            | 2.27      |              |           | 0.99     |           | 1.97     |           |            |           |              |        | 0.77    |            |      |
| Smart Chkn organic |                   |                    |            |           |            |           | 3.99         |           |          |           |          |           |            |           |              |        |         |            |      |
| Pathmark           | no label          |                    | 1.79       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                    | America's Choice  |                    |            |           |            |           |              |           |          |           | 1.29     |           | 1.29       |           | 0.79         |        |         |            |      |
| Safeway            | Country Farms ABF | 4.99               |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                    | Safeway           |                    | 2.49       |           | 2.49       |           |              |           |          |           | 1.29     |           | 1.29       |           | 1.29         |        |         |            |      |
|                    | Perdue            | 3.49               |            |           |            |           |              |           |          |           | 1.49     |           | 1.49       |           |              |        | 6.49    |            |      |
| ShopRite           | Signature Café    |                    |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                    | Amick Farms       |                    |            | 2.49      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                    | no label          |                    |            |           |            |           |              | 1.49      |          |           |          | 0.99      |            | 0.99      |              |        | 5.99    | 5.99       |      |
| Shurfine           | Readington Farms  |                    |            |           |            |           |              |           |          |           |          |           |            |           | 1.19         |        |         |            |      |
|                    | Tyson             |                    |            |           |            |           |              |           | 1.79     |           |          |           |            |           |              |        |         |            |      |
| Shurfine           | Sanderson Farms   |                    | 1.88       |           | 1.88       |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
| Super Walmart      | no label          |                    | 1.88       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |



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| State | Supermarket   | Brand  | B/S Breast           |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |      |
|-------|---------------|--|----------------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|------|
|       |               |  | reg pack             | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |      |
| MA    | Adams         | Fieldale Farms<br>Springer Mnt (ABF)                               | 4.99                 |           |            |           |              | 0.99      |          |           | 1.59     |           | 1.59       |           |              |        |         |            |      |
|       | Big Y         | Valu Time<br>Perdue<br>no label                                    | 2.99<br>BOGO         | BOGO      |            |           |              |           |          |           |          | BOG2      | BOG2       |           |              |        |         | 5.98       |      |
|       | C-Town        | Perdue   |                      |           |            |           | 1.49         |           |          |           |          |           |            |           |              |        |         |            |      |
|       | Compare Foods | no label<br>Perdue   |                      | 1.99      |            |           |              |           |          |           |          |           |            |           | 0.69         |        |         |            |      |
|       | Crosby's      | no label<br>Smart Chkn organic                                     |                      | 1.99      |            | 7.99      |              |           |          |           |          |           |            |           |              |        |         |            |      |
|       | Donelan's     | no label<br>Perdue   |                      | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |         |            | 6.99 |
|       | Foodmaster    | Fresh 'N Tender  | 1.97                 |           |            |           |              |           |          | 1.47      |          | 1.29      |            | 1.29      |              |        |         |            |      |
|       | Geissler's    | Fieldale Farms   |                      |           |            |           |              | 1.00      |          |           |          |           |            |           |              |        |         |            |      |
|       | Grand Union   | no label<br>Perdue   |                      | 1.99      |            |           |              |           |          | 2.49      |          |           | 1.39       | 1.39      |              | 0.99   |         | 7.99       |      |
|       | Hannaford     | Hannaford<br>Nature's Place (ABF)<br>no label                      | 4.99                 | 1.99      |            |           |              | 1.79      |          |           |          |           |            |           |              |        |         |            | 6.99 |
|       | Price Chopper | Price Chopper  | 2.99                 |           |            |           |              |           |          |           |          |           |            |           |              | 0.88   |         |            |      |
|       | Roche Bros.   | Perdue<br>Roche Bros (ABF)   |                      |           |            |           |              |           |          |           |          |           |            |           |              | 0.99   |         |            |      |
|       | Shaw/Star     | Shaw's   |                      |           |            |           |              |           | 1.19     |           |          |           | 1.19       | 1.19      |              |        |         |            |      |
|       | Stop & Shop   | Stop & Shop<br>Perdue  |                      | 1.99      |            | 1.99      |              |           |          |           |          |           |            |           |              | 0.99   |         | 6.99       |      |
|       | Super Walmart | no label   |                      | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
| MD    | ACME          | Culinary Circle<br>Lancaster Brand<br>Perdue<br>Wild Harvest (ABF) | BOGO<br>BOGO<br>6.99 |           | 3.29       |           |              |           |          |           |          | 1.69      | 1.69       |           |              |        | 5.99    | 5.99       |      |
|       | Bloom         | no label   |                      | 1.89      |            |           |              |           |          |           |          |           |            |           | 0.89         |        | 5.99    |            |      |
|       | Bottom Dollar | no label   |                      |           |            |           |              |           |          |           |          |           |            |           |              | 0.49   |         |            |      |
|       | Food Lion     | Holly Farms<br>no label  | 50% off              |           | 1.97       |           |              |           |          | 1.89      |          |           |            |           |              |        |         | 7.88       |      |



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| State         | Supermarket    | Brand  | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs       |              | Drumsticks   |           | Leg Quarters |        | Fried   | Rotisserie |
|---------------|----------------|--|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|--------------|--------------|--------------|-----------|--------------|--------|---------|------------|
|               |                |  | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack     | valu pack    | reg pack     | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |
| MD<br>(cont.) | Foodland       | Gold Kist<br>no label                                |            |           | 2.49       |           |              |           |          |           |              |              |              |           |              |        | 4.99    |            |
|               | Giant Carlisle | Giant<br>Nature's Promise<br>no label                |            | 1.99      |            |           |              |           | 1.99     |           | 1.29         | 1.49         | 1.29         | 1.49      | 0.79         |        |         | 5.99       |
|               | Giant Eagle    | Giant Eagle<br>Nature's Basket ABF                   | 4.99       |           |            |           | 1.99         |           |          |           |              |              |              |           | 0.99         |        |         |            |
|               | Giant Landover | Giant<br>Perdue                                      |            | 1.99      | 2.29       |           |              |           |          |           |              |              |              |           | 0.99         |        | 6.99    |            |
|               | Graul's        | Perdue   |            |           |            |           | 1.29         |           |          |           | 1.29         | 1.29         | 1.29         |           |              |        |         |            |
|               | GreatVALU      | Sanderson Farms                                      |            |           |            |           |              |           |          |           | 0.99         | 0.99         | 0.99         |           |              |        |         |            |
|               | Harris Teeter  | Harris Teeter<br>Smart Chkn organic                  |            | 2.77      | 2.27       |           | 0.99         |           | 1.97     |           |              |              |              |           | 0.77         |        |         |            |
|               | Magruder's     | Perdue<br>Magruder's                                 |            | 1.98      | 2.49       |           |              |           |          |           |              | 0.99         | 0.99         |           |              |        | 7.99    | 4.99       |
|               | Mars           | Tyson<br>Perdue                                      |            |           |            |           | 1.19         |           |          |           |              |              |              |           |              |        | 8.99    |            |
|               | Safeway        | Safeway<br>Perdue<br>Signature Café                  | 3.49       | 2.49      | 2.49       |           |              |           |          |           | 1.29<br>1.49 | 1.29<br>1.49 | 1.29<br>1.49 | 1.29      |              |        | 6.49    |            |
|               | ShopRite       | Amick Farms<br>no label<br>Readington Farms<br>Tyson |            |           | 2.49       |           |              | 1.49      |          |           |              | 0.99         | 0.99         |           | 1.19         |        | 5.99    | 5.99       |
|               | Shurfine       | Sanderson Farms<br>Wild Harvest (ABF)                | 6.99       | 1.88      | 1.88       |           |              |           |          |           |              |              |              |           |              |        |         |            |
|               | Stop Shop Save | no label<br>Perdue                                   |            | 2.47      |            |           |              |           |          | 1.57      |              | 0.97         | 0.97         | 0.97      | 0.77         |        |         |            |
|               | Super Walmart  | no label   |            | 1.88      |            |           |              |           |          |           |              |              |              |           |              |        |         |            |
|               | Wegman's       | Wegman's   |            | 1.99      |            |           |              |           |          |           |              |              |              |           |              |        |         |            |
|               | Weis           | no label<br>Weis                                     |            |           |            |           | 1.79         |           |          |           |              | 1.39         | 1.39         |           |              |        |         | 6.99       |
|               | Whole Foods    | Whole Foods  | 4.99       |           |            |           |              |           |          |           |              |              |              |           |              |        |         |            |



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| State         | Supermarket   | Brand   | B/S Breast   |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |
|---------------|---------------|---|--------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|
|               |               |   | reg pack     | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |
| ME            | Hannaford     | Hannaford   |              | 1.99      |            |           |              | 1.79      |          |           |          |           |            |           |              |        |         |            |
|               | Shaw          | Shaw's  |              |           |            |           |              | 1.19      |          |           |          | 1.19      | 1.19       |           |              |        |         |            |
|               | Stop & Shop   | Stop & Shop<br>Perdue                                 |              | 1.99      |            | 1.99      |              |           |          |           |          |           |            |           | 0.99         |        | 6.99    |            |
|               | Super Walmart | no label  |              | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| NH            | Hannaford     | Hannaford   |              | 1.99      |            |           |              | 1.79      |          |           |          |           |            |           |              |        |         |            |
|               |               | Nature's Place (ABF)<br>no label                      | 4.99         |           |            |           |              |           |          |           |          |           |            |           |              |        | 6.99    |            |
|               | Price Chopper | Price Chopper   | 2.99         |           |            |           |              |           |          |           |          |           |            |           | 0.88         |        |         |            |
|               | Shaw          | Shaw's  |              |           |            |           |              | 1.19      |          |           |          | 1.19      | 1.19       |           |              |        |         |            |
|               | Stop & Shop   | Stop & Shop<br>Perdue                                 |              | 1.99      |            | 1.99      |              |           |          |           |          |           |            |           | 0.99         |        | 6.99    |            |
| Super Walmart | no label      |   | 1.88         |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| NJ            | A&P Stores    | America's Choice<br>Country Farms ABF<br>Greenway ABF |              | 2.99      |            |           | BOGO         | BOGO      |          | 1.99      |          | 1.29      | 1.89       | 1.29      |              |        |         | 7.99       |
|               | ACME          | Culinary Circle<br>Lancaster Brand<br>Perdue          | BOGO<br>BOGO |           |            |           |              |           |          |           |          | 1.69      | 1.69       |           |              | 0.49   | 5.99    | 5.99       |
|               | Bottom Dollar | no label  |              |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Bravo         | Country Fresh<br>Perdue                               |              |           |            |           |              | 1.59      |          |           |          |           |            |           | 0.59         |        |         |            |
|               | C-Town        | Perdue  |              |           |            |           |              | 1.49      |          |           |          |           |            |           |              |        |         |            |
|               | Fine Fare     | Farm Fresh  |              |           |            |           |              |           |          |           |          |           |            |           | 0.79         |        |         |            |
|               | Food Basics   | Tender-N-Juicy<br>America's Choice                    |              | 1.78      |            |           |              |           |          |           |          | 1.18      | 1.18       |           |              |        |         |            |
|               | Food Bazaar   | no label  |              | 1.99      |            |           |              |           |          |           |          | 1.00      | 1.00       |           |              |        |         | 5.00       |
|               | Foodtown      | no label<br>Murray's (ABF)<br>Perdue                  |              | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               |               | Murray's (ABF)<br>Perdue                              | 5.99         |           |            |           |              |           |          |           |          | 1.39      | 1.59       |           |              |        |         |            |
|               | Genuardi's    | Perdue  | 3.49         |           |            |           |              |           | 1.99     |           | 1.49     | 1.49      | 1.49       |           |              |        |         |            |
|               |               | Safeway   | 2.49         |           | 2.49       |           |              |           |          |           |          | 1.29      | 1.29       |           |              |        |         |            |
|               |               | Signature Café  |              |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 6.49       |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Northeastern U.S.**

**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State         | Supermarket     | Brand   | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |      |
|---------------|-----------------|---|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|------|
|               |                 |   | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |      |
| NJ<br>(cont.) | GreatVALU       | Sanderson Farms   |            |           |            |           |              |           |          |           |          | 0.99      |            | 0.99      |              |        |         |            |      |
|               | King's          | King's (ABF)  |            | 2.99      |            |           |              | 2.49      |          |           |          | 1.79      |            | 1.79      |              |        |         |            |      |
|               | Met Foods       | no label<br>Harvestland (ABF)                             |            | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        | 5.99    |            |      |
|               | Morton Williams | Harvestland (ABF)<br>no label                             | 5.99       |           |            |           |              |           |          |           |          |           | 2.49       | 2.49      |              |        |         |            |      |
|               | Murphy's        | Murphy's<br>Perdue  |            |           |            |           |              |           |          |           |          | 1.39      | 1.49       |           |              |        |         | 4.99       |      |
|               | Pathmark        | no label<br>America's Choice<br>Country Farms ABF         |            | 1.79      |            |           |              |           |          |           |          |           | 1.29       | 1.29      | 0.79         |        |         |            |      |
|               | Pioneer         | no label<br>Harvestland (ABF)                             |            |           |            |           |              |           |          |           |          |           |            | 2.49      | 2.49         | 0.69   |         |            |      |
|               | ShopRite        | Amick Farms<br>no label<br>Readington Farms<br>Tyson      |            |           | 2.49       |           |              | 1.49      |          |           |          |           | 0.99       | 0.99      |              | 1.19   | 5.99    | 5.99       |      |
|               | Stop & Shop     | Stop & Shop<br>Perdue                                     |            | 1.99      |            | 1.99      |              |           |          |           |          |           |            |           |              |        |         | 6.99       |      |
|               | Super Walmart   | no label  |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               | Thriftway       | no label  |            | 1.99      |            |           |              |           |          |           |          |           | 0.99       | 0.99      |              |        |         | 5.99       |      |
|               | Wegman's        | Wegman's  |            | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               | Weis            | no label<br>Weis  |            |           |            |           | 1.79         |           |          |           |          |           |            | 1.39      | 1.39         |        |         |            | 6.99 |
|               | Western Beef    | no label  |            | 1.99      |            |           |              |           |          |           | 1.89     |           |            |           | 0.88         |        |         |            |      |
|               | Whole Foods     | Whole Foods   | 4.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
| NY            | A&P Stores      | America's Choice<br>Country Farms (ABF)<br>Greenway (ABF) |            | 2.99      |            |           |              | BOGO      | BOGO     |           | 1.99     |           | 1.29       | 1.89      | 1.29         |        |         | 7.99       |      |
|               | Associated      | Perdue  |            |           |            |           |              |           |          |           |          |           |            |           | 0.99         |        |         |            |      |
|               | Best Yet        | no label<br>Harvestland (ABF)                             | 2.29       |           |            |           |              |           |          |           |          | 1.99      | 2.39       |           |              |        | 5.99    |            |      |
|               | Bravo           | Country Fresh<br>Perdue                                   |            |           |            |           | 1.59         |           |          |           |          |           |            |           | 0.59         |        |         |            |      |
|               | C-Town          | Perdue  |            |           |            |           | 1.49         |           |          |           |          |           |            |           |              |        |         |            |      |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
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**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State           | Supermarket       | Brand                | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |      |
|-----------------|-------------------|----------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|------|
|                 |                   |                      | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |      |
| NY<br>(cont.)   | Compare Foods     | no label             |            | 1.59      |            |           |              |           |          |           |          |           |            |           | 0.59         |        |         |            |      |
|                 |                   | Perdue               |            |           |            |           |              |           |          |           |          |           |            |           | 0.69         |        |         |            |      |
|                 | D'Agostino        | Murray               |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.99       |      |
|                 |                   | D'Agostino           |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            | 4.99 |
|                 | DeCiccio          | Harvestland (ABF)    | 5.49       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            | 7.99 |
|                 |                   | Bell & Evans (ABF)   |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                 |                   | Perdue               |            |           |            |           |              |           |          |           | 1.39     |           | 1.39       |           | 0.99         |        |         |            |      |
|                 | Fine Fare         | Farm Fresh           |            |           |            |           |              |           |          |           |          |           |            |           | 0.79         |        |         |            |      |
|                 | Food Bazaar       | no label             |            | 1.99      |            |           |              |           |          |           |          |           | 1.00       | 1.00      |              |        |         |            | 5.00 |
|                 | Food Emporium     | no label             | 4.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                 | Foodtown          | no label             |            | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                 |                   | Murray's (ABF)       | 5.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                 |                   | Perdue               |            |           |            |           |              |           |          |           |          |           | 1.39       | 1.59      |              |        |         |            |      |
|                 | Grand Union       | no label             |            | 1.99      |            |           |              |           |          | 2.49      |          |           | 1.39       | 1.39      |              |        |         | 7.99       |      |
|                 |                   | Perdue               |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.99   |         |            |      |
|                 | Hannaford         | Hannaford            |            | 1.99      |            |           |              | 1.79      |          |           |          |           |            |           |              |        |         |            |      |
|                 |                   | Nature's Place (ABF) | 4.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                 |                   | no label             |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            | 6.99 |
|                 | Key Food          | Perdue               |            |           |            |           | 1.69         |           | 1.69     | 1.49      | 1.59     | 1.39      | 1.69       | 1.49      |              |        |         |            |      |
|                 | King Kullen       | Gold 'N Fancy        | 2.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                 | Perdue            |                      | 1.99       |           |            |           |              |           |          |           |          | 0.99      | 0.99       |           |              |        |         | 7.99       |      |
| Met Foods       | no label          |                      | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.99       |      |
|                 | Harvestland (ABF) |                      |            |           |            |           |              |           |          |           | 2.49     | 2.49      |            |           |              |        |         |            |      |
| Morton Williams | Harvestland (ABF) | 5.99                 |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                 | no label          |                      |            |           |            |           |              |           |          |           |          | 1.39      | 1.49       |           |              |        |         |            |      |
| Pathmark        | no label          |                      | 1.79       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                 | America's Choice  |                      |            |           |            |           |              |           |          |           |          | 1.29      | 1.29       | 0.79      |              |        |         |            |      |
|                 | Country Farms ABF | 4.99                 |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
| Peck's          | Fieldale Farms    |                      |            |           |            |           | 1.39         |           |          |           |          |           |            |           |              |        |         |            |      |
| Price Chopper   | Price Chopper     | 2.99                 |            |           |            |           |              |           |          |           |          |           |            |           | 0.88         |        |         |            |      |
| ShopRite        | Amick Farms       |                      |            | 2.49      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                 | no label          |                      |            |           |            |           | 1.49         |           |          |           |          | 0.99      | 0.99       |           |              |        | 5.99    | 5.99       |      |
|                 | Readington Farms  |                      |            |           |            |           |              |           |          |           |          |           |            | 1.19      |              |        |         |            |      |
|                 | Tyson             |                      |            |           |            |           |              |           | 1.79     |           |          |           |            |           |              |        |         |            |      |





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| State         | Supermarket      | Brand              | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried<br>8-piece | Rotisserie<br>< 2 lbs. |      |
|---------------|------------------|--------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|------------------|------------------------|------|
|               |                  |                    | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged |                  |                        |      |
| NY<br>(cont.) | Stop & Shop      | Stop & Shop        |            | 1.99      |            | 1.99      |              |           |          |           |          |           |            |           |              |        | 6.99             |                        |      |
|               |                  | Perdue             |            |           |            |           |              |           |          |           |          |           |            |           | 0.99         |        |                  |                        |      |
|               | Super Walmart    | no label           |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Tops             | Tops               |            |           |            |           |              | 1.79      |          | 0.99      |          | 0.99      |            | 0.99      |              |        |                  |                        |      |
|               |                  | Full Circle (ABF)  |            |           |            |           |              |           |          |           | 1.69     |           | 1.69       |           | 1.69         |        |                  | 6.99                   | 7.99 |
|               |                  | Perdue             |            |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Trade Fair       | Perdue             |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.59   |                  |                        |      |
|               | Wegman's         | Wegman's           |            | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
| Weis          | no label         |                    |            |           |            |           | 1.79         |           |          |           |          | 1.39      |            | 1.39      |              |        |                  | 6.99                   |      |
|               | Weis             |                    | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Western Beef     | no label           |            | 1.99      |            |           |              |           |          | 1.89      |          |           |            | 0.88      |              |        |                  |                        |      |
| PA            | A&P Stores       | America's Choice   |            | 2.99      |            |           | BOGO         | BOGO      |          | 1.99      |          | 1.29      |            | 1.29      |              |        |                  |                        |      |
|               |                  | Country Farms ABF  |            |           |            |           |              |           |          |           |          |           | 1.89       |           |              |        |                  |                        |      |
|               |                  | Greenway ABF       |            |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 7.99                   |      |
|               | ACME             | Culinary Circle    |            |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 5.99                   |      |
|               |                  | Lancaster Brand    | BOGO       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               |                  | Perdue             | BOGO       |           | 3.29       |           |              |           |          |           |          | 1.69      |            | 1.69      |              |        |                  |                        |      |
|               |                  | Wild Harvest (ABF) | 6.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Bottom Dollar    | no label           |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.49   |                  |                        |      |
|               | Boyer            | no label           |            | 2.47      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Bravo            | Country Fresh      |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.59   |                  |                        |      |
|               |                  | Perdue             |            |           |            |           |              | 1.59      |          |           |          |           |            |           |              |        |                  |                        |      |
|               | C-Town           | Perdue             |            |           |            |           |              | 1.49      |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Family Owned     | no label           |            |           |            | 1.99      |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Food Basics      | Tender-N-Juicy     |            | 1.78      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | America's Choice |                    |            |           |            |           |              |           |          |           | 1.18     |           | 1.18       |           |              |        |                  |                        |      |
| Fine Fare     | Farm Fresh       |                    |            |           |            |           |              |           |          |           |          |           |            |           | 0.79         |        |                  |                        |      |
| Food Lion     | Holly Farms      | 50% off            |            | 1.97      |            |           |              |           | 1.89     |           |          |           |            |           |              |        |                  |                        |      |
|               | no label         |                    |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 7.88             |                        |      |
| Foodland      | Gold Kist        |                    |            | 2.49      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | no label         |                    |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 4.99             |                        |      |
| Foodtown      | no label         |                    | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Murray's (ABF)   | 5.99               |            |           |            |           |              |           |          |           | 1.39     |           | 1.59       |           |              |        |                  |                        |      |
|               | Perdue           |                    |            |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |



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| State         | Supermarket                 | Brand                                 | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |      |
|---------------|-----------------------------|---------------------------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|------|
|               |                             |                                       | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |      |
| PA<br>(cont.) | Fresh Grocer                | Gold Kist                             |            | 1.89      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               |                             | Harvestland (ABF)                     | 4.49       |           | 2.99       |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               |                             | Sanderson Farms<br>Smart Chicken      |            |           |            |           | 3.99         |           |          |           |          | 0.88      | 0.88       |           |              |        |         |            |      |
|               | Genuardi's                  | Perdue                                | 3.49       |           |            |           |              |           | 1.99     |           | 1.49     | 1.49      | 1.49       | 1.29      |              |        |         |            |      |
|               |                             | Safeway<br>Signature Café             | 2.49       |           | 2.49       |           |              |           |          |           |          |           |            | 1.29      |              |        |         | 6.49       |      |
|               | Giant Carlisle              | Giant                                 |            | 1.99      |            |           |              |           |          | 1.99      |          | 1.29      | 1.29       | 1.29      | 0.79         |        |         |            |      |
|               |                             | Nature's Promise<br>no label          |            |           |            |           |              |           |          |           | 1.49     | 1.49      | 1.49       | 1.29      |              |        |         |            | 5.99 |
|               | Giant Eagle                 | Giant Eagle                           |            |           |            |           |              | 1.99      |          |           |          |           |            |           | 0.99         |        |         |            |      |
|               |                             | Nature's Basket ABF                   | 4.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               | GreatVALU                   | Sanderson Farms                       |            |           |            |           |              |           |          |           |          | 0.99      | 0.99       |           |              |        |         |            |      |
|               | Karn's                      | no label                              |            |           |            |           |              | 1.19      |          | 1.19      |          |           |            |           |              |        |         |            | 5.99 |
|               | Kuhn's                      | no label                              |            |           |            |           |              | 1.69      |          |           |          |           | 1.19       | 1.19      |              |        |         |            |      |
|               | Pathmark                    | no label                              |            | 1.79      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               |                             | America's Choice<br>Country Farms ABF | 4.99       |           |            |           |              |           |          |           |          |           | 1.29       | 1.29      | 0.79         |        |         |            |      |
|               | Price Chopper               | Price Chopper                         | 2.99       |           |            |           |              |           |          |           |          |           |            |           |              | 0.88   |         |            |      |
|               | Redner's                    | no label                              |            |           |            |           |              | BOGO      |          |           |          |           |            |           |              | 0.98   |         | 5.98       |      |
|               | Shop'n Save                 | no label                              | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               | ShopRite                    | Amick Farms                           |            |           | 2.49       |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               |                             | no label                              |            |           |            |           |              | 1.49      |          |           |          | 0.99      | 0.99       | 0.99      |              |        |         | 5.99       | 5.99 |
|               |                             | Readington Farms<br>Tyson             |            |           |            |           |              |           |          | 1.79      |          |           |            |           | 1.19         |        |         |            |      |
|               | Shurfine                    | Sanderson Farms                       |            | 1.88      | 1.88       |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               | ShurSave                    | Sanderson Farms                       | 1.99       | 1.99      | 1.99       |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               | Super Walmart               | no label                              |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
| Thriftway     | no label                    |                                       | 1.99       |           |            |           |              |           |          |           | 0.99     | 0.99      | 0.99       |           |              |        | 5.99    |            |      |
| Tops          | Tops                        |                                       |            |           |            |           | 1.79         |           | 0.99     |           | 0.99     | 0.99      | 0.99       |           |              |        |         |            |      |
|               | Full Circle (ABF)<br>Perdue |                                       |            |           |            |           |              |           |          | 1.69      | 1.69     | 1.69      | 1.69       |           |              |        | 6.99    | 7.99       |      |
| Wegman's      | Wegman's                    |                                       | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |



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| State         | Supermarket   | Brand                | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |
|---------------|---------------|----------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|
|               |               |                      | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |
| PA<br>(cont.) | Weis          | no label             |            |           |            |           | 1.79         |           |          |           |          | 1.39      |            | 1.39      |              |        |         | 6.99       |
|               | Weis          | Weis                 |            | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Whole Foods   | Whole Foods          | 4.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| RI            | Bravo         | Country Fresh        |            |           |            |           |              |           |          |           |          |           |            |           | 0.59         |        |         |            |
|               |               | Perdue               |            |           |            |           | 1.59         |           |          |           |          |           |            |           |              |        |         |            |
|               | C-Town        | Perdue               |            |           |            |           | 1.49         |           |          |           |          |           |            |           |              |        |         |            |
|               | Compare Foods | no label             |            | 1.59      |            |           |              |           |          |           |          |           |            |           | 0.59         |        |         |            |
|               |               | Perdue               |            |           |            |           |              |           |          |           |          |           |            |           | 0.69         |        |         |            |
|               | Dave's Market | no label             | 2.99       |           |            |           |              |           | 1.99     |           |          |           |            |           |              |        |         |            |
|               | Shaw          | Shaw's               |            |           |            |           | 1.19         |           |          |           |          | 1.19      |            | 1.19      |              |        |         |            |
| Stop & Shop   | Stop & Shop   |                      | 1.99       |           | 1.99       |           |              |           |          |           |          |           |            |           |              | 6.99   |         |            |
|               | Perdue        |                      |            |           |            |           |              |           |          |           |          |           |            | 0.99      |              |        |         |            |
|               | Super Walmart | no label             |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| VT            | Grand Union   | no label             |            | 1.99      |            |           |              |           | 2.49     |           |          | 1.39      |            | 1.39      |              |        | 7.99    |            |
|               |               | Perdue               |            |           |            |           |              |           |          |           |          |           |            | 0.99      |              |        |         |            |
|               | Hannaford     | Hannaford            |            | 1.99      |            |           |              | 1.79      |          |           |          |           |            |           |              |        |         |            |
|               |               | Nature's Place (ABF) | 4.99       |           |            |           |              |           |          |           |          |           |            |           |              |        | 6.99    |            |
|               | Price Chopper | Price Chopper        | 2.99       |           |            |           |              |           |          |           |          |           |            | 0.88      |              |        |         |            |
|               | Shaw          | Shaw's               |            |           |            |           | 1.19         |           |          |           | 1.19     |           | 1.19       |           |              |        |         |            |



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| State         | Supermarket      | Brand              | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |      |
|---------------|------------------|--------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|------|
|               |                  |                    | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |      |
| AL            | Bruno/Food World | Sanderson Farms    | 25% off    |           |            |           | 25% off      |           |          |           | 25% off  |           | 25% off    |           | 25% off      |        |         |            |      |
|               | Food Giant       | no label           |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 4.99    |            |      |
|               | Greer's          | no label           |            | 1.68      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               | Ingle's          | no label           |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 4.99       |      |
|               |                  | Tyson              |            |           |            |           |              |           |          | 1.48      |          |           |            |           |              |        |         |            |      |
|               | Kroger Atlanta   | Harvest Farms      |            | 3.98      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               |                  | Kroger             |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 0.69    | 5.99       |      |
|               | Lucky's          | Wholesome Home     |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            | 4.99 |
|               |                  | Tyson              |            | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               | Piggly Wiggly    | no label           |            | 1.89      |            |           |              |           |          |           | 1.39     |           |            |           |              |        |         |            |      |
|               |                  | Pilgrim's Pride    |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               | Publix           | Publix             |            | 2.99      |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.00       |      |
|               | Super Walmart    | no label           |            |           | 1.88       |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
| Western       | no label         |                    |            |           |            |           | 1.19         |           |          |           |          |           |            | BOGO      |              |        |         |            |      |
| Winn-Dixie    | Sanderson Farms  |                    |            |           | BOGO       |           |              |           |          | 1.99      | BOGO     |           | BOGO       |           | BOGO         |        |         |            |      |
|               | no label         |                    |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 8.99    |            |      |
| FL            | Albertson's LLC  | no label           | 1.98       |           |            |           |              |           |          |           |          | 0.99      |            | 0.99      |              |        | 4.99    |            |      |
|               | Bravo            | no label           |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.59   |         |            |      |
|               | Food World       | Sanderson Farms    | 25% off    |           |            |           | 25% off      |           |          |           | 25% off  |           | 25% off    |           | 25% off      |        |         |            |      |
|               | Food Lion        | Holly Farms        |            | 50% off   |            | 1.97      |              |           |          |           | 1.89     |           |            |           |              |        |         |            |      |
|               |                  | no label           |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 7.88       |      |
|               | Greer's          | no label           |            | 1.68      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               | Harris Teeter    | Harris Teeter      |            | 2.77      |            | 2.27      |              | 0.99      |          |           | 1.97     |           |            |           |              | 0.77   |         |            |      |
|               |                  | Smart Chkn organic |            |           |            |           | 3.99         |           |          |           |          |           |            |           |              |        |         |            |      |
|               | Hitchcock        | Gold Kist          |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.58   |         |            |      |
|               | J.H. Harvey's    | Claxton            |            |           | 1.99       |           |              |           |          |           |          |           |            |           |              |        | 0.59    |            |      |
|               |                  | no label           |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.99       | 5.99 |
|               | Presidente       | no label           |            |           |            |           |              |           |          | 1.28      |          |           |            |           |              | 0.58   |         |            |      |
|               | Publix           | Publix             |            | 2.99      |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.00       |      |
| SaveRite      | Sanderson Farms  |                    |            |           |            |           | 1.28         |           |          | 1.58      |          |           |            |           |              |        |         |            |      |
|               | no label         |                    |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.78   | 6.28    |            |      |
| Sedano's      | Perdue           |                    |            |           |            |           |              |           |          |           | 0.79     |           | 0.79       |           |              |        |         |            |      |
| Super Walmart | no label         |                    |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |



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| State         | Supermarket    | Brand                               | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |
|---------------|----------------|-------------------------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|
|               |                |                                     | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |
| FL<br>(cont.) | Sweetbay       | Sweetbay                            | BOGO       |           |            |           |              |           |          |           | 1.29     |           | 1.29       |           |              |        |         |            |
|               | Winn-Dixie     | Sanderson Farms<br>no label         |            |           | BOGO       |           |              |           | 1.99     | BOGO      |          | BOGO      |            | BOGO      |              |        | 8.99    |            |
| GA            | Bi-Lo          | Gold Star                           |            |           |            |           |              | 0.99      |          |           |          |           |            |           | 0.89         |        |         |            |
|               | Food Depot     | Claxton                             |            |           |            |           |              | 0.99      |          |           |          | 0.79      |            |           |              |        |         |            |
|               | Food Lion      | Holly Farms<br>no label             | 50% off    |           | 1.97       |           |              |           |          | 1.89      |          |           |            |           |              |        |         | 7.88       |
|               | Harris Teeter  | Harris Teeter<br>Smart Chkn organic |            | 2.77      |            | 2.27      |              | 0.99      |          | 1.97      |          |           |            |           |              | 0.77   |         |            |
|               | Ingle's        | no label<br>Tyson<br>Harvest Farms  |            |           |            |           |              |           |          | 1.48      |          |           |            |           |              |        |         | 4.99       |
|               | J.H. Harvey's  | Claxton<br>no label                 |            | 1.99      |            |           |              |           |          |           |          |           |            |           |              | 0.59   |         | 5.99       |
|               | Kroger Atlanta | Kroger<br>Wholesome Home<br>Tyson   |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.69   |         | 5.99       |
|               | Piggly Wiggly  | no label<br>Mrs. Mac's              |            |           | BOGO       |           |              |           |          |           |          |           |            |           |              |        | 0.79    | BOGO       |
|               | Publix         | Publix                              |            | 2.99      |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.00       |
|               | Shop Rite      | no label                            |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.59   |         |            |
|               | Super Walmart  | no label                            |            |           | 1.88       |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Wayfield's     | no label                            |            | 2.69      |            |           | 1.69         | 1.29      | 1.99     | 1.19      |          |           |            | 0.99      |              |        |         |            |
|               | Winn-Dixie     | Sanderson Farms<br>no label         |            |           |            | BOGO      |              |           |          | 1.99      | BOGO     |           | BOGO       |           | BOGO         |        |         | 8.99       |
|               | MS             | Food Giant                          | no label   |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 4.99       |
| Greer's       |                | no label                            |            | 1.68      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| Kroger Delta  |                | Kroger                              |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.99    |            |
| Piggly Wiggly |                | no label                            |            | 2.18      |            |           |              |           |          |           |          |           | 0.98       |           |              |        |         |            |
| Rouse's       |                | Sanderson Farms<br>Rouse's ABF      |            | 4.49      |            | 2.69      |              |           |          |           |          |           |            |           |              |        |         |            |
| SaveRite      |                | Sanderson Farms<br>no label         |            |           |            |           |              | 1.28      |          | 1.58      |          |           |            |           |              |        |         |            |
| Schnuck's     |                | Schnuck's                           |            | 1.89      |            |           |              |           |          |           |          |           |            |           |              | 0.78   | 6.28    |            |
| Super Walmart |                | no label                            |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        | 7.99    |            |



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| State                | Supermarket       | Brand                               | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |
|----------------------|-------------------|-------------------------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|
|                      |                   |                                     | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |
| <b>MS</b><br>(cont.) | Winn-Dixie        | Sanderson Farms<br>no label         |            |           | BOGO       |           |              |           |          | 1.99      | BOGO     |           | BOGO       |           | BOGO         |        | 8.99    |            |
| <b>NC</b>            | Bi-Lo             | Gold Star                           |            |           |            |           |              | 0.99      |          |           |          |           |            |           | 0.89         |        |         |            |
|                      | Bottom Dollar     | no label                            |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.49   |         |            |
|                      | Carlie C's        | no label                            |            |           |            |           |              |           | 0.98     |           |          |           |            |           |              |        |         |            |
|                      | Compare Foods     | no label                            |            |           |            |           |              |           | 1.19     |           |          |           | 0.99       | 0.99      |              |        |         |            |
|                      | Food Lion         | Holly Farms<br>no label             | 50% off    |           | 1.97       |           |              |           |          | 1.89      |          |           |            |           |              |        |         | 7.88       |
|                      | GreatVALU         | Sanderson Farms                     |            |           |            |           |              |           |          |           |          | 0.99      | 0.99       |           |              |        |         |            |
|                      | Harris Teeter     | Harris Teeter<br>Smart Chkn organic |            | 2.77      |            | 2.27      |              | 0.99      |          | 1.97      |          |           |            |           |              | 0.77   |         |            |
|                      | Ingle's           | no label<br>Tyson<br>Harvest Farms  |            |           |            |           |              |           |          |           | 1.48     |           |            |           |              |        |         | 4.99       |
|                      | Kroger Mid-Atlntc | Kroger<br>Perdue<br>Tyson           |            | 3.98      |            |           |              |           |          |           |          |           |            |           |              | 0.69   | 5.99    |            |
| Super Walmart        | no label          |                                     |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| <b>SC</b>            | Bi-Lo             | Gold Star                           |            |           |            |           |              | 0.99      |          |           |          |           |            |           | 0.89         |        |         |            |
|                      | Food Lion         | Holly Farms<br>no label             | 50% off    |           | 1.97       |           |              |           |          | 1.89      |          |           |            |           |              |        |         | 7.88       |
|                      | Harris Teeter     | Harris Teeter<br>Smart Chkn organic |            | 2.77      |            | 2.27      |              | 0.99      |          | 1.97      |          |           |            |           | 0.77         |        |         |            |
|                      | Ingle's           | no label<br>Tyson<br>Harvest Farms  |            |           |            |           |              |           |          |           | 1.48     |           |            |           |              |        |         | 4.99       |
|                      | J.H. Harvey's     | Claxton<br>no label                 |            | 1.99      |            |           |              |           |          |           |          |           |            |           |              | 0.59   | 5.99    | 5.99       |
|                      | Kroger Atlanta    | Kroger<br>Wholesome Home<br>Tyson   |            |           |            |           |              |           |          |           |          |           |            |           | 0.69         | 5.99   |         | 4.99       |
|                      | Piggly Wiggly     | no label<br>Mrs. Mac's              |            |           | BOGO       |           |              |           | BOGO     |           |          |           |            |           |              | 0.79   |         | BOGO       |
|                      | Publix            | Publix                              |            | 2.99      |            |           |              |           |          |           |          |           |            |           |              |        | 5.00    |            |
|                      | Quality Foods     | no label                            |            |           |            |           |              |           |          |           |          |           |            |           | 0.69         |        |         |            |



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| State             | Supermarket    | Brand              | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |
|-------------------|----------------|--------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|
|                   |                |                    | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |
| SC<br>(cont.)     | Reid's         | no label           |            |           |            | 1.19      |              |           |          | 1.59      |          |           |            |           |              |        | 5.00    | 5.00       |
|                   | Super Walmart  | no label           |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| TN                | Bi-Lo          | Gold Star          |            |           |            |           |              | 0.99      |          |           |          |           |            |           | 0.89         |        |         |            |
|                   | Food City      | Food City          |            |           |            |           |              | 0.98      |          |           |          |           |            |           |              |        | 5.99    |            |
|                   |                | Gerber (ABF)       |            | 3.49      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                   | Food Country   | no label           |            | 1.77      |            |           |              |           |          |           |          |           |            |           |              |        | 5.99    |            |
|                   | Food Giant     | no label           |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 4.99    |            |
|                   | Food Lion      | Holly Farms        | 50% off    |           | 1.97       |           |              |           |          | 1.89      |          |           |            |           |              |        |         |            |
|                   |                | no label           |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 7.88       |
|                   | FoodRite       | no label           |            |           |            |           |              |           |          |           |          |           |            |           | 0.59         |        | 7.99    |            |
|                   |                | Charley Bigg's     |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                   | H.G. Hill      | no label           |            | 1.59      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                   |                | Pilgrim's Pride    |            |           |            |           |              |           |          | 1.49      |          |           |            |           |              |        |         |            |
|                   | Harris Teeter  | Harris Teeter      |            | 2.77      | 2.27       |           |              | 0.99      |          | 1.97      |          |           |            |           | 0.77         |        |         |            |
|                   |                | Smart Chkn organic |            |           |            |           | 3.99         |           |          |           |          |           |            |           |              |        |         |            |
|                   | Ingle's        | no label           |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 4.99       |
|                   |                | Tyson              |            |           |            |           |              |           |          | 1.48      |          |           |            |           |              |        |         |            |
|                   |                | Harvest Farms      |            | 3.98      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                   | Kroger Atlanta | Kroger             |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.69   | 5.99    |            |
|                   |                | Wholesome Home     |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 4.99       |
|                   | Tyson          |                    | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| Kroger Delta      | Kroger         |                    |            |           |            |           |              |           |          |           |          |           |            |           |              | 5.99   |         |            |
| Kroger Mid-Atlntc | Kroger         |                    |            |           |            |           |              |           |          |           |          |           |            |           | 0.69         | 5.99   |         |            |
|                   | Perdue         |                    | 2.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                   | Tyson          |                    |            |           |            |           | 0.99         |           |          |           |          |           |            |           |              |        |         |            |
|                   | Harvest Farms  |                    | 3.98       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| Kroger Mid-South  | Perdue         |                    | 3.49       | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                   | Kroger         |                    |            |           |            |           |              |           |          |           |          |           |            |           |              | 5.99   |         |            |
| Publix            | Publix         |                    | 2.99       |           |            |           |              |           |          |           |          |           |            |           |              | 5.00   |         |            |
| Schnuck's         | Schnuck's      |                    |            | 1.89      |            |           |              |           |          |           |          |           |            |           |              | 7.99   |         |            |
| Shop Rite         | no label       |                    |            |           |            |           |              |           |          |           |          |           |            | 0.59      |              |        |         |            |
| Super Walmart     | no label       |                    |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| VA                | Bloom          | no label           |            | 1.89      |            |           |              |           |          |           |          |           |            |           | 0.89         |        | 5.99    |            |
|                   | Bottom Dollar  | no label           |            |           |            |           |              |           |          |           |          |           |            |           | 0.49         |        |         |            |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Southeastern U.S.**

**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State         | Supermarket        | Brand            | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |
|---------------|--------------------|------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|
|               |                    |                  | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |
| VA<br>(cont.) | Farm Fresh         | Farm Fresh       |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               |                    | Perdue           |            |           |            |           |              |           |          |           |          |           | BOGO       |           |              |        | 4.99    |            |
|               |                    | no label         |            |           |            | 2.29      |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Food City          | Food City        |            |           |            |           |              | 0.98      |          |           |          |           |            |           |              |        |         | 5.99       |
|               |                    | Gerber (ABF)     |            | 3.49      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Food Country       | no label         |            | 1.77      |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.99       |
|               | Food Lion          | Holly Farms      | 50% off    |           | 1.97       |           |              |           |          | 1.89      |          |           |            |           |              |        |         |            |
|               |                    | no label         |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 7.88       |
|               | Giant Carlisle     | Giant            |            | 1.99      |            |           |              |           |          | 1.99      |          | 1.29      |            |           |              | 0.79   |         |            |
|               |                    | Nature's Promise |            |           |            |           |              |           |          |           | 1.49     |           | 1.49       |           |              |        |         |            |
|               |                    | no label         |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.99       |
|               | Giant Landover     | Giant            |            | 1.99      | 2.29       |           |              |           |          |           |          |           |            |           |              |        |         | 6.99       |
|               |                    | Perdue           |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.99   |         |            |
|               | GreatVALU          | Sanderson Farms  |            |           |            |           |              |           |          |           |          | 0.99      |            | 0.99      |              |        |         |            |
| Harris Teeter | Harris Teeter      |                  | 2.77       |           | 2.27       |           | 0.99         |           | 1.97     |           |          |           |            |           |              | 0.77   |         |            |
|               | Smart Chkn organic |                  |            |           |            | 3.99      |              |           |          |           |          |           |            |           |              |        |         |            |
| Ingle's       | no label           |                  |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 4.99    |            |
|               | Tyson              |                  |            |           |            |           |              |           |          | 1.48      |          |           |            |           |              |        |         |            |
|               | Perdue             | 2.99             |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Tyson              |                  |            |           |            |           | 0.99         |           |          |           |          |           |            |           |              |        |         |            |
| Magruder's    | Perdue             |                  | 1.98       | 2.49      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Magruder's         |                  |            |           |            |           |              |           |          |           | 0.99     |           | 0.99       |           |              |        | 7.99    |            |
| Safeway       | Safeway            |                  | 2.49       |           | 2.49       |           |              |           |          |           | 1.29     |           | 1.29       |           | 1.29         |        |         |            |
|               | Perdue             | 3.49             |            |           |            |           |              |           |          |           | 1.49     |           | 1.49       |           |              |        |         |            |
|               | Signature Café     |                  |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 6.49    |            |
| Super Walmart | no label           |                  | 1.88       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| Wegmans       | Wegmans            |                  | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| Whole Foods   | Whole Foods        |                  | 4.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| WV            | Food Fair          | no label         |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 6.99    |            |
|               | Food Lion          | Holly Farms      | 50% off    |           | 1.97       |           |              |           |          | 1.89      |          |           |            |           |              |        |         |            |
|               |                    | no label         |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 7.88       |
| Foodland      | Gold Kist          |                  |            | 2.49      |            |           |              |           |          |           |          |           |            |           |              |        | 4.99    |            |
|               | no label           |                  |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |





**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Southeastern U.S.**

**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State         | Supermarket       | Brand                                 | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |      |
|---------------|-------------------|---------------------------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|------|
|               |                   |                                       | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |      |
| WV<br>(cont.) | Giant Carlisle    | Giant<br>Nature's Promise<br>no label |            | 1.99      |            |           |              |           |          | 1.99      |          | 1.29      |            | 1.29      | 0.79         |        |         | 5.99       |      |
|               | Giant Eagle       | Giant Eagle<br>Nature's Basket ABF    | 4.99       |           |            |           | 1.99         |           |          |           |          |           |            |           | 0.99         |        |         |            |      |
|               | GreatVALU         | Sanderson Farms                       |            |           |            |           |              |           |          |           |          | 0.99      |            | 0.99      |              |        |         |            |      |
|               | Kroger Columbus   | Amick Farms<br>Kroger                 | 1.88       |           |            |           |              |           |          |           |          | 1.19      |            | 1.19      |              |        | 5.99    |            |      |
|               | Kroger Mid-Atlntc | Kroger<br>Perdue<br>Tyson             | 2.99       |           |            |           |              | 0.99      |          |           |          |           |            |           |              | 0.69   | 5.99    |            |      |
|               | Riesbeck's        | Park Farms                            | 33% off    |           |            |           | 33% off      |           |          |           |          | 33% off   |            | 33% off   |              |        |         |            |      |
|               | Shop'n Save       | no label                              | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               | Super Walmart     | no label                              |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|               | Weis              | no label<br>Weis                      |            |           |            |           | 1.79         |           |          |           |          |           | 1.39       |           | 1.39         |        |         |            | 6.99 |
|               |                   |                                       |            |           | 1.99       |           |              |           |          |           |          |           |            |           |              |        |         |            |      |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Midwestern U.S.**

**Labor Day 2011**  
**CHICKEN**

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| State | Supermarket    | Brand   | B/S Breast           |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried<br>8-piece | Rotisserie<br>< 2 lbs. |      |
|-------|----------------|---|----------------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|------------------|------------------------|------|
|       |                |   | reg pack             | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged |                  |                        |      |
| IA    | County Market  | Gold Kist<br>Chester's  |                      | 1.89      |            |           |              |           |          |           |          |           |            |           |              |        | 6.00             | 5.00                   |      |
|       | Dahl's         | Smart Chkn (ABF)<br>Pilgrim's Pride                           | 4.99                 |           |            |           |              |           |          |           |          | 0.99      | 0.99       |           |              |        |                  |                        |      |
|       | Econo Foods    | no label  |                      |           |            |           |              |           |          |           |          |           |            |           |              |        | 7.49             |                        |      |
|       | Fareway        | no label  | 1.69                 |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|       | Hometown Foods | Tyson   | 1.88                 |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|       | Hy-Vee         | Hy-Vee  |                      |           |            |           | 0.89         |           |          |           |          |           |            |           |              |        |                  |                        |      |
|       | Jewel          | Perdue<br>Chef's Trim<br>Wild Harvest (ABF)<br>Chef's Kitchen | BOGO<br>BOGO<br>6.99 |           |            |           |              |           |          |           |          | BOGO      | BOGO       |           |              |        |                  | 5.99                   |      |
|       | No Frills      | Smart Chkn (ABF)<br>Tyson                                     | 4.99                 |           |            |           |              |           | 1.39     |           |          |           |            |           |              |        |                  |                        |      |
|       | Quillin's      | no label  |                      | 1.77      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|       | Sunshine Foods | no label  | 1.88                 |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 5.48                   | 5.99 |
|       | Super Walmart  | no label  |                      | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
| IL    | Berkot's       | no label<br>Berkot's  | 2.79                 |           |            |           |              |           |          | 1.49      |          |           | 0.99       |           |              |        | 4.99             |                        |      |
|       | Butera Market  | no label<br>Gerber  | 2.99                 | 1.49      |            |           | 1.59         | 1.29      | 1.79     | 1.49      | 1.09     | 0.89      | 1.09       | 0.89      | 0.89         |        |                  | 5.99                   |      |
|       | Caputo's       | no label<br>Perdue  |                      | 1.89      |            |           |              |           |          |           |          |           | 1.09       | 0.89      |              |        |                  |                        |      |
|       | County Market  | Gold Kist<br>Chester's  |                      | 1.89      |            |           |              |           |          |           |          |           |            |           |              |        | 6.00             | 5.00                   |      |
|       | Cub Foods      | no label<br>Cub<br>Gold'n Plump                               | BOGO                 |           | 2.39       |           |              |           |          |           |          |           |            |           |              |        | 5.88             |                        |      |
|       | Dierberg's     | Dierberg's<br>Perdue  |                      |           |            |           |              |           |          |           | 0.99     |           | 0.99       |           |              |        | 8.49             |                        |      |
|       |                | Just Bare   | 3.60                 |           | 3.60       |           | 1.59         |           |          |           |          |           |            |           |              |        |                  |                        |      |
|       | Dominick's     | Eating Right<br>Safeway<br>Signature Café                     | 3.99                 |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 5.00                   |      |
|       |                |   |                      | 2.49      |            | 2.49      |              | 1.49      |          |           |          |           |            |           |              |        |                  |                        |      |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Midwestern U.S.**

**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State           | Supermarket      | Brand              | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |
|-----------------|------------------|--------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|
|                 |                  |                    | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |
| IL<br>(cont.)   | Fairplay Foods   | Rosebud Farms      |            |           |            |           |              | 0.99      |          | 1.49      |          |           |            |           |              |        |         |            |
|                 |                  | Tyson              | 1.99       |           |            |           |              |           |          |           |          |           |            | 0.99      |              |        |         |            |
|                 |                  | no label           |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                 | Fareway          | no label           | 1.69       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                 | Food4Less        | Tyson              | 1.88       |           | 1.88       |           |              |           |          |           |          |           |            |           |              |        |         | 4.98       |
|                 |                  | no label           |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                 | Garden Fresh     | no label           |            |           |            |           |              | 1.29      |          |           |          |           |            |           |              | 0.89   |         |            |
|                 |                  | Agristar (kosher)  |            |           |            |           |              |           | 1.29     |           | 1.99     |           |            |           |              |        |         |            |
|                 | Hy-Vee           | Hy-Vee             |            |           |            |           |              | 0.89      |          |           |          |           |            |           |              |        |         |            |
|                 | Jewel            | Perdue             | BOGO       |           |            |           |              |           |          |           |          | BOGO      |            | BOGO      |              |        |         |            |
|                 |                  | Chef's Trim        | BOGO       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                 |                  | Wild Harvest (ABF) | 6.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.99       |
|                 |                  | Chef's Kitchen     |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                 | Jimenez          | no label           |            |           |            |           |              | 1.29      |          |           |          |           |            |           |              |        | 0.69    |            |
|                 | Kirby Foods      | Gold Kist          | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 6.99       |
|                 |                  | Gold'n Plump       |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                 | Kroger Central   | Kroger             |            |           |            |           |              |           |          | 1.79      |          |           |            |           |              |        |         | 4.99       |
|                 |                  | Tyson              | 1.97       |           | 1.97       |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                 | Kroger Mid-South | Perdue             | 3.49       | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.99       |
|                 |                  | Kroger             |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.99       |
| Meijer          | Meijer           |                    | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.00    |            |
| Pete's Market   | no label         |                    | 1.78       |           | 1.88       |           |              |           |          |           |          |           |            |           | 0.78         |        |         |            |
|                 | Perdue           |                    |            |           |            | 1.48      |              |           |          |           |          |           |            |           |              |        |         |            |
| Piggly Wiggly   | no label         |                    | 1.49       |           |            |           |              | 0.99      |          | 0.99      |          |           |            | 0.99      |              |        |         |            |
|                 | Gerber's         |                    |            |           |            |           |              |           |          |           | 1.99     |           | 1.99       |           |              |        | 5.99    |            |
|                 | Smart Chkn (ABF) |                    |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| Schnuck's       | Schnuck's        |                    | 1.89       |           |            |           |              |           |          |           |          |           |            |           |              |        | 7.99    |            |
| Shop'n Save     | Shop'n Save      | 1.88               |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 6.78    |            |
| Shop&Save Markt | no label         |                    |            |           |            |           |              | 0.99      |          | 1.39      |          |           |            |           |              |        |         |            |
|                 | Miller (ABF)     |                    |            |           |            |           |              |           |          |           | 1.29     |           | 1.29       |           |              |        |         |            |
| Strack & VanTil | Perdue           |                    | 1.79       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| Sullivan's      | no label         |                    |            |           |            |           |              |           |          |           |          |           |            |           | 0.59         |        | 8.99    |            |
| Super Walmart   | no label         |                    | 1.88       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |



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**Labor Day 2011**  
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| State           | Supermarket       | Brand           | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |
|-----------------|-------------------|-----------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|
|                 |                   |                 | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |
| IL<br>(cont.)   | Tony's Finer Food | no label        | 3.99       | 1.49      |            |           |              | 1.49      |          | 1.49      |          | 1.29      |            | 1.29      |              |        |         |            |
|                 |                   | Perdue          |            |           |            |           |              |           |          |           | 0.99     | 1.69      |            |           |              |        |         |            |
|                 |                   | Miller (ABF)    |            |           |            |           |              |           |          |           | 1.69     | 1.69      |            |           |              |        |         |            |
|                 | Ultra Foods       | Perdue          |            |           |            |           |              |           |          |           | 0.99     |           | 0.99       |           |              |        |         |            |
|                 |                   | Sanderson Farms |            |           |            |           |              |           |          | 1.18      |          |           |            |           |              |        |         |            |
|                 |                   | no label        |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 6.49    |            |
|                 | Walt's            | Rosebud Farms   |            | 1.79      |            |           |              |           |          | 1.29      |          |           |            |           |              |        |         |            |
|                 |                   | Miller (ABF)    |            |           |            |           | 1.69         |           |          |           |          |           |            |           |              |        |         |            |
| IN              | Al's              | no label        |            |           |            |           |              | 0.99      |          |           |          |           |            |           |              |        |         |            |
|                 |                   | Miller          |            |           |            |           |              | 1.49      |          |           |          |           |            |           |              |        |         |            |
|                 | Buehler Buy-Low   | Pilgrim's Pride | 1.99       |           |            |           |              |           | 1.59     | 1.59      |          |           |            |           |              |        |         |            |
|                 | Kirby Foods       | Gold Kist       | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 6.99       |
|                 |                   | Gold'n Plump    |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 4.99       |
|                 | Kroger Central    | Kroger          |            |           |            |           |              |           | 1.79     |           |          |           |            |           |              |        |         |            |
|                 |                   | Tyson           | 1.97       |           | 1.97       |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                 | Kroger Cincny     | Kroger          |            |           |            |           |              |           |          |           | 1.19     |           | 1.19       |           |              |        |         | 5.99       |
|                 |                   | Tyson           | 1.99       |           | 1.99       |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                 | Kroger Mid-South  | Perdue          | 3.49       | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                 |                   | Kroger          |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.99       |
|                 | Marsh             | Perdue          | 2.98       | 1.87      | 2.48       |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                 |                   | no label        |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 4.99       |
|                 | Martin's          | Tyson           |            |           |            |           |              |           |          | 1.29      |          |           |            |           |              |        |         |            |
|                 | Meijer            | Meijer          |            | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.00       |
|                 | New Market        | no label        | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        | 0.69    |            |
| Schnuck's       | Schnuck's         |                 | 1.89       |           |            |           |              |           |          |           |          |           |            |           |              |        | 7.99    |            |
| Strack & VanTil | Perdue            |                 | 1.79       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| Super Walmart   | no label          |                 | 1.88       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| Ultra Foods     | Perdue            |                 |            |           |            |           |              |           |          |           | 0.99     |           | 0.99       |           |              |        |         |            |
|                 | Sanderson Farms   |                 |            |           |            |           |              |           | 1.18     |           |          |           |            |           |              |        |         |            |
|                 | no label          |                 |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 6.49    |            |
|                 | Wesselman's       | Pilgrim's Pride |            |           |            |           | 1.49         |           |          |           |          |           |            |           |              |        |         |            |
|                 |                   | no label        |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.59   | 6.99    |            |
| KY              | Food City         | Food City       |            |           |            |           | 0.98         |           |          |           |          |           |            |           |              |        |         | 5.99       |
|                 |                   | Gerber (ABF)    |            | 3.49      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|                 | Food Fair         | no label        |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 6.99       |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Midwestern U.S.**

**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State         | Supermarket       | Brand                       | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried<br>8-piece | Rotisserie<br>< 2 lbs. |      |
|---------------|-------------------|-----------------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|------------------|------------------------|------|
|               |                   |                             | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged |                  |                        |      |
| KY<br>(cont.) | Food Giant        | no label                    |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 4.99             |                        |      |
|               | Food Lion         | Holly Farms<br>no label     | 50% off    |           | 1.97       |           |              |           |          | 1.89      |          |           |            |           |              |        |                  |                        | 7.88 |
|               | Foodland          | Gold Kist<br>no label       |            |           | 2.49       |           |              |           |          |           |          |           |            |           |              |        |                  | 4.99                   |      |
|               | Houchen's         | Pilgrim's Pride<br>no label | 1.99       |           |            |           | 1.46         |           |          |           |          |           | 1.33       | 1.33      |              |        |                  |                        |      |
|               | Kroger Cinncy     | Kroger<br>Tyson             | 1.99       |           | 1.99       |           |              |           |          |           |          | 1.19      |            | 1.19      |              |        |                  | 5.99                   |      |
|               | Kroger Delta      | Kroger                      |            |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 5.99                   |      |
|               | Kroger Mid-Atlntc | Kroger<br>Perdue<br>Tyson   | 2.99       |           |            |           | 0.99         |           |          |           |          |           |            |           |              | 0.69   |                  | 5.99                   |      |
|               | Kroger Mid-South  | Perdue<br>Kroger            | 3.49       | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |                  | 5.99                   |      |
|               | Meijer            | Meijer                      |            |           | 1.99       |           |              |           |          |           |          |           |            |           |              |        |                  | 5.00                   |      |
|               | Remke/Bigg's      | no label                    | BOGO       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 5.99                   |      |
|               | Super Walmart     | no label                    |            |           | 1.88       |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
| MI            | Busch's           | Miller                      | 2.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 6.99                   |      |
|               | Econo Foods       | no label                    |            |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 7.49                   |      |
|               | Family Fare       | Spartan                     |            |           |            |           |              |           |          |           |          | 0.97      | 0.97       |           |              |        |                  |                        |      |
|               | Glen's            | Spartan                     |            |           |            |           |              |           |          |           |          | 0.97      | 0.97       |           |              |        |                  |                        |      |
|               | Harding's         | Spartan                     |            |           |            |           | 1.19         |           |          |           |          | 1.19      | 1.19       |           |              |        |                  |                        |      |
|               | Hiller's          | no label                    | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Hollywood         | Farm Fresh                  |            |           |            |           |              |           |          |           |          |           | 0.99       |           |              |        |                  |                        |      |
|               | Kroger Michigan   | Amick Farms                 | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Martin's          | Tyson                       |            |           |            |           |              |           |          | 1.29      |          |           |            |           |              |        |                  |                        |      |
|               | Meijer            | Meijer                      |            |           | 1.99       |           |              |           |          |           |          |           |            |           |              |        |                  | 5.00                   |      |
|               | Plumb's           | Spartan<br>no label         |            |           | BOGO       |           | 0.99         |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Polly's Market    | no label                    |            |           |            |           |              |           |          |           |          | 0.99      |            |           |              |        |                  |                        | 5.49 |
|               | Ric's Food        | Gerber                      |            |           | 2.49       |           | 1.69         |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Super One Foods   | Gold'n Plump                |            |           |            |           |              |           |          |           |          | 1.41      | 1.41       |           |              |        |                  | 5.95                   |      |
|               | Super Walmart     | no label                    |            |           | 1.88       |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Midwestern U.S.**

**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State           | Supermarket      | Brand                                | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried<br>8-piece | Rotisserie<br>< 2 lbs. |  |
|-----------------|------------------|--------------------------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|------------------|------------------------|--|
|                 |                  |                                      | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged |                  |                        |  |
| MI<br>(cont.)   | Tom's Market     | Spartan<br>Miller (ABF)              |            |           |            |           | 1.69         | 0.99      |          |           |          |           |            |           |              |        |                  |                        |  |
|                 | VG's             | Spartan                              |            |           |            |           |              |           |          |           |          | 0.97      | 0.97       |           |              |        |                  |                        |  |
| MN              | Coborn's         | Gold'n Plump<br>no label             |            |           |            |           |              |           |          |           |          | BOGO      | BOGO       |           |              |        | 6.99             |                        |  |
|                 | Cub Foods        | no label                             |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.88             |                        |  |
|                 |                  | Cub<br>Gold'n Plump                  | BOGO       |           | 2.28       | 2.39      |              |           |          |           | 2.20     |           |            |           |              |        |                  |                        |  |
|                 | Econo Foods      | no label                             |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 7.49             |                        |  |
|                 | Fareway          | no label                             | 1.69       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|                 | Festival         | Gold'n Plump                         |            |           |            |           |              |           |          |           |          |           |            |           | 1.00         |        |                  |                        |  |
|                 | Hugo's           | Gold'n Plump                         |            |           | 2.94       |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|                 | Hy-Vee           | Hy-Vee                               |            |           |            |           |              | 0.89      |          |           |          |           |            |           |              |        |                  |                        |  |
|                 | Jewel            | Perdue                               | BOGO       |           |            |           |              |           |          |           |          | BOGO      | BOGO       |           |              |        |                  |                        |  |
|                 |                  | Chef's Trim                          | BOGO       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|                 |                  | Wild Harvest (ABF)<br>Chef's Kitchen | 6.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 5.99                   |  |
|                 | Kowalski's       | Gerber (ABF)                         | 2.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|                 | Lunds & Byerly's | Our Deli Signature                   |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.99             |                        |  |
|                 | Quillin's        | no label                             |            | 1.77      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|                 | Rainbow Foods    | Roundy's                             |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.78   |                  |                        |  |
| no label        |                  |                                      |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 7.49             | 5.99                   |  |
| no label        |                  |                                      |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.48             | 5.99                   |  |
| Sunshine Foods  | no label         | 1.88                                 |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.48             | 5.99                   |  |
| Super One Foods | Gold'n Plump     |                                      |            |           |            |           |              |           |          |           | 1.41     | 1.41      |            |           |              |        | 5.95             |                        |  |
| Super Walmart   | no label         |                                      | 1.88       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
| ND              | Dan's            | Gold'n Plump                         |            |           |            |           |              |           |          |           |          | 1.33      | 1.33       |           |              |        |                  |                        |  |
|                 | Hugo's           | Gold'n Plump                         |            |           | 2.94       |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|                 | Sun Mart         | Smart Chkn (ABF)                     | 5.49       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|                 |                  | no label                             |            |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 7.49                   |  |
|                 | Super One Foods  | Gold'n Plump                         |            |           |            |           |              |           |          |           |          | 1.41      | 1.41       |           |              |        |                  | 5.95                   |  |
| Super Walmart   | no label         |                                      | 1.88       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Midwestern U.S.**

**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State | Supermarket      | Brand  | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried<br>8-piece | Rotisserie<br>< 2 lbs. |  |
|-------|------------------|--|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|------------------|------------------------|--|
|       |                  |  | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged |                  |                        |  |
| NE    | Bag'n Save       | Tyson<br>Smart Chckn (ABF)<br>no label                       |            | 1.99      |            |           |              |           | 1.39     |           |          | 1.19      |            | 1.19      |              |        |                  |                        |  |
|       | Dillon's         | Kroger<br>no label   | 1.79       |           | 1.79       |           |              |           |          |           | 1.19     |           | 1.19       |           |              |        | 5.99             |                        |  |
|       | Fareway          | no label   | 1.69       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|       | Hy-Vee           | Hy-Vee   |            |           |            |           |              | 0.89      |          |           |          |           |            |           |              |        |                  |                        |  |
|       | No Frills        | Smart Chkn (ABF)<br>Tyson                                    | 4.99       |           |            |           |              |           | 1.39     |           |          |           |            |           |              |        |                  |                        |  |
|       | Ray's Apple Mrkt | Smart Chkn (ABF)<br>no label                                 | 5.49       |           |            |           |              |           |          |           |          |           |            |           | 1.29         |        | 6.99             | 5.99                   |  |
|       | Russ Market      | Smart Chkn (ABF)<br>no label                                 | 4.99       |           |            |           |              |           |          |           |          |           |            |           |              |        | 8.99             |                        |  |
|       | Safeway          | Eating Right<br>Safeway<br>Sanderson Farms<br>Signature Café |            | 2.49      |            | 2.49      |              |           |          |           |          | 0.99      |            | 0.99      | 0.99         |        |                  | 5.49                   |  |
|       | Sun Mart         | Smart Chkn (ABF)<br>no label                                 | 5.49       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 7.49                   |  |
|       | SuperSaver       | no label   |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|       | Super Walmart    | no label   |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
| OH    | Acme Fresh       | no label<br>Gerber (ABF)                                     | 2.49       |           |            |           |              |           |          |           | 1.29     |           | 1.29       |           |              |        |                  | 5.99                   |  |
|       | Chief            | no label<br>Miller (ABF)                                     | 2.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 5.99                   |  |
|       | Dave's           | no label   | 2.59       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|       | Food Fair        | no label   |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 6.99             |                        |  |
|       | Foodland         | Gold Kist<br>no label  |            |           | 2.49       |           |              |           |          |           |          |           |            |           |              |        |                  | 4.99                   |  |
|       | Fresh Encounter  | Miller<br>no label   |            | 1.69      |            |           |              |           |          |           |          |           | 0.79       |           |              |        |                  |                        |  |
|       | Giant Eagle      | Giant Eagle<br>Nature's Basket ABF                           | 4.99       |           |            |           |              | 1.99      |          |           |          |           |            |           | 0.99         |        |                  |                        |  |
|       | Heinen's         | Smart Chkn organic   | 6.79       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
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**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State         | Supermarket       | Brand   | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |  |
|---------------|-------------------|---|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|--|
|               |                   |   | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |  |
| OH<br>(cont.) | Kroger Cinncy     | Kroger Tyson  | 1.99       |           | 1.99       |           |              |           |          |           | 1.19     |           | 1.19       |           |              |        | 5.99    |            |  |
|               | Kroger Columbus   | Amick Farms Kroger                                  | 1.88       |           |            |           |              |           |          |           | 1.19     |           | 1.19       |           |              |        | 5.99    |            |  |
|               | Kroger Mid-Atlntc | Kroger Perdue Tyson                                 | 2.99       |           |            |           | 0.99         |           |          |           |          |           |            |           | 0.69         |        | 5.99    |            |  |
|               | Marc's            | Amish Valley  | 1.88       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |  |
|               | Marsh             | Perdue no label                                     | 2.98       | 1.87      | 2.48       |           |              |           |          |           |          |           |            |           |              |        |         | 4.99       |  |
|               | Meijer            | Meijer  |            | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.00       |  |
|               | Remke/Bigg's      | no label  | BOGO       |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.99       |  |
|               | Riesbeck's        | Park Farms  | 33% off    |           |            |           |              | 33% off   |          |           |          | 33% off   |            | 33% off   |              |        |         |            |  |
|               | Shop'n Save       | no label  | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |  |
|               | Super Walmart     | no label  |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |  |
| SD            | Coborn's          | Gold'n Plump no label                               |            |           |            |           |              |           |          |           |          | BOGO      |            | BOGO      |              |        | 6.99    |            |  |
|               | Hy-Vee            | Hy-Vee  |            |           |            |           | 0.89         |           |          |           |          |           |            |           |              |        |         |            |  |
|               | Ken's Super Fair  | Tyson Chesterfield no label                         |            | 1.69      |            |           |              |           |          |           |          |           |            |           |              |        | 7.29    | 6.99       |  |
|               | Safeway           | Eating Right Safeway Sanderson Farms Signature Café |            | 2.49      |            | 2.49      |              |           |          |           |          | 0.99      |            | 0.99      | 0.99         |        | 5.49    |            |  |
|               | Sunshine Foods    | no label  | 1.88       |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.48    | 5.99       |  |
|               | Super Walmart     | no label  |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |  |
| WI            | Cub Foods         | no label Cub Gold'n Plump                           | BOGO       |           | 2.39       |           |              |           |          | 2.20      |          |           |            |           |              |        | 5.88    |            |  |
|               | Econo Foods       | no label  |            | 2.28      |            |           |              |           |          |           |          |           |            |           |              |        | 7.49    |            |  |
|               | Festival          | Dad's   | 1.98       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |  |
|               | Hy-Vee            | Hy-Vee  |            |           |            |           | 0.89         |           |          |           |          |           |            |           |              |        |         |            |  |
|               | Lena's            | no label Gerber's                                   |            | 1.49      |            |           |              |           |          |           |          | 0.99      |            | 0.99      |              |        |         |            |  |
|               |                   |   |            |           |            |           |              |           |          |           |          |           |            |           | 1.29         |        |         |            |  |





**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
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**Labor Day 2011**  
**CHICKEN**

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| State         | Supermarket      | Brand                                    | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried<br>8-piece | Rotisserie<br>< 2 lbs. |
|---------------|------------------|--|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|------------------|------------------------|
|               |                  |  | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged |                  |                        |
| WI<br>(cont.) | Marketplace Food | Gold'n Plump                             | 3.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |
|               | Pick'n Save      | Roundy's<br>no label                     |            |           |            |           |              |           |          |           |          |           |            |           | 0.78         |        | 4.99             | 5.99                   |
|               | Piggly Wiggly    | no label<br>Gerber's<br>Smart Chkn (ABF) |            | 1.49      |            |           |              | 0.99      |          | 0.99      |          |           |            | 0.99      |              |        |                  | 5.99                   |
|               | Quillin's        | no label                                 |            | 1.77      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |
|               | Schnuck's        | Schnuck's                                |            | 1.89      |            |           |              |           |          |           |          |           |            |           |              |        | 7.99             |                        |
|               | Sentry Foods     | no label<br>Sunny Roost                  | 2.19       |           |            |           |              |           |          |           |          |           | 1.19       |           | 1.19         |        |                  |                        |
|               | Super One Foods  | Gold'n Plump                             |            |           |            |           |              |           |          |           |          |           | 1.41       |           | 1.41         |        |                  | 5.95                   |
|               | Super Walmart    | no label                                 |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - South Central U.S.**

**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State         | Supermarket      | Brand   | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried<br>8-piece | Rotisserie<br>< 2 lbs. |  |
|---------------|------------------|---|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|------------------|------------------------|--|
|               |                  |   | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged |                  |                        |  |
| AR            | Brookshire's     | Pilgrim's Pride<br>Smart Chkn (ABF)<br>no label | 4.99       | 1.49      |            |           |              |           |          |           |          |           |            |           |              |        | 6.99             | BOGO                   |  |
|               | Country Mart     | no label  |            | 1.99      |            |           |              | 1.19      |          |           |          | 1.09      |            | 1.09      |              | 0.65   | 6.99             |                        |  |
|               | Cranford's       | no label  |            | 1.48      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | CV's Food        | Sanderson Farms                                 | 2.88       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Food Giant       | no label  |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 4.99             |                        |  |
|               | Harp's           | Smart Chkn (ABF)<br>Tyson<br>Martha Harp        |            |           |            |           |              | 1.49      |          |           |          |           | 1.89       |           | 1.89         |        |                  | 7.79                   |  |
|               | Hays             | Sanderson Farms                                 |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.49   |                  |                        |  |
|               | Kroger Delta     | Kroger  |            |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 5.99                   |  |
|               | Market Basket    | no label<br>Tyson                               |            | 1.99      |            |           |              |           | 1.59     |           |          |           |            |           |              |        | 0.45             | 6.99                   |  |
|               | Piggly Wiggly    | no label  |            | 2.18      |            |           |              |           |          |           |          |           |            | 0.98      |              |        |                  |                        |  |
|               | Super1Foods      | no label  |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.45   |                  |                        |  |
| Super Walmart | no label         |   | 1.88       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
| AZ            | Albertson's, LLC | no label<br>Signature                           | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        | 4.99             |                        |  |
|               | Basha's          | no label<br>Sanderson Farms                     |            |           |            |           |              | 0.97      |          |           |          |           |            |           | 0.97         |        | 3.99             |                        |  |
|               | Food City        | no label  |            |           |            |           |              |           | 0.99     |           | 0.68     |           | 0.68       |           |              |        |                  |                        |  |
|               | Fry's            | Kroger  | 1.77       |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.99             |                        |  |
|               | Lowe's Market    | no label  |            |           |            |           |              |           |          |           |          |           |            |           | 0.49         |        |                  |                        |  |
|               | Pro's Ranch      | no label  |            | 1.48      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Safeway          | Open Nature (ABF)<br>Signature Café             | 5.49       |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.00             |                        |  |
|               | Smart & Final    | First Street                                    | 1.97       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Sprout's         | no label  |            | 1.77      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Sunflower        | Rosie organic<br>no label                       | 6.99       | 1.97      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Super Walmart    | no label  |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
| CO            | Albertson's, LLC | no label<br>Signature                           | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        | 4.99             |                        |  |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
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**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State         | Supermarket     | Brand                               | B/S Breast                   |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried<br>8-piece | Rotisserie<br>< 2 lbs. |      |
|---------------|-----------------|-------------------------------------|------------------------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|------------------|------------------------|------|
|               |                 |                                     | reg pack                     | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged |                  |                        |      |
| CO<br>(cont.) | King Sooper     | King Sooper<br>Chester              | 1.99                         |           | 1.99       |           |              |           |          |           |          |           |            |           |              |        | 5.99             |                        |      |
|               | Lowe's Market   | no label                            |                              |           |            |           |              |           |          |           |          |           |            |           | 0.49         |        |                  |                        |      |
|               | Safeway         | Eating Right<br>Safeway             |                              | 2.49      |            | 2.49      |              |           |          |           |          | 0.99      |            | 0.99      | 0.99         |        |                  |                        |      |
|               |                 | Sanderson Farms<br>Signature Café   | 3.49                         |           | 2.49       |           |              |           |          |           |          |           |            |           |              |        |                  | 5.49                   |      |
|               | Sprout's        | no label                            |                              | 1.77      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Sunflower       | Rosie organic<br>no label           | 6.99                         |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Sun Mart        | Smart Chkn (ABF)<br>no label        | 5.49                         |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 7.49                   |      |
|               |                 | Super Walmart                       | no label                     |           | 1.88       |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Whole Foods     | Whole Foods                         | 5.99                         |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
| KS            | Country Mart    | Pilgrim's Pride<br>no label         |                              |           |            |           |              |           |          |           |          |           |            |           | 0.79         |        | 6.99             | 5.99                   |      |
|               | Dillon's        | Kroger<br>no label                  | 1.79                         |           | 1.79       |           |              |           |          |           | 1.19     |           | 1.19       |           |              |        | 5.99             |                        |      |
|               |                 | Hen House                           | no label                     | 3.49      |            |           |              |           |          |           |          |           |            |           |              |        |                  | 5.00                   |      |
|               | Homeland        | no label<br>Pilgrim's Pride         |                              |           |            |           |              |           |          |           |          |           |            |           |              | 0.69   |                  | 5.99                   |      |
|               |                 | Hy-Vee                              | Hy-Vee                       |           |            |           |              | 0.89      |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Price Chopper   | Pilgrim's Pride<br>Smart Chkn (ABF) |                              |           |            |           |              |           |          |           |          |           |            |           |              | 0.89   |                  |                        |      |
|               |                 | Ray's Apple Mrkt                    | Smart Chkn (ABF)<br>no label | 5.49      |            |           |              |           |          |           |          |           |            |           |              | 1.29   |                  | 6.99                   | 5.99 |
|               | Super Walmart   | no label                            |                              | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               | Whole Foods     | Whole Foods                         | 5.99                         |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
| LA            | Albertson's LLC | no label                            | 1.99                         |           |            |           |              |           |          | 1.29      |          |           |            |           |              |        | 4.99             |                        |      |
|               | Breaux          | Marshall Durbin                     |                              |           |            |           |              |           |          |           |          |           |            |           | 0.69         |        |                  |                        |      |
|               | Brookshire's    | Pilgrim's Pride<br>Smart Chkn (ABF) |                              | 1.49      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |      |
|               |                 | no label                            | 4.99                         |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 6.99                   | BOGO |
|               | Kroger Sthwest  | Kroger                              |                              |           |            |           |              |           |          |           |          |           |            |           | 0.59         |        | 5.99             |                        |      |
| LeBlanc's     | no label        |                                     | 1.99                         |           |            |           |              |           |          |           |          |           |            | 0.69      |              |        |                  |                        |      |



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| State         | Supermarket     | Brand                                    | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried<br>8-piece | Rotisserie<br>< 2 lbs. |  |
|---------------|-----------------|--|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|------------------|------------------------|--|
|               |                 |  | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged |                  |                        |  |
| LA<br>(cont.) | Mac's Market    | no label                                 |            |           |            |           |              | 1.19      |          | 0.69      |          |           |            | 0.59      |              | 0.69   | 4.99             | 4.99                   |  |
|               | Rouse's         | Sanderson Farms<br>Rouse's ABF           | 4.49       |           | 2.69       |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Super1Foods     | no label                                 |            |           |            |           |              |           |          |           |          |           |            |           | 0.45         |        |                  |                        |  |
|               | Super Walmart   | no label                                 |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Winn-Dixie      | Sanderson Farms<br>no label              |            |           | BOGO       |           |              |           |          | 1.99      | BOGO     |           | BOGO       |           | BOGO         |        |                  | 8.99                   |  |
| MO            | C&R Supermarket | no label<br>Chester's                    |            | 1.69      |            |           |              |           |          |           |          | 0.98      |            | 0.98      |              |        | 5.99             |                        |  |
|               | Country Mart    | Pilgrim's Pride<br>no label              |            |           |            |           |              |           |          |           |          |           |            |           | 0.79         |        | 6.99             | 5.99                   |  |
|               | Country Mart    | no label                                 |            | 1.99      |            |           |              | 1.19      |          |           |          | 1.09      |            | 1.09      |              | 0.65   | 6.99             |                        |  |
|               | Dierberg's      | Dierberg's<br>Perdue<br>Just Bare        |            |           |            |           | 1.59         |           |          |           | 0.99     |           | 0.99       |           |              |        | 8.49             |                        |  |
|               | Dillon's        | Kroger<br>no label                       | 1.79       |           | 1.79       |           |              |           |          |           | 1.19     |           | 1.19       |           |              |        | 5.99             |                        |  |
|               | Food Giant      | no label                                 |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 4.99             |                        |  |
|               | Harp's          | Smart Chkn (ABF)<br>Tyson<br>Martha Harp |            |           |            |           |              | 1.49      |          |           |          |           | 1.89       |           | 1.89         |        |                  | 7.79                   |  |
|               | Harter House    | Smart Chkn (ABF)                         | 4.69       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Hays            | Sanderson Farms                          |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.49   |                  |                        |  |
|               | Hickman's IGA   | Gold Kist                                | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Hy-Vee          | Hy-Vee                                   |            |           |            |           |              | 0.89      |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Kroger Central  | Kroger<br>Tyson                          |            |           |            |           |              |           |          | 1.79      |          |           |            |           |              |        |                  | 4.99                   |  |
|               | Moser's         | no label<br>Pilgrim's Pride              |            |           |            |           |              |           |          |           |          |           | 1.29       |           | 1.29         |        | 0.59             |                        |  |
|               | Patricia's      | no label<br>Pilgrim's Pride              |            |           |            |           |              |           |          |           |          |           | 1.39       |           | 1.39         |        | 0.59             |                        |  |
|               | Price Chopper   | Pilgrim's Pride<br>Smart Chkn (ABF)      |            | 5.49      |            |           |              |           |          |           |          |           |            |           |              | 0.89   |                  |                        |  |
|               | Ramey           | no label                                 |            |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 5.99                   |  |



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| State         | Supermarket      | Brand  | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |
|---------------|------------------|--|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|
|               |                  |  | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |
| MO<br>(cont.) | Ray's Apple Mrkt | Smart Chkn (ABF)<br>no label                                 | 5.49       |           |            |           |              |           |          |           |          |           |            |           | 1.29         |        | 6.99    | 5.99       |
|               | Schnuck's        | Schnuck's  |            | 1.89      |            |           |              |           |          |           |          |           |            |           |              |        | 7.99    |            |
|               | Shop'n Save      | Shop'n Save  | 1.88       |           |            |           |              |           |          |           |          |           |            |           |              |        | 6.78    |            |
|               | Summer Fresh     | no label   |            | 1.79      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Super Walmart    | Smart Chkn (ABF)<br>no label                                 | 5.49       | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| NM            | Albertson's, LLC | no label<br>Signature  | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        | 4.99    |            |
|               | John Brooks      | no label<br>Pilgrim's Pride                                  | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              | 0.39   |         |            |
|               | Lawrence Bros.   | no label   |            |           |            |           | 1.29         |           |          |           |          |           |            |           |              |        |         |            |
|               | Lowe's Market    | no label   |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.49   |         |            |
|               | Pro's Ranch      | no label   |            | 1.48      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Safeway          | Eating Right<br>Safeway<br>Sanderson Farms<br>Signature Café | 2.49       | 2.49      | 2.49       |           |              |           |          |           | 0.99     |           | 0.99       | 0.99      |              |        |         |            |
|               | Smith's          | Smith's<br>no label  |            |           |            |           |              |           |          |           | 0.99     |           | 0.99       |           |              |        | 5.49    |            |
|               | Sunflower        | Rosie organic<br>no label                                    | 6.99       | 1.97      |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.99       |
|               | Super Walmart    | no label   |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Whole Foods      | Whole Foods  | 5.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| OK            | Buy for Le\$\$   | Sanderson Farms  |            |           |            |           | 0.99         |           |          |           |          |           |            |           |              |        |         |            |
|               | Country Mart     | Pilgrim's Pride  | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Harp's           | Smart Chkn (ABF)<br>Tyson<br>Martha Harp                     |            |           |            |           | 1.49         |           |          |           | 1.89     |           | 1.89       |           |              |        | 7.79    |            |
|               | Homeland         | no label<br>Pilgrim's Pride                                  | 2.49       |           |            |           |              |           |          |           |          |           |            |           |              | 0.69   | 5.99    |            |
|               | Foodarama        | no label   |            | 1.77      |            |           |              |           |          |           | 0.99     |           | 0.99       | 0.77      | 0.35         |        |         |            |
|               | Reasor's         | County Post<br>no label                                      |            | 1.98      |            |           |              |           |          |           |          |           |            |           |              | 0.50   |         |            |
|               |                  |  |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |



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| State         | Supermarket       | Brand            | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried<br>8-piece | Rotisserie<br>< 2 lbs. |  |
|---------------|-------------------|------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|------------------|------------------------|--|
|               |                   |                  | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged |                  |                        |  |
| OK<br>(cont.) | Sunflower         | Rosie organic    | 6.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               |                   | no label         |            | 1.97      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Super Walmart     | no label         |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Terry's           | no label         |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.39   |                  |                        |  |
|               | United of OK      | no label         |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.69   |                  |                        |  |
|               |                   | Pilgrim's Pride  | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Warehouse         | no label         |            |           |            |           |              |           |          |           |          |           | 0.79       | 0.69      |              |        |                  |                        |  |
| Williams      | no label          |                  |            |           |            |           |              |           |          |           |          |           |            |           | 0.59         |        |                  |                        |  |
| TX            | Albertson's Sthrn | no label         | 1.99       |           |            |           |              |           |          | 1.29      |          |           |            |           |              |        | 4.99             |                        |  |
|               | Albertson's SW    | no label         | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        | 4.99             |                        |  |
|               |                   | Signature        |            |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 4.99                   |  |
|               | Brookshire Bros.  | no label         |            |           |            |           | 1.49         |           | 1.49     |           |          |           |            |           |              |        |                  |                        |  |
|               | Brookshire's      | Pilgrim's Pride  |            | 1.49      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               |                   | Smart Chkn (ABF) | 4.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 6.99                   |  |
|               |                   | no label         |            |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | BOGO                   |  |
|               | David's           | no label         | 1.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Diamond           | no label         |            |           |            |           |              | 1.19      |          |           |          |           |            |           |              |        |                  |                        |  |
|               | El Rancho         | no label         | 1.88       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  | 4.99                   |  |
|               | Food Town         | Tyson            |            |           |            |           |              | 0.99      |          |           |          |           |            |           |              |        |                  |                        |  |
|               |                   | no label         |            |           |            |           |              |           |          |           |          | 0.89      | 0.89       |           | 0.49         |        |                  |                        |  |
|               | Gerland's         | no label         |            |           |            |           | 0.99         |           | 0.99     |           |          |           |            |           |              |        |                  |                        |  |
|               | Kroger Sthwest    | Kroger           |            |           |            |           |              |           |          |           |          |           |            |           | 0.59         |        | 5.99             |                        |  |
|               | La Michoacana     | no label         |            |           |            |           |              | 0.99      |          |           |          |           | 0.79       |           |              |        |                  |                        |  |
|               | Lawrence Bros.    | no label         |            |           |            |           |              | 1.29      |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Liborio Market    | no label         |            | 1.69      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Lowe's Market     | no label         |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.49   |                  |                        |  |
|               | Market Basket     | no label         |            | 1.99      |            |           |              |           |          |           |          |           |            |           |              | 0.45   |                  | 6.99                   |  |
|               |                   | Tyson            |            |           |            |           |              | 1.59      |          |           |          |           |            |           |              |        |                  |                        |  |
| Market Place  | no label          |                  |            |           |            |           |              |           |          |           |          |           |            |           | 0.38         |        |                  |                        |  |
|               | Pilgrim's Pride   | 1.99             |            |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
| Pro's Ranch   | no label          |                  | 1.48       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
| Randall's/    | Eating Right      |                  | 2.49       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |
|               | Signature Café    |                  |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.00             |                        |  |
| Sprout's      | no label          |                  | 1.77       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |  |



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**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State         | Supermarket      | Brand                             | B/S Breast   |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |
|---------------|------------------|-----------------------------------|--------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|
|               |                  |                                   | reg pack     | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |
| TX<br>(cont.) | Sunflower        | Rosie organic<br>no label         | 6.99         | 1.97      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Super1Foods      | no label                          |              |           |            |           |              |           |          |           |          |           |            |           | 0.45         |        |         |            |
|               | Super Walmart    | no label                          |              | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Terry's          | no label                          |              |           |            |           |              |           |          |           |          |           |            |           | 0.39         |        |         |            |
|               | United/Mrkt St.  | Pilgrim's Pride                   | BOGO         |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| UT            | Albertson's      | Albertson's<br>Wild Harvest (ABF) | BOGO<br>5.99 |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Albertson's, LLC | no label<br>Signature             | 1.99         |           |            |           |              |           |          |           |          |           |            |           |              |        | 4.99    |            |
|               | Fresh Market     | no label<br>Sanderson Farms       | 1.79         |           |            |           |              |           |          |           | 1.19     | 1.19      |            |           |              |        |         |            |
|               | Harmon's         | no label                          |              |           |            |           |              |           |          | 1.19      | 1.19     |           |            |           |              |        | 7.49    |            |
|               | Macey's/Dan's    | Sunny Roost                       |              |           |            |           | 1.29         |           |          |           | 0.99     | 0.99      |            |           |              |        |         |            |
|               | Ream's           | no label                          |              |           |            |           |              |           |          |           | 0.99     | 0.99      |            |           |              |        |         |            |
|               | Ridley's         | no label                          |              |           |            |           |              |           |          |           | 0.97     | 0.97      |            |           |              |        |         |            |
|               | Smith's          | Smith's<br>no label               |              |           |            |           |              |           |          |           | 0.99     | 0.99      |            |           |              |        | 5.99    |            |
|               | Sunflower        | Rosie organic<br>no label         | 6.99         | 1.97      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Super Walmart    | no label                          |              | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|               | Whole Foods      | Whole Foods                       | 5.99         |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Southwestern U.S.**

**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State         | Supermarket         | Brand               | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried<br>8-piece | Rotisserie<br>< 2 lbs. |
|---------------|---------------------|---------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|------------------|------------------------|
|               |                     |                     | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged |                  |                        |
| CA            | Albertson's         | Albertson's         |            |           | 2.79       |           |              |           |          | 1.99      |          |           |            |           |              |        | 5.99             |                        |
|               | Big Saver           | no label            |            | 1.69      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |
|               | Food4Less           | no label            |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 4.99             |                        |
|               | El Tapatio          | no label            |            |           |            |           |              |           |          |           |          |           |            |           | 0.59         |        |                  |                        |
|               | Holiday Foods       | no label            |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.49             |                        |
|               | Jon's               | Rocky Jr.           |            |           |            |           |              |           | 1.99     |           |          |           |            |           |              |        |                  |                        |
|               |                     | Foster Farms        |            |           |            |           | 0.99         |           |          |           |          |           |            |           |              |        |                  |                        |
|               |                     | Golden Valley       |            | 2.49      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |
|               | King's Ranch        | ValBest             |            | 1.29      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |
|               |                     | no label            |            |           |            |           |              |           |          | 0.99      |          |           |            |           |              |        |                  |                        |
|               | K.V. Mart           | no label            |            | 1.79      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |
|               | Liborio Market      | no label            |            | 1.69      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |
|               | Lucky               | no label            |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 6.99             |                        |
|               |                     | Master Cut          |            |           |            |           |              |           |          |           |          | 0.99      |            | 0.99      | 0.99         |        |                  |                        |
|               | Lunardi's           | Fulton Valley       |            | 2.49      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |
|               | Mi Pueblo           | no label            |            |           |            |           |              |           |          |           |          |           |            | 0.98      |              |        |                  |                        |
|               | Mollie Stone        | Rocky Jr.           |            | 7.39      | 3.79       |           | 4.99         |           | 2.79     |           |          |           |            |           |              | 2.99   |                  | 8.99                   |
|               | Nugget              | no label free range |            |           |            |           |              |           |          |           |          |           |            | 0.99      |              |        |                  |                        |
|               |                     | Smart Chkn          |            |           | 3.99       |           |              |           |          |           |          |           |            |           |              |        |                  |                        |
|               | Paul's Market       | no label            |            |           |            |           |              | 1.28      |          |           |          |           |            |           |              |        |                  |                        |
| Raley's       | Full Circle organic |                     | 6.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |
|               | Raley's             |                     | 2.99       |           |            |           |              |           |          |           | 1.29     |           | 1.29       |           | 1.29         |        |                  |                        |
| Ralph's       | Foster Farms        |                     |            |           |            |           |              |           |          |           |          | 0.99      |            | 0.99      | 0.99         |        |                  |                        |
|               | Smart Chkn organic  |                     |            |           |            |           |              |           |          |           | 3.99     |           | 3.99       |           |              |        | 5.99             |                        |
|               | no label            |                     |            |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |
| Ray's         | no label            |                     |            |           | 2.49       |           |              |           |          |           |          |           |            |           |              |        | 5.99             |                        |
|               | Gold'n Plump        |                     |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.99             |                        |
| Safeway       | Eating Right        |                     | 2.49       | 2.49      |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |
|               | Foster Farms        |                     |            |           |            | 1.99      |              |           |          |           | 1.99     |           | 1.99       |           |              |        |                  |                        |
|               | Signature Café      |                     |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 6.99             |                        |
| Save Mart     | Master Cut          |                     |            |           |            |           |              |           |          |           |          | 0.99      |            | 0.99      | 0.99         |        |                  |                        |
|               | no label            |                     |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.99             |                        |
| Scolari's     | Foster Farms        |                     |            |           |            |           |              |           |          |           |          |           |            |           | 1.29         |        |                  |                        |
|               | no label            |                     |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.99             |                        |
| Smart & Final | First Street        |                     | 1.97       |           |            |           |              |           |          |           |          |           |            |           |              |        |                  |                        |





**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Southwestern U.S.**

**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State                     | Supermarket       | Brand                          | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |      |
|---------------------------|-------------------|--------------------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|------|
|                           |                   |                                | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |      |
| CA<br>(cont.)             | Sprout's          | no label                       |            | 1.77      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                           | Stater Bros.      | Randall Farms                  |            | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                           |                   | Foster Farms<br>no label       |            |           |            |           |              |           |          |           |          |           |            |           | 0.99         |        |         | 3.99       |      |
|                           | Sunflower         | Rosie organic                  | 6.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                           | Super-A-Foods     | no label                       |            | 1.97      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                           |                   | Foster Farms                   |            | 1.99      |            |           |              | 1.39      |          |           |          | 1.59      |            | 1.59      |              |        |         |            |      |
|                           | Superior Grocers  | no label                       |            | 2.49      |            |           |              |           |          |           |          |           |            | 0.69      |              |        |         | 4.99       |      |
|                           | Super Walmart     | no label                       |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                           | Vallarta          | Harrison                       |            |           |            |           |              |           |          |           |          |           |            |           |              | 0.79   |         |            |      |
|                           | Von's             | Foster Farms                   |            |           |            |           | 1.99         | 1.27      |          |           |          |           |            |           |              |        |         |            |      |
| Safeway<br>Signature Café |                   |                                |            |           |            |           |              |           |          |           | 0.99     |           | 0.99       | 0.99      |              |        | 5.00    |            |      |
| Whole Foods               | Whole Fds organic | 7.99                           |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
| NV                        | Albertson's       | Albertson's                    |            |           | 2.79       |           |              |           |          | 1.99      |          |           |            |           |              |        |         | 5.99       |      |
|                           | Liborio Market    | no label                       |            | 1.69      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                           | Raley's           | Full Circle organic            | 6.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                           |                   | Raley's                        |            | 2.99      |            |           |              |           |          |           |          | 1.29      |            | 1.29      |              | 1.29   |         |            |      |
|                           | Ralph's           | Foster Farms                   |            |           |            |           |              |           |          |           |          | 0.99      |            | 0.99      | 0.99         |        |         |            |      |
|                           |                   | Smart Chkn organic<br>no label |            |           |            |           |              |           |          |           |          | 3.99      |            | 3.99      |              |        |         | 5.99       |      |
|                           | Ridley's          | no label                       |            |           |            |           |              |           |          |           |          | 0.97      |            | 0.97      |              |        |         |            |      |
|                           | Safeway           | Eating Right                   | 2.49       |           | 2.49       |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                           |                   | Foster Farms                   |            |           |            |           | 1.99         |           |          |           | 1.99     |           | 1.99       |           |              |        |         |            |      |
|                           |                   | Signature Café                 |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            | 6.99 |
|                           | Scolari's         | Foster Farms                   |            |           |            |           |              |           |          |           |          |           |            |           |              | 1.29   |         |            |      |
|                           |                   | no label                       |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         | 5.99       |      |
|                           | Smart & Final     | First Street                   | 1.97       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
| Smith's                   | Smith's           |                                |            |           |            |           |              |           |          |           | 0.99     |           | 0.99       |           |              |        |         |            |      |
|                           | no label          |                                |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 5.99    |            |      |
| Sunflower                 | Rosie organic     | 6.99                           |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
|                           | no label          |                                | 1.97       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |
| Super Walmart             | no label          |                                | 1.88       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Southwestern U.S.**

**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State         | Supermarket | Brand                                     | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |
|---------------|-------------|---|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|
|               |             |   | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |
| NV<br>(cont.) | Von's       | Foster Farms<br>Safeway<br>Signature Café |            |           |            |           | 1.99         | 1.27      |          |           |          | 0.99      |            | 0.99      | 0.99         |        | 5.00    |            |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Northwestern U.S.**

**Labor Day 2011**  
**CHICKEN**

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| State | Supermarket   | Brand                                     | B/S Breast   |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |
|-------|---------------|---|--------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|
|       |               |   | reg pack     | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |
| ID    | Albertson's   | Albertson's<br>Wild Harvest (ABF)         | BOGO<br>5.99 |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|       | Broulim's     | Sunny Roost                               |              |           |            |           | 1.29         |           |          |           |          | 0.98      |            | 0.98      |              |        |         |            |
|       | Family Foods  | Draper Valley                             | 3.98         |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|       | Fred Meyer    | Foster Farms<br>no label                  |              | 2.59      |            |           |              |           |          |           |          | 1.49      |            | 1.49      |              |        | 6.99    |            |
|       | Harvest Foods | Foster Farms<br>Gold'n Plump              |              | 1.98      |            |           |              |           |          |           |          |           |            |           |              |        | 6.98    |            |
|       | Ridley's      | no label                                  |              |           |            |           |              |           |          |           |          | 0.97      |            | 0.97      |              |        |         |            |
|       | Safeway       | Eating Right<br>Safeway<br>Signature Café |              | 2.49      |            | 2.49      |              | 1.69      |          | 2.49      |          | 1.29      |            | 1.29      | 1.29         |        |         | 5.00       |
|       | Smith's       | Smith's<br>no label                       |              |           |            |           |              |           |          |           |          | 0.99      |            | 0.99      |              |        |         | 5.99       |
|       | Super Walmart | no label                                  |              | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         | 4.99       |
|       | Yoke's        | Gold'n Plump<br>Draper Valley (ABF)       | 3.69         |           | 3.69       |           |              |           |          |           |          |           |            |           |              |        |         |            |
| MT    | Albertson's   | Albertson's<br>Wild Harvest (ABF)         | BOGO<br>5.99 |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|       | Family Foods  | Draper Valley                             | 3.98         |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|       | Harvest Foods | Foster Farms<br>Gold'n Plump              |              | 1.98      |            |           |              |           |          |           |          |           |            |           |              |        | 6.98    |            |
|       | Safeway       | Eating Right<br>Safeway<br>Signature Café |              | 2.49      |            | 2.49      |              | 1.69      |          | 2.49      |          | 1.29      |            | 1.29      | 1.29         |        |         | 5.00       |
|       | Smith's       | Smith's<br>no label                       |              |           |            |           |              |           |          |           |          | 0.99      |            | 0.99      |              |        |         | 5.99       |
|       | Super Walmart | no label                                  |              | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
| OR    | Albertson's   | Albertson's<br>Wild Harvest (ABF)         | BOGO<br>5.99 |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|       | Family Foods  | Draper Valley                             | 3.98         |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |
|       | Fred Meyer    | Foster Farms<br>no label                  |              | 2.59      |            |           |              |           |          |           |          | 1.49      |            | 1.49      |              |        | 6.99    |            |
|       | Haggen's      | Draper Valley (ABF)<br>Smart Chkn (ABF)   |              |           |            |           |              |           |          |           | 2.29     |           | 2.29       |           |              |        |         |            |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
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**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State                       | Supermarket              | Brand                                  | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried 8-piece | Rotisserie < 2 lbs. |      |
|-----------------------------|--------------------------|--|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------------|---------------------|------|
|                             |                          |  | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged |               |                     |      |
| OR<br>(cont.)               | Harvest Foods            | Foster Farms Gold'n Plump              |            | 1.98      |            |           |              |           |          |           |          |           |            |           |              |        | 6.98          |                     |      |
|                             | Market of Choice         | Rocky Jr. (ABF)                        |            |           |            |           |              |           |          |           |          |           | 1.99       |           |              |        |               |                     |      |
|                             | McKay's Market           | Foster Farms                           |            | 3.49      |            |           |              |           |          |           |          |           |            |           |              |        |               |                     |      |
|                             |                          | Draper Valley Gold'n Plump             |            | 3.49      |            |           |              |           |          |           |          |           |            |           |              |        |               | 4.99                |      |
|                             | New Season               | Pacific Village                        |            |           |            |           |              |           |          |           |          |           | 1.69       |           |              |        |               |                     |      |
|                             | QFC                      | Coleman organic Quality Signature      |            | 7.99      |            |           |              |           |          |           |          |           |            |           |              |        |               | 6.99                |      |
|                             | Ray's                    | no label                               |            |           |            | 2.49      |              |           |          |           |          |           |            |           |              |        |               |                     |      |
|                             |                          | Gold'n Plump                           |            |           |            |           |              |           |          |           |          |           |            |           |              |        |               | 5.99                |      |
|                             | Roth                     | Ranger                                 |            | 5.99      |            |           |              |           |          |           |          |           |            |           |              |        |               |                     |      |
|                             | Safeway                  | Eating Right                           |            |           | 2.49       | 2.49      |              |           |          |           |          |           |            |           |              |        |               |                     |      |
| Foster Farms Signature Café |                          |  |            |           |            | 1.99      |              |           |          | 1.99      |          | 1.99      |            |           |              |        | 5.00          |                     |      |
| Super Walmart               | no label                 |  |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |               |                     |      |
| Thriftway of OR             | Just Bare (ABF) no label |  | 4.99       |           | 4.99       |           |              |           |          |           |          |           |            |           |              |        |               | 5.99                |      |
| WA                          | Albertson's              | Albertson's Wild Harvest (ABF)         | BOGO       | 5.99      |            |           |              |           |          |           |          |           |            |           |              |        |               |                     |      |
|                             | Family Foods             | Draper Valley                          |            | 3.98      |            |           |              |           |          |           |          |           |            |           |              |        |               |                     |      |
|                             | Fred Meyer               | Foster Farms no label                  |            |           | 2.59       |           |              |           |          |           |          | 1.49      | 1.49       |           |              |        |               | 6.99                |      |
|                             |                          | Draper Valley (ABF) Smart Chkn (ABF)   |            |           |            |           |              |           |          |           | 2.29     | 2.29      | 0.99       |           |              |        |               |                     |      |
|                             | Harvest Foods            | Foster Farms Gold'n Plump              |            |           | 1.98       |           |              |           |          |           |          |           |            |           |              |        |               | 6.98                |      |
|                             |                          | no label free range Sweetwater organic |            | 4.99      |            | 5.99      |              |           |          |           |          |           |            |           |              |        |               |                     | 7.99 |
|                             | PCC Natural              | Ranger                                 |            | 5.49      |            |           |              |           |          |           |          |           |            | 2.49      |              |        |               |                     |      |
|                             |                          | PCC organic                            |            | 7.99      |            |           |              |           |          |           |          |           |            |           |              |        |               |                     |      |
|                             | QFC                      | Coleman organic                        |            | 7.99      |            |           |              |           |          |           |          |           |            |           |              |        |               |                     |      |
|                             |                          | Quality Signature                      |            |           |            |           |              |           |          |           |          |           |            |           |              |        |               | 6.99                |      |
| Red Apple                   | Draper Valley            |  |            |           |            |           |              |           |          |           |          |           |            |           |              |        | 6.99          |                     |      |



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING CHICKEN**  
**Advertised Prices effective through September 05, 2011 - Northwestern U.S.**

**Labor Day 2011**  
**CHICKEN**

(Includes regular, specialty, and Organic product; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

| State                          | Supermarket         | Brand                  | B/S Breast |           | B/S Thighs |           | Split Breast |           | Wings    |           | Thighs   |           | Drumsticks |           | Leg Quarters |        | Fried   | Rotisserie |      |      |
|--------------------------------|---------------------|------------------------|------------|-----------|------------|-----------|--------------|-----------|----------|-----------|----------|-----------|------------|-----------|--------------|--------|---------|------------|------|------|
|                                |                     |                        | reg pack   | valu pack | reg pack   | valu pack | reg pack     | valu pack | reg pack | valu pack | reg pack | valu pack | reg pack   | valu pack | tray         | bagged | 8-piece | < 2 lbs.   |      |      |
| WA<br>(cont.)                  | Safeway             | Eating Right           |            | 2.49      |            | 2.49      |              |           |          |           |          |           |            |           |              |        |         |            |      |      |
|                                |                     | Safeway Signature Café |            |           |            |           | 1.69         |           |          | 2.49      |          | 1.29      |            | 1.29      |              | 1.29   |         | 5.00       |      |      |
|                                | Super Walmart       | no label               |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |      |
|                                | Thriftway           | no label               |            | 1.99      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |      |
|                                | Thriftway of OR     | Just Bare (ABF)        | 4.99       |           | 4.99       |           |              |           |          |           |          |           |            |           |              |        |         |            |      |      |
|                                |                     | no label               |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            | 5.99 |      |
| The Markets LLC                | no label            |                        |            | 2.98      |            |           |              |           |          |           |          | 0.98      |            | 0.98      |              | 1.28   |         |            |      |      |
|                                | Draper Valley (ABF) |                        |            |           |            |           |              | 1.68      |          |           |          |           |            |           |              |        |         |            |      |      |
| Yoke's                         | Gold'n Plump        |                        |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            | 4.99 |      |
|                                | Draper Valley (ABF) | 3.69                   |            | 3.69      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |      |
| WY                             | Albertson's         | Albertson's            | BOGO       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |      |
|                                |                     | Wild Harvest (ABF)     | 5.99       |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |      |
|                                | King Soopers        | King Soopers           | 1.99       |           | 1.99       |           |              |           |          |           |          |           |            |           |              |        |         |            |      |      |
|                                |                     | Chester                |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      | 5.99 |
|                                | Ridley's            | no label               |            |           |            |           |              |           |          |           |          | 0.97      |            | 0.97      |              |        |         |            |      |      |
|                                | Safeway             | Eating Right           |            |           | 2.49       |           | 2.49         |           |          |           |          |           |            |           |              |        |         |            |      |      |
|                                |                     | Safeway                |            |           |            |           |              |           |          |           |          |           | 0.99       |           | 0.99         |        | 0.99    |            |      |      |
| Sanderson Farms Signature Café |                     | 3.49                   |            | 2.49      |            |           |              |           |          |           |          |           |            |           |              |        |         |            | 5.49 |      |
| Smith's                        | Smith's             |                        |            |           |            |           |              |           |          |           |          | 0.99      |            | 0.99      |              |        |         |            |      |      |
|                                | no label            |                        |            |           |            |           |              |           |          |           |          |           |            |           |              |        |         |            | 5.99 |      |
| Super Walmart                  | no label            |                        |            | 1.88      |            |           |              |           |          |           |          |           |            |           |              |        |         |            |      |      |