



National Retail Report - Beef

Advertised Prices for Beef at Major Retail Supermarket Outlets ending during the period of 04/26 thru 05/02

(prices in dollars per pound)

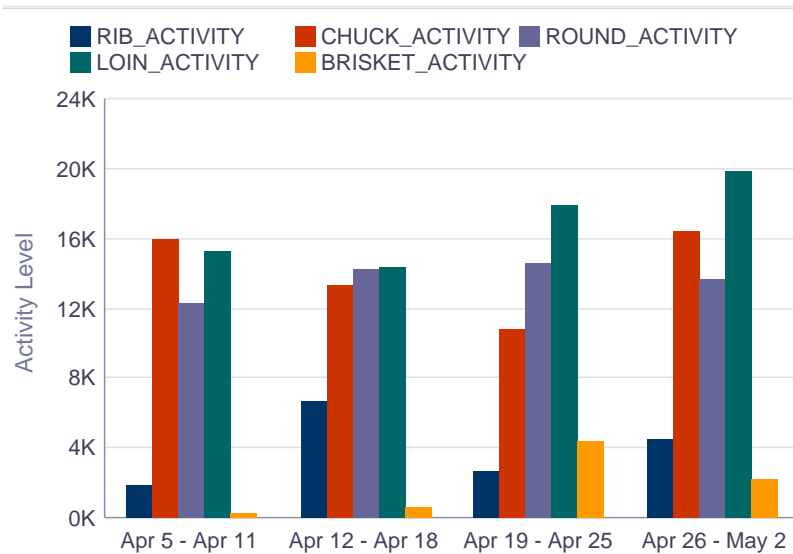
Fri. Apr 26, 2024

| NATIONAL SUMMARY          |           |         |           |         |           |         |
|---------------------------|-----------|---------|-----------|---------|-----------|---------|
|                           | THIS WEEK |         | LAST WEEK |         | LAST YEAR |         |
| Outlets                   | 29,200    |         | 29,200    |         | 29,200    |         |
| Feature Rate (1/)         | 69.3%     |         | 65.1%     |         | 67.5%     |         |
| Special Rate (2/)         | 10.1%     |         | 9.2%      |         | 17.2%     |         |
| Activity Index (3/)       | 79,510    |         | 75,660    |         | 80,770    |         |
|                           | Stores    | Wtd Avg | Stores    | Wtd Avg | Stores    | Wtd Avg |
| Bone-In Ribeye Roast      |           |         | 100       | 12.66   | 110       | 3.47    |
| Bone-In Ribeye Steak      | 3,050     | 10.85   | 1,710     | 10.37   | 930       | 10.38   |
| Bnls Ribeye Roast         | 600       | 12.25   |           |         |           |         |
| Bnls Ribeye Steak         | 880       | 19.47   | 890       | 18.83   | 3,210     | 11.53   |
| T-Bone Steak              | 4,170     | 8.89    | 2,380     | 9.71    | 3,830     | 8.54    |
| Porterhouse Steak         | 2,360     | 11.01   | 520       | 10.95   | 1,870     | 9.41    |
| Tenderloin                | 340       | 14.55   | 70        | 9.90    | 160       | 13.16   |
| Filet Mignon              | 10        | 12.99   | 50        | 8.84    | 100       | 10.23   |
| Loin, Bnls                | 520       | 10.49   | 50        | 7.99    | 130       | 10.99   |
| Bone-In Strip Steak       | 1,670     | 8.07    | 1,070     | 7.13    | 800       | 7.34    |
| Bnls New York Strip Steak | 3,980     | 11.80   | 6,970     | 11.03   | 6,020     | 11.44   |
| Beef Backribs             | 100       | 3.96    | 150       | 2.99    | 620       | 5.37    |
| Sirloin Roast             | 80        | 5.78    | 40        | 7.99    |           |         |
| Sirloin Steak             | 40        | 5.49    | 210       | 6.83    | 230       | 6.28    |
| Bnls Sirloin Roast        | 50        | 8.25    | 1,040     | 8.99    | 290       | 5.82    |
| Bnls Sirloin Steak        | 880       | 7.91    | 920       | 6.89    | 1,650     | 5.23    |
| Sirloin Tip Roast         | 1,960     | 5.88    | 1,970     | 6.12    | 2,920     | 5.13    |
| Sirloin Tip Steak         | 1,180     | 6.78    | 610       | 6.66    | 1,730     | 5.26    |
| Bnls Top Sirloin Roast    | 100       | 5.74    | 180       | 6.06    | 550       | 4.84    |
| Bnls Top Sirloin Steak    | 1,220     | 8.00    | 1,040     | 6.84    | 1,360     | 6.85    |
| Top Round Roast           | 460       | 5.42    | 2,160     | 6.34    | 970       | 4.90    |
| Top Round Steak           | 1,070     | 6.81    | 350       | 5.54    | 650       | 5.35    |
| Bottom Round Roast        | 4,570     | 5.97    | 2,760     | 4.68    | 3,150     | 5.04    |
| Bottom Round Steak        | 1,070     | 5.33    | 2,200     | 6.65    | 1,140     | 5.14    |
| Eye Of Round Roast        | 660       | 5.46    | 1,930     | 5.74    | 2,260     | 5.58    |
| Eye Of Round Steak        | 180       | 5.96    | 240       | 5.95    | 420       | 5.61    |
| Rump Roast                | 1,210     | 5.56    | 1,110     | 6.30    | 480       | 5.42    |
| Rump Steak                |           |         |           |         |           |         |
| Chuck/Shldr/Arm Roast     | 6,720     | 5.72    | 5,550     | 5.52    | 8,250     | 5.47    |
| Chuck/Shldr/Arm Steak     | 3,480     | 5.69    | 2,390     | 5.90    | 3,810     | 5.79    |
| London Broil              | 5,190     | 5.81    | 2,790     | 6.29    | 1,600     | 5.32    |
| Brisket                   | 980       | 3.68    | 3,770     | 6.43    | 180       | 4.82    |
| Brisket, Flat             | 480       | 9.49    | 620       | 9.20    | 80        | 6.42    |
| Corned Beef Brisket       | 400       | 6.21    |           |         | 190       | 2.55    |
| Corned Beef Flat          | 320       | 7.60    | 10        | 4.99    | 50        | 5.99    |
| Beef Short Ribs           | 1,360     | 8.25    | 2,760     | 8.45    | 1,730     | 7.65    |
| Flat Iron Steak           | 990       | 11.99   | 10        | 5.99    | 130       | 8.65    |
| Flank Steak               | 1,940     | 9.26    | 510       | 9.88    | 1,210     | 9.87    |
| Minute/Cube Steaks        | 2,070     | 7.37    | 2,260     | 6.94    | 2,680     | 5.99    |
| Stew Meat                 | 3,510     | 6.86    | 2,280     | 6.08    | 2,020     | 5.92    |
| Ground Round              | 650       | 4.67    | 1,150     | 5.45    | 1,710     | 4.43    |
| Ground Chuck              | 1,660     | 4.56    | 1,860     | 4.23    | 1,560     | 4.58    |
| Ground Sirloin            | 1,360     | 5.99    | 200       | 6.11    | 510       | 5.24    |
| Ground Beef 90% Or More   | 1,740     | 5.66    | 2,770     | 4.98    | 3,180     | 6.70    |
| Ground Beef 80-89%        | 5,720     | 4.61    | 7,320     | 4.39    | 6,020     | 4.33    |
| Ground Beef 70-79%        | 2,130     | 3.17    | 2,100     | 3.19    | 4,380     | 3.07    |
| Beef Patties              | 4,040     | 6.16    | 5,480     | 5.92    | 4,620     | 6.36    |
| Tri-Tip                   | 1,960     | 7.58    | 370       | 8.37    | 1,090     | 7.36    |
| Skirt Steak               | 400       | 10.68   | 740       | 9.57    | 190       | 9.14    |

**This week in Beef Retail . . . . .**

This week in beef retail the Feature Rate increased by 4.2 percent and the Special Rate increased by 0.9 percent. The Activity Index showed a 5.1 percent increase. Cuts from the round, brisket, and ground beef showed less ad space compared to last week while cuts from the rib, chuck, and loin showed an increase in ad space.

Activity Index: 2 Week Comparison



Explanatory Notes

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

1/: FEATURE RATE: the amount of sampled stores advertising any reported beef item during the current week, expressed as a percentage of the total sample. 2/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free etc.). 3/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised beef item (e.g., a retailer with 100 outlets featuring 3 beef items has an activity index of 300). 4/: STORES/AVG: the number of advertising outlets and the weighted average price weighted by the respective number of outlets. 5/: BRANDED: includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading & Certification Branch's Certified Beef programs. 6/: NON-LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade.

USDA-MGC Certified Programs List: <http://www.ams.usda.gov/AMSV1.0/BeefPrograms>



**NORTHEAST**  
(CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)  
(prices in dollars per pound)

Fri. Apr 26, 2024

| Outlets                   | 5,500         |        | <b>Explanatory Notes</b>  |               |        |         |               |        |         |                         |        |         |
|---------------------------|---------------|--------|---|---------------|--------|---------|---------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 80.5%         |        | 5/: BRANDED: Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: NON LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade. |               |        |         |               |        |         |                         |        |         |
| Special Rate (1/)         | 9.5%          |        |   |               |        |         |               |        |         |                         |        |         |
| Activity Index (3/)       | 18,750        |        |   |               |        |         |               |        |         |                         |        |         |
|                           | BRANDED(5)    |        |   | CHOICE        |        |         | SELECT        |        |         | NON LABELED / OTHER (6) |        |         |
|                           | Price Range   | Stores | Wtd Avg   | Price Range   | Stores | Wtd Avg | Price Range   | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -             |        |   | -             |        |         | -             |        |         | -                       |        |         |
| Bone-In Ribeye Steak      | -             |        |   | -             |        |         | -             |        |         | 9.99 - 9.99             | 210    | 9.99    |
| Bnls Ribeye Roast         | -             |        |   | -             |        |         | -             |        |         | -                       |        |         |
| Bnls Ribeye Steak         | -             |        |   | -             |        |         | -             |        |         | -                       |        |         |
| T-Bone Steak              | 10.99 - 13.99 | 150    | 12.21   | 8.99 - 12.99  | 830    | 10.87   | 10.99 - 10.99 | 110    | 10.99   | 5.99 - 10.99            | 310    | 8.28    |
| Porterhouse Steak         | 10.99 - 14.99 | 220    | 13.07   | 9.99 - 12.99  | 710    | 11.78   | 11.49 - 11.49 | 110    | 11.49   | 8.99 - 10.99            | 130    | 9.77    |
| Tenderloin                | -             |        |   | -             |        |         | -             |        |         | 13.99 - 13.99           | 20     | 13.99   |
| Filet Mignon              | -             |        |   | -             |        |         | -             |        |         | -                       |        |         |
| Loin, Bnls                | -             |        |   | -             |        |         | -             |        |         | -                       |        |         |
| Bone-In Strip Steak       | -             |        |   | 8.99 - 11.99  | 340    | 9.98    | -             |        |         | 7.99 - 8.99             | 50     | 8.47    |
| Bnls New York Strip Steak | 10.99 - 10.99 | 60     | 10.99   | 10.99 - 12.99 | 90     | 11.15   | 9.99 - 9.99   | 20     | 9.99    | -                       |        |         |
| Beef Backribs             | -             |        |   | 3.99 - 3.99   | 90     | 3.99    | -             |        |         | -                       |        |         |
| Sirloin Roast             | -             |        |   | -             |        |         | -             |        |         | -                       |        |         |
| Sirloin Steak             | -             |        |   | -             |        |         | -             |        |         | -                       |        |         |
| Bnls Sirloin Roast        | 5.99 - 5.99   | 10     | 5.99  | -             |        |         | -             |        |         | -                       |        |         |
| Bnls Sirloin Steak        | 5.99 - 11.99  | 530    | 8.02  | 6.99 - 8.99   | 180    | 7.73    | -             |        |         | -                       |        |         |
| Sirloin Tip Roast         | -             |        |   | 4.99 - 6.99   | 420    | 6.34    | -             |        |         | -                       |        |         |
| Sirloin Tip Steak         | -             |        |   | 6.99 - 7.99   | 380    | 7.53    | -             |        |         | -                       |        |         |
| Bnls Top Sirloin Roast    | 4.99 - 5.79   | 80     | 5.65  | -             |        |         | -             |        |         | 5.99 - 5.99             | 20     | 5.99    |
| Bnls Top Sirloin Steak    | 6.99 - 8.00   | 410    | 7.84  | -             |        |         | -             |        |         | -                       |        |         |
| Top Round Roast           | -             |        |   | 5.99 - 5.99   | 120    | 5.99    | -             |        |         | 6.99 - 6.99             | 60     | 6.99    |
| Top Round Steak           | -             |        |   | 5.99 - 7.99   | 260    | 7.05    | -             |        |         | 6.99 - 6.99             | 120    | 6.99    |
| Bottom Round Roast        | 3.99 - 6.99   | 270    | 5.06  | 3.99 - 5.99   | 900    | 5.11    | -             |        |         | 5.99 - 5.99             | 20     | 5.99    |
| Bottom Round Steak        | -             |        |   | 4.99 - 5.49   | 110    | 5.02    | -             |        |         | -                       |        |         |
| Eye Of Round Roast        | -             |        |   | 4.99 - 5.99   | 120    | 5.93    | -             |        |         | 5.99 - 5.99             | 60     | 5.99    |
| Eye Of Round Steak        | -             |        |   | 5.49 - 5.49   | 10     | 5.49    | -             |        |         | -                       |        |         |
| Rump Roast                | 4.99 - 4.99   | 60     | 4.99  | 5.20 - 6.29   | 470    | 5.53    | -             |        |         | 5.99 - 5.99             | 20     | 5.99    |
| Rump Steak                | -             |        |   | -             |        |         | -             |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 4.99 - 6.49   | 660    | 5.80  | 2.99 - 5.99   | 890    | 4.60    | -             |        |         | 5.99 - 5.99             | 20     | 5.99    |
| Chuck/Shldr/Arm Steak     | 5.49 - 6.99   | 520    | 6.01  | 4.99 - 8.99   | 690    | 5.53    | -             |        |         | 5.99 - 5.99             | 80     | 5.99    |
| London Broil              | 4.99 - 5.99   | 140    | 5.47  | 3.99 - 5.99   | 1,400  | 5.30    | -             |        |         | 5.99 - 6.99             | 260    | 6.56    |
| Brisket                   | -             |        |   | 6.99 - 6.99   | 70     | 6.99    | -             |        |         | -                       |        |         |
| Brisket, Flat             | -             |        |   | 8.99 - 9.99   | 40     | 9.49    | -             |        |         | -                       |        |         |
| Corned Beef Brisket       | -             |        |   | -             |        |         | -             |        |         | 7.99 - 7.99             | 170    | 7.99    |
| Corned Beef Flat          | -             |        |   | 4.99 - 4.99   | 110    | 4.99    | -             |        |         | 8.99 - 8.99             | 170    | 8.99    |
| Beef Short Ribs           | 7.69 - 11.90  | 140    | 9.72  | 7.99 - 9.99   | 540    | 8.68    | -             |        |         | -                       |        |         |
| Flat Iron Steak           | -             |        |   | -             |        |         | -             |        |         | -                       |        |         |
| Flank Steak               | -             |        |   | 6.99 - 10.99  | 230    | 9.33    | -             |        |         | -                       |        |         |
| Minute/Cube Steaks        | 4.99 - 6.99   | 200    | 6.36  | 5.99 - 8.99   | 500    | 7.93    | -             |        |         | -                       |        |         |
| Stew Meat                 | 6.99 - 6.99   | 70     | 6.99  | 3.99 - 8.99   | 820    | 6.03    | -             |        |         | 5.99 - 6.99             | 400    | 6.80    |
| Ground Round              | 4.99 - 4.99   | 10     | 4.99  | -             |        |         | -             |        |         | 4.99 - 4.99             | 10     | 4.99    |
| Ground Chuck              | -             |        |   | -             |        |         | -             |        |         | 3.99 - 4.49             | 70     | 4.15    |
| Ground Sirloin            | -             |        |   | -             |        |         | -             |        |         | 5.99 - 5.99             | 70     | 5.99    |
| Ground Beef 90% Or More   | -             |        |   | 5.99 - 5.99   | 170    | 5.99    | -             |        |         | 5.99 - 5.99             | 60     | 5.99    |
| Ground Beef 80-89%        | 3.99 - 4.49   | 180    | 4.30  | -             |        |         | -             |        |         | 3.99 - 6.39             | 1,280  | 4.47    |
| Ground Beef 70-79%        | -             |        |   | -             |        |         | -             |        |         | 2.99 - 2.99             | 80     | 2.99    |
| Beef Patties              | 5.99 - 5.99   | 10     | 5.99  | -             |        |         | -             |        |         | 4.55 - 8.99             | 480    | 6.40    |
| Tri-Tip                   | -             |        |   | 9.99 - 9.99   | 110    | 9.99    | -             |        |         | -                       |        |         |
| Skirt Steak               | -             |        |   | 10.99 - 10.99 | 20     | 10.99   | -             |        |         | 14.99 - 14.99           | 20     | 14.99   |

| Outlets                   | 7,400         |        | Explanatory Notes   |               |        |         |             |        |         |                         |        |         |
|---------------------------|---------------|--------|---|---------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 70.6%         |        | 5/ BRANDED: Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/ NON LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade. |               |        |         |             |        |         |                         |        |         |
| Special Rate (1/)         | 7.7%          |        |   |               |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 24.635        |        |   |               |        |         |             |        |         |                         |        |         |
|                           | BRANDED(5)    |        |   | CHOICE        |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |
|                           | Price Range   | Stores | Wtd Avg   | Price Range   | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Ribeye Steak      | 14.99 - 14.99 | 80     | 14.99   | 10.99 - 10.99 | 1,130  | 10.99   | 7.99 - 9.99 | 120    | 9.39    | 6.98 - 11.19            | 1,220  | 10.91   |
| Bnls Ribeye Roast         | -             |        |   | 16.98 - 16.98 | 200    | 16.98   | -           |        |         | -                       |        |         |
| Bnls Ribeye Steak         | 13.99 - 14.88 | 210    | 14.03   | -             |        |         | -           |        |         | -                       |        |         |
| T-Bone Steak              | -             |        |   | -             |        |         | -           |        |         | 4.98 - 10.99            | 870    | 9.35    |
| Porterhouse Steak         | -             |        |   | 14.99 - 14.99 | 120    | 14.99   | -           |        |         | 9.99 - 10.99            | 650    | 10.49   |
| Tenderloin                | 15.98 - 15.98 | 200    | 15.98   | -             |        |         | -           |        |         | 13.99 - 13.99           | 5      | 13.99   |
| Filet Mignon              | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Loin, Bnls                | 12.99 - 12.99 | 130    | 12.99   | -             |        |         | 8.99 - 8.99 | 130    | 8.99    | -                       |        |         |
| Bone-In Strip Steak       | -             |        |   | -             |        |         | -           |        |         | 7.99 - 8.99             | 260    | 8.97    |
| Bnls New York Strip Steak | 8.99 - 15.99  | 750    | 14.59   | 10.99 - 12.99 | 970    | 11.01   | 9.99 - 9.99 | 140    | 9.99    | 6.99 - 9.99             | 520    | 7.26    |
| Beef Backribs             | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Roast             | 6.98 - 6.98   | 10     | 6.98  | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Steak             | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Roast        | -             |        |   | -             |        |         | -           |        |         | 8.99 - 8.99             | 40     | 8.99    |
| Bnls Sirloin Steak        | 6.99 - 6.99   | 20     | 6.99  | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Tip Roast         | 4.54 - 5.88   | 60     | 4.97  | 5.99 - 5.99   | 960    | 5.99    | 5.99 - 5.99 | 10     | 5.99    | -                       |        |         |
| Sirloin Tip Steak         | 6.88 - 7.18   | 40     | 7.11  | 6.99 - 6.99   | 40     | 6.99    | 6.99 - 6.99 | 10     | 6.99    | -                       |        |         |
| Bnls Top Sirloin Roast    | -             |        |   | -             |        |         | -           |        |         | 5.99 - 5.99             | 5      | 5.99    |
| Bnls Top Sirloin Steak    | 8.48 - 8.48   | 20     | 8.48  | -             |        |         | -           |        |         | -                       |        |         |
| Top Round Roast           | 4.99 - 4.99   | 10     | 4.99  | -             |        |         | 5.39 - 5.39 | 40     | 5.39    | -                       |        |         |
| Top Round Steak           | 5.49 - 6.99   | 460    | 6.95  | 5.98 - 6.99   | 30     | 6.05    | -           |        |         | -                       |        |         |
| Bottom Round Roast        | 3.79 - 6.99   | 280    | 4.04  | 3.99 - 7.99   | 710    | 6.78    | -           |        |         | 5.99 - 5.99             | 5      | 5.99    |
| Bottom Round Steak        | -             |        |   | 4.99 - 5.49   | 200    | 5.01    | -           |        |         | -                       |        |         |
| Eye Of Round Roast        | 3.98 - 4.98   | 220    | 4.90  | 4.99 - 4.99   | 10     | 4.99    | -           |        |         | -                       |        |         |
| Eye Of Round Steak        | -             |        |   | 5.49 - 5.49   | 10     | 5.49    | -           |        |         | -                       |        |         |
| Rump Roast                | 4.99 - 4.99   | 40     | 4.99  | 5.99 - 5.99   | 30     | 5.99    | 4.70 - 4.70 | 5      | 4.70    | 5.99 - 5.99             | 5      | 5.99    |
| Rump Steak                | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 3.97 - 5.49   | 250    | 5.09  | 5.29 - 5.99   | 400    | 5.36    | 4.93 - 4.93 | 5      | 4.93    | 4.99 - 6.99             | 1,230  | 6.84    |
| Chuck/Shldr/Arm Steak     | 4.99 - 6.98   | 150    | 6.39  | 6.49 - 6.49   | 40     | 6.49    | -           |        |         | 6.49 - 6.49             | 80     | 6.49    |
| London Broil              | 5.99 - 6.99   | 560    | 6.18  | 3.99 - 5.99   | 1,290  | 5.90    | 4.99 - 5.99 | 120    | 5.69    | 4.88 - 6.99             | 40     | 5.29    |
| Brisket                   | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Brisket, Flat             | -             |        |   | 8.99 - 9.99   | 440    | 9.49    | -           |        |         | -                       |        |         |
| Corned Beef Brisket       | -             |        |   | -             |        |         | -           |        |         | 7.99 - 7.99             | 40     | 7.99    |
| Corned Beef Flat          | -             |        |   | -             |        |         | -           |        |         | 8.99 - 8.99             | 40     | 8.99    |
| Beef Short Ribs           | -             |        |   | 8.99 - 8.99   | 220    | 8.99    | -           |        |         | -                       |        |         |
| Flat Iron Steak           | -             |        |   | 11.99 - 11.99 | 460    | 11.99   | -           |        |         | -                       |        |         |
| Flank Steak               | -             |        |   | 7.99 - 10.99  | 80     | 9.58    | -           |        |         | 8.99 - 8.99             | 1,130  | 8.99    |
| Minute/Cube Steaks        | 4.28 - 4.98   | 170    | 4.76  | 6.99 - 8.99   | 90     | 7.04    | -           |        |         | -                       |        |         |
| Stew Meat                 | 5.98 - 6.99   | 530    | 6.97  | 5.49 - 8.99   | 240    | 5.99    | 6.99 - 6.99 | 10     | 6.99    | 6.69 - 6.99             | 190    | 6.87    |
| Ground Round              | 4.79 - 4.79   | 130    | 4.79  | -             |        |         | -           |        |         | 4.88 - 4.99             | 150    | 4.97    |
| Ground Chuck              | -             |        |   | -             |        |         | -           |        |         | 3.49 - 4.99             | 750    | 4.28    |
| Ground Sirloin            | -             |        |   | -             |        |         | -           |        |         | 5.99 - 5.99             | 1,130  | 5.99    |
| Ground Beef 90% Or More   | -             |        |   | 5.99 - 5.99   | 40     | 5.99    | -           |        |         | -                       |        |         |
| Ground Beef 80-89%        | -             |        |   | -             |        |         | -           |        |         | 2.78 - 5.99             | 640    | 5.41    |
| Ground Beef 70-79%        | -             |        |   | -             |        |         | -           |        |         | 2.99 - 3.98             | 1,050  | 3.00    |
| Beef Patties              | -             |        |   | -             |        |         | -           |        |         | 3.99 - 7.51             | 1,300  | 7.17    |
| Tri-Tip                   | 8.99 - 8.99   | 450    | 8.99  | -             |        |         | -           |        |         | -                       |        |         |
| Skirt Steak               | -             |        |   | 10.99 - 10.99 | 220    | 10.99   | -           |        |         | 14.99 - 14.99           | 5      | 14.99   |



| Outlets                   | 6,100         |        | Explanatory Notes   |               |        |         |             |        |         |                         |        |         |
|---------------------------|---------------|--------|---|---------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 70.4%         |        | 5/: BRANDED: Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: NON LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade. |               |        |         |             |        |         |                         |        |         |
| Special Rate (1/)         | 2.9%          |        |   |               |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 14,620        |        |   |               |        |         |             |        |         |                         |        |         |
|                           | BRANDED(5)    |        |   | CHOICE        |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |
|                           | Price Range   | Stores | Wtd Avg   | Price Range   | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Ribeye Steak      | -             |        |   | 12.99 - 13.33 | 90     | 13.16   | -           |        |         | 7.88 - 7.99             | 50     | 7.97    |
| Bnls Ribeye Roast         | -             |        |   | 12.99 - 12.99 | 150    | 12.99   | -           |        |         | 8.99 - 8.99             | 130    | 8.99    |
| Bnls Ribeye Steak         | 13.99 - 16.49 | 100    | 14.80   | 23.97 - 23.98 | 400    | 23.98   | -           |        |         | 9.99 - 12.99            | 40     | 11.28   |
| T-Bone Steak              | 7.99 - 13.99  | 190    | 11.00   | 7.99 - 14.99  | 100    | 11.95   | -           |        |         | 5.99 - 9.99             | 290    | 7.42    |
| Porterhouse Steak         | -             |        |   | 9.99 - 15.99  | 90     | 12.92   | -           |        |         | 7.99 - 7.99             | 10     | 7.99    |
| Tenderloin                | -             |        |   | -             |        |         | -           |        |         | 9.99 - 13.99            | 110    | 12.08   |
| Filet Mignon              | -             |        |   | -             |        |         | -           |        |         | 12.99 - 12.99           | 10     | 12.99   |
| Loin, Bnls                | 9.99 - 9.99   | 260    | 9.99  | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | 10.99 - 11.99 | 100    | 11.53   | 12.99 - 12.99 | 10     | 12.99   | -           |        |         | 9.99 - 9.99             | 50     | 9.99    |
| Bnls New York Strip Steak | 8.99 - 14.99  | 790    | 12.07   | 10.99 - 10.99 | 10     | 10.99   | -           |        |         | -                       |        |         |
| Beef Backribs             | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Roast             | -             |        |   | 4.99 - 7.99   | 30     | 6.44    | -           |        |         | -                       |        |         |
| Sirloin Steak             | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Roast        | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Steak        | 6.99 - 8.99   | 60     | 7.63  | 8.99 - 8.99   | 50     | 8.99    | -           |        |         | 6.99 - 6.99             | 10     | 6.99    |
| Sirloin Tip Roast         | 3.99 - 5.99   | 160    | 5.40  | 5.49 - 5.49   | 70     | 5.49    | -           |        |         | -                       |        |         |
| Sirloin Tip Steak         | 5.99 - 6.88   | 100    | 6.35  | 5.99 - 8.99   | 120    | 7.13    | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Roast    | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | 6.49 - 9.99   | 400    | 8.25  | 5.99 - 8.99   | 130    | 7.71    | -           |        |         | 8.99 - 8.99             | 130    | 8.99    |
| Top Round Roast           | 4.98 - 4.98   | 10     | 4.98  | 5.99 - 5.99   | 50     | 5.99    | -           |        |         | -                       |        |         |
| Top Round Steak           | 5.48 - 5.48   | 10     | 5.48  | 5.99 - 5.99   | 50     | 5.99    | -           |        |         | -                       |        |         |
| Bottom Round Roast        | 4.99 - 7.97   | 200    | 6.20  | 3.99 - 5.99   | 120    | 4.32    | -           |        |         | 5.49 - 5.49             | 10     | 5.49    |
| Bottom Round Steak        | 4.99 - 7.97   | 200    | 6.28  | 4.99 - 5.49   | 250    | 5.01    | -           |        |         | 5.99 - 5.99             | 10     | 5.99    |
| Eye Of Round Roast        | 4.99 - 5.99   | 100    | 5.64  | -             |        |         | -           |        |         | 6.99 - 6.99             | 50     | 6.99    |
| Eye Of Round Steak        | 6.28 - 6.28   | 10     | 6.28  | 5.99 - 5.99   | 90     | 5.99    | -           |        |         | -                       |        |         |
| Rump Roast                | 4.99 - 5.99   | 80     | 5.26  | -             |        |         | -           |        |         | -                       |        |         |
| Rump Steak                | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 3.99 - 7.99   | 880    | 6.37  | 4.94 - 7.99   | 820    | 5.42    | -           |        |         | 4.99 - 4.99             | 50     | 4.99    |
| Chuck/Shldr/Arm Steak     | 4.99 - 6.99   | 640    | 5.93  | 4.99 - 5.99   | 120    | 5.35    | -           |        |         | 5.45 - 5.45             | 60     | 5.45    |
| London Broil              | 5.99 - 6.99   | 200    | 6.26  | -             |        |         | -           |        |         | -                       |        |         |
| Brisket                   | 5.49 - 5.49   | 60     | 5.49  | 4.99 - 4.99   | 40     | 4.99    | -           |        |         | -                       |        |         |
| Brisket, Flat             | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Brisket       | -             |        |   | -             |        |         | -           |        |         | 3.99 - 4.99             | 190    | 4.23    |
| Corned Beef Flat          | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Beef Short Ribs           | -             |        |   | 7.99 - 10.99  | 140    | 9.53    | -           |        |         | 6.99 - 6.99             | 10     | 6.99    |
| Flat Iron Steak           | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Flank Steak               | 9.99 - 9.99   | 60     | 9.99  | 12.99 - 12.99 | 40     | 12.99   | -           |        |         | -                       |        |         |
| Minute/Cube Steaks        | 5.99 - 7.49   | 200    | 6.09  | 5.99 - 5.99   | 50     | 5.99    | -           |        |         | 7.49 - 7.49             | 130    | 7.49    |
| Stew Meat                 | 5.49 - 7.49   | 70     | 5.87  | 5.99 - 8.99   | 290    | 7.24    | -           |        |         | 5.45 - 5.45             | 60     | 5.45    |
| Ground Round              | -             |        |   | -             |        |         | -           |        |         | 4.99 - 4.99             | 20     | 4.99    |
| Ground Chuck              | 3.99 - 5.49   | 410    | 5.02  | -             |        |         | -           |        |         | 3.49 - 5.99             | 320    | 4.48    |
| Ground Sirloin            | -             |        |   | -             |        |         | -           |        |         | 5.99 - 5.99             | 20     | 5.99    |
| Ground Beef 90% Or More   | 4.99 - 6.99   | 270    | 6.91  | -             |        |         | -           |        |         | 4.49 - 7.99             | 390    | 5.63    |
| Ground Beef 80-89%        | 4.49 - 4.49   | 10     | 4.49  | -             |        |         | -           |        |         | 2.99 - 5.99             | 1,370  | 4.76    |
| Ground Beef 70-79%        | -             |        |   | -             |        |         | -           |        |         | 2.99 - 3.99             | 360    | 3.36    |
| Beef Patties              | 4.99 - 4.99   | 40     | 4.99  | -             |        |         | -           |        |         | 3.99 - 7.99             | 1,600  | 5.46    |
| Tri-Tip                   | -             |        |   | -             |        |         | -           |        |         | 4.97 - 4.97             | 110    | 4.97    |
| Skirt Steak               | 8.99 - 10.99  | 70     | 9.53  | 8.99 - 8.99   | 40     | 8.99    | -           |        |         | -                       |        |         |

| Outlets                   | 4,900         |        | Explanatory Notes   |               |        |         |             |        |         |                         |        |         |
|---------------------------|---------------|--------|---|---------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 58.2%         |        | 5/: BRANDED: Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: NON LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade. |               |        |         |             |        |         |                         |        |         |
| Special Rate (1/)         | 24.4%         |        |   |               |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 9,260         |        |   |               |        |         |             |        |         |                         |        |         |
|                           | BRANDED(5)    |        |   | CHOICE        |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |
|                           | Price Range   | Stores | Wtd Avg   | Price Range   | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Ribeye Steak      | -             |        |   | 13.33 - 13.33 | 5      | 13.33   | -           |        |         | 7.99 - 8.99             | 120    | 8.49    |
| Bnls Ribeye Roast         | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Ribeye Steak         | 13.99 - 16.00 | 60     | 15.02   | 23.97 - 23.98 | 80     | 23.98   | -           |        |         | -                       |        |         |
| T-Bone Steak              | -             |        |   | 7.99 - 12.99  | 30     | 10.58   | 5.99 - 9.99 | 260    | 7.04    | 5.99 - 5.99             | 90     | 5.99    |
| Porterhouse Steak         | -             |        |   | -             |        |         | 6.99 - 7.99 | 320    | 7.32    | -                       |        |         |
| Tenderloin                | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Filet Mignon              | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Loin, Bnls                | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Bnls New York Strip Steak | 12.98 - 15.99 | 290    | 14.23   | -             |        |         | -           |        |         | 6.99 - 12.80            | 60     | 8.01    |
| Beef Backribs             | -             |        |   | -             |        |         | -           |        |         | 3.69 - 3.69             | 10     | 3.69    |
| Sirloin Roast             | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Steak             | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Roast        | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Steak        | -             |        |   | 7.99 - 8.99   | 20     | 8.24    | -           |        |         | -                       |        |         |
| Sirloin Tip Roast         | -             |        |   | 4.98 - 4.98   | 40     | 4.98    | 5.99 - 5.99 | 60     | 5.99    | -                       |        |         |
| Sirloin Tip Steak         | -             |        |   | 4.99 - 4.99   | 10     | 4.99    | 4.99 - 6.99 | 90     | 6.22    | -                       |        |         |
| Bnls Top Sirloin Roast    | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | 8.00 - 8.00   | 50     | 8.00  | -             |        |         | 4.98 - 7.59 | 40     | 5.59    | -                       |        |         |
| Top Round Roast           | 4.99 - 5.99   | 40     | 5.30  | 5.99 - 5.99   | 5      | 5.99    | -           |        |         | 4.49 - 5.29             | 30     | 4.89    |
| Top Round Steak           | 6.99 - 6.99   | 50     | 6.99  | 5.99 - 6.49   | 30     | 6.35    | -           |        |         | 4.99 - 6.49             | 50     | 5.49    |
| Bottom Round Roast        | 4.99 - 4.99   | 60     | 4.99  | 3.99 - 7.99   | 610    | 7.48    | -           |        |         | 3.99 - 4.99             | 30     | 4.34    |
| Bottom Round Steak        | 4.99 - 5.68   | 140    | 5.32  | 4.99 - 5.49   | 80     | 5.07    | -           |        |         | 4.99 - 4.99             | 10     | 4.99    |
| Eye Of Round Roast        | -             |        |   | -             |        |         | -           |        |         | 3.99 - 3.99             | 50     | 3.99    |
| Eye Of Round Steak        | -             |        |   | -             |        |         | -           |        |         | 5.99 - 5.99             | 10     | 5.99    |
| Rump Roast                | 4.00 - 5.90   | 80     | 5.21  | 5.98 - 5.99   | 180    | 5.99    | 4.70 - 4.70 | 10     | 4.70    | -                       |        |         |
| Rump Steak                | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 3.97 - 7.98   | 150    | 5.66  | 4.59 - 5.98   | 330    | 5.47    | 4.93 - 4.99 | 30     | 4.96    | 4.99 - 5.57             | 120    | 5.32    |
| Chuck/Shldr/Arm Steak     | 4.99 - 5.99   | 140    | 5.66  | 4.99 - 5.99   | 160    | 5.02    | -           |        |         | 3.99 - 5.57             | 130    | 5.30    |
| London Broil              | 5.99 - 6.99   | 140    | 6.40  | -             |        |         | -           |        |         | 6.29 - 6.29             | 10     | 6.29    |
| Brisket                   | -             |        |   | 4.48 - 4.48   | 90     | 4.48    | -           |        |         | 2.99 - 4.99             | 40     | 4.04    |
| Brisket, Flat             | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Brisket       | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Flat          | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Beef Short Ribs           | -             |        |   | -             |        |         | -           |        |         | 4.99 - 6.99             | 180    | 5.22    |
| Flat Iron Steak           | -             |        |   | 11.99 - 11.99 | 530    | 11.99   | -           |        |         | -                       |        |         |
| Flank Steak               | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Minute/Cube Steaks        | 6.99 - 6.99   | 70     | 6.99  | 5.99 - 8.99   | 610    | 8.62    | -           |        |         | 6.99 - 6.99             | 10     | 6.99    |
| Stew Meat                 | 5.98 - 6.99   | 110    | 6.43  | 5.99 - 8.99   | 580    | 8.64    | 6.99 - 6.99 | 60     | 6.99    | 3.49 - 5.49             | 50     | 4.79    |
| Ground Round              | -             |        |   | -             |        |         | -           |        |         | 3.98 - 4.98             | 330    | 4.46    |
| Ground Chuck              | -             |        |   | 3.99 - 3.99   | 10     | 3.99    | -           |        |         | 4.99 - 5.49             | 100    | 5.32    |
| Ground Sirloin            | -             |        |   | -             |        |         | -           |        |         | -                       |        |         |
| Ground Beef 90% Or More   | 4.99 - 4.99   | 5      | 4.99  | -             |        |         | -           |        |         | 4.99 - 5.98             | 530    | 5.02    |
| Ground Beef 80-89%        | -             |        |   | -             |        |         | -           |        |         | 2.99 - 5.99             | 580    | 5.84    |
| Ground Beef 70-79%        | -             |        |   | -             |        |         | -           |        |         | 2.67 - 3.49             | 450    | 3.09    |
| Beef Patties              | 5.48 - 5.48   | 60     | 5.48  | -             |        |         | -           |        |         | 3.99 - 7.99             | 460    | 5.33    |
| Tri-Tip                   | 8.99 - 8.99   | 50     | 8.99  | 7.98 - 7.98   | 40     | 7.98    | -           |        |         | -                       |        |         |
| Skirt Steak               | -             |        |   | -             |        |         | -           |        |         | 7.99 - 7.99             | 20     | 7.99    |

| Outlets                   | 3,800        | Explanatory Notes   |         |               |        |         |             |        |         |                         |        |         |
|---------------------------|--------------|---|---------|---------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 61.1%        | 5/: BRANDED: Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: NON LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade. |         |               |        |         |             |        |         |                         |        |         |
| Special Rate (1/)         | 8.1%         |   |         |               |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 7,600        |   |         |               |        |         |             |        |         |                         |        |         |
|                           | BRANDED(5)   |   |         | CHOICE        |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |
|                           | Price Range  | Stores  | Wtd Avg | Price Range   | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Ribeye Steak      | -            |   |         | 10.99 - 10.99 | 10     | 10.99   | -           |        |         | -                       |        |         |
| Bnls Ribeye Roast         | 6.99 - 6.99  | 120   | 6.99    | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Ribeye Steak         | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| T-Bone Steak              | 9.99 - 12.99 | 20  | 11.99   | -             |        |         | -           |        |         | 4.99 - 9.99             | 160    | 6.54    |
| Porterhouse Steak         | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Tenderloin                | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Filet Mignon              | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Loin, Bnls                | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | -            |   |         | 7.99 - 7.99   | 180    | 7.99    | -           |        |         | -                       |        |         |
| Bnls New York Strip Steak | -            |   |         | 10.99 - 15.99 | 180    | 15.63   | -           |        |         | -                       |        |         |
| Beef Backribs             | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Roast             | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Steak             | 5.49 - 5.49  | 40  | 5.49    | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Roast        | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Steak        | 5.49 - 5.49  | 10  | 5.49    | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Tip Roast         | -            |   |         | 4.99 - 4.99   | 40     | 4.99    | -           |        |         | 5.19 - 5.49             | 70     | 5.24    |
| Sirloin Tip Steak         | 6.99 - 6.99  | 10  | 6.99    | 4.99 - 6.99   | 240    | 6.62    | -           |        |         | 4.99 - 5.49             | 130    | 5.14    |
| Bnls Top Sirloin Roast    | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Top Round Roast           | -            |   |         | -             |        |         | -           |        |         | 3.97 - 3.97             | 110    | 3.97    |
| Top Round Steak           | 6.99 - 6.99  | 10  | 6.99    | 5.99 - 5.99   | 10     | 5.99    | -           |        |         | -                       |        |         |
| Bottom Round Roast        | -            |   |         | 6.49 - 6.49   | 650    | 6.49    | -           |        |         | 5.49 - 5.49             | 10     | 5.49    |
| Bottom Round Steak        | -            |   |         | -             |        |         | -           |        |         | 4.99 - 5.49             | 40     | 5.15    |
| Eye Of Round Roast        | -            |   |         | -             |        |         | -           |        |         | 5.69 - 5.69             | 50     | 5.69    |
| Eye Of Round Steak        | -            |   |         | -             |        |         | -           |        |         | 5.69 - 5.69             | 50     | 5.69    |
| Rump Roast                | 4.99 - 5.99  | 40  | 5.25    | 5.99 - 5.99   | 140    | 5.99    | -           |        |         | -                       |        |         |
| Rump Steak                | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 4.99 - 5.49  | 20  | 5.32    | 3.99 - 5.99   | 260    | 4.54    | -           |        |         | 4.59 - 6.29             | 360    | 5.44    |
| Chuck/Shldr/Arm Steak     | 5.99 - 5.99  | 10  | 5.99    | 3.99 - 5.99   | 240    | 4.47    | -           |        |         | 4.59 - 6.29             | 360    | 5.44    |
| London Broil              | 4.99 - 4.99  | 400   | 4.99    | 6.49 - 6.49   | 650    | 6.49    | -           |        |         | -                       |        |         |
| Brisket                   | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Brisket, Flat             | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Brisket       | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Flat          | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Beef Short Ribs           | -            |   |         | -             |        |         | -           |        |         | 5.99 - 8.99             | 70     | 7.20    |
| Flat Iron Steak           | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Flank Steak               | 9.99 - 9.99  | 120   | 9.99    | -             |        |         | -           |        |         | 7.99 - 10.97            | 180    | 9.12    |
| Minute/Cube Steaks        | 6.59 - 6.59  | 10  | 6.59    | -             |        |         | -           |        |         | 5.49 - 6.99             | 20     | 6.18    |
| Stew Meat                 | 6.59 - 6.59  | 10  | 6.59    | -             |        |         | -           |        |         | -                       |        |         |
| Ground Round              | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Ground Chuck              | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Ground Sirloin            | -            |   |         | -             |        |         | -           |        |         | 5.99 - 5.99             | 130    | 5.99    |
| Ground Beef 90% Or More   | -            |   |         | -             |        |         | -           |        |         | 5.69 - 5.99             | 130    | 5.76    |
| Ground Beef 80-89%        | -            |   |         | -             |        |         | -           |        |         | 2.99 - 5.99             | 900    | 4.52    |
| Ground Beef 70-79%        | -            |   |         | -             |        |         | -           |        |         | 3.49 - 3.99             | 190    | 3.97    |
| Beef Patties              | -            |   |         | -             |        |         | -           |        |         | 7.99 - 7.99             | 80     | 7.99    |
| Tri-Tip                   | 4.99 - 7.99  | 800   | 6.49    | 8.99 - 8.99   | 170    | 8.99    | -           |        |         | 6.99 - 6.99             | 180    | 6.99    |
| Skirt Steak               | -            |   |         | -             |        |         | -           |        |         | -                       |        |         |



| Outlets                   | 1,300         | Explanatory Notes   |         |               |        |         |             |        |         |                         |        |         |
|---------------------------|---------------|---|---------|---------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 76.7%         | 5/: <b>BRANDED</b> : Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: <b>NON LABELED/OTHER</b> : Beef cuts advertised without a USDA Quality Grade. |         |               |        |         |             |        |         |                         |        |         |
| Special Rate (1/)         | 11.2%         |   |         |               |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 4,420         |   |         |               |        |         |             |        |         |                         |        |         |
|                           | BRANDED(5)    |   |         | CHOICE        |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |
|                           | Price Range   | Stores  | Wtd Avg | Price Range   | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Ribeye Steak      | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Ribeye Roast         | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Ribeye Steak         | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| T-Bone Steak              | 8.99 - 12.99  | 40  | 10.34   | -             |        |         | 5.99 - 5.99 | 680    | 5.99    | 9.99 - 9.99             | 40     | 9.99    |
| Porterhouse Steak         | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Tenderloin                | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Filet Mignon              | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Loin, Bnls                | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | -             |   |         | -             |        |         | 5.99 - 5.99 | 680    | 5.99    | -                       |        |         |
| Bnls New York Strip Steak | 12.99 - 12.99 | 5   | 12.99   | 11.99 - 11.99 | 100    | 11.99   | -           |        |         | -                       |        |         |
| Beef Backribs             | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Roast             | -             |   |         | 4.99 - 4.99   | 40     | 4.99    | -           |        |         | -                       |        |         |
| Sirloin Steak             | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Roast        | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Steak        | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Tip Roast         | -             |   |         | 4.98 - 5.49   | 60     | 5.35    | -           |        |         | -                       |        |         |
| Sirloin Tip Steak         | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Roast    | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Top Round Roast           | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Top Round Steak           | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Bottom Round Roast        | 5.48 - 5.49   | 20  | 5.48    | 5.99 - 5.99   | 680    | 5.99    | -           |        |         | -                       |        |         |
| Bottom Round Steak        | 5.98 - 5.99   | 20  | 5.98    | -             |        |         | -           |        |         | -                       |        |         |
| Eye Of Round Roast        | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Eye Of Round Steak        | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Rump Roast                | 4.99 - 5.99   | 40  | 5.39    | -             |        |         | -           |        |         | -                       |        |         |
| Rump Steak                | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 4.99 - 4.99   | 30  | 4.99    | 3.99 - 7.99   | 140    | 6.74    | -           |        |         | 4.99 - 4.99             | 40     | 4.99    |
| Chuck/Shldr/Arm Steak     | -             |   |         | 5.49 - 5.49   | 40     | 5.49    | -           |        |         | -                       |        |         |
| London Broil              | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Brisket                   | -             |   |         | 2.99 - 2.99   | 680    | 2.99    | -           |        |         | -                       |        |         |
| Brisket, Flat             | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Brisket       | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Flat          | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Beef Short Ribs           | -             |   |         | 5.29 - 5.29   | 40     | 5.29    | -           |        |         | -                       |        |         |
| Flat Iron Steak           | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Flank Steak               | 8.99 - 9.98   | 50  | 9.28    | 8.99 - 8.99   | 40     | 8.99    | -           |        |         | -                       |        |         |
| Minute/Cube Steaks        | 6.59 - 6.59   | 10  | 6.59    | -             |        |         | -           |        |         | 6.99 - 6.99             | 20     | 6.99    |
| Stew Meat                 | 6.59 - 6.59   | 10  | 6.59    | -             |        |         | -           |        |         | -                       |        |         |
| Ground Round              | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Ground Chuck              | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Ground Sirloin            | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Ground Beef 90% Or More   | 4.99 - 4.99   | 10  | 4.99    | -             |        |         | -           |        |         | 4.77 - 5.99             | 130    | 5.08    |
| Ground Beef 80-89%        | 3.49 - 4.98   | 30  | 4.24    | -             |        |         | -           |        |         | 2.99 - 5.99             | 710    | 3.08    |
| Ground Beef 70-79%        | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |
| Beef Patties              | 6.98 - 6.98   | 20  | 6.98    | -             |        |         | -           |        |         | -                       |        |         |
| Tri-Tip                   | -             |   |         | 7.98 - 7.98   | 20     | 7.98    | -           |        |         | -                       |        |         |
| Skirt Steak               | -             |   |         | -             |        |         | -           |        |         | -                       |        |         |



| Outlets                   | 200         |        | Explanatory Notes   |             |        |         |             |        |         |                         |        |         |      |
|---------------------------|-------------|--------|---|-------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|------|
| Feature Rate (1/)         | 87.0%       |        | 5/: BRANDED: Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: NON LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade. |             |        |         |             |        |         |                         |        |         |      |
| Special Rate (1/)         | 11.0%       |        |   |             |        |         |             |        |         |                         |        |         |      |
| Activity Index (3/)       | 185         |        |   |             |        |         |             |        |         |                         |        |         |      |
|                           | BRANDED(5)  |        |   | CHOICE      |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |      |
|                           | Price Range | Stores | Wtd Avg   | Price Range | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |      |
| Bone-In Ribeye Roast      |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bone-In Ribeye Steak      |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bnls Ribeye Roast         |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bnls Ribeye Steak         |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| T-Bone Steak              |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Porterhouse Steak         |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Tenderloin                |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Filet Mignon              |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Loin, Bnls                |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bone-In Strip Steak       |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bnls New York Strip Steak |             |        |   | 11.99       | 11.99  | 10      | 11.99       |        |         |                         |        |         |      |
| Beef Backribs             |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Sirloin Roast             |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Sirloin Steak             |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bnls Sirloin Roast        |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bnls Sirloin Steak        | 6.99        | 6.99   | 10  | 6.99        |        |         |             |        |         |                         |        |         |      |
| Sirloin Tip Roast         | 5.99        | 5.99   | 10  | 5.99        |        |         |             |        |         |                         |        |         |      |
| Sirloin Tip Steak         | 6.39        | 6.39   | 10  | 6.39        |        |         |             |        |         |                         |        |         |      |
| Bnls Top Sirloin Roast    |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bnls Top Sirloin Steak    |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Top Round Roast           |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Top Round Steak           |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bottom Round Roast        |             |        |   | 5.99        | 5.99   | 10      | 5.99        |        |         |                         |        |         |      |
| Bottom Round Steak        |             |        |   | 5.99        | 5.99   | 10      | 5.99        |        |         |                         |        |         |      |
| Eye Of Round Roast        |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Eye Of Round Steak        |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Rump Roast                |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Rump Steak                |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Chuck/Shldr/Arm Roast     |             |        |   | 7.49        | 7.99   | 10      | 7.91        |        |         | 5.98                    | 5.98   | 5       | 5.98 |
| Chuck/Shldr/Arm Steak     | 8.79        | 8.79   | 40  | 8.79        | 7.69   | 7.69    | 5           | 7.69   |         |                         |        |         |      |
| London Broil              |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Brisket                   |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Brisket, Flat             |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Corned Beef Brisket       |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Corned Beef Flat          |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Beef Short Ribs           |             |        |   | 5.99        | 5.99   | 10      | 5.99        |        |         |                         |        |         |      |
| Flat Iron Steak           |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Flank Steak               |             |        |   | 8.99        | 8.99   | 5       | 8.99        |        |         |                         |        |         |      |
| Minute/Cube Steaks        |             |        |   | 6.99        | 6.99   | 10      | 6.99        |        |         |                         |        |         |      |
| Stew Meat                 |             |        |   | 6.99        | 6.99   | 10      | 6.99        |        |         |                         |        |         |      |
| Ground Round              |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Ground Chuck              |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Ground Sirloin            |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Ground Beef 90% Or More   |             |        |   |             |        |         |             |        |         | 4.99                    | 4.99   | 10      | 4.99 |
| Ground Beef 80-89%        |             |        |   |             |        |         |             |        |         | 4.79                    | 5.49   | 20      | 5.41 |
| Ground Beef 70-79%        |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Beef Patties              |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Tri-Tip                   |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Skirt Steak               |             |        |   |             |        |         |             |        |         |                         |        |         |      |





| Outlets                   | 100         |        | Explanatory Notes   |             |        |         |             |        |         |                         |        |         |      |
|---------------------------|-------------|--------|---|-------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|------|
| Feature Rate (1/)         | 41.0%       |        | 5/: BRANDED: Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: NON LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade. |             |        |         |             |        |         |                         |        |         |      |
| Special Rate (1/)         | 0.0%        |        |   |             |        |         |             |        |         |                         |        |         |      |
| Activity Index (3/)       | 150         |        |   |             |        |         |             |        |         |                         |        |         |      |
|                           | BRANDED(5)  |        |   | CHOICE      |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |      |
|                           | Price Range | Stores | Wtd Avg   | Price Range | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |      |
| Bone-In Ribeye Roast      |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bone-In Ribeye Steak      | 12.99       | 12.99  | 5   | 12.99       |        |         |             |        |         |                         |        |         |      |
| Bnls Ribeye Roast         |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bnls Ribeye Steak         |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| T-Bone Steak              | 13.99       | 13.99  | 10  | 13.99       |        |         |             |        |         |                         |        |         |      |
| Porterhouse Steak         | 13.99       | 13.99  | 10  | 13.99       |        |         |             |        |         |                         |        |         |      |
| Tenderloin                |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Filet Mignon              |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Loin, Bnls                |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bone-In Strip Steak       | 13.39       | 13.39  | 5   | 13.39       |        |         |             |        |         |                         |        |         |      |
| Bnls New York Strip Steak |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Beef Backribs             |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Sirloin Roast             |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Sirloin Steak             |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bnls Sirloin Roast        |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bnls Sirloin Steak        |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Sirloin Tip Roast         |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Sirloin Tip Steak         | 6.49        | 6.49   | 5   | 6.49        |        |         |             |        |         |                         |        |         |      |
| Bnls Top Sirloin Roast    |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bnls Top Sirloin Steak    | 6.99        | 6.99   | 30  | 6.99        |        |         |             |        |         |                         |        |         |      |
| Top Round Roast           |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Top Round Steak           |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bottom Round Roast        |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Bottom Round Steak        |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Eye Of Round Roast        |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Eye Of Round Steak        | 9.99        | 9.99   | 5   | 9.99        |        |         |             |        |         |                         |        |         |      |
| Rump Roast                |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Rump Steak                |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Chuck/Shldr/Arm Roast     | 6.29        | 9.39   | 20  | 7.43        |        |         |             |        |         |                         |        |         |      |
| Chuck/Shldr/Arm Steak     | 8.69        | 9.99   | 10  | 9.47        |        |         |             |        |         |                         |        |         |      |
| London Broil              |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Brisket                   |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Brisket, Flat             |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Corned Beef Brisket       |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Corned Beef Flat          |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Beef Short Ribs           | 9.39        | 9.39   | 5   | 9.39        |        |         |             |        |         |                         |        |         |      |
| Flat Iron Steak           |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Flank Steak               |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Minute/Cube Steaks        |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Stew Meat                 |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Ground Round              |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Ground Chuck              |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Ground Sirloin            |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Ground Beef 90% Or More   |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Ground Beef 80-89%        |             |        |   |             |        |         |             |        |         | 2.99                    | 2.99   | 5       | 2.99 |
| Ground Beef 70-79%        |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Beef Patties              |             |        |   |             |        |         |             |        |         |                         |        |         |      |
| Tri-Tip                   | 7.99        | 7.99   | 30  | 7.99        | 9.39   | 9.39    | 10          | 9.39   |         |                         |        |         |      |
| Skirt Steak               |             |        |   |             |        |         |             |        |         |                         |        |         |      |