

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY**

(prices effective through April 8, 2007)

(all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

**Easter/Passover 2007**

**Shell Eggs & Egg Products**

Market	Outlet	Label	Egg Products		Shell Eggs								Conditions
					Large White		Extra Large White		Large Brown		Medium White		
			15 oz.	32 oz.	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
<b>EASTERN U.S. - CT,DE,DC,FL,GA,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV</b>													
<b>Connecticut</b>	A&P Food Emporium	Egg Beaters	2.50										
		America's Choice	2.00										
	A&P Stores	Egg Beaters	2.50										
		America's Choice	2.00			2.49						w/ card	
	Big Y	Big Y			1.50								
	C-Town	Nature's Yoke							1.99			Cage-Free	
	Geissler's	no label			1.29								
	Price Chopper	Land O Lakes							2.50			XL brown and Omega-3	
	Shaw's	Better'n Eggs		4.29									
	Land O Lakes	2.00											
	Pete & Gerry's							5.00			Organic; LG or XL		
ShopRite	Eggland's Best				3.50						Omega-3		
	Better'n Eggs		4.49										
Stop & Shop	Nature's Promise							2.50			Omega-3 LG or XL		
	Nature's Promise							2.50			Cage-Free		
<b>Washington, DC</b>	A&P Stores	Egg Beaters	2.50										
		America's Choice	2.00			2.49						w/ card	
	Giant Foods	Nature's Promise						2.50				Omega-3 LG or XL	
		Nature's Promise						2.50				Cage-Free	
	Magruder's	no label					1.09						
Safeway	Lucerne				*						buy 1 get 1 free		
Snider's	no label			0.99									
<b>Delaware</b>	A&P Stores	Egg Beaters	2.50										
		America's Choice	2.00			2.49						w/ card	
	ACME	Egg Beaters	3.00										
		ACME			1.50							2 for \$3.00	
		Eggland's Best					2.50					Omega-3	
	Food Lion	Food Lion			*							1 free w/ purchase	
	Giant Foods	Nature's Promise						2.50				Omega-3 LG or XL	
		Nature's Promise						2.50				Cage-Free	
Pathmark	Pathmark				*						\$1.00 Off		
	Eggland's Best			2.79							Omega-3		
Safeway	Lucerne				*						buy 1 get 1 free		
Shopper's Food	Hillandale			*							30 pack \$2.99		
ShopRite	Eggland's Best				3.50						Omega-3		
	Better'n Eggs		4.49										



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					Large White		Extra Large White		Large Brown		Medium White			
			15 oz.	32 oz.	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack		
Massachusetts (continued)	Shaw's	Better'n Eggs Land O Lakes Pete & Gerry's	2.00	4.29							5.00			Organic; LG or XL
	Stop & Shop	Nature's Promise Nature's Promise									2.50 2.50			Omega-3 LG or XL Cage-Free
New Hampshire	Price Chopper	Land O Lakes								2.50				XL brown and Omega-3
	Shaw's	Better'n Eggs Land O Lakes Pete & Gerry's	2.00	4.29							5.00			Organic; LG or XL
	Stop & Shop	Nature's Promise Nature's Promise									2.50 2.50			Omega-3 LG or XL Cage-Free
New Jersey	Associated	ISE					0.89							
	A&P Stores	Egg Beaters America's Choice	2.50 2.00				2.49							w/ card
	ACME	Egg Beaters ACME Eggland's Best	3.00		1.50			2.50						2 for \$3.00 Omega-3
	C-Town	Nature's Yoke								1.99				Cage-Free
	Foodtown	Eggland's Best			2.50									Omega-3
	Genuardi's	Lucerne					*							Buy 1 Get 1 Free
	Met Foods	ISE			1.98									sold in 6 packs
	Pathmark	Pathmark Eggland's Best			2.79		*							\$1.00 Off Omega-3
	ShopRite	Eggland's Best Better'n Eggs ShopRite ShopRite	2.50	4.49		0.99	3.50				3.29			Organic
Stop & Shop	Nature's Promise Nature's Promise									2.50 2.50			Omega-3 LG or XL Cage-Free	
New York	A&P Food Emporium	Egg Beaters America's Choice	2.50 2.00											
	A&P Stores	Egg Beaters America's Choice	2.50 2.00				2.49							w/ card
	Associated	ISE						0.89						
	C-Town	Nature's Yoke								1.99				Cage-Free
	D'Agostino's	D'Ag						0.29						redeem store points
	Foodtown	Eggland's Best			2.50									Omega-3
	Giant Food Markets	no label Better'n Eggs		1.99	1.19									

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New York (continued)	Key Foods	Egg Beater's	2.99										Omega-3; Cage-Free Cage-Free sold in 6 packs \$1.00 Off Omega-3 Cage-Free XL brown and Omega-3 Omega-3 Organic Omega-3 LG or XL Cage-Free Omega-3 Omega-3; Cage-Free
		Better'n Eggs	2.50										
	Nellie's							2.50					
	King Kullen	Born Free							3.19				
	Met Foods	ISE			1.98								
	Pathmark	Pathmark				*							
		Eggland's Best			2.79								
	Pioneer	Nature's Yoke							2.50				
	Price Chopper	Land O Lakes							2.50				
	ShopRite	Eggland's Best											
Better'n Eggs		2.50	4.49		3.50								
ShopRite	ShopRite			0.99									
	ShopRite							3.29					
Stop & Shop	Nature's Promise							2.50					
	Nature's Promise							2.50					
Tops	Tops			1.00									
Western Beef	Eggland's Best												
	Eggland's Best							2.69					
North Carolina	Food Lion	Food Lion			*							1 free w/ purchase	
	Harris Teeter	Egg Beater's	2.69										
	Ingle's	Horizon			2.98								Organic
		Egg Beater's	2.38										
	Kroger	Egg Beater's	2.50									free w/ bacon purchase	
Kroger	Kroger			*									
Lowe's	Born Free							2.59				Cage-Free	
Pennsylvania	A&P Stores	Egg Beaters	2.50										
		America's Choice	2.00			2.49						w/ card	
	ACME	Egg Beaters	3.00										
		ACME			1.50			2.50					2 for \$3.00 Omega-3
	Boyer's	Boyer's				1.79							
		no label			0.99								
		Land O Lakes			1.99								Omega-3 Cage-Free
	Land O Lakes							2.29					
C-Town	Nature's Yoke							1.99			Cage-Free		
Foodland	Foodland			0.69							w/ coupon		
Food Lion	Food Lion			*							1 free w/ purchase		
Foodtown	Eggland's Best			2.50								Omega-3	
Genuardi's	Lucerne											Buy 1 Get 1 Free	

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					Large White		Extra Large White		Large Brown		Medium White			
			15 oz.	32 oz.	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack		
Pennsylvania (continued)	Giant of PA	Giant			0.99									
	Karn's	Richfood					1.00							
	Pathmark	Pathmark Eggland's Best			2.79	*								\$1.00 Off Omega-3
	Price Chopper	Land O Lakes							2.50					XL brown and Omega-3
	ShopRite	Eggland's Best Better'n Eggs ShopRite ShopRite	2.50	4.49	0.99	3.50				3.29				Omega-3  Organic
	Schurfine	Schurfine				1.59								
	Stauffer's	Sauder			0.99									
	Tops	Tops Eggland's Best			1.00	2.99								Omega-3
Rhode Island	C-Town	Nature's Yoke							1.99					Cage-Free
	Shaw's	Better'n Eggs Land O Lakes Pete & Gerry's	2.00	4.29					5.00					Organic; LG or XL
	Stop & Shop	Nature's Promise Nature's Promise							2.50 2.50					Omega-3 LG or XL Cage-Free
South Carolina	Food Lion	Food Lion			*									1 free w/ purchase
	Harris Teeter	Egg Beater's	2.69											
	Ingle's	Horizon Egg Beater's	2.38		2.98									Organic
	Kroger	Egg Beater's	2.50											
	Lowe's	Born Free							2.59					Cage-Free
	Publix	Egg Beater's	2.00											
Vermont	Price Chopper	Land O Lakes							2.50					XL brown and Omega-3
	Shaw's	Better'n Eggs Land O Lakes Pete & Gerry's	2.00	4.29					5.00					Organic; LG or XL
Virginia	Farm Fresh	no label			*									1 doz free w/ purchase
	Food City	Valu Time									1.66			
	Food Lion	Food Lion			*									1 free w/ purchase
	Giant Foods	Nature's Promise Nature's Promise							2.50 2.50					Omega-3 LG or XL Cage-Free
	Giant of PA	Giant			0.99									
	Harris Teeter	Egg Beater's	2.69											

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Virginia (continued)	Ingle's	Horizon Egg Beater's	2.38		2.98								Organic
	Kroger	Egg Beater's Kroger	2.50		*								free w/ bacon purchase
	Lowe's	Born Free							2.59				Cage-Free
	Magruder's	no label					1.09						
	Safeway	Lucerne				*							buy 1 get 1 free
	Shopper's Food	Hillandale			*								30 pack \$2.99
West Virginia	Foodland	Foodland			0.69								w/ coupon
	Food Lion	Food Lion			*								1 free w/ purchase
	Giant of PA	Giant			0.99								
	Kroger	Egg Beater's Naturally Preferred Kroger	2.50			*				2.00			Cage-Free free w/ bacon purchase

**CENTRAL U.S. - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI**

Alabama	Kroger	Egg Beater's	2.50										
	Publix	Egg Beater's	2.00										
	Super Target	Market Pantry			*								\$0.50 off; limit 1
	Winn-Dixie	Winn-Dixie			*								free / bacon purchase
Arkansas	Brookshire's	Brookshire's			0.99								
	Kroger	Kroger			1.00								
Illinois	Buehler's Buy Low	Best Choice			0.99								
	Cub Foods	no label			*								Free w/ cereal purchase
	Dierberg's	Egg Beater's	2.50										
	Dominick's	Lucerne				*							buy 1 get 1 free
	Econo Foods	Our Family				1.50							
	Fareway	no label			0.89								
	Hy-Vee	Hy-Vee Sparboe Farms				1.17				1.87			Omega-3
	Jewel	Jewel Better'n Eggs	2.50		1.29								
	Kroger/Hilander	Egg Beater's Kroger	2.50		1.00		1.00						
	Piggly Wiggly	Food Club			*								Free w/ \$25 purchase
Ultra Foods	Rose Acre			0.68									
Walt's Food	Rose Acre			0.89		0.99						Jumbo \$1.19	

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			15 oz.	32 oz.	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack		
Indiana	Buehler's Buy Low	Best Choice			0.99									
	Fresh Encounters	Our Family			1.00									
	Jewel	Jewel Better'n Eggs	2.50		1.29									
	Kroger	Kroger Kroger			1.00 *		1.00 *							Free w/ purchase
	Kroger/Owen's	Egg Beater's	2.50											
	Jay-C	Sunny Morn			0.79									
	Marsh	Egg Beater's	2.89											
	Scott's	Scott's Organic Valley Organic Valley Eggland's Best Eggland's Best Eggland's Best Crystal Springs			1.19    2.30 *	2.01    	1.37    2.37			3.13* 4.27 3.07 3.86 1.63		1.10		Organic 6 pack Organic Cage-Free Organic Omega-3 8 pack @ \$0.96
	Strack & Van-Til	Egg Beater's Dutch Farms	2.79		0.79									limit 2
	Ultra Foods	Rose Acre			0.68									
Iowa	Econo Foods	Our Family				1.50								
	Fareway	no label			0.89									
	Hy-Vee	Hy-Vee Sparboe Farms				1.17							1.87	Omega-3
Kansas	Dillon's	Eggland's Best Dillon's Naturally Preferred			1.99 1.00								2.29	Omega-3  Cage-Free
	Hen House	Eggland's Best Eggland's Best			1.48		1.48							Omega-3
	Homeland	Best Choice			0.99									
	Hy-Vee	Hy-Vee Sparboe Farms				1.17							1.87	Omega-3
Kentucky	Buehler's Buy Low	Best Choice			0.99									
	Food City	Valu Time										1.66		
	Foodland	Foodland			0.69									w/ coupon
	Kroger Kroger	Egg Beater's Kroger Kroger Kroger	2.50		1.00 * * *		1.00 * *							Free w/ purchase free w/ bacon purchase
	Remke's	no label			*		*							Free w/ purchase

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			15 oz.	32 oz.	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack		
Louisiana	A&P Sav-A-Center	America's Choice Egg Beater's	2.50			1.99								
	Brookshire's	Brookshire's			0.99									
	Brookshire Bros.	Brookshire Bros.				1.50								
	Kroger	Eggland's Best			2.00									Omega-3
	Market Basket	Market Basket			1.00									
	Winn-Dixie	Winn-Dixie			*									free / bacon purchase
Michigan	Busch's	Busch's							2.50					Cage-Free
	D&W	Spartan			1.00									
	Family Fare	Spartan			1.00									
	Farmer Jack	America's Choice Egg Beater's	2.50		1.25	1.99								
	Felpausch	Spartan			1.00									
	Harding's	Harding's			1.00									
	Hiller's	Hamilton			0.49									w/ \$40 purchase; limit 4
	Kroger	Naturally Preferred							2.00					Cage-Free
	Oleson's	Spartan			1.00									
	VG's	VG's			0.68									Free w/ purchase
Minnesota	Cash Wise	Food Club			*									Free w/ \$25 purchase
	Coborn's	Food Club			0.99									
	Econo Foods	Our Family				1.50								
	Festival	Flavorite			0.49									w/coupon & purchase
	Hy-Vee	Hy-Vee Sparboe Farms				1.17			1.87					Omega-3
	SunMart	Our Family				1.50								
	Super One	Egg Beater's no label	2.50											1 doz free w/ purchase
Mississippi	A&P Sav-A-Center	America's Choice Egg Beater's	2.50			1.99								
	Brookshire's	Brookshire's			0.99									
	Kroger	Kroger			1.00									
	Winn-Dixie	Winn-Dixie			*									free / bacon purchase
Missouri	Dierberg's	Egg Beater's	2.50											
	Gerbes	Eggland's Best Dillon's Naturally Preferred			1.99					2.29				Omega-3
	Hen House	Eggland's Best			1.48		1.48							Omega-3

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<b>Missouri</b> (continued)	Hy-Vee	Hy-Vee Sparboe Farms				1.17				1.87				Omega-3
<b>Nebraska</b>	Baker's	Egglan's Best Dillon's Naturally Preferred			1.99					2.29				Omega-3 Cage-Free
	Fareway	no label			0.89									
	Hy-Vee	Hy-Vee Sparboe Farms				1.17				1.87				Omega-3
	Russ's Market	Best Choice Best Choice									0.09			limit2 / \$10 purchase additional
	Safeway	Lucerne				*					0.99			buy 1 get 1 free
	SunMart	Our Family				1.50								
	SuperSaver	Best Choice			0.48									
<b>North Dakota</b>	Cash Wise	Food Club			*									Free w/ \$25 purchase
	Dan's	Dan's			*									Free w/ cereal purchase
	SunMart	Our Family				1.50								
<b>Ohio</b>	Acme Fresh	Better'n Eggs Acme	2.00											
	Buehler's	Buehler's			0.99									
	Cub Foods	Cub Foods			0.99	1.49								
	Foodland	Foodland			0.67									limit 2
	Fresh Encounters	Our Family			0.69									w/ coupon
	Geyer's	Geyer's Geyer's			1.00									free w/ purchase
	Kroger	Egg Beater's Kroger Naturally Preferred Kroger Kroger	2.50		0.99		0.99		2.00					Cage-Free Free w/ purchase free w/ bacon purchase
Marc's	Egg Beater's	2.50												
<b>Oklahoma</b>	Dillon's	Dillon's Naturally Preferred			1.00					2.29				Cage-Free
	Homeland	Best Choice			0.99									
	Reasor's	Best Choice Davidson's			2.50	1.50								pasteurized
	United	United			1.29									
<b>South Dakota</b>	Coborn's	Food Club			0.99									
	Econo Foods	Our Family				1.50								

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			15 oz.	32 oz.	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
South Dakota (continued)	Hy-Vee	Hy-Vee Sparboe Farms				1.17				1.87			Omega-3
	Safeway	Lucerne				*							buy 1 get 1 free
Tennessee	Food City	Valu Time										1.66	
	Food Lion	Food Lion			*								1 free w/ purchase
	Harris Teeter	Egg Beater's	2.69										
	H.G. Hill	Egg Beater's	2.50										
	Ingle's	Horizon Egg Beater's	2.38		2.98								Organic
	Kroger	Egg Beater's Kroger Kroger	2.50		1.00	*	1.00						
Publix	Egg Beater's	2.00											
Texas	Brookshire's	Brookshire's			0.99								
	Brookshire Bros.	Brookshire Bros.				1.50							
	Kroger	Eggland's Best			2.00								Omega-3
	Market Basket	Market Basket			1.00								
	Tom Thumb	Lucerne				*							Buy 1 get 1 free
United/Market Street	Red River Farms			0.99									
Wisconsin	Copp's/Pick'n Save	Roundy's Roundy's				*			2.00				Omega-3 or Vegetarian 1 free w/ purchase
	Econo Foods	Our Family					1.50						
	Jewel	Jewel Better'n Eggs	2.50		1.29								
	Pick'n Save	Roundy's				*							Free w/ purchase
	Piggly Wiggly	Food Club				*							Free w/ \$25 purchase
	Sentry Foods	Sentry				*							Buy 1 get 1 free
	Super One	Egg Beater's no label	2.50										1 doz free w/ purchase

**WESTERN U.S. - AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA**

Arizona	Food City	Food City									*		5 doz @ \$3.99
	Fry's	Fry's			0.99								
		Eggland's Best			2.50								Omega-3
		Land O Lakes			2.50								Omega-3
	Safeway	Lucerne				*							buy 1 get 1 free
	Smart & Final	First Street				*							30 pack @ \$2.99
Smith's	Smith's Private Selection			0.89					2.99				Organic

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California	Albertson's	Egg Beater's	2.50										
	Food4Less	Santa Rosa				1.50							
	Holiday	Holiday			1.59								
	Jon's Marketplace	no label					*						20 count @ \$2.50
	Mollie Stone's	Mollie Stone's Mollie Stone's				*			1.99				Cage-Free Buy 1 get 1 free
	Nugget	Ranch Pak				2.00							
	P&W Markets	Nulaid Nulaid			1.50	*			1.50				Buy 1 get 1 free
	Raley's	Eggland's Best Sunnyside		3.50	2.50								Omega-3
	Ralph's	Egg Beater's	2.50										
	Ray's Food Place	Ray's			0.99								w/ coupon
	Safeway/Von's	Lucerne				*							buy 1 get 1 free
	Save Mart	Sunnyside	1.99			2.00							
	Sentry	Sentry			0.39								w/ store promotion
Scolari's	Willamette									0.89			
Shop Smart	Willamette			0.99								sold in 5 doz packs	
Colorado	City Market	City Market Naturally Preferred			1.00				2.00				Cage-Free
	King Soopers	King Soopers Naturally Preferred			1.00	1.50			2.00				Cage-Free
	Safeway	Lucerne				*							buy 1 get 1 free
	SunMart	Our Family				1.50							
Idaho	Fred Meyer	Private Selection			1.50								limit 4 w/ coupon
	Ridley's	Western Family			0.95								
	Safeway	Lucerne				*							buy 1 get 1 free
	Smith's	Smith's Private Selection			0.89				2.99				Organic
	Super 1	no label			*								free w/ purchase
	Yoke's	Better'n Eggs Naturally Nested	2.29						*				buy 1 get 1 free
Montana	Safeway	Lucerne				*							buy 1 get 1 free
	Smith's	Smith's Private Selection			0.89				2.99				Organic
	Super 1	no label			*								free w/ purchase
Nevada	Albertson's	Egg Beater's	2.50										
	Food4Less	Santa Rosa				1.50							

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Shell Eggs & Egg Products**

(all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Egg Products		Shell Eggs								Conditions	
					Large White		Extra Large White		Large Brown		Medium White			
			15 oz.	32 oz.	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack		
Nevada (continued)	Raley's	Eggland's Best Sunnyside		3.50	2.50									Omega-3
	Scolari's	Willamette									0.89			
	Smith's	Smith's Private Selection			0.89					2.99				Organic
	Von's	Lucerne				*								buy 1 get 1 free
New Mexico	Raley's	Eggland's Best Sunnyside		3.50	2.50									Omega-3
	Safeway	Lucerne				*								buy 1 get 1 free
	Smith's	Smith's Private Selection			0.89					2.99				Organic
Oregon	Fred Meyer	Private Selection Fred Meyer Naturally Preferred			1.50 1.99	*								limit 4 w/ coupon Buy 1, get 1 Free Cage-Free
	Haggen's	Haggen's Haggen's			1.25 *									free w/ purchase
	QFC	Naturally Preferred QFC QFC Egg Beater's	2.50		1.50				3.29		1.00			Organic
	Ray's Food Place	Ray's			0.99									w/ coupon
	Red Apple	Red Apple Red Apple			* 1.25									1 free w/ purchase
	Roth's	Willamette Wilcox			*				1.99					buy 1 get 1 free Cage-Free
	Safeway	Lucerne				*								buy 1 get 1 free
	Sentry	Sentry			0.39									w/ store promotion
	Shop Smart	Willamette			0.99									sold in 5 doz packs
	Super 1	no label			*									free w/ purchase
Yoke's Foods	Better'n Eggs	2.29												
Utah	Harmon's	Harmon's			0.69									limit 2
	Ream's	Ream's			0.89									
	Ridley's	Western Family			0.95									
	Smith's	Smith's Private Selection			0.89					2.99				Organic
Washington	Fred Meyer	Private Selection Fred Meyer Naturally Preferred			1.50 1.99	*								limit 4 w/ coupon Buy 1, get 1 Free Cage-Free

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY**

(prices effective through April 8, 2007)

(all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

**Easter/Passover 2007  
Shell Eggs & Egg Products**

Market	Outlet	Label	Egg Products		Shell Eggs								Conditions
					Large White		Extra Large White		Large Brown		Medium White		
			15 oz.	32 oz.	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Washington (continued)	Haggen's	Haggen's Haggen's			1.25 *								free w/ purchase
	QFC	Naturally Preferred QFC QFC Egg Beater's	2.50		1.50				3.29		1.00		Organic
	Super 1	no label			*								free w/ purchase
	Red Apple	Red Apple			*								1 free w/ purchase
	Safeway	Lucerne				*							buy 1 get 1 free
	Sentry	Sentry			0.39								w/ store promotion
	Thriftway of OR	Western Family Willamette Chris'			0.69 0.69 0.69								limit 1 limit 1 limit 1
	Thriftway	Organic Valley Thriftway			1.25				3.50				Organic
	Top Food	Haggen's Haggen's			1.25 *								free w/ purchase
Yoke's	Better'n Eggs Naturally Nested	2.29						*				buy 1 get 1 free	
Wyoming	Safeway	Lucerne				*							buy 1 get 1 free
	Smith's	Smith's Private Selection			0.89				2.99				Organic