



USDA HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Advertised Prices effective through April 08, 2012

Easter and Passover¹ 2012

This report provides a detailed breakdown of supermarket holiday promotions by region, state, and grocery chain including brand names, prices, and any special conditions for whole turkeys and bone-in turkey breasts; roaster chickens; capons; Cornish hens; chicken gizzards and livers; ducks and ducklings; geese; baking hens; shell eggs and liquid eggs.

Whole Turkey Promotions

| | | |
|---------------------------------------------------|---------------|----------|
| <input checked="" type="checkbox"/> Whole Turkeys | | 23 pages |
| | Northeast | page 1 |
| | Southeast | page 8 |
| | Midwest | page 11 |
| | South Central | page 16 |
| | Southwest | page 20 |
| | Northwest | page 22 |
| Miscellaneous Poultry | | 23 pages |
| Shell Eggs and Egg Products | | 26 pages |



Prices in U.S. dollars per pound unless otherwise noted.

Note: BOGO = Buy one, get one free

ABF = Antibiotic-free

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

1: Passover begins in the evening of Friday, April 6, 2012, and ends in the evening of Saturday, April 14, 2012.



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions | |
|----------------------------------------------------------------|-------------------|------------------|---------|--------|--------|--------|---------|--------|------------|-------------------|------------------------------------|-------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | | |
| NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT | | | | | | | | | | | | |
| CT | A&P Stores | Empire | | | | 2.49 | | | | | | |
| | | Mid-Atlantic | | | | | | | | 2.49 | | |
| | | Shady Brook | 1.69 | | | | | | | | | |
| | Adams | Shady Brook | 1.59 | | | | | | | | | |
| | Big Y | Shady Brook | 1.59 | | | | | | | | | |
| | Bravo | Shady Brook | 1.69 | | | | | | | | < 16 lbs. (hen) | |
| | C-Town | Shady Brook | 1.69 | | | | | | | | < 16 lbs. (hen) | |
| | Fairway Foods | Murray | | | | | | | | 2.99 | | |
| | Geissler's | no label | 1.49 | | | | | | | | | |
| | Price Chopper | Empire | | | | | 3.29 | | | | | |
| Shady Brook | | 1.69 | | | | | | | | | | |
| Riverside | | | | 1.29 | | | | | | | | |
| House of Raeford | | | | 1.29 | | | | | | | | |
| ShopRite | Butterball | 1.59 | | | | | | | | | < 16 lbs. (hen); w/ \$300 purchase | |
| | Butterball | 1.89 | | | | | | | | | < 16 lbs. (hen); w/o purchase | |
| Stop & Shop | no label | 1.29 | | | | | | | | | | |
| | Nature's Promise | | | | | | | | | 1.99 | frozen | |
| DC | Giant Hyattsville | no label | 1.29 | | | | | | | | | |
| | | Nature's Promise | | | | | | | | 1.99 | frozen | |
| | | Empire | | | | | 2.49 | | | | | |
| | Harris Teeter | Harris Teeter | 1.49 | | | | | | | | | < 16 lbs. (hen) w/ store card |
| Harris Teeter | | 1.99 | | | | | | | | | < 16 lbs. (hen) w/o store card | |
| Safeway | Empire | | | | | 2.49 | | | | | | |
| DE | A&P Stores | Open Nature | | | | | | | | 1.99 | | |
| | | Shady Brook | 1.49 | | | | | | | | | |
| | | Empire | | | | | 2.49 | | | | | |
| | ACME | Mid-Atlantic | | | | | | | | 2.49 | | |
| | | Shady Brook | 1.69 | | | | | | | | | |
| Food Lion | Jennie-O | | | 0.99 | | | | | | | w/ store card | |
| Giant Hyattsville | no label | 1.29 | | | | | | | | | | |
| | Nature's Promise | | | | | | | | | 1.99 | frozen | |
| | Empire | | | | | 2.49 | | | | | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions |
|--------------|------------------|---------------|---------|--------|--------|--------|---------|--------|------------|----------------------|------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | |
| DE (cont) | Harris Teeter | Harris Teeter | 1.49 | | | | | | | | < 16 lbs. (hen) w/ store card |
| | | Harris Teeter | 1.99 | | | | | | | | < 16 lbs. (hen) w/o store card |
| | Pathmark | Empire | | | | 2.49 | | | | | 3 days only; w/ store card |
| | | Shady Brook | 1.49 | | | | | | | | |
| | | Shady Brook | 1.69 | | | | | | | | |
| Safeway | Empire | | | | 2.49 | | | | 1.99 | | |
| | Open Nature | | | | | | | | | | |
| | Shady Brook | 1.49 | | | | | | | | | |
| ShopRite | Butterball | | 1.59 | | | | | | | | < 16 lbs. (hen); w/ \$300 purchase |
| | Butterball | | 1.89 | | | | | | | | < 16 lbs. (hen); w/o purchase |
| Shurfine | Butterball | | 1.99 | 1.49 | | | | | | | |
| | Shady Brook | | 1.69 | | | | | | | | |
| MA | Adams | Shady Brook | 1.59 | | | | | | | | |
| | Big Y | Shady Brook | 1.59 | | | | | | | | |
| | C-Town | Shady Brook | 1.69 | | | | | | | | < 16 lbs. (hen) |
| | Demoulas | Shady Brook | 1.09 | | | | | | | | < 16 lbs. (hen) |
| | | Market Basket | | | 0.99 | | | | | | |
| | Donelan's | Empire | | | | 3.69 | | | | | < 16 lbs. (hen) |
| | | Perdue | 1.49 | | | | | | | | |
| | Geissler's | no label | 1.49 | | | | | | | | |
| | Hannaford | Shady Brook | 1.49 | | | | | | | | |
| | | Jennie-O | | | 1.29 | | | | | | |
| | | Marval | | | 1.29 | | | | | | |
| | Price Chopper | Empire | | | | 3.29 | | | | | |
| | | Shady Brook | 1.69 | | | | | | | | |
| | Riverside | | | 1.29 | | | | | | | |
| | House of Raeford | | | 1.29 | | | | | | | |
| Roche Bros. | no label | 1.29 | | | | | | | | | |
| | Roche Bros. | 1.29 | | | | | | | | | |
| | Plainville Farms | | | | | | | 2.49 | | brined @ \$2.49/lb.. | |
| Shaw's/Star | Shaw's | | | 1.29 | | | | | | | |
| | no label | 1.49 | | | | | | | | | |
| Stop & Shop | no label | 1.29 | | | | | | | | | |
| | Nature's Promise | | | | | | | 1.99 | | frozen | |
| | Empire | | | | 2.49 | | | | | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions | |
|-----------|-------------------|----------------------------------------|-----------------------------------|--------------|--------------|--------|---------|--------|------------|-------------------|------------|---------------------------------------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | | |
| MD | A&P Stores | Empire Mid-Atlantic Shady Brook | 1.69 | | | 2.49 | | | | | 2.49 | |
| | ACME | no label | | 1.29 | | | | | | | | |
| | Bloom | Jennie-O | | 0.99 | | | | | | | | w/ store card |
| | Food Lion | Jennie-O | | 0.99 | | | | | | | | w/ store card |
| | Giant Carlisle | Empire Giant Nature's Promise | 1.29 | | | 2.49 | | | | | 1.99 | w/ store card frozen |
| | Giant Hyattsville | no label Nature's Promise Empire | 1.29 | | | 2.49 | | | | | 1.99 | frozen |
| | Harris Teeter | Harris Teeter Harris Teeter | 1.49 1.99 | | | | | | | | | < 16 lbs. (hen) w/ store card < 16 lbs. (hen) w/o store card |
| | Magruder's | Perdue Empire no label | 1.49 | | | 2.29 | | | | | | < 16 lbs. (hen) < 16 lbs. (hen); limit 1 smoked @ \$1.99/lb.. |
| | Mars | Shady Brook | 1.19 | | | | | | | | | < 16 lbs. (hen) |
| | Safeway | Empire Open Nature Shady Brook | 1.49 | | | 2.49 | | | | | 1.99 | |
| | Shopper's Food | Shady Brook | 1.29 | | | | | | | | | < 16 lbs. (hen) |
| | ShopRite | Butterball Butterball | 1.59 1.89 | | | | | | | | | < 16 lbs. (hen); w/ \$300 purchase < 16 lbs. (hen); w/o purchase |
| | Shurfine | Butterball Shady Brook | 1.99 1.69 | 1.49 | | | | | | | | |
| | ME | Bravo | Shady Brook | 1.69 | | | | | | | | |
| Hannaford | | Shady Brook | 1.49 | | | | | | | | | |
| | | Jennie-O Marval | | 1.29 1.29 | | | | | | | | |
| Shaw's | | Shaw's no label | 1.49 | 1.29 | | | | | | | | |
| NH | Demoulas | Shady Brook Market Basket | 1.09 | 0.99 | | | | | | | | < 16 lbs. (hen) |
| | | Hannaford | Shady Brook Jennie-O Marval | 1.49 | 1.29 1.29 | | | | | | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions | |
|--------------|----------------------------------------|----------------------------------------|--------------|--------|--------|--------|---------|--------|------------|-------------------|------------------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | | |
| NH (cont) | Price Chopper | Empire | | | | 3.29 | | | | | | |
| | | Shady Brook | 1.69 | | | | | | | | | |
| | | Riverside | | 1.29 | | | | | | | | |
| | | House of Raeford | | 1.29 | | | | | | | | |
| | Shaw's | Shaw's no label | 1.49 | 1.29 | | | | | | | | |
| | Stop & Shop | no label Nature's Promise Empire | 1.29 | | | 2.49 | | | | 1.99 | frozen | |
| NJ | A&P Stores | Empire | | | | 2.49 | | | | | | |
| | | Mid-Atlantic Shady Brook | 1.69 | | | | | | | 2.49 | | |
| | ACME | no label | | 1.29 | | | | | | | | |
| | Associated | Shady Brook | 1.79 | | | | | | | | | |
| | Bravo | Shady Brook | 1.69 | | | | | | | | < 16 lbs. (hen) | |
| | C-Town | Shady Brook | 1.69 | | | | | | | | < 16 lbs. (hen) | |
| | Fine Fare | Shady Brook | 1.69 | | | | | | | | | |
| | Food Bazaar | Butterball | | 1.49 | | | | | | | | |
| | Genuardi's | no label | | | | 2.49 | | | | | | |
| | | Shady Brook Open Nature | 1.49 | | | | | | | | 1.99 | |
| | King's | King's | | | | | | | | 1.99 | | |
| | Met Foods | Shady Brook | 1.59 | | | | | | | | | |
| | Pathmark | Empire | | | | 2.49 | | | | | | |
| | | Shady Brook Shady Brook | 1.49 1.69 | | | | | | | | | 3 days only; w/ store card |
| ShopRite | Butterball | 1.59 | | | | | | | | | < 16 lbs. (hen); w/ \$300 purchase | |
| | Butterball | 1.89 | | | | | | | | | < 16 lbs. (hen); w/o purchase | |
| Stop & Shop | no label Nature's Promise Empire | 1.29 | | | | 2.49 | | | | 1.99 | frozen | |
| Thriftway | Shady Brook | 1.49 | | | | | | | | | | |
| NY | A&P Stores | Empire | | | | 2.49 | | | | | | |
| | | Mid-Atlantic Shady Brook | 1.69 | | | | | | | 2.49 | | |
| | Associated | Shady Brook | 1.79 | | | | | | | | | |
| Bravo | Shady Brook | 1.69 | | | | | | | | | < 16 lbs. (hen) | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions | |
|---------------|--------------------------------------------------------|---------------------------------------|---------|--------|--------|--------|---------|--------|------------|-------------------|------------------------------------|----------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | | |
| NY (cont) | C-Town | Shady Brook | 1.69 | | | | | | | | < 16 lbs. (hen) | |
| | DeCiccio's | Shady Brook | 1.99 | | | | | | | | | |
| | Fine Fare | Shady Brook | 1.69 | | | | | | | | | |
| | Food Bazaar | Butterball | | 1.49 | | | | | | | | |
| | Hannaford | Shady Brook Jennie-O Marval | 1.49 | | | | | | | | | |
| | | | | 1.29 | | | | | | | | |
| | | | | 1.29 | | | | | | | | |
| | Key Food | Shady Brook Empire | 1.29 | | | | | | | | | < 16 lbs. (hen) |
| | | | | | | 2.99 | | | | | | < 16 lbs. (hen) |
| | King Kullen | Empire Perdue | | | | | | 2.99 | | | | |
| | | | 1.69 | | | | | | | | | |
| | Met Foods | Shady Brook | 1.59 | | | | | | | | | |
| | Pathmark | Empire Shady Brook Shady Brook | | | | | 2.49 | | | | | |
| | | | 1.49 | | | | | | | | | 3 days only; w/ store card |
| | | | 1.69 | | | | | | | | | |
| | Peck's Market | Shady Brook | 1.69 | | | | | | | | | |
| Pioneer | Shady Brook | 1.59 | | | | | | | | | | |
| Price Chopper | Empire Shady Brook Riverside House of Raeford | | | | | 3.29 | | | | | | |
| | | 1.69 | | | | | | | | | | |
| | | | 1.29 | | | | | | | | | |
| | | | 1.29 | | | | | | | | | |
| ShopRite | Butterball Butterball | 1.59 | | | | | | | | | < 16 lbs. (hen); w/ \$300 purchase | |
| | | 1.89 | | | | | | | | | < 16 lbs. (hen); w/o purchase | |
| Stop & Shop | no label Nature's Promise Empire | 1.29 | | | | | | | | | | |
| | | | | | | 2.49 | | | 1.99 | | frozen | |
| | | | | | | | | | | | | |
| Tops | Jennie-O Jennie-O | 1.49 | | | | | | | | | < 16 lbs. (hen) | |
| | | | 0.99 | | | | | | | | | |
| Trade Fair | Shady Brook | 1.49 | | | | | | | | | | |
| PA | A&P Stores | Empire Mid-Atlantic Shady Brook | | | | | 2.49 | | | | | |
| | | | 1.69 | | | | | | 2.49 | | | |
| | | | | 1.29 | | | | | | | | |
| | ACME | no label | | 1.29 | | | | | | | | |
| | Boyer | Jennie-O | 1.47 | | | | | | | | < 16 lbs. (hen) | |
| | Bravo | Shady Brook | 1.69 | | | | | | | | < 16 lbs. (hen) | |
| | C-Town | Shady Brook | 1.69 | | | | | | | | < 16 lbs. (hen) | |
| Family Owned | Shady Brook | 1.69 | | | | | | | | | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions |
|--------------|----------------|--------------------------------------------------------|--------------|--------------|--------|--------|---------|--------|------------|-------------------|---------------------------------------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | |
| PA (cont) | Fine Fare | Shady Brook | 1.69 | | | | | | | | |
| | Food Lion | Jennie-O | | 0.99 | | | | | | | w/ store card |
| | Genuardi's | no label Shady Brook Open Nature | 1.49 | | | 2.49 | | | | 1.99 | |
| | Giant Carlisle | Empire Giant Nature's Promise | 1.29 | | | 2.49 | | | | 1.99 | w/ store card frozen |
| | Karn's | John F. Martin | | | | | | | | | fully cooked @ \$2.69/lb. |
| | Kuhn's | Amish Country Amish Country | 1.39 2.29 | | | | | | | | w/ store card w/o store card |
| | Pathmark | Empire Shady Brook Shady Brook | 1.49 1.69 | | | 2.49 | | | | | 3 days only; w/ store card |
| | Price Chopper | Empire Shady Brook Riverside House of Raeford | 1.69 | 1.29 1.29 | | 3.29 | | | | | |
| | Shop'n Save | Jennie-O | 1.49 | | | | | | | | |
| | ShopRite | Butterball Butterball | 1.59 1.89 | | | | | | | | < 16 lbs. (hen); w/ \$300 purchase < 16 lbs. (hen); w/o purchase |
| | Shurfine | Butterball Shady Brook | 1.99 1.69 | 1.49 | | | | | | | |
| | ShurSave | Shady Brook Butterball | 1.79 1.99 | | | | | | | | |
| | Thriftway | Shady Brook | 1.49 | | | | | | | | |
| | Tops | Jennie-O Jennie-O | 1.49 | 0.99 | | | | | | | < 16 lbs. (hen) |
| | RI | Bravo | Shady Brook | 1.69 | | | | | | | |
| C-Town | | Shady Brook | 1.69 | | | | | | | | < 16 lbs. (hen) |
| Shaw's | | Shaw's no label | 1.49 | 1.29 | | | | | | | |
| Stop & Shop | | no label Nature's Promise Empire | 1.29 | | | 2.49 | | | | 1.99 | frozen |
| | | | | | | | | | | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions |
|-------|---------------|--------------------------------------------------------|---------|--------------|--------|--------|---------|--------|------------|-------------------|------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | |
| VT | Hannaford | Shady Brook Jennie-O Marval | 1.49 | 1.29 1.29 | | | | | | | |
| | Price Chopper | Empire Shady Brook Riverside House of Raeford | 1.69 | 1.29 1.29 | | 3.29 | | | | | |
| | Shaw's | Shaw's no label | 1.49 | 1.29 | | | | | | | |
| | | | | | | | | | | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions |
|-------------------------------------------------------|------------------|------------------|---------|--------|--------|--------|---------|--------|------------|-------------------|--------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | |
| SOUTHEASTERN U.S. - AL,FL,GA,MS,NC,SC,TN,VA,WV | | | | | | | | | | | |
| AL | Bruno's | no label | 1.49 | | | | | | | | w/ store card |
| | | no label | 1.99 | | | | | | | | w/o store card |
| | Food Giant | Best Choice | | 0.88 | | | | | | | |
| | Kroger Atlanta | Honeysuckle | 1.49 | | | | | | | | |
| | Publix | Empire | | | | 2.29 | | | | | w/ store card |
| | Empire | | | | 3.19 | | | | | | w/o store card |
| | United Grocer | no label | | 0.99 | | | | | | | < 16 lbs. (hen) |
| FL | Food Lion | Jennie-O | | 0.99 | | | | | | | w/ store card |
| | Harris Teeter | Harris Teeter | 1.49 | | | | | | | | < 16 lbs. (hen) w/ store card |
| | | Harris Teeter | 1.99 | | | | | | | | < 16 lbs. (hen) w/o store card |
| | Harvey's | Norbest | | 1.19 | | | | | | | w/ store card |
| | | Norbest | | 1.49 | | | | | | | w/o store card |
| | Publix | Empire | | | | 2.29 | | | | | w/ store card |
| | Empire | | | | 3.19 | | | | | w/o store card | |
| | Sweetbay | Jennie-O | | 1.19 | | | | | | | w/ store card |
| | | Jennie-O | | 1.39 | | | | | | | w/o store card |
| GA | Food Lion | Jennie-O | | 0.99 | | | | | | | w/ store card |
| | Harris Teeter | Harris Teeter | 1.49 | | | | | | | | < 16 lbs. (hen) w/ store card |
| | | Harris Teeter | 1.99 | | | | | | | | < 16 lbs. (hen) w/o store card |
| | Harvey's | Norbest | | 1.19 | | | | | | | w/ store card |
| | | Norbest | | 1.49 | | | | | | | w/o store card |
| | Kroger Atlanta | Honeysuckle | 1.49 | | | | | | | | |
| Publix | Empire | | | | 2.29 | | | | | w/ store card | |
| | Empire | | | | 3.19 | | | | | w/o store card | |
| | United Grocer | no label | | 0.99 | | | | | | | < 16 lbs. (hen) |
| MS | Food Giant | Best Choice | | 0.88 | | | | | | | |
| | Rouse's | no label | | 0.98 | | | | | | | < 16 lbs. (hen); limit 2 |
| | Schnuck's | Honeysuckle | | 0.99 | | | | | | | |
| | | Schnuck's | | 0.99 | | | | | | | |
| NC | Food Lion | Jennie-O | | 0.99 | | | | | | | w/ store card |
| | Harris Teeter | Harris Teeter | 1.49 | | | | | | | | < 16 lbs. (hen) w/ store card |
| | | Harris Teeter | 1.99 | | | | | | | | < 16 lbs. (hen) w/o store card |
| | Lowe's Foods | Butterball | 1.79 | | | | | | | | < 16 lbs. (hen); w/ store card |
| | Piggly Wiggly | House of Raeford | 1.49 | | | | | | | | < 16 lbs. (hen) |
| | House of Raeford | | 1.19 | | | | | | | | |
| | United Grocer | no label | | 0.99 | | | | | | | < 16 lbs. (hen) |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions | |
|---------------|--------------------|------------------------------|---------|--------|--------|--------|---------|--------|------------|-------------------|--------------------------------------------------|--------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | | |
| SC | Food Lion | Jennie-O | | 0.99 | | | | | | | w/ store card | |
| | Harris Teeter | Harris Teeter | 1.49 | | | | | | | | < 16 lbs. (hen) w/ store card | |
| | | Harris Teeter | 1.99 | | | | | | | | < 16 lbs. (hen) w/o store card | |
| | Harvey's | Norbest | | 1.19 | | | | | | | w/ store card | |
| | | Norbest | | 1.49 | | | | | | | w/o store card | |
| | Kroger Atlanta | Honeysuckle | 1.49 | | | | | | | | | |
| Lowe's Foods | Butterball | 1.79 | | | | | | | | | < 16 lbs. (hen); w/ store card | |
| | | | | | | | | | | | | |
| Publix | Empire | | | | | 2.29 | | | | | w/ store card | |
| | Empire | | | | | 3.19 | | | | | w/o store card | |
| TN | Food Giant | Best Choice | | 0.88 | | | | | | | | |
| | Food Lion | Jennie-O | | 0.99 | | | | | | | w/ store card | |
| | Harris Teeter | Harris Teeter | 1.49 | | | | | | | | < 16 lbs. (hen) w/ store card | |
| | | Harris Teeter | 1.99 | | | | | | | | < 16 lbs. (hen) w/o store card | |
| | Hometown IGA | Honeysuckle | 1.49 | | | | | | | | | |
| | Kroger Atlanta | Honeysuckle | 1.49 | | | | | | | | | |
| | Publix | Empire | | | | | 2.29 | | | | | w/ store card |
| | | Empire | | | | | 3.19 | | | | | w/o store card |
| Schnuck's | Honeysuckle | | 0.99 | | | | | | | | | |
| | Schnuck's | | 0.99 | | | | | | | | | |
| United Grocer | no label | | 0.99 | | | | | | | | < 16 lbs. (hen) | |
| VA | Bloom | Jennie-O | | 0.99 | | | | | | | w/ store card | |
| | Food Lion | Jennie-O | | 0.99 | | | | | | | w/ store card | |
| | Giant Carlisle | Empire | | | | | 2.49 | | | | | |
| | | Giant Nature's Promise | 1.29 | | | | | | | 1.99 | | w/ store card frozen |
| | Giant Hyattsville | no label Nature's Promise | 1.29 | | | | | | | 1.99 | | frozen |
| | | Empire | | | | | 2.49 | | | | | |
| | Harris Teeter | Harris Teeter | 1.49 | | | | | | | | | < 16 lbs. (hen) w/ store card |
| | | Harris Teeter | 1.99 | | | | | | | | | < 16 lbs. (hen) w/o store card |
| | Hometown IGA | Honeysuckle | 1.49 | | | | | | | | | |
| | Lowe's Foods | Butterball | 1.79 | | | | | | | | | < 16 lbs. (hen); w/ store card |
| Magruder's | Perdue | 1.49 | | | | | | | | | < 16 lbs. (hen) | |
| | Empire no label | | | | | 2.29 | | | | | < 16 lbs. (hen); limit 1 smoked @ \$1.99/lb.. | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

**Easter/Passover 2012
WHOLE TURKEYS**

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions |
|--------------|-----------------|----------------------------|-------------|--------|--------|--------|---------|--------|------------|-------------------|-------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | |
| VA (cont) | Safeway | Empire | | | | 2.49 | | | | | |
| | | Open Nature Shady Brook | 1.49 | | | | | | | 1.99 | |
| | Shopper's Food | Shady Brook | 1.29 | | | | | | | | < 16 lbs. (hen) |
| WV | Food Fair | Butterball | | 1.49 | | | | | | | |
| | Food Lion | Jennie-O | | 0.99 | | | | | | | w/ store card |
| | Giant Carlisle | Empire | | | | 2.49 | | | | | |
| | | Giant Nature's Promise | 1.29 | | | | | | | 1.99 | w/ store card frozen |
| | Kroger Columbus | Honeysuckle | 1.69 | | | | | | | | |
| | Sparkle | Honeysuckle | Honeysuckle | 1.59 | | | | | | | |
| Honeysuckle | | | 2.29 | | | | | | | | w/o store card |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions |
|-----------------------------------------------------------|-----------------|---------------------------|---------|--------------|--------|--------|---------|--------|------------|--------------------------------|-----------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | |
| MIDWESTERN U.S. - IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI | | | | | | | | | | | |
| IA | County Market | Jennie-O no label | 1.39 | 0.99 | | | | | | | |
| | Econo Foods | Honeysuckle | 1.79 | | | | | | | | |
| | Hometown Foods | Shurfresh | | 0.99 | | | | | | | |
| | Hy-Vee | Hy-Vee | | 1.29 | | | | | | | |
| | Jewel | Honeysuckle Butterball | 2.29 | 1.29 | | | | | | | |
| | No Frills | Norbest | | 1.19 | | | | | | | |
| | Schnuck's | Honeysuckle Schnuck's | | 0.99 0.99 | | | | | | | |
| | Sunshine Foods | Shurfresh | | 1.19 | | | | | | | |
| IL | Butera | Jennie-O | | 1.39 | | | | | | | < 16 lbs. (hen) |
| | Caputo's | Butterball | 1.69 | | | | | | | | < 16 lbs. (hen) |
| | | Butterball | 1.79 | | | | | | | | > 16 lbs. (tom) |
| | | Norbest | | 1.39 | | | | | | | < 16 lbs. (hen) |
| | | Norbest | | 1.29 | | | | | | | > 16 lbs. (tom) |
| | | Perdue | 1.89 | | | | | | | | |
| | County Market | Jennie-O no label | 1.39 | 0.99 | | | | | | | |
| | Cub Foods | Jennie-O | 1.99 | | | | | | | | |
| | | Honeysuckle | | 0.98 | | | | | | | |
| | Dierberg's | Perdue | 1.89 | | | | | | | | |
| | Dominick's | Empire | | | | 3.49 | | | | | |
| | | Open Nature | | | | | | | 1.99 | | |
| | | Jennie-O | 1.49 | | | | | | | | |
| | Fairplay Foods | Norbest | | 1.29 | | | | | | | |
| | | Rosebud Farms | 1.69 | | | | | | | | < 16 lbs. (hen) |
| | Garden Fresh | Empire | | | | 3.99 | | | | | |
| Hometown IGA | IGA | | 0.89 | | | | | | | | |
| Hy-Vee | Hy-Vee | | 1.29 | | | | | | | | |
| Jewel | Honeysuckle | | 1.29 | | | | | | | | |
| | Butterball | 2.29 | | | | | | | | | |
| Meijer | Butterball | | 1.19 | | | | | | | > 16 lbs. (tom) w/ store card | |
| | Butterball | | 1.89 | | | | | | | > 16 lbs. (tom) w/o store card | |
| Piggly Wiggly | Li'l Butterball | | 1.89 | | | | | | | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions |
|-----------------|-------------------|-------------|---------|--------|--------|--------|---------|--------|------------|----------------------|--------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | |
| IL (cont) | Schnuck's | Honeysuckle | | 0.99 | | | | | | | |
| | | Schnuck's | | 0.99 | | | | | | | |
| | Shop & Save | Norbest | 1.59 | 0.99 | | | | | | | |
| | | Jennie-O | 1.79 | | | | | | | | |
| | Strack & VanTil | Butterball | * | | | | | | | | \$3.00 off w/ coupon |
| | | Butterball | 1.89 | 1.49 | | | | | | | |
| Perdue | | 1.69 | | | | | | | | | |
| Rosebud | | 1.69 | | | | | | | | | |
| Ultra Foods | Butterball | * | | | | | | | | \$3.00 off w/ coupon | |
| | Butterball | 1.89 | | | | | | | | smoked @ \$1.99/lb. | |
| | Perdue | 1.69 | | | | | | | | | |
| | Rosebud | 1.69 | | | | | | | | | |
| | Norbest | | 1.29 | | | | | | | | |
| Walt's | Norbest | | 0.99 | | | | | | | | |
| IN | Buehler's Buy Low | Best Choice | | 0.89 | | | | | | | |
| | Hometown IGA | IGA | | 0.89 | | | | | | | |
| | Jay C | Butterball | | 0.99 | | | | | | | < 16 lbs. (hen) w/ store card |
| | | Butterball | | 1.69 | | | | | | | < 16 lbs. (hen) w/o store card |
| | Jewel | Honeysuckle | | 1.29 | | | | | | | |
| | | Butterball | 2.29 | | | | | | | | |
| | Kroger Cincinnati | Honeysuckle | 1.59 | 0.79 | | | | | | | w/ store card |
| | | Riverside | | 0.79 | | | | | | | w/ store card |
| | Marsh | Butterball | | 1.49 | | | | | | | > 16 lbs. (tom) w/ store card |
| | Meijer | Butterball | | 1.19 | | | | | | | > 16 lbs. (tom) w/ store card |
| | | Butterball | | 1.89 | | | | | | | > 16 lbs. (tom) w/o store card |
| | Schnuck's | Honeysuckle | | 0.99 | | | | | | | |
| | | Schnuck's | | 0.99 | | | | | | | |
| Strack & VanTil | Butterball | * | | | | | | | | \$3.00 off w/ coupon | |
| | Butterball | 1.89 | 1.49 | | | | | | | | |
| | Perdue | 1.69 | | | | | | | | | |
| | Rosebud | 1.69 | | | | | | | | | |
| Ultra Foods | Butterball | * | | | | | | | | \$3.00 off w/ coupon | |
| | Butterball | 1.89 | | | | | | | | smoked @ \$1.99/lb. | |
| | Perdue | 1.69 | | | | | | | | | |
| | Rosebud | 1.69 | | | | | | | | | |
| | Norbest | | 1.29 | | | | | | | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions | |
|----------------|-------------------|------------------|---------|--------|--------|--------|---------|--------|------------|-------------------|--------------------------------|--------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | | |
| IN (cont) | Walt's | Norbest | | 0.99 | | | | | | | | |
| | Wise Way | Perdue | 1.79 | | | | | | | | | |
| KY | Food Fair | Butterball | | 1.49 | | | | | | | | |
| | Food Giant | Best Choice | | 0.88 | | | | | | | | |
| | Food Lion | Jennie-O | | 0.99 | | | | | | | w/ store card | |
| | Houchen's | Honeysuckle | 1.49 | | | | | | | | | |
| | Kroger Cincinnati | Honeysuckle | | 1.59 | 0.79 | | | | | | | w/ store card |
| | | Riverside | | | 0.79 | | | | | | | w/ store card |
| Meijer | Butterball | | | 1.19 | | | | | | | > 16 lbs. (tom) w/ store card | |
| | Butterball | | | 1.89 | | | | | | | > 16 lbs. (tom) w/o store card | |
| MI | Hiller | Timber Valley | 1.69 | | | | | | | | | |
| | Hollywood Market | Amish Country | 1.79 | | | | | | | | | |
| | Kroger Michigan | Honeysuckle | 1.69 | | | | | | | | | |
| | Meijer | Butterball | | | 1.19 | | | | | | | > 16 lbs. (tom) w/ store card |
| | | Butterball | | | 1.89 | | | | | | | > 16 lbs. (tom) w/o store card |
| | Polly's Market | Amish Country | | 1.59 | | | | | | | | w/ store card |
| | | Amish Country | | | 2.29 | | | | | | | w/o store card |
| | Plumb's | Spartan | | | 0.99 | | | | | | | w/ store card |
| | | Spartan | | | 1.49 | | | | | | | w/o store card |
| SuperOne Foods | Jennie-O | | 1.39 | | | | | | | | w/ store card | |
| | Jennie-O | | | 1.69 | | | | | | | w/o store card | |
| Tom's | Spartan | | | 1.19 | | | | | | | | |
| MN | Cash Wise | Jennie-O | 1.38 | | | | | | | | | |
| | Coborn's | Jennie-O | 1.39 | | | | | | | | | |
| | Cub Foods | Jennie-O | 1.99 | | | | | | | | | |
| | | Honeysuckle | | | 0.98 | | | | | | | |
| | Econo Foods | Honeysuckle | 1.79 | | | | | | | | | |
| | Hornbacher's | Honeysuckle | 1.38 | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | | 1.29 | | | | | | | |
| | Kowalski's | Plainville Farms | | | | | | | | 2.69 | | w/ store card |
| | | Plainville Farms | | | | | | | | 2.99 | | w/o store card |
| | Rainbow Foods | Jennie-O | | | 0.98 | | | | | | | |
| | Sun Mart | Honeysuckle | 1.79 | | | | | | | | | |
| | Sunshine Foods | Shurfresh | | | 1.19 | | | | | | | |
| SuperOne Foods | Jennie-O | | 1.39 | | | | | | | | w/ store card | |
| | Jennie-O | | | 1.69 | | | | | | | w/o store card | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions | |
|------------|----------------------------|-------------------------------|---------|--------|--------|--------|---------|--------|------------|-------------------|--------------------------------|-------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | | |
| ND | Cash Wise | Jennie-O | 1.38 | | | | | | | | | |
| | Hornbacher's | Honeysuckle | 1.38 | | | | | | | | | |
| | Sun Mart | Honeysuckle | 1.79 | | | | | | | | | |
| | SuperOne Foods | Jennie-O | 1.39 | | | | | | | | w/ store card | |
| | | Jennie-O | 1.69 | | | | | | | | w/o store card | |
| NE | Bag'n Save | Honeysuckle | 1.49 | | | | | | | | | |
| | Dillon's | Jennie-O | | 0.79 | | | | | | | w/ store card | |
| | Hy-Vee | Hy-Vee | | 1.29 | | | | | | | | |
| | No Frills | Norbest | | 1.19 | | | | | | | | |
| | Safeway | Empire | | | | | 3.49 | | | | | |
| | | Safeway Select Open Nature | 1.49 | | | | | | | 1.99 | | |
| | Sun Mart | Honeysuckle | 1.79 | | | | | | | | | |
| SuperSaver | Best Choice Smoke House | | | 1.18 | | | | | | | smoked @ \$2.38/lb. | |
| OH | Acme Fresh | Honeysuckle | 1.59 | | | | | | | | w/ store card | |
| | | Honeysuckle | 1.89 | | | | | | | | w/o store card | |
| | | Acme | | 1.19 | | | | | | | w/ store card | |
| | | Acme | | 1.39 | | | | | | | w/o store card | |
| | Buehler's | Amish Valley | 1.79 | | | | | | | | | w/ store card |
| | | Amish Valley | 2.49 | | | | | | | | | w/o store card |
| | Food Fair | Butterball | | 1.49 | | | | | | | | |
| | Hometown IGA | IGA | | 0.89 | | | | | | | | |
| | Kroger Cincinnati | Honeysuckle | 1.59 | 0.79 | | | | | | | | w/ store card |
| | | Riverside | | 0.79 | | | | | | | | w/ store card |
| | Kroger Columbus | Honeysuckle | 1.69 | | | | | | | | | |
| | Marsh | Butterball | | 1.49 | | | | | | | | > 16 lbs. (tom) w/ store card |
| | Meijer | Butterball | | 1.19 | | | | | | | | > 16 lbs. (tom) w/ store card |
| Butterball | | | 1.89 | | | | | | | | > 16 lbs. (tom) w/o store card | |
| Sparkle | Honeysuckle | 1.59 | | | | | | | | | w/ store card | |
| | Honeysuckle | 2.29 | | | | | | | | | w/o store card | |
| SD | Coborn's | Jennie-O | 1.39 | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | 1.29 | | | | | | | | |
| | Ken's Super Fair | Shurfresh | | 1.19 | | | | | | | | w/ store card |
| | | Shurfresh | | 1.49 | | | | | | | | w/o store card |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

**Easter/Passover 2012
WHOLE TURKEYS**

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions | |
|----------------|--------------------|-----------------------------------------|---------|--------|--------|--------|---------|--------|------------|-------------------|----------------|--|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | | |
| SD (cont) | Safeway | Empire Safeway Select Open Nature | 1.49 | | | 3.49 | | | | | | |
| | Sunshine Foods | Shurfresh | | 1.19 | | | | | | 1.99 | | |
| WI | Econo Foods | Honeysuckle | 1.79 | | | | | | | | | |
| | Hy-Vee | Hy-Vee | | 1.29 | | | | | | | | |
| | Lena's | Li'l Butterball | | 1.89 | | | | | | | | |
| | Pick'n Save/Copp's | Jennie-O | | 0.98 | | | | | | | | |
| | Piggly Wiggly | Li'l Butterball | | 1.89 | | | | | | | | |
| | Schnuck's | Honeysuckle | | | 0.99 | | | | | | | |
| | | Schnuck's | | | 0.99 | | | | | | | |
| SuperOne Foods | Jennie-O | | 1.39 | | | | | | | | w/ store card | |
| | Jennie-O | | 1.69 | | | | | | | | w/o store card | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions |
|-----------------------------------------------------------|-----------------|----------------|---------|--------|--------|--------|---------|--------|------------|-------------------|--------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | |
| SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT | | | | | | | | | | | |
| AR | Brookshire's | Butterball | | 1.39 | | | | | | | |
| | | Honeysuckle | 1.49 | | | | | | | | |
| | Cranford's | Riverside | | 1.19 | | | | | | | |
| | | Best Choice | | 0.99 | | | | | | | |
| | G&W Foods | Honeysuckle | 1.48 | | | | | | | | |
| Hay's | Butterball | | 0.98 | | | | | | | | |
| | Honeysuckle | | 0.98 | | | | | | | | |
| Super1Foods | Butterball | | 1.37 | | | | | | | | |
| | Honeysuckle | 1.47 | | | | | | | | | |
| AZ | Albertson's LLC | Riverside | | 1.17 | | | | | | | |
| | | Honeysuckle | 1.59 | | | | | | | < 16 lbs. (hen) | |
| | Basha's | Honeysuckle | | 1.29 | | | | | | | |
| | | Norbest | | 0.79 | | | | | | | w/ store card |
| | Fresh & Easy | Fresh & Easy | 1.29 | | | | | | | | < 16 lbs. (hen); limit 4 |
| | | Jennie-O | | 0.59 | | | | | | | limit 4 |
| | Fry's | Jennie-O | | 0.99 | | | | | | | w/ store card |
| Private Selection | | | 0.99 | | | | | | | w/ store card | |
| Safeway | Empire | | | | 3.49 | | | | | | |
| | Safeway Select | 1.59 | | | | | | | 1.99 | | |
| Smith's | Open Nature | | | | | | | | | | |
| | no label | | BOGO | | | | | | | | |
| Sprout's/Henry's | Jennie-O | 1.39 | | | | | | | | w/ store card | |
| | Sprout's | | | | | | | | 1.97 | | |
| CO | Albertson's LLC | Honeysuckle | 1.59 | | | | | | | | < 16 lbs. (hen) |
| | | Honeysuckle | | 1.29 | | | | | | | |
| | King Sooper | Honeysuckle | 1.79 | | | | | | | w/ store card | |
| | Safeway | Empire | | | | 3.49 | | | | | |
| | | Safeway Select | 1.49 | | | | | | | 1.99 | |
| Sprout's/Henry's | Open Nature | | | | | | | | | | |
| Sun Mart | Sprout's | | | | | | | | 1.97 | | |
| | Honeysuckle | 1.79 | | | | | | | | | |
| KS | Dillon's | Jennie-O | | 0.79 | | | | | | | w/ store card |
| | Hy-Vee | Hy-Vee | | 1.29 | | | | | | | |
| | G&W Foods | Honeysuckle | 1.48 | | | | | | | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions | |
|--------------|------------------|-------------|---------|--------|--------|--------|---------|--------|------------|-------------------|-------------------------------------|----------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | | |
| KS (cont) | Hen House | no label | 1.69 | | | | | | | | w/ store card | |
| | | no label | 1.89 | | | | | | | | w/o store card | |
| | | no label | | | | | | | | | < 16 lbs. (hen) smoked @ \$3.19/lb. | |
| | Price Chopper | Burger's | | | | | | | | | smoked @ \$3.49 | |
| | Wood's | Best Choice | 1.59 | | | | | | | | | |
| LA | Breaux | Shurfresh | | 1.29 | | | | | | | | |
| | Brookshire's | Butterball | | 1.39 | | | | | | | | |
| | | Honeysuckle | 1.49 | | | | | | | | | |
| | | Riverside | | 1.19 | | | | | | | | |
| | Kroger Southwest | Jennie-O | 1.29 | | | | | | | | w/ store card | |
| | LeBlanc's | Shurfresh | | 0.99 | | | | | | | | |
| | Mac's Fresh | Best Choice | | 0.99 | | | | | | | | smoked @ \$1.99/lb. |
| Norbest | | | | | | | | | | | < 16 lbs. (hen); limit 2 | |
| Rouse's | no label | | 0.98 | | | | | | | | | |
| Super1Foods | Butterball | | | 1.37 | | | | | | | | |
| | Honeysuckle | 1.47 | | | | | | | | | | |
| | Riverside | | | 1.17 | | | | | | | | |
| MO | County Market | Jennie-O | 1.39 | | | | | | | | | |
| | | no label | | 0.99 | | | | | | | | |
| | Dierberg's | Perdue | 1.89 | | | | | | | | | |
| | Dillon's | Jennie-O | | 0.79 | | | | | | | w/ store card | |
| | Food Giant | Best Choice | | 0.88 | | | | | | | | |
| | G&W Foods | Honeysuckle | 1.48 | | | | | | | | | |
| | Harter House | Honeysuckle | 1.49 | | | | | | | | | |
| | | Butterball | 1.79 | | | | | | | | | \$3.00 off w/ coupon |
| | Hay's | Butterball | | 0.98 | | | | | | | | |
| | | Honeysuckle | | 0.98 | | | | | | | | |
| | Hickman's IGA | IGA | | 1.19 | | | | | | | | |
| | Hy-Vee | Hy-Vee | | 1.29 | | | | | | | | |
| | Moser's | Burger's | | | | | | | | | smoked @ \$3.19 | |
| | Patricia's | Burger's | | | | | | | | | smoked @ \$3.19 | |
| | Price Chopper | Burger's | | | | | | | | | smoked @ \$3.49 | |
| Price Cutter | Best Choice | 1.29 | 0.99 | | | | | | | | | |
| | Honeysuckle | 1.39 | | | | | | | | | | |
| Schnuck's | Honeysuckle | | 0.99 | | | | | | | | | |
| | Schnuck's | | 0.99 | | | | | | | | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions |
|--------------|-------------------|-----------------------------------------|---------|--------|--------|--------|---------|--------|------------|-------------------------------|------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | |
| MO (cont) | SummerFresh | Best Choice | | 0.99 | | | | | | | |
| | Wood's | Best Choice | 1.59 | | | | | | | | |
| NM | Albertson's LLC | Honeysuckle | 1.59 | | | | | | | | < 16 lbs. (hen) |
| | | Honeysuckle | | 1.29 | | | | | | | |
| | Lawrence Bros. | Best Choice | | 0.79 | | | | | | | |
| | Safeway | Empire Safeway Select Open Nature | 1.49 | | | 3.49 | | | | 1.99 | |
| | Smith's | no label Jennie-O | 1.39 | BOGO | | | | | | | w/ store card |
| OK | Homeland | Honeysuckle | 1.69 | | | | | | | | |
| | United of OK | Honeysuckle | 1.69 | | | | | | | | |
| TX | Albertson's LLC | Honeysuckle | 1.59 | | | | | | | | < 16 lbs. (hen) |
| | | Honeysuckle | | 1.29 | | | | | | | |
| | Brookshire's | Butterball | | 1.39 | | | | | | | |
| | | Honeysuckle | 1.49 | | | | | | | | |
| | | Riverside | | 1.19 | | | | | | | |
| | Kroger Southwest | Jennie-O | 1.29 | | | | | | | | w/ store card |
| | Lawrence Bros. | Best Choice | | 0.79 | | | | | | | |
| | Sprout's/Henry's | Sprout's | | | | | | 1.97 | | | |
| | Super1Foods | Butterball | | 1.37 | | | | | | | |
| | | Honeysuckle | 1.47 | | | | | | | | |
| | | Riverside | | 1.17 | | | | | | | |
| | Tom Thumb/Randall | Empire Safeway Select Open Nature | 1.59 | | | 3.49 | | | | 1.99 | |
| UT | Albertson's | Jennie-O | 1.79 | | | | | | | | w/ store card |
| | | Honeysuckle | | 1.49 | | | | | | | w/ store card |
| | Albertson's LLC | Honeysuckle | 1.59 | | | | | | | | < 16 lbs. (hen) |
| | | Honeysuckle | | 1.29 | | | | | | | |
| | Fresh Market | Norbest | | 1.29 | | | | | | | |
| | Harmon's | Harmon's | 1.49 | | | | | | | | w/ store card; locally-grown |
| | Harmon's | 2.19 | | | | | | | | w/o store card; locally-grown | |
| | | Norbest | | 1.29 | | | | | | | w/ store card |
| | | Norbest | | 1.99 | | | | | | | w/o store card |
| | Macey's | Norbest | | 0.99 | | | | | | | > 22 lbs. (tom) |
| | Ream's | Norbest | | 1.29 | | | | | | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions |
|--------------|-------------|----------------------|---------|--------|--------|--------|---------|--------|------------|-------------------|---------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | |
| UT (cont) | Ridley's | Norbest | 1.48 | | | | | | | | |
| | Smith's | no label Jennie-O | 1.39 | BOGO | | | | | | | w/ store card |
| | | | | | | | | | | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions |
|-------------------------------------|------------------|---------------------------------------------|--------------|----------------------|--------|--------|---------|--------|------------|-------------------|---------------------------------------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | |
| SOUTHWESTERN U.S. - CA,HI,NV | | | | | | | | | | | |
| CA | Albertson's | no label Foster Farms | 1.79 | | | 2.99 | | | | | w/ store card w/ store card |
| | Fresh & Easy | Fresh & Easy Jennie-O | 1.29 | 0.59 | | | | | | | < 16 lbs. (hen); limit 4 limit 4 |
| | Holiday | Foster Farms | 1.79 | | | | | | | | |
| | Lucky | Butterball Foster Farms Riverside | 1.49 | 0.99 0.69 | | | | | | | limit 2 |
| | Lunardi's | Diestel | | | | | | | 2.99 | | |
| | Mollie Stone | Mollie Stone | | | | | | | 2.69 | | |
| | Nugget | Diestel | | | | | | | 2.99 | | 6-10 lbs. petite |
| | Raley's | Raley's | 1.79 | | | | | | | | |
| | Ralph's | Butterball Jennie-O Private Selection | | 0.99 0.99 0.99 | | | | | | | w/ store card w/ store card w/ store card |
| | Ray's Food Place | Foster Farms Foster Farms Butterball | 1.49 | free | | | | | | | French-cut @ \$2.49/lb. < 16 lbs. (hen) w/ ham purchase; limit 1 |
| | Safeway | Empire Safeway Select Open Nature | 1.49 | | | 3.49 | | | | 1.99 | |
| | Save Mart | Foster Farms Riverside | 1.49 | 0.69 | | | | | | | |
| | Sprout's/Henry's | Sprout's | | | | | | | 1.97 | | |
| | Stater Bros. | Foster Farms Foster Farms | 1.59 1.89 | | | | | | | | w/ store card w/o store card |
| | Von's | Empire Safeway Select Open Nature | 1.49 | | | 3.49 | | | | 1.99 | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions |
|-------------|--------------|-------------------|----------------|--------|--------|--------|---------|--------|------------|-------------------|-------------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | |
| HI | Foodland | Foster Farms | 2.19 | | | | | | | | limit 2 |
| | | Norbest | | 1.00 | | | | | | | |
| | | Tender Bird | | 1.00 | | | | | | | |
| Jennie-O | | | 1.00 | | | | | | | | |
| Safeway | Empire | Safeway Select | 1.49 | | | 3.49 | | | | | |
| | | Open Nature | | | | | | | 1.99 | | |
| | | Times Supermarket | Norbest | 1.49 | | | | | | | |
| NV | Albertson's | no label | | | | 2.99 | | | | | w/ store card |
| | | Foster Farms | 1.79 | | | | | | | | w/ store card |
| | Fresh & Easy | Fresh & Easy | 1.29 | | | | | | | | < 16 lbs. (hen); limit 4 limit 4 |
| | | Jennie-O | | 0.59 | | | | | | | |
| | Raley's | Raley's | 1.79 | | | | | | | | |
| | Ralph's | Butterball | | 0.99 | | | | | | | w/ store card |
| | | Jennie-O | | 0.99 | | | | | | | w/ store card |
| | | Private Selection | | 0.99 | | | | | | | w/ store card |
| | Ridley's | Norbest | 1.48 | | | | | | | | |
| | Safeway | Empire | Safeway Select | 1.49 | | | 3.49 | | | | |
| Open Nature | | | | | | | | | 1.99 | | |
| Smith's | no label | | | | | | | | | | w/ store card |
| Jennie-O | 1.39 | BOGO | | | | | | | | | |
| Von's | Empire | Safeway Select | 1.49 | | | 3.49 | | | | | |
| | | Open Nature | | | | | | | 1.99 | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions | |
|---------------------------------------------------|------------------|----------------|---------|--------|--------|--------|---------|--------|------------|-------------------|------------------------------------------|-----------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | | |
| NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY | | | | | | | | | | | | |
| AK | Carr's | Empire | | | | 3.49 | | | | | | |
| | | Safeway Select | 1.49 | | | | | | | | | |
| | | Open Nature | | | | | | | | 1.99 | | |
| ID | Albertson's | Jennie-O | 1.79 | | | | | | | | w/ store card | |
| | | Honeysuckle | | 1.49 | | | | | | | w/ store card | |
| | Broulim's | Norbest | 1.49 | | | | | | | | | |
| | Harvest Foods | Foster Farms | 1.59 | | | | | | | | | |
| | Ridley's | Norbest | 1.48 | | | | | | | | | |
| | Rosauer's | Jennie-O | 1.49 | | | | | | | | | |
| | Safeway | Empire | | | | 3.49 | | | | | | |
| | | Safeway Select | 1.49 | | | | | | | 1.99 | | |
| | | Open Nature | | | | | | | | | | |
| | Smith's | no label | | BOGO | | | | | | | | |
| | | Jennie-O | 1.39 | | | | | | | | w/ store card | |
| | Yoke's | Jennie-O | 1.59 | | | | | | | | | |
| MT | Albertson's | Jennie-O | 1.79 | | | | | | | | w/ store card | |
| | | Honeysuckle | | 1.49 | | | | | | | w/ store card | |
| | Harvest Foods | Foster Farms | 1.59 | | | | | | | | | |
| | Rosauer's | Jennie-O | 1.49 | | | | | | | | | |
| | Safeway | Empire | | | | 3.49 | | | | | | |
| | | Safeway Select | 1.49 | | | | | | | 1.99 | | |
| | | Open Nature | | | | | | | | | | |
| | Smith's | no label | | BOGO | | | | | | | | |
| | | Jennie-O | 1.39 | | | | | | | | w/ store card | |
| OR | Albertson's | Jennie-O | 1.79 | | | | | | | | w/ store card | |
| | | Honeysuckle | | 1.49 | | | | | | | w/ store card | |
| | Haggen/Tops | Jennie-O | 1.69 | | | | | | | | | |
| | Harvest Foods | Foster Farms | 1.59 | | | | | | | | | |
| | McKay's | Foster Farms | 1.68 | | | | | | | | | < 16 lbs. (hen) |
| | | Norbest | 1.68 | | | | | | | | | < 16 lbs. (hen) |
| | Ray's Food Place | Foster Farms | 1.49 | | | | | | | | | |
| | | Foster Farms | | | | | | | | | French-cut @ \$2.49/lb. | |
| | | Butterball | | free | | | | | | | < 16 lbs. (hen) w/ ham purchase; limit 1 | |
| | Rosauer's | Jennie-O | 1.49 | | | | | | | | | |
| | Roth's | Norbest | 1.58 | | | | | | | | | |



HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

Prices effective March 30-April 8, 2012

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites)

Easter/Passover 2012

WHOLE TURKEYS

| State | Supermarket | Brand | Regular | | Kosher | | Organic | | Free Range | ABF ^{1/} | Conditions |
|--------------|------------------|-----------------------------------------|---------|--------|--------|--------|---------|--------|------------|-------------------|--------------------------------|
| | | | Fresh | Frozen | Fresh | Frozen | Fresh | Frozen | Fresh | Fresh | |
| OR (cont) | Safeway | Empire Safeway Select Open Nature | 1.49 | | | 3.49 | | | | 1.99 | |
| | Thriftway of OR | Norbest | 1.69 | | | | | | | | |
| WA | Albertson's | Jennie-O Honeysuckle | 1.79 | 1.49 | | | | | | | w/ store card w/ store card |
| | Haggen/Tops | Jennie-O | 1.69 | | | | | | | | |
| | Harvest Foods | Foster Farms | 1.59 | | | | | | | | |
| | Rosauer's | Jennie-O | 1.49 | | | | | | | | |
| | Safeway | Empire Safeway Select Open Nature | 1.49 | | | 3.49 | | | | 1.99 | |
| | The Markets, LLC | Jennie-O | 1.78 | | | | | | | | |
| | Thriftway of OR | Norbest | 1.69 | | | | | | | | |
| | Yoke's | Jennie-O | 1.59 | | | | | | | | |
| WY | Albertson's | Jennie-O Honeysuckle | 1.79 | 1.49 | | | | | | | w/ store card w/ store card |
| | King Sooper | Honeysuckle | 1.79 | | | | | | | | w/ store card |
| | Ridley's | Norbest | 1.48 | | | | | | | | |
| | Safeway | Empire | | | | 3.49 | | | | | |
| | Smith's | no label Jennie-O | 1.39 | BOGO | | | | | | | w/ store card |