

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 22, 2007)

**EASTERN U.S.** - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

**Thanksgiving 2007**

**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Connecticut	A&P Super Food	Butterball	1.19	1.19						w/ store card; limit 1 w/o store card
		L'il Butterball		1.49					1.39	
		Riverside		0.49						
		Riverside		0.89						
		Bell & Evans								
		Shady Brook	0.99							
	Shady Brook	0.67								w/ store card w/o store card
	Adams	IGA		0.79						w/ store card w/o store card
		IGA		1.19						
		Shady Brook	0.99							
	Butterball			1.19						
	Aldi's	Butterball	1.29	0.89						also smoked @ 1.49
	Big Y	Big Y	1.19	1.09						
		Butterball	1.49	1.39						
	Compare Foods	Norbest		0.69						w/ additional \$100 purchase
	C-Town	Butterball		free						< 16 lbs. (hen) w/ \$400 purchase > 16 lbs. (tom) w/ \$500 purchase < 16 lbs. (hen) w/ \$400 purchase > 16 lbs. (tom) w/ \$500 purchase
		Butterball		free						
		Shady Brook	free							
		Shady Brook	free							
Food Emporium	Riverside		0.49						w/ store card; limit 1 w/o store card	
	Riverside		0.89							
	Butterball	1.19								
	Shady Brook	0.77								
	Shady Brook	0.99								
Geissler's	IGA		0.79						w/ \$50 purchase	
	Butterball		1.19							
Grand Union	no label		0.69						w/ \$25 purchase; limit 1 limit 1	
	Butterball	1.29	0.99							
	L'il Butterball		1.49							
	Shady Brook	0.99								
Price Chopper	Shady Brook	0.99							w/ store card w/o store card	
	Butterball	1.29								
	Central Market	1.29								
	Price Chopper		0.59							
	Price Chopper		1.29							
	Plainville Farms									
	Empire				1.89					2.39 < 16 lbs. (hen)

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Connecticut (continued)	Shaw's	no label		0.79						w/ card and accumulated \$500 purchase	
		no label		free							
		Jennie-O	0.99	0.79							
		Butterball	1.29	1.09							
		Wild Harvest							2.29		
	ShopRite	ShopRite	0.30	free						w/ \$300 accumulated purchase	
		ShopRite	1.29	0.99						w/ \$300 accumulated purchase	
		no label	*	*						\$0.99/lb Off w/ \$300 accumulated purchase	
	Stop & Shop	Butterball	1.19	0.89						w/ store card	
		Butterball	1.49	1.29						w/o store card	
L'il Butterball		1.69									
Shady Brook		0.99	0.59						w/ store card; limit 1		
Shady Brook		1.20							w/o store card		
Bell & Evans Empire Nature's Promise					1.99				2.39 1.69	frozen	
Whole Foods	Whole Foods					3.99					
Washington, DC	A&P Super Fresh	Butterball	1.39	1.19						1.39	w/ store card; limit 1
		L'il Butterball		1.49							
		Riverside		0.49							
		Riverside		0.89							
		Bell & Evans									
		Shady Brook	0.99								
		Shady Brook	0.67								
	Giant Food	Butterball	1.19	0.89						2.39	w/ store card
		Butterball	1.49	1.29							
		L'il Butterball	1.69								
		Shady Brook	0.79	0.39							
		Shady Brook	1.29	0.99							
		Bell & Evans Empire Nature's Promise				1.99					
	Magruder's	Perdue		0.88							limit 2
	Safeway	Butterball		0.99							limit 2
Butterball		1.69								limit 2	
Shady Brook			0.79							limit 2	
Manor House			0.49							limit 2	
O Organics Jennie-O							2.49			< 16 lbs. (hen) frozen oven-ready in bag	
Whole Foods	Whole Foods					3.29					

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Delaware	A&P Super Fresh	Butterball	1.39	1.19						w/ store card; limit 1 w/o store card	
		L'il Butterball		1.49					1.39		
		Riverside		0.49							
		Riverside		0.89							
		Bell & Evans									
		Shady Brook	0.99								
		Shady Brook	0.67								
										w/ store card; limit 1	
	ACME	Shady Brook			free						w/ store card; limit 1
		Shady Brook			0.89						
		Village Market			free						w/ store card; limit 1
		Village Market			0.89						
		Lancaster	1.39								
		Jennie-O			1.99						oven-ready in bag
	Food Lion	no label			0.39						w/ store card and \$35 purchase; limit 2
		no label			1.29						w/ o store card
		no label	1.19								w/ store card
		no label	1.29								w/o store card
		Butterball	1.59	0.79							w/ store card
		Butterball	1.69	1.29							w/o store card
		Jennie-O		1.79							oven-ready in bag
	Giant Food	Butterball	1.19	0.89							w/ store card
		Butterball	1.49	1.29							w/o store card
		L'il Butterball	1.69								
Shady Brook		0.79	0.39							w/ store card; limit 1	
Shady Brook		1.29	0.99							w/o store card	
Bell & Evans									2.39		
Empire					1.99						
Nature's Promise									1.69	frozen	
Pathmark	Pathmark		free							limit 1 w/ accumulated purchase of \$300	
	Pathmark		0.99								
	Shady Brook	1.39								w/ store card	
	Shady Brook	1.79								w/o store card	
	Butterball	1.59	1.29							w/ store card	
	Butterball	2.19	1.59							w/o store card	
	L'il Butterball		1.79								

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Delaware (continued)	Safeway	Butterball		0.99						limit 2
		Butterball	1.69							limit 2
		Shady Brook		0.79						limit 2
		Manor House		0.49						< 16 lbs. (hen) frozen
		O Organics					2.49			oven-ready in bag
		Jennie-O		1.67						
	ShopRite	ShopRite	0.30	free						w/ \$300 accumulated purchase
		ShopRite	1.29	0.99						w/ \$300 accumulated purchase
		no label	*	*						\$0.99/lb Off w/ \$300 accumulated purchase
Shopper's	Marval		0.48						limit 2	
	Shady Brook	0.99	0.89							
	Honeysuckle		0.89							
Florida	Albertson's, LLC.	Village Market		0.69						w/ store card; limit 2
		Village Market		1.19						w/ o store card
		Honeysuckle	0.97							> 16 lbs. (tom)
	Bruno's	Butterball	1.19	0.88						w/ store card
		Butterball	1.69	1.29						w/o store card
		Shady Brook	0.99							w/ store card
		Shady Brook	1.49							w/o store card
	Food Lion	no label		0.39						w/ store card and \$35 purchase; limit 2
		no label		1.29						w/ o store card
		no label	1.19							w/ store card
		no label	1.29							w/o store card
		Butterball	1.59	0.79						w/ store card
		Butterball	1.69	1.29						w/o store card
	Food World	Jennie-O		1.79						oven-ready in bag
		Shady Brook	0.99							w/ store card
		Shady Brook	1.49							w/o store card
		no label		0.67						w/ store card
	Greer's	no label		0.99						w/o store card
		no label		0.99						w/o store card
	Harris Teeter	Best Choice		0.69						
		Butterball		0.99						w/ store card
Butterball			1.49						w/o store card	
Harris Teeter			0.79						< 16 lbs. (hen) w/ store card	
Harris Teeter			0.69						> 16 lbs. (tom) w/ store card	
J.H. Harvey's	Harris Teeter		1.19						w/ o store card	
	Norbest	1.49	0.69						w/ store card	
Publix	Norbest	1.69	1.29						w/o store card	
	Butterball	1.29	0.99							
	Publix	1.09	0.79						smoked @ 2.49	

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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Florida (continued)	SaveRite	no label		0.59						limit 2
		Butterball		0.98						limit 2
	Super Target	Archer Farms		0.88						
		Jennie-O Market Pantry	0.88	0.68						
	Sweetbay	Jennie-O	1.19	0.59						w/ store card
		Jennie-O	1.59	1.09						w/o store card
		Butterball		0.99						w/ store card
Butterball			1.29						w/o store card	
U-Save	Butterball		1.39							
	Shady Brook no label	1.29	0.77							
Whole Foods	Whole Foods					2.99				
Winn-Dixie	Butterball	1.49	0.99						w/ store card; limit 2	
	Butterball		1.39						w/o store card	
	Honeysuckle	1.19							w/ store card; limit 2	
	Honeysuckle	1.39							w/o store card	
	no label		0.69						w/ store card; limit 2	
	no label		1.49						w/o store card	
Georgia	Aldi's	Butterball	1.29	0.89						also smoked @ 1.49
	Bi-Lo	no label		0.69						w/ card; limit 2 w/ \$25 purchase
		Honeysuckle		1.09						w/ store card
		Honeysuckle		1.49						w/o store card
		Butterball		1.19						w/ store card
		Butterball		1.29						w/o store card
	Earth Fare	Alison's Plainville Farms						1.99 2.29		
	Food Lion	no label		0.39						w/ store card and \$35 purchase; limit 2
		no label		1.29						w/ o store card
		no label	1.19							w/ store card
no label		1.29							w/o store card	
Butterball		1.59	0.79						w/ store card	
Butterball		1.69	1.29						w/o store card	
Jennie-O	Jennie-O		1.79						oven-ready in bag	
	Harris Teeter	Butterball		0.99						w/ store card
		Butterball		1.49						w/o store card
		Harris Teeter		0.79						< 16 lbs. (hen) w/ store card
		Harris Teeter		0.69						> 16 lbs. (tom) w/ store card
Harris Teeter		1.19						w/ o store card		

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Georgia (continued)	Ingle's	Jennie-O		0.58						< 16 lbs. (hen); w/ store card
		Jennie-O		1.19						< 16 lbs. (hen); w/o store card
		Butterball		0.98						< 16 lbs. (hen)
	J.H. Harvey's	Norbest	1.49	0.69						w/ store card
		Norbest	1.69	1.29						w/o store card
	Kroger	Butterball	1.49	0.99						
		Honeysuckle	1.09	0.79						
		Private Selection		0.89						
	Piggly Wiggly	Butterball		*						
		Butterball	1.39							< 16 lbs (hen) Free w/ purchase
		Piggly Wiggly		0.89						
	Publix	Butterball	1.29	0.99						
		Publix	1.09	0.79						smoked @ 2.49
Shoprite Market	Norbest		0.89							
Super Target	Archer Farms		0.88							
	Jennie-O	0.88								
	Market Pantry		0.68							
Wayfield's	Norbest		0.89							
Whole Foods	Whole Foods					3.99				
Winn-Dixie	Butterball	1.49	0.99						w/ store card; limit 2	
	Butterball		1.39						w/o store card	
	Honeysuckle	1.19							w/ store card; limit 2	
	Honeysuckle	1.39							w/o store card	
	no label		0.69						w/ store card; limit 2	
	no label		1.49						w/o store card	
Maine	Hannaford	Marval		0.49						w/ store card
		Marval		1.19						w/o store card
		Shady Brook	0.79							w/ store card
		Shady Brook	1.49							w/o store card
		Butterball		0.99						w/ store card
		Butterball		1.49						w/o store card
		Hannaford		0.69						w/ store card
		Hannaford		1.29						w/o store card
		Shaw's	no label		0.79					
	no label			free						w/ card and accumulated \$500 purchase
	Jennie-O		0.99	0.79						
	Butterball		1.29	1.09						
	Wild Harvest								2.29	< 16 lbs. (hen)

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Maine (continued)	Stop & Shop	Butterball	1.19	0.89						w/ store card	
		Butterball	1.49	1.29						w/o store card	
		L'il Butterball	1.69								
		Shady Brook	0.99	0.49						w/ store card; limit 1	
		Shady Brook	1.20							w/o store card	
		Bell & Evans Empire				1.99				2.39	
		Nature's Promise								1.69	frozen
	Whole Foods	Whole Foods Whole Foods					3.99			2.19	
Maryland	A&P Super Fresh	Butterball	1.39	1.19							
		L'il Butterball		1.49							
		Riverside		0.49							
		Riverside		0.89							
		Bell & Evans							1.39	w/ store card; limit 1	
		Shady Brook	0.99							w/o store card	
		Shady Brook	0.67							w/ store card	
	ACME	Shady Brook		free						w/ store card; limit 1	
		Shady Brook		0.89							
		Village Market		free						w/ store card; limit 1	
		Village Market		0.89							
		Lancaster Jennie-O	1.39	1.99						oven-ready in bag	
	Aldi's	Butterball	1.29	0.89						also smoked @ 1.49	
	Bloom	no label		0.39						w/ store card; limit 2	
		no label		1.19						w/o store card	
		no label	1.19							w/ store card	
		no label	1.29							w/o store card	
		Butterball		0.99						w/ store card	
		Butterball Jennie-O		1.29 1.79						w/o store card oven-ready in bag	
	Bottom Dollar	no label		0.32						w/ \$25 purchase; limit 2	
no label			0.89								
Butterball			0.87								
Foodland	Honeysuckle	1.29	0.89						w/ store card		
	Honeysuckle	1.69	1.59						w/o store card		
	Butterball		1.49						w/ store card		
	Butterball		1.79						w/o store card		

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Maryland (continued)	Food Lion	no label		0.39						w/ store card and \$35 purchase; limit 2	
		no label		1.29						w/ o store card	
		no label	1.19							w/ store card	
		no label	1.29							w/o store card	
		Butterball	1.59	0.79						w/ store card	
		Butterball	1.69	1.29						w/o store card	
		Jennie-O		1.79						oven-ready in bag	
	Giant Eagle	Bell & Evans							2.49		
		Nature's Basket							2.39		frozen 1.99/lb
		Butterball		1.29							w/ store card
		Butterball	1.89	1.59							w/o store card
		L'il Butterball		1.79							
		Giant Eagle		0.79							> 16 lbs. (tom) will match any ad price
		Giant Eagle							2.39		frozen @ 1.99
		Giant Eagle	1.19								> 16 lbs. (tom) limit 1
	Giant Food	Honeysuckle	1.19	0.89							> 16 lbs. (tom) limit 1
		Honeysuckle		1.99							Simply Done - oven-ready in bag
		Butterball	1.19	0.89							w/ store card
		Butterball	1.49	1.29							w/o store card
		L'il Butterball	1.69								
		Shady Brook	0.79	0.39							w/ store card; limit 1
		Shady Brook	1.29	0.99							w/o store card
		Bell & Evans							2.39		
	Giant of Carlisle	Empire				1.99					
Nature's Promise								1.69		frozen	
Butterball		0.49	0.29							price with accumulated purchase.	
Butterball			0.99							w/ store card	
Butterball			1.29							w/o store card	
Shady Brook		0.29	0.19							price with accumulated purchase.	
Shady Brook		0.99	0.89							w/ store card	
Shady Brook		1.29								w/o store card	
Prestage			free							price with accumulated purchase.	
Prestage			0.79							w/ store card	
	Prestage		0.99							w/o store card	
	Nature's Promise							1.49		frozen	
	Empire				free					price with accumulated purchase.	

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Maryland (continued)	Harris Teeter	Butterball		0.99						w/ store card
		Butterball		1.49						w/o store card
		Harris Teeter		0.79						< 16 lbs. (hen) w/ store card
		Harris Teeter		0.69						> 16 lbs. (tom) w/ store card
		Harris Teeter		1.19						w/ o store card
	Klein's	Butterball		0.87						w/ \$50 purchase; limit 1
		Butterball		0.76						w/ coupon; limit 1
		Butterball	1.59	1.36						
		Farm Fresh		0.57						w/ \$50 purchase; limit 1
		Farm Fresh		0.36						w/ coupon; limit 1
		Farm Fresh		1.27						
		Bell & Evans							2.49	
Round Hill	1.39									
Magruder's	Perdue		0.88						limit 2	
	Maple Lawn							1.99		
	Butterball		1.99	0.98					limit 1	
	Farm Fresh			0.89						
	Empire				1.59					
Mars	L'il Butterball	1.99	1.59							
	Shady Brook		0.69						limit 1 w/ \$10 purchase	
	Shady Brook		0.99							
	Shady Brook	0.99	1.09							
Redner's	Butterball		0.88							
	Perdue	0.68							limit 1	
Safeway	Butterball		0.99						limit 2	
	Butterball	1.69								
	Shady Brook		0.79						limit 2	
	Manor House		0.49						limit 2	
	O Organics					2.49			< 16 lbs. (hen) frozen	
	Jennie-O		1.67						oven-ready in bag	
Shopper's	Marval		0.48						limit 2	
	Shady Brook	0.99	0.89							
	Honeysuckle		0.89							
Shurfine	Butterball	1.49	0.99							
	Shurfine		0.89							
	Organic Prairie					2.79			frozen	
Wegman's	Country Pride		0.39						w/ card; limit 1 w/ \$25 purchase	
	Wegman's							2.99		

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Maryland (continued)	Weis	Weis		0.37						limit 1 w/ \$25 purchase
		Weis	0.88							
		Butterball	1.19	0.88						
		Empire				1.59				
		David Elliot (Wise)				1.59				
	Whole Foods	Whole Foods					3.29			
Massachusetts	Big Y	Big Y	1.19	1.09						
		Butterball	1.49	1.39						
	C-Town	Butterball		free						< 16 lbs. (hen) w/ \$400 purchase > 16 lbs. (tom) w/ \$500 purchase
		Butterball		free						
		Shady Brook	free							< 16 lbs. (hen) w/ \$400 purchase > 16 lbs. (tom) w/ \$500 purchase
		Shady Brook	free							
	Donelan's	Butterball		0.99						< 16 lbs. (hen); limit 1 > 16 lbs. (tom); limit 1
		no label		0.79						
		Shady Brook	0.89							
		Shady Brook	0.79						1.99	
	Hannaford	Marval		0.49						w/ store card w/o store card w/ store card w/o store card w/ store card w/o store card w/ store card w/o store card
		Marval		1.19						
		Shady Brook	0.79							
		Shady Brook	1.49							
		Butterball		0.99						
		Butterball		1.49						
		Hannaford		0.69						
	Hannaford		1.29							
	Grand Union	no label		0.69						w/ \$25 purchase; limit 1 limit 1
		Butterball	1.29	0.99						
L'il Butterball			1.49							
Shady Brook		0.99								
Price Chopper	Shady Brook	0.99							w/ store card w/o store card	
	Butterball	1.29								
	Central Market	1.29								
	Price Chopper		0.59							
	Price Chopper		1.29							
	Plainville Farms							2.39		
	Empire				1.89					< 16 lbs. (hen)

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 22, 2007)

**Thanksgiving 2007  
WHOLE TURKEYS**

**EASTERN U.S.** - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Massachusetts (continued)	Roche Brothers	Jennie-O		0.49						limit 1 w/ additional \$25 purchase
		Butterball		0.99						
		L'il Butterball		1.39						
		Empire				2.49				
		Roche	0.89							
		Plainville Farms							2.59	
	Bell & Evans							2.59	< 16 lbs. (hen) limit 1 w/ additional \$25 purchase	
	Eberley						3.49			
	Shaw's/Star	no label		0.79						
		no label		free						
		Jennie-O	0.99	0.79						
		Butterball	1.29	1.09						
Stop & Shop	Wild Harvest							2.29	w/ card and accumulated \$500 purchase  < 16 lbs. (hen)	
	Butterball	1.19	0.89							
	Butterball	1.49	1.29							
	L'il Butterball	1.69								
	Shady Brook	0.99	0.59							
	Shady Brook	1.20								
Bell & Evans	Empire				1.99			2.39	w/ store card w/o store card  w/ store card; limit 1 w/o store card	
	Nature's Promise							1.69		
Whole Foods	Whole Foods						3.99		frozen	
	Whole Foods							2.19		
New Hampshire	Hannaford	Marval		0.49						w/ store card w/o store card w/ store card w/o store card w/ store card w/o store card w/ store card w/o store card
		Marval		1.19						
		Shady Brook	0.79							
		Shady Brook	1.49							
		Butterball		0.99						
		Butterball		1.49						
		Hannaford		0.69						
		Hannaford		1.29						
	P&C	Honeysuckle		0.69						w/ card and additional \$30 purchase; limit 1
		Riverside		0.29						
		Shady Brook	1.19							
		Butterball	1.49	0.99						
		L'il Butterball		1.79						

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(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New Hampshire (continued)	Price Chopper	Shady Brook	0.99							w/ store card w/o store card 2.39 < 16 lbs. (hen)
		Butterball	1.29							
		Central Market	1.29							
		Price Chopper		0.59						
		Price Chopper		1.29						
		Plainville Farms								
		Empire			1.89					
	Shaw's	no label		0.79						w/ card and accumulated \$500 purchase 2.29 < 16 lbs. (hen)
		no label		free						
		Jennie-O	0.99	0.79						
		Butterball	1.29	1.09						
		Wild Harvest								
	Stop & Shop	Butterball	1.19	0.89						w/ store card w/o store card 2.39 w/ store card; limit 1 w/o store card 1.69 frozen
		Butterball	1.49	1.29						
		L'il Butterball	1.69							
Shady Brook		0.99	0.49							
Shady Brook		1.20								
Bell & Evans				1.99						
Empire										
Nature's Promise										
New Jersey	A&P Stores	Butterball	1.39	1.19					1.39 w/ store card; limit 1 w/o store card w/ store card w/o store card	
		L'il Butterball		1.49						
		Riverside		0.49						
		Riverside		0.89						
		Bell & Evans								
		Shady Brook	0.77							
		Shady Brook	0.99							
	ACME	Shady Brook		free					w/ store card; limit 1 w/ store card; limit 1 oven-ready in bag	
		Shady Brook		0.89						
		Village Market		free						
		Village Market		0.89						
		Lancaster	1.39							
	Jennie-O		1.99							
	Aldi's	Butterball	1.29	0.89					also smoked @ 1.49	
	Associated	Shady Brook	free						< 16 lbs. (hen) limit 1 w/ \$125 purchase > 16 lbs. (tom) limit 1 w/ \$150 purchase	
		Shady Brook	free							
	C-Town	Butterball		free					< 16 lbs. (hen) w/ \$400 purchase > 16 lbs. (tom) w/ \$500 purchase < 16 lbs. (hen) w/ \$400 purchase > 16 lbs. (tom) w/ \$500 purchase	
		Butterball		free						
		Shady Brook	free							
		Shady Brook	free							

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**WHOLE TURKEYS**

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New Jersey (continued)	Food Basics	Riverside		0.48						limit 1 w/ additional \$10 purchase
		Riverside		0.89						
		Shady Brook	0.77							
	Foodtown	Butterball	0.60	0.40						limit 1 w/card & \$300 accumulated purchase
		Butterball	1.59	1.39						
		Foodtown		0.99		1.99				
		Foodtown		free						
		Shady Brook	0.30	0.10						
		Shady Brook	1.29	1.09						
	Genuardi's	Butterball		0.49						w/ store card; limit 1 w/o store card
		Butterball	1.69	0.79						
		Shady Brook	0.99							
		Manor House		0.49						
		Jennie-O		1.67						
		O Organics					2.49			
	Giant Food	Butterball	1.19	0.89						w/ store card w/o store card
		Butterball	1.49	1.29						
		L'il Butterball	1.69							
		Shady Brook	0.79	0.39						
		Shady Brook	1.29	0.99						
		Bell & Evans						2.39		
		Empire				1.99				
		Nature's Promise						1.69		
	Giant of Carlisle	Butterball	0.49	0.29						price with accumulated purchase. price with accumulated purchase. price with accumulated purchase. price with accumulated purchase.
Butterball			0.99							
Shady Brook		0.29	0.19							
Shady Brook			0.89							
Prestage			free							
Empire					free					
Kings	Kings Country	1.29							brined	
	no label		0.49							
	Butterball	1.59	1.29							
	L'il Butterball	1.69	1.49							
	Bell & Evans						1.99			
	Murray						1.99			
	Murray						2.99			
	Empire			2.29	1.49					
	D'artagnan					3.99				
	Heritage Bourbon						6.99			
Plainville Farms						1.99				

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**Thanksgiving 2007  
WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New Jersey (continued)	Met Foods	Shady Brook	free							w/ additional \$100 purchase; limit 1
	Pathmark	Pathmark		free						limit 1 w/ accumulated purchase of \$300
		Pathmark		0.99						
		Shady Brook	1.39							w/ store card
		Shady Brook	1.79							w/o store card
		Butterball	1.59	1.29						w/ store card
		Butterball	2.19	1.59						w/o store card
	ShopRite	L'il Butterball		1.79						
		ShopRite		0.30	free					w/ \$300 accumulated purchase
		ShopRite		1.29	0.99					w/ \$300 accumulated purchase
	Stop & Shop	no label		*	*					\$0.99/lb Off w/ \$300 accumulated purchase
		Butterball	1.19	0.89						w/ store card
		Butterball	1.49	1.29						w/o store card
		L'il Butterball	1.69							
Shady Brook		0.99	0.49						w/ store card; limit 1	
Shady Brook		1.20							w/o store card	
Bell & Evans								2.39		
Empire					1.99					
	Nature's Promise							1.69	frozen	
Wegman's	Country Pride		0.39						w/ card; limit 1 w/ \$25 purchase	
	Wegman's						2.99			
Weis	Weis		0.37						limit 1 w/ \$25 purchase	
	Weis	0.88								
	Butterball	1.19	0.88							
	Empire				1.59					
David Elliot (Wise)					1.59					
Whole Foods	Whole Foods					3.99		1.99		
New York Metro NYC	Associated	Shady Brook	free							< 16 lbs. (hen) limit 1 w/ \$125 purchase
		Shady Brook	free							> 16 lbs. (tom) limit 1 w/ \$150 purchase
	C-Town	Butterball		free						< 16 lbs. (hen) w/ \$400 purchase
		Butterball		free						> 16 lbs. (tom) w/ \$500 purchase
		Shady Brook	free							< 16 lbs. (hen) w/ \$400 purchase
		Shady Brook	free							> 16 lbs. (tom) w/ \$500 purchase
	D'Agostino's	Shady Brook	1.49							
		Murray's							2.99	
		Empire				2.99				
		D'Agostino						4.59		
Butterball			1.69							
Best Yet		1.39								

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(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New York Metro NYC (continued)	Food Basics	Riverside		0.48						limit 1 w/ additional \$10 purchase
		Riverside		0.89						
		Shady Brook	0.77							
	Food Emporium	Butterball	1.99							2.99 2.99
		Shady Brook	1.99							
		no label	1.69							
		Bell & Evans Plainville D'artagnan					4.99			
	Foodtown	Butterball	0.60	0.40						limit 1 w/card & \$300 accumulated purchase  limit 1 w/card & \$250 accumulated purchase w/ card and \$300 purchase
		Butterball	1.59	1.39						
		Foodtown		0.99		1.99				
Foodtown			free							
Shady Brook		0.30	0.10							
Shady Brook		1.29	1.09							
Giant Food Mrkts	Butterball	1.25	0.99						1.99  1.99	
	Butterball	1.19	0.95							
	L'il Butterball		1.38							
	Jennie-O		0.89							
	Jennie-O		0.85							
	Bell & Evans Empire				1.69					
Giant of Carlisle	Butterball	0.49	0.29						price with accumulated purchase.  price with accumulated purchase.  price with accumulated purchase. price with accumulated purchase.	
	Butterball		0.99							
	Shady Brook	0.29	0.19							
	Shady Brook		0.89							
	Prestage Empire		free		free					
Grand Union	no label		0.69						w/ \$25 purchase; limit 1 limit 1  limit 1	
	Butterball	1.29	0.99							
	L'il Butterball		1.49							
	Shady Brook	0.99								
Key Food	Butterball	1.39	0.99						w/ card and \$25 purchase; limit 1 w/o card w/ card and \$25 purchase; limit 1 w/o card w/ card and \$25 purchase; limit 1 w/o card w/ card and \$25 purchase; limit 1 w/o card	
	Butterball	1.69	1.29							
	Shady Brook	1.19								
	Shady Brook	1.49								
	Empire				1.69					
	Empire				1.99					
	Key		0.69							
	Key		0.99							

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**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New York Metro NYC (continued)	King Kullen	King Kullen	1.29	0.69						
		Shady Brook	1.29							
	Kings	Kings Country	1.29							
		no label		0.49						
		Butterball	1.59	1.29						
		L'il Butterball	1.69	1.49						
		Bell & Evans							1.99	brined
		Murray							1.99	
		Murray			2.29	1.49			2.99	
		Empire								
	D'artagnan					3.99				
	Heritage Bourbon							6.99		
	Plainville Farms							1.99		
	Met Foods	Shady Brook	free						w/ additional \$100 purchase; limit 1	
	Pathmark	Pathmark		free					limit 1 w/ accumulated purchase of \$300	
		Pathmark		0.99						
		Shady Brook	1.39						w/ store card	
		Shady Brook	1.79						w/o store card	
		Butterball	1.59	1.29					w/ store card	
		Butterball	2.19	1.59					w/o store card	
		L'il Butterball		1.79						
	Pioneer	Shady Brook	free						w/ additional \$100 purchase; limit 1	
	ShopRite	ShopRite	0.30	free					w/ \$300 accumulated purchase	
		ShopRite	1.29	0.99					w/ \$300 accumulated purchase	
		no label	*	*					\$0.99/lb Off w/ \$300 accumulated purchase	
	Western Beef	Norbest		free					< 16 lbs. (hen); w/ \$100 purchase; limit 1	
		Norbest		*					> 16 lbs. (tom); \$10 off w/ \$100 purchase; limit 1	
	Whole Foods	Whole Foods					3.99	1.99		
New York Upstate	A&P Stores	Butterball	1.39	1.19						
	Waldbaum's	L'il Butterball		1.49						
		Riverside		0.49						w/ store card; limit 1
		Riverside		0.89						w/o store card
		Bell & Evans							1.39	
		Shady Brook	0.77							w/ store card
		Shady Brook	0.99							w/o store card
	Aldi's	Butterball	1.29	0.89						also smoked @ 1.49
Compare	Norbest		0.69						w/ additional purchase	

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**WHOLE TURKEYS**

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New York Upstate (continued)	Food Emporium	Riverside		0.49						w/ store card; limit 1
		Riverside		0.89						w/o store card
		Butterball	1.19							
		Shady Brook	0.77							w/ store card; limit 1
		Shady Brook	0.99							w/o store card
	Hannaford	Marval		0.49						w/ store card
		Marval		1.19						w/o store card
		Shady Brook	0.79							w/ store card
		Shady Brook	1.49							w/o store card
		Butterball		0.99						w/ store card
		Butterball		1.49						w/o store card
		Hannaford		0.69						w/ store card
		Hannaford		1.29						w/o store card
	P&C	Honeysuckle		0.69						
		Riverside		0.29						w/ card and additional \$30 purchase; limit 1
		Shady Brook	1.19							
		Butterball	1.49	0.99						
		L'il Butterball		1.79						
	Price Chopper	Shady Brook	0.99							
		Butterball	1.29							
		Central Market	1.29							
		Price Chopper		0.59						w/ store card
		Price Chopper		1.29						w/o store card
		Plainville Farms Empire				1.89			2.39	< 16 lbs. (hen)
Quality		Honeysuckle		0.69						
	Riverside		0.59						w/ card and additional \$30 purchase; limit 1	
	Shady Brook	1.19								
	Butterball	1.49	0.99							
	L'il Butterball		1.79							
Stop & Shop	Butterball	1.19	0.89						w/ store card	
	Butterball	1.49	1.29						w/o store card	
	L'il Butterball	1.69								
	Shady Brook	0.99	0.49						w/ store card; limit 1	
	Shady Brook	1.20							w/o store card	
	Bell & Evans Empire				1.99			2.39		
	Nature's Promise							1.69	frozen	

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
<b>New York Upstate (continued)</b>	Tops	Butterball		0.99						w/ store card	
		Butterball		1.29						w/o store card	
		Honeysuckle	0.99	0.89						w/ store card	
		Honeysuckle	1.39	1.19						w/o store card	
		Marval		0.29						w/ card and \$25 purchase; limit 1	
Marval			0.78						w/ store card		
Marval			1.09						w/o store card		
Wegman's	Country Pride Wegman's		0.39						2.99	w/ card; limit 1 w/ \$25 purchase	
Weis	Weis		0.37							limit 1 w/ \$25 purchase	
	Weis	0.88									
	Butterball	1.19	0.88								
	Empire				1.59						
	David Elliot (Wise)				1.59						
Whole Foods	Whole Foods						3.99		1.99		
<b>North Carolina</b>	Aldi's	Butterball	1.29	0.89						also smoked @ 1.49	
	Bi-Lo	no label		0.69							w/ card; limit 2 w/ \$25 purchase
		Honeysuckle		1.09							w/ store card
		Honeysuckle		1.49							w/o store card
		Butterball		1.19							w/ store card
		Butterball		1.29							w/o store card
	Bloom	no label		0.39							w/ store card; limit 2
		no label		1.19							w/o store card
		no label	1.19								w/ store card
		no label	1.29								w/o store card
		Butterball		0.99							w/ store card
		Butterball		1.29							w/o store card
		Jennie-O		1.79							oven-ready in bag
Bottom Dollar	no label		0.32							w/ \$25 purchase; limit 2	
	no label		0.89								
	Butterball		0.87								
Compare Foods	Butterball	1.08									
	no label		free							w/ \$75 purchase	
	no label		0.39							w/ \$50 purchase	
	no label		0.69							w/ \$25 purchase	
Earth Fare	Alison's								1.99		
	Plainville Farms								2.29		

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
North Carolina (continued)	Food Lion	no label		0.39						w/ store card and \$35 purchase; limit 2
		no label		1.29						w/ o store card
		no label	1.19							w/ store card
		no label	1.29							w/o store card
		Butterball	1.59	0.79						w/ store card
		Butterball	1.69	1.29						w/o store card
		Jennie-O		1.79						oven-ready in bag
	Harris Teeter	Butterball		0.99						w/ store card
		Butterball		1.49						w/o store card
		Harris Teeter		0.79						< 16 lbs. (hen) w/ store card
		Harris Teeter		0.69						> 16 lbs. (tom) w/ store card
		Harris Teeter		1.19						w/ o store card
Ingle's	Jennie-O		0.58						< 16 lbs. (hen); w/ store card	
	Jennie-O		1.19						< 16 lbs. (hen); w/o store card	
	Butterball		0.98						< 16 lbs. (hen)	
Kroger	no label	*	*						< 16 lbs. (hen) \$5.00 off	
	no label	*	*						> 16 lbs. (tom) \$10.00 off	
Lowe's	no label		0.29						w/ store card & points; limit 2	
	no label		0.69						w/ store card	
	no label		1.59						w/o store card	
	Shady Brook	0.59							w/ store card & points; limit 2	
	Shady Brook	0.99							w/ store card	
	Shady Brook	1.89							w/o store card	
	Tanglewood Farms							2.99		
	Alison's							2.99		
Butterball		1.69	1.29							
	Super Target	Archer Farms		0.88						
		Jennie-O	0.88							
Market Pantry			0.68							
	Whole Foods	Whole Foods					3.99			
Pennsylvania Philadelphia Area	A&P Super Fresh	Butterball	1.39	1.19						
		L'il Butterball		1.49						
		Riverside		0.49						w/ store card; limit 1
		Riverside		0.89						w/o store card
		Bell & Evans							1.39	
		Shady Brook	0.99							w/ store card
		Shady Brook	0.67							w/o store card

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**EASTERN U.S.** - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Pennsylvania Philadelphia Area (continued)	ACME	Shady Brook		free						w/ store card; limit 1
		Shady Brook		0.89						
		Village Market		free						w/ store card; limit 1
		Village Market		0.89						
		Lancaster Jennie-O	1.39	1.99						oven-ready in bag
	Aldi's	Butterball	1.29	0.89						also smoked @ 1.49
	BiLo/ Riverside	Butterball	1.49	0.99						
		Shady Brook	1.19							
		Honeysuckle Riverside		0.69 0.49						w/ \$30 purchase; limit 1
	Boyer's	Shady Brook no label	1.19	0.79						
	C-Town	Butterball		free						< 16 lbs. (hen) w/ \$400 purchase
		Butterball		free						> 16 lbs. (tom) w/ \$500 purchase
		Shady Brook Shady Brook	free free							< 16 lbs. (hen) w/ \$400 purchase > 16 lbs. (tom) w/ \$500 purchase
	Food Basics	Riverside		0.48						
Riverside			0.89							
Shady Brook		0.77							limit 1 w/ additional \$10 purchase	
Food Lion	no label		0.39						w/ store card and \$35 purchase; limit 2	
	no label		1.29						w/ o store card	
	no label	1.19							w/ store card	
	no label	1.29							w/o store card	
	Butterball	1.59	0.79						w/ store card	
	Butterball Jennie-O	1.69 1.79	1.29 1.79						w/o store card oven-ready in bag	
Foodtown	Butterball	0.60	0.40						limit 1 w/card & \$300 accumulated purchase	
	Butterball	1.59	1.39							
	Foodtown		0.99		1.99					
	Foodtown		free						limit 1 w/card & \$250 accumulated purchase	
	Shady Brook	0.30	0.10						w/ card and \$300 purchase	
	Shady Brook	1.29	1.09							
Genuardi's	Butterball		0.49						w/ store card; limit 1	
	Butterball	1.69	0.79						w/o store card	
	Shady Brook	0.99								
	Manor House		0.49							
	Jennie-O O Organics		1.67				2.49		oven-ready in bag < 16 lbs. (hen) frozen	

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Pennsylvania Philadelphia Area (continued)	Giant of Carlisle	Butterball	0.49	0.29						price with accumulated purchase. w/ store card w/o store card price with accumulated purchase. w/ store card w/o store card price with accumulated purchase. w/ store card w/o store card 1.49 frozen price with accumulated purchase.
		Butterball		0.99						
		Butterball		1.29						
		Shady Brook	0.29	0.19						
		Shady Brook	0.99	0.89						
		Shady Brook	1.29							
		Prestage		free						
		Prestage		0.79						
		Prestage		0.99						
		Nature's Promise Empire				free				
	Grand Union	no label		0.69						w/ \$25 purchase; limit 1 limit 1 limit 1
		Butterball	1.29	0.99						
		L'il Butterball		1.49						
		Shady Brook	0.99							
	Karn's	Konhaus Farms	1.45							
		Jennie-O	1.45							
		Signature		1.19						
	Pathmark	Pathmark		free						limit 1 w/ accumulated purchase of \$300  w/ store card w/o store card w/ store card w/o store card
		Pathmark		0.99						
		Shady Brook	1.39							
		Shady Brook	1.79							
		Butterball	1.59	1.29						
		Butterball	2.19	1.59						
	Price Chopper	Shady Brook	0.99							w/ store card w/o store card 2.39 < 16 lbs. (hen)
		Butterball	1.29							
		Central Market	1.29							
		Price Chopper		0.59						
		Price Chopper		1.29						
		Plainville Farms Empire				1.89				
	P&C	Honeysuckle		0.69						w/ card and additional \$30 purchase; limit 1
		Riverside		0.29						
		Shady Brook	1.19							
		Butterball	1.49	0.99						
L'il Butterball			1.79							

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Pennsylvania Philadelphia Area (continued)	Quality	Honeysuckle		0.69						w/ card and additional \$30 purchase; limit 1
		Riverside		0.59						
		Shady Brook	1.19							
		Butterball	1.49	0.99						
		L'il Butterball		1.79						
	Redner's	Butterball		0.88						limit 1
		Perdue	0.68							
	Shop 'n Save	Honeysuckle	1.39	0.99						
		Butterball		1.39						
		L'il Butterball		1.59						
	ShopRite	ShopRite	0.30	free						w/ \$300 accumulated purchase w/ \$300 accumulated purchase \$0.99/lb Off w/ \$300 accumulated purchase
		ShopRite	1.29	0.99						
		no label	*	*						
Shurfine	Butterball	1.49	0.99						frozen	
	Shurfine		0.89							
	Organic Prairie					2.79				
Shur Save	Shady Brook	1.19								
	Shurfine		0.89							
	Butterball		0.99							
Stauffers	Pilgrim's Pride		1.19						w/ store card w/o store card	
	Pilgrim's Pride		1.59							
Wegman's	Country Pride		0.39						w/ card; limit 1 w/ \$25 purchase	
	Wegman's						2.99			
Weis	Weis		0.37						limit 1 w/ \$25 purchase	
	Weis	0.88								
	Butterball	1.19	0.88							
	Empire				1.59					
	David Elliot (Wise)				1.59					
Whole Foods	Whole Foods					3.29				
Pennsylvania Pittsburgh Area	BiLo & Riverside	Butterball		0.99						
		Honeysuckle	1.19	0.69						
		Gold Label	1.19							
	Foodland	Honeysuckle	1.29	0.89					w/ store card w/o store card w/ store card w/o store card	
		Honeysuckle	1.69	1.59						
		Butterball		1.49						
		Butterball		1.79						

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Pennsylvania Pittsburgh Area (continued)	Giant Eagle	Bell & Evans							2.49		
		Nature's Basket							2.39	frozen 1.99/lb	
		Butterball		1.29							w/ store card
		Butterball	1.89	1.59							w/o store card
		L'il Butterball		1.79							
		Giant Eagle		0.79							> 16 lbs. (tom) will match any ad price
		Giant Eagle								2.39	frozen @ 1.99
		Giant Eagle	1.19								> 16 lbs. (tom) limit 1
		Honeysuckle	1.19	0.89							> 16 lbs. (tom) limit 1
	Honeysuckle		1.99							Simply Done - oven-ready in bag	
	Shop 'n Save	Honeysuckle		0.99							
	Sparkle	Shady Brook		0.69							w/ store card
		Shady Brook		1.19							w/o store card
		Honeysuckle	1.29	0.88							w/ store card
Honeysuckle		1.49	1.19							w/o store card	
Butterball			1.29								
Tops	Butterball		0.99							w/ store card	
	Butterball		1.29							w/o store card	
	Honeysuckle	0.99	0.89							w/ store card	
	Honeysuckle	1.39	1.19							w/o store card	
	Marval		0.29							w/ card and \$25 purchase; limit 1	
	Marval		0.78							w/ store card	
Marval		1.09							w/o store card		
Whole Foods	Whole Foods					3.29					
Rhode Island	C-Town	Butterball		free						< 16 lbs. (hen) w/ \$400 purchase	
		Butterball		free						> 16 lbs. (tom) w/ \$500 purchase	
		Shady Brook	free							< 16 lbs. (hen) w/ \$400 purchase	
		Shady Brook	free							> 16 lbs. (tom) w/ \$500 purchase	
	Shaw's	no label		0.79							
		no label		free							w/ card and accumulated \$500 purchase
		Jennie-O	0.99	0.79							
		Butterball	1.29	1.09							
		Wild Harvest							2.29		< 16 lbs. (hen)

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(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Rhode Island (continued)	Stop & Shop	Butterball	1.19	0.89						w/ store card
		Butterball	1.49	1.29						w/o store card
		L'il Butterball	1.69							
		Shady Brook	0.99	0.59						w/ store card; limit 1
		Shady Brook	1.20							w/o store card
		Bell & Evans Empire				1.99				2.39
	Nature's Promise								1.69	frozen
	Whole Foods	Whole Foods					3.99		2.19	
South Carolina	Aldi's	Butterball	1.29	0.89						also smoked @ 1.49
	Bi-Lo	no label		0.69						w/ card; limit 2 w/ \$25 purchase
		Honeysuckle		1.09						w/ store card
		Honeysuckle		1.49						w/o store card
		Butterball		1.19						w/ store card
		Butterball		1.29						w/o store card
	Bloom	no label		0.39						w/ store card; limit 2
		no label		1.19						w/o store card
		no label	1.19							w/ store card
		no label	1.29							w/o store card
		Butterball		0.99						w/ store card
		Butterball		1.29						w/o store card
	Jennie-O		1.79						oven-ready in bag	
	Compare Foods	Butterball	1.08							
		no label		free						w/ \$75 purchase
		no label		0.39						w/ \$50 purchase
		no label		0.69						w/ \$25 purchase
	Earth Fare	Alison's							1.99	
		Plainville Farms							2.29	
	Food Lion	no label		0.39						w/ store card and \$35 purchase; limit 2
no label			1.29						w/ o store card	
no label		1.19							w/ store card	
no label		1.29							w/o store card	
Butterball		1.59	0.79						w/ store card	
Butterball		1.69	1.29						w/o store card	
Jennie-O			1.79						oven-ready in bag	
Harris Teeter	Butterball		0.99						w/ store card	
	Butterball		1.49						w/o store card	
	Harris Teeter		0.79						< 16 lbs. (hen) w/ store card	
	Harris Teeter		0.69						> 16 lbs. (tom) w/ store card	
	Harris Teeter		1.19						w/ o store card	

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(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
South Carolina (continued)	Ingle's	Jennie-O		0.58						< 16 lbs. (hen); w/ store card
		Jennie-O		1.19						< 16 lbs. (hen); w/o store card
		Butterball		0.98						< 16 lbs. (hen)
	Kroger	Butterball	1.49	0.99						
		Honeysuckle	1.09	0.79						
		Private Selection		0.89						
	Lowe's	no label		0.29						w/ store card & points; limit 2
		no label		0.69						w/ store card
		no label		1.59						w/o store card
		Shady Brook	0.59							w/ store card & points; limit 2
Shady Brook		0.99							w/ store card	
Shady Brook		1.89							w/o store card	
Tanglewood Farms Alison's Butterball		1.69	1.29					2.99 2.99		
Piggly Wiggly	Butterball		*						< 16 lbs (hen) Free w/ purchase	
	Butterball	1.39								
	Piggly Wiggly		0.89							
Publix	Butterball	1.29	0.99							
	Publix	1.09	0.79						smoked @ 2.49	
Whole Foods	Whole Foods					3.99				
Vermont	Aldi's	Butterball	1.29	0.89						also smoked @ 1.49
	Hannaford	Marval		0.49						w/ store card
		Marval		1.19						w/o store card
		Shady Brook	0.79							w/ store card
		Shady Brook	1.49							w/o store card
		Butterball		0.99						w/ store card
		Butterball		1.49						w/o store card
		Hannaford		0.69						w/ store card
		Hannaford		1.29						w/o store card
	Grand Union	no label		0.69						w/ \$25 purchase; limit 1
		Butterball	1.29	0.99						limit 1
		L'il Butterball		1.49						
		Shady Brook	0.99							limit 1
	P&C	Honeysuckle		0.69						
		Riverside		0.29						
		Shady Brook	1.19							w/ card and additional \$30 purchase; limit 1
Butterball		1.49	0.99							
L'il Butterball			1.79							

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Vermont (continued)	Price Chopper	Shady Brook	0.99							w/ store card w/o store card 2.39 < 16 lbs. (hen)
		Butterball	1.29							
		Central Market	1.29							
		Price Chopper		0.59						
		Price Chopper		1.29						
		Plainville Farms				1.89				
		Empire								
	Shaw's	no label		0.79					w/ card and accumulated \$500 purchase	
	no label		free							
	Jennie-O	0.99	0.79							
	Butterball	1.29	1.09							
Virginia	Aldi's	Butterball	1.29	0.89						also smoked @ 1.49
	Bloom	no label		0.39						w/ store card; limit 2
		no label			1.19					w/o store card
		no label	1.19							w/ store card
		no label	1.29							w/o store card
		Butterball			0.99					w/ store card
		Butterball			1.29					w/o store card
	Bottom Dollar	Jennie-O			1.79					oven-ready in bag
		no label			0.32					w/ \$25 purchase; limit 2
		no label			0.89					
	Butterball			0.87						
	Farm Fresh	Butterball			0.57					w/ \$25 purchase; limit 1 w/o store card w/ store card w/o store card
		Butterball			1.29					
		Perdue	0.98							
		Perdue	1.59							
		Maverick						1.99		
	Food City	Butterball	1.49	0.89						w/ store card w/o store card
		Butterball	1.89	1.49						
		Jennie-O	1.29							
		Jennie-O	1.69							
Food Club		1.29	0.79							
Food Club		1.49	1.19							
Foodland	Honeysuckle	1.29	0.89						w/ store card w/o store card w/ store card w/o store card	
	Honeysuckle	1.69	1.59							
	Butterball		1.49							
	Butterball		1.79							

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Virginia (continued)	Food Lion	no label		0.39						w/ store card and \$35 purchase; limit 2
		no label		1.29						w/ o store card
		no label	1.19							w/ store card
		no label	1.29							w/o store card
		Butterball	1.59	0.79						w/ store card
		Butterball	1.69	1.29						w/o store card
		Jennie-O		1.79						oven-ready in bag
	Giant Food	Butterball	1.19	0.89						w/ store card
		Butterball	1.49	1.29						w/o store card
		L'il Butterball	1.69							
		Shady Brook	0.79	0.39						w/ store card; limit 1
		Shady Brook	1.29	0.99						w/o store card
		Bell & Evans Empire			1.99				2.39	
		Nature's Promise							1.69	frozen
	Giant of Carlisle	Butterball	0.49	0.29						price with accumulated purchase.
		Butterball		0.99						w/ store card
		Butterball		1.29						w/o store card
		Shady Brook	0.29	0.19						price with accumulated purchase.
		Shady Brook	0.99	0.89						w/ store card
		Shady Brook	1.29							w/o store card
		Prestage		free						price with accumulated purchase.
		Prestage		0.79						w/ store card
		Prestage		0.99						w/o store card
	Harris Teeter	Nature's Promise Empire			free				1.49	frozen
Butterball			0.99						w/ store card	
Butterball			1.49						w/o store card	
Harris Teeter			0.79						< 16 lbs. (hen) w/ store card	
Harris Teeter			0.69						> 16 lbs. (tom) w/ store card	
Ingle's	Harris Teeter		1.19						w/ o store card	
	Jennie-O		0.58						< 16 lbs. (hen); w/ store card	
	Jennie-O		1.19						< 16 lbs. (hen); w/o store card	
Kroger	Butterball		0.98						< 16 lbs. (hen)	
	no label	*	*						< 16 lbs. (hen) \$5.00 off	
	no label	*	*						> 16 lbs. (tom) \$10.00 off	

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Virginia (continued)	Lowe's	no label		0.29						w/ store card & points; limit 2
		no label		0.69						w/ store card
		no label		1.59						w/o store card
		Shady Brook	0.59							w/ store card & points; limit 2
		Shady Brook	0.99							w/ store card
		Shady Brook	1.89							w/o store card
		Tanglewood Farms							2.99	
		Alison's							2.99	
	Magruder's	Perdue	0.88							limit 2
		Maple Lawn							1.99	
		Butterball	1.99	0.98						limit 1
		Farm Fresh		0.89						
	Safeway	Empire				1.59				
		L'il Butterball	1.99	1.59						
Butterball			0.99						limit 2	
Butterball		1.69							limit 2	
Shady Brook			0.79						limit 2	
Shopper's	Manor House		0.49						limit 2	
	O Organics					2.49			< 16 lbs. (hen) frozen	
	Jennie-O		1.67						oven-ready in bag	
Super Target	Marval		0.48						limit 2	
	Shady Brook	0.99	0.89							
Ukrop's	Honeysuckle		0.89							
	Archer Farms		0.88							
	Jennie-O	0.88								
Wegman's	Market Pantry		0.68							
	Ukrop's		0.38							
Wegman's	no label	*	*						< 16 lbs. (hen) \$6 off w/ store card	
	no label	*	*						> 16 lbs. (tom) \$12 off w/ store card	
Whole Foods	Honeysuckle							2.48	antibiotic free	
	Country Pride		0.39						w/ card; limit 1 w/ \$25 purchase	
West Virginia	Wegman's							2.99		
	Whole Foods					3.29				
	Aldi's	Butterball	1.29	0.89					also smoked @ 1.49	
	Food Fair	Butterball		0.99						limit 1 w/ additional purchase
Amish Valley		1.39								

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**Thanksgiving 2007  
WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
West Virginia (continued)	Foodland	Honeysuckle	1.29	0.89						w/ store card
		Honeysuckle	1.69	1.59						w/o store card
		Butterball		1.49						w/ store card
		Butterball		1.79						w/o store card
	Food Lion	no label		0.39						w/ store card and \$35 purchase; limit 2
		no label		1.29						w/ o store card
		no label	1.19							w/ store card
		no label	1.29							w/o store card
		Butterball	1.59	0.79						w/ store card
		Butterball	1.69	1.29						w/o store card
		Jennie-O		1.79						oven-ready in bag
	Giant Eagle	Bell & Evans							2.49	
		Nature's Basket							2.39	frozen 1.99/lb
		Butterball		1.29						w/ store card
		Butterball	1.89	1.59						w/o store card
		L'il Butterball		1.79						
		Giant Eagle		0.79						> 16 lbs. (tom) will match any ad price
		Giant Eagle						2.39		frozen @ 1.99
		Giant Eagle	1.19							> 16 lbs. (tom) limit 1
		Honeysuckle	1.19	0.89						> 16 lbs. (tom) limit 1
	Giant of Carlisle	Honeysuckle		1.99						Simply Done - oven-ready in bag
		Butterball	0.49	0.29						price with accumulated purchase.
		Butterball		0.99						w/ store card
		Butterball		1.29						w/o store card
		Shady Brook	0.29	0.19						price with accumulated purchase.
		Shady Brook	0.99	0.89						w/ store card
		Shady Brook	1.29							w/o store card
		Prestage		free						price with accumulated purchase.
Prestage			0.79						w/ store card	
Prestage			0.99						w/o store card	
Nature's Promise Empire					free			1.49	frozen	
Kroger	Honeysuckle		0.99						price with accumulated purchase.	
	no label	*	*						< 16 lbs. (hen) \$5.00 off	
	no label	*	*						> 16 lbs. (tom) \$10.00 off	
Kroger (Great Lakes)	Honeysuckle		0.99							
	Riverside		0.49						> 16 lbs. (tom) w/ \$10 purchase; limit 1	
Reisbeck's	Honeysuckle		0.69						w/ \$25 purchase; limit 1	
	Honeysuckle		1.39							

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through November 22, 2007)

**Thanksgiving 2007**

**EASTERN U.S.** - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
West Virginia (continued)	Shop 'n Save	Honeysuckle	1.39	0.99						
		Butterball		1.39						
		L'il Butterball		1.59						
	Sparkle	Shady Brook		0.69						w/ store card
		Shady Brook		1.19						w/o store card
		Honeysuckle	1.29	0.88						w/ store card
		Honeysuckle	1.49	1.19						w/o store card
		Butterball		1.29						
	Weis	Weis		0.37						limit 1 w/ \$25 purchase
		Weis	0.88							
		Butterball	1.19	0.88						
		Empire				1.59				
	David Elliot (Wise)				1.59					