



United States
Department of
Agriculture

Agricultural
Marketing
Service

Livestock,
Poultry and
Seed Program

Agricultural
Analytics
Division

Feature Advertising by U.S. Supermarkets Meat, Poultry, and Shell Eggs

Christmas/Hanukkah 2016

Advertised Prices effective through December 25, 2016



Feature Advertising by U.S. Supermarkets During Key Seasonal Marketing Events

This report provides a detailed breakdown of supermarket featuring of the most popular meat, poultry, and egg products for the Christmas/Hanukkah 2016 holiday marketing period. Advertised sale prices and associated purchase conditions are shown by region, state, and supermarket banner and include brand names, prices, and any special conditions.

Turkey

Whole body, fresh and frozen, hens and toms in conventional, kosher, halal, organic, free-range, antibiotic-free, non-GMO certified, and heritage breed varieties.

Northeast	4
Southeast	16
Midwest	25
South Central.....	34
Southwest.....	40
Northwest	43

Cured Pork

Bone-in, boneless, and semi-boneless; spiral-cut and uncut; whole, half, quartered, and sliced boneless hams; bone-in ham steaks; smoked picnics; and country-cured hams.

Northeast	46
Southeast	73
Midwest	97
South Central.....	125
Southwest.....	143
Northwest	148

Fresh Pork Roasts

Fresh pork leg, loin, shoulder, sirloin, and tenderloin roasts; bone-in and boneless, and tenderloins.

Northeast	156
Southeast	165
Midwest	173
South Central.....	182
Southwest.....	189
Northwest	192

Beef Roasts

Rib, loin, and round roasts, boneless and bone-in.

Northeast	195
Southeast	211
Midwest	222
South Central.....	233
Southwest.....	241
Northwest	244

Beef Roasts II

Chuck and Brisket roasts, boneless and bone-in.

Northeast	249
Southeast	256
Midwest	262
South Central.....	269
Southwest.....	275
Northwest	278

Lamb Roasts and Chops

Bone-in, semi-boneless, and boneless, whole and half legs; bone-in whole, loin, rib, and shoulder chops, frenched and crown roast racks; and breasts.

Northeast.....	281
Southeast	287
Midwest	291
South Central.....	295
Southwest.....	298
Northwest	300

Miscellaneous Poultry

Fresh and frozen Bone-in turkey breasts; chicken roasters, Cornish hens, baking hens; capons, livers, and gizzards; ducklings; geese; pheasants, quail, and rabbits.

Northeast.....	301
Southeast	315
Midwest	327
South Central.....	337
Southwest.....	345
Northwest	347

Shell Eggs, Liquid Egg Products, and Egg Nog

Conventional and specialty shell eggs; liquid eggs and egg nog.

Northeast.....	349
Southeast	373
Midwest	384
South Central.....	398
Southwest.....	409
Northwest	413

Store-Prepared Holiday Dinners

Poultry and meat-based store prepared holiday dinners and sides.

Northeast.....	419
Southeast	427
Midwest	439
South Central.....	448
Southwest.....	457
Northwest	461

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Report Notes and Key to Abbreviations:

All information is collected from publicly available, on-line supermarket advertising circulars during the holiday marketing period. All prices are in U.S. dollars per pound unless otherwise noted.

Common Abbreviations:

n/inot identified
BOGOBuy one, get one free
ABFAntibiotic-free
FFree Range
KKosher
HHalal
LLocal (grown/produced)
OUSDA Certified Organic
GGrass-fed

Miscellaneous Poultry Weight Ranges:

Turkey Breast, bone-in 4 - 9 pounds
Roasters 7 - 10 pounds
Cornish Hens 1 - 2 pounds
Baking Hens 4 - 6 pounds
Capon 7 - 10 pounds
Duckling/Duck 4 - 6 pounds
Goose 8 - 12 pounds
Rabbit 2.5 - 3.5 pounds
Pheasant 1.5 - 2 pounds
Quail05 - .75 pounds
Guinea2 - 3 pounds

U.S. Regional Definitions:

NortheastCT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT
Southeast.....AL,FL,GA,KY,MS,NC,SC,TN,VA,WV
Midwest.....IA,IL,IN,MI,MN,ND,NE,OH,SD,WI
South CentralAR,AZ,CO,KS,LA,MO,NM,OK,TX,UT
SouthwestCA, HI, NV
Northwest.....AK,ID,MT,OR,WA,WY

Lamb Origin Codes:

US United States
AU Australia
NZ..... New Zealand

Shell Egg Codes:

JB.....Jumbo
XLExtra Large
LGLarge
MDMedium
WWhite Shell
BBrown Shell

Cage-Free Egg Codes:

BBarn/Aviary
FFree Range
PPasture-raised

Hanukkah is Saturday, December 24, 2016 through Sunday, January 1, 2017.

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT													
CT	ACME Market	n/i		0.79									limit 1
		Lancaster Brand	1.79										
	Adams Market	Shady Brook	1.69										
	AF Basket	Best Yet		1.29									
		Butterball		1.39									
	AG New England	Shady Brook		0.99									< 16 lbs. (hen)
	Associated	Shady Brook	1.69										
	Big Y	Empire				3.99							
		Butterball		1.59									
		Big Y		1.39									
	Bravo	Shady Brook	1.99										
	C-Town	Shady Brook	1.99										
	Compare Foods	Shady Brook		1.49									
	Geissler's	Waybest	1.89										
	Key Food	Butterball		0.99									w/ \$25 purchase; limit 1
		Butterball		1.99									w/o store card
		Key Food		0.79									w/ \$25 purchase; limit 1
		Key Food		1.79									w/o store card
		Shady Brook	1.99										
	Kings Food Markets	Kings	1.99										
	Market 32	Shady Brook	1.79	0.77									w/ store card
		Shady Brook	2.29	1.59									w/o store card
		Butterball		1.49									
		Empire				1.49							limit 1
	Price Chopper	Shady Brook	1.79	0.77									w/ store card
		Shady Brook	2.29	1.59									w/o store card
		Butterball		1.49									
		Empire				1.49							limit 1
	ShopRite	ShopRite		0.99									w/ store card; limit 1
		ShopRite	1.79	1.49									w/o store card
	Stop & Shop	Butterball	1.99	1.49									
		Stop & Shop		0.99									
		Nature's Promise								1.29			
	Target	Butterball		1.19									limit 2
	The Fresh Market	Fresh Market								2.49			
	Walmart	Butterball	1.98										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
CT <i>(cont)</i>	Whole Foods NE	Kosher Valley			3.49								brined @\$2.99/lb.
		WFM							2.69				
		WFM								3.99			
		Plainville Farms Koch's								3.99	2.99		
DC	Giant Food	Giant		0.99									w/ store card w/o store card < 16 lbs. (hen); w/ store card < 16 lbs. (hen); w/o store card < 16 lbs. (hen) smoked limit 2
		Butterball	1.99	1.49									
		Nature's Promise									1.29		
	Harris Teeter	Butterball		1.39									
		Butterball		1.99									
		Li'l Butterball		1.99									
	Safeway Eastern	Li'l Butterball		2.49									
		Li'l Butterball	2.69										
		Butterball		2.69									
	Target	n/i				2.99							
		Shady Brook	1.99										
Butterball			1.19										
Walmart	Butterball	1.98											
Whole Foods MdAtl	n/i			3.49		3.99		2.69			3.69		
DE	ACME Market	n/i		0.79									limit 1
	Food Lion	Lancaster Brand	1.79										w/ store card w/o store card
		n/i		1.29									
		n/i		1.59									
	Fresh Grocer	ShopRite		1.49									w/ store card w/o store card < 16 lbs. (hen); w/ store card < 16 lbs. (hen); w/o store card
		Butterball		1.89									
		Shady Brook	1.99										
	Giant Food	Giant		0.99									w/ store card w/o store card < 16 lbs. (hen); w/ store card < 16 lbs. (hen); w/o store card
		Butterball	1.99	1.49									
		Nature's Promise									1.29		
	Great VALU Market	Honeysuckle		1.19									
	Harris Teeter	Butterball		1.39									w/ store card w/o store card < 16 lbs. (hen); w/ store card < 16 lbs. (hen); w/o store card
		Butterball		1.99									
		Li'l Butterball		1.99									
		Li'l Butterball		2.49									
IGA Stores NJ/PA	Shady Brook		1.49										
Redner's	Shady Brook		0.98									w/ store card	
	Shady Brook		1.68									w/o store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
DE <i>(cont)</i>	Redner's	Jennie-O		0.98									w/ store card	
	<i>(continued)</i>	Jennie-O		1.68									w/o store card	
	Safeway Eastern	Li'l Butterball	2.69											< 16 lbs. (hen)
		Butterball		2.69										smoked
	ShopRite	n/i				2.99								
		Shady Brook	1.99											
	Target	ShopRite		0.99										w/ store card; limit 1
		ShopRite	1.79	1.49										w/o store card
	The Fresh Market	Butterball		1.19										limit 2
	Walmart	Fresh Market								2.49				
Weis Markets	Butterball	1.98												
	Weis		1.39										w/ store card	
	Weis		0.39										w/ point redemption; limit 1	
MA	Adams Market	Shady Brook	1.69											
	AF Basket	Best Yet		1.29										
		Butterball		1.39										
	AG New England	Shady Brook		0.99									< 16 lbs. (hen)	
	Associated	Shady Brook	1.69											
	Big Y	Empire				3.99								
		Butterball		1.59										
		Big Y		1.39										
	Bravo	Shady Brook	1.99											
	C-Town	Shady Brook	1.99											
	Compare Foods	Shady Brook		1.49										
		Donelan's	Shady Brook	1.49										
		Butterball	2.39											
		Bell & Evans									2.99			
		Empire				4.29								
	Food City Market	Best Yet		0.99										limit 2
	Geissler's	Waybest	1.89											
	Hannaford	n/i		0.99										w/ store card
n/i			1.49										w/o store card	
Market 32	Shady Brook	1.79	0.77										w/ store card	
	Shady Brook	2.29	1.59										w/o store card	
	Butterball		1.49											
	Empire				1.49								limit 1	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MA <i>(cont)</i>	Market Basket	Market Basket		0.69									limit 2	
		Market Basket		1.29										
	Met Foods	Shady Brook		1.49										
	Price Chopper	Shady Brook	1.79	0.77									w/ store card	
		Shady Brook	2.29	1.59									w/o store card	
		Butterball		1.49										
		Empire				1.49							limit 1	
	Roche Bros.	Plainville Farms								2.99				
		n/i		0.69										
	Shaw's	n/i		0.69		2.69								
	Star Market	n/i		0.69		2.69								
	Stop & Shop	Butterball	1.99	1.49										
		Stop & Shop		0.99										
		Nature's Promise								1.29				
	Target	Butterball		1.19										limit 2
	The Fresh Market	Fresh Market								2.49				
	Tops Markets	Jennie-O	1.69											
		Honeysuckle		1.49										
		Tops		1.29										
	Walmart	Butterball	1.98											
Wegman's	Empire				3.29									
	Wegman's Premium	1.99					3.49							
	Wegman's	0.99												
	Round Hill		1.39											
	Butterball		1.99										> 18 lbs. (tom)	
MD	ACME Market	n/i		0.79									limit 1	
		Lancaster Brand	1.79											
	Associated	Shady Brook	1.69											
	Food Lion	n/i		1.29									w/ store card	
		n/i		1.59									w/o store card	
	Giant Eagle	Nature's Basket								2.79			frozen	
		Giant Eagle	1.79	1.39									w/ store card	
		Butterball		1.69									w/ store card	
	Giant Food	Giant		0.99										
		Butterball	1.99	1.49										
	Nature's Promise								1.29					
Great VALU Market	Honeysuckle		1.19											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MD <i>(cont)</i>	Harris Teeter	Butterball		1.39									w/ store card	
		Butterball		1.99									w/o store card	
		Li'l Butterball		1.99									< 16 lbs. (hen); w/ store card	
		Li'l Butterball		2.49									< 16 lbs. (hen); w/o store card	
	Martin's Food	Butterball	1.99	1.49										
		Giant		0.99										
		Nature's Promise								1.29				
	Redner's	Shady Brook		0.98										w/ store card
		Shady Brook		1.68										w/o store card
		Jennie-O		0.98										w/ store card
	Safeway Eastern	Jennie-O		1.68										w/o store card
		Li'l Butterball	2.69											< 16 lbs. (hen)
		Butterball		2.69										smoked
	Shop'n Save	n/i				2.99								
		Shady Brook	1.99											
		Honeysuckle	1.79	1.49										
	Shoppers Food	Butterball		1.49										
		Shady Brook	1.19											
	ShopRite	ShopRite		0.99										w/ store card; limit 1
		ShopRite	1.79	1.49										w/o store card
	Target	Butterball		1.19										limit 2
The Fresh Market	Fresh Market									2.49				
Walmart	Butterball	1.98												
Wegman's	Empire				3.29									
	Wegman's Premiur	1.99					3.49							
	Wegman's	0.99												
	Round Hill		1.39											
Weis Markets	Butterball		1.99										> 18 lbs. (tom)	
	Weis		1.39										w/ store card	
	Weis		0.39										w/ point redemption; limit 1	
Whole Foods MdAtl	n/i			3.49		3.99		2.69			3.69			
ME	AG New England	Shady Brook		0.99									< 16 lbs. (hen)	
	Food City Market	Best Yet		0.99									limit 2	
	Hannaford	n/i		0.99									w/ store card	
		n/i		1.49									w/o store card	
	Market Basket	Market Basket		0.69										limit 2
Market Basket			1.29											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
ME <i>(cont)</i>	Shaw's	n/i		0.69		2.69								
	Target	Butterball		1.19									limit 2	
	Walmart	Butterball	1.98											
NH	AG New England	Shady Brook		0.99									< 16 lbs. (hen)	
	Hannaford	n/i		0.99									w/ store card	
		n/i		1.49									w/o store card	
	Market Basket	Market Basket		0.69									limit 2	
		Market Basket		1.29										
	Price Chopper	Shady Brook	1.79	0.77									w/ store card	
		Shady Brook	2.29	1.59									w/o store card	
		Butterball		1.49										
		Empire				1.49								limit 1
	Shaw's	n/i		0.69		2.69								limit 2
Target	Butterball		1.19											
The Fresh Market	Fresh Market								2.49					
Walmart	Butterball	1.98												
NJ	ACME Market	n/i		0.79									limit 1	
		Lancaster Brand	1.79											
	Associated	Shady Brook	1.69											
	Bravo	Shady Brook	1.99											
	C-Town	Shady Brook	1.99											
	Compare Foods	Shady Brook		1.49										
	Fine Fare	Shady Brook		1.49										
	Foodtown	Foodtown		1.49										
		Empire				3.99								
		Li'l Butterball	2.29	2.19										< 16 lbs. (hen)
		Butterball	2.19	1.99										
		Shady Brook	1.99											
		Bell & Evans								3.98				
		Plainville Farms								3.48				
	Great VALU Market	Honeysuckle		1.19										
IGA Stores NJ/PA	Shady Brook		1.49											
Key Food	Butterball		0.99										w/ \$25 purchase; limit 1	
	Butterball		1.99										w/o store card	
	Key Food		0.79										w/ \$25 purchase; limit 1	
	Key Food		1.79										w/o store card	
	Shady Brook	1.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NJ <i>(cont)</i>	Kings Food Markets	Kings	1.99										
	McCaffrey's	Empire			2.99								
		McCaffrey's							2.49	2.49			
	Met Foods	Shady Brook		1.49									
	Morton Williams	Shady Brook	1.99										
		Butterball	1.99										
	Pioneer Foods	Shady Brook		1.49									
	ShopRite	ShopRite		0.99									w/ store card; limit 1
		ShopRite	1.79	1.49									w/o store card
	Stop & Shop	Butterball	1.99	1.49									
		Stop & Shop		0.99									
		Nature's Promise								1.29			
	Target	Butterball		1.19									limit 2
	The Fresh Market	Fresh Market								2.49			
	Walmart	Butterball	1.98										
	Wegman's	Empire			3.29								
		Wegman's Premium	1.99				3.49						
		Wegman's	0.99										
		Round Hill		1.39									
		Butterball		1.99									
Weis Markets	Weis		1.39										
	Weis		0.39									> 18 lbs. (tom) w/ store card w/ point redemption; limit 1	
Western Beef	n/i	1.69											
Whole Foods MdAtl	n/i				3.49		3.99		2.69		3.69		
Whole Foods NE	Kosher Valley				3.49								
	WFM								2.69			brined @\$2.99/lb.	
	WFM						3.99						
	Plainville Farms						3.99			2.99		local	
	Koch's							3.99			3.99	local	
NY	ACME Market	n/i		0.79									limit 1
		Lancaster Brand	1.79										
	AF Basket	Best Yet		1.29									
		Butterball		1.39									
	AG New England	Shady Brook		0.99									< 16 lbs. (hen)
	Associated	Shady Brook	1.69										
	Bravo	Shady Brook	1.99										
C-Town	Shady Brook	1.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NY <i>(cont)</i>	Compare Foods	Shady Brook		1.49									
	DeCiccio Markets	Shady Brook	1.99										
	Fine Fare	Shady Brook		1.49									
	Foodtown	Foodtown		1.49									
		Empire				3.99							
		Li'l Butterball	2.29	2.19									< 16 lbs. (hen)
		Butterball	2.19	1.99									
		Shady Brook	1.99										
		Bell & Evans								3.98			
		Plainville Farms								3.48			
	Great American	Shady Brook	1.69										
	Hannaford	n/i		0.99									w/ store card
		n/i		1.49									w/o store card
	Key Food	Butterball		0.99									w/ \$25 purchase; limit 1
		Butterball		1.99									w/o store card
		Key Food		0.79									w/ \$25 purchase; limit 1
		Key Food		1.79									w/o store card
		Shady Brook	1.99										
	Kings Food Markets	Kings	1.99										
	Market 32	Shady Brook	1.79	0.77									w/ store card
		Shady Brook	2.29	1.59									w/o store card
		Butterball		1.49									
		Empire				1.49							limit 1
	Met Foods	Shady Brook		1.49									
	Morton Williams	Shady Brook	1.99										
		Butterball	1.99										
	North Shore Foods	Bell & Evans									1.99		
	Peck's Market	Shady Brook	1.99										
	Pioneer Foods	Shady Brook		1.49									
	Price Chopper	Shady Brook	1.79	0.77									w/ store card
		Shady Brook	2.29	1.59									w/o store card
		Butterball		1.49									
		Empire				1.49							limit 1
Shop'n Save	Honeysuckle	1.79	1.49										
ShopRite	ShopRite		0.99									w/ store card; limit 1	
	ShopRite	1.79	1.49									w/o store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NY <i>(cont)</i>	Stop & Shop	Butterball	1.99	1.49									limit 2	
		Stop & Shop		0.99										
	Target	Nature's Promise									1.29			
		Butterball		1.19										
		Fresh Market	Fresh Market								2.49			
	Tops Markets	Jennie-O	1.69											
		Honeysuckle		1.49										
	Walmart	Tops		1.29										
		Butterball	1.98											
	Wegman's	Empire				3.29								
		Wegman's Premium	1.99					3.49						
		Wegman's	0.99											
		Round Hill		1.39										
		Butterball		1.99										
	Weis Markets	Weis		1.39										> 18 lbs. (tom)
		Weis		0.39										w/ store card
	Western Beef	n/i	1.69											w/ point redemption; limit 1
	Whole Foods NE	Kosher Valley				3.49								
WFM									2.69					
WFM								3.99						
Plainville Farms								3.99			2.99			
	Koch's										3.99	local		
PA	ACME Market	n/i		0.79									limit 1	
	Associated	Lancaster Brand	1.79											
		Shady Brook	1.69											
		Shady Brook	1.99											
	Bravo	Shady Brook	1.99											
	C-Town	Shady Brook	1.99											
	Fine Fare	Shady Brook		1.49										
	Food Lion	n/i		1.29									w/ store card	
		n/i		1.59									w/o store card	
	Foodland	Honeysuckle		1.49										
	Foodtown	Foodtown		1.49										
		Empire					3.99							
		Li'l Butterball	2.29	2.19										
		Butterball	2.19	1.99										
		Shady Brook	1.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
PA <i>(cont)</i>	Foodtown	Bell & Evans								3.98			
	<i>(continued)</i>	Plainville Farms								3.48			
	Fresh Grocer	ShopRite		1.49									
		Butterball		1.89									
		Shady Brook	1.99										
	Giant Eagle	Nature's Basket								2.79			frozen
		Giant Eagle	1.79	1.39									w/ store card
		Butterball		1.69									w/ store card
	Giant Food Stores	Butterball	1.99	1.49									
		Giant		0.99									
		Nature's Promise								1.29			
	Great VALU Market	Honeysuckle		1.19									
	Ideal Market	Honeysuckle		1.39									
	IGA Stores NJ/PA	Shady Brook		1.49									
	Karn's Foods	n/i	1.79										< 20 lbs.
		n/i	1.89										21-24 lbs.
		n/i	1.99										> 25 lbs.
		n/i		3.49									smoked
	Key Food	Butterball		0.99									w/ \$25 purchase; limit 1
		Butterball		1.99									w/o store card
		Key Food		0.79									w/ \$25 purchase; limit 1
		Key Food		1.79									w/o store card
	Kuhn's Market	Shady Brook	1.99										
		Honeysuckle	1.99	1.39									
		Butterball		1.69									
		Amish Country		1.39									
	Landis Supermarkets	Honeysuckle		0.99									
		Butterball		1.49									
	Martin's Food	Butterball	1.99	1.49									
		Giant		0.99									
	Nature's Promise								1.29				
Pioneer Foods	Shady Brook		1.49										
Price Chopper	Shady Brook	1.79	0.77									w/ store card	
	Shady Brook	2.29	1.59									w/o store card	
	Butterball		1.49										
	Empire				1.49								limit 1

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
PA <i>(cont)</i>	Redner's	Shady Brook		0.98									w/ store card	
		Shady Brook		1.68									w/o store card	
	Jennie-O	Jennie-O		0.98									w/ store card	
		Jennie-O		1.68									w/o store card	
	Shop'n Save	Honeysuckle	1.79	1.49										
	ShopRite	ShopRite		0.99									w/ store card; limit 1	
		ShopRite		1.79	1.49								w/o store card	
	ShurSave NE Penn.	Shady Brook		1.79										
		Butterball		1.99										
	Sparkle Markets	Honeysuckle		1.99	0.98									w/ store card
		Honeysuckle		2.79	1.99									w/o store card
	Target	Butterball			1.19									limit 2
	The Fresh Market	Fresh Market								2.49				
	Tops Markets	Jennie-O		1.69										
		Honeysuckle			1.49									
	Tops	Tops			1.29									
		Butterball		1.98										
	Walmart	Empire				3.29								
	Wegman's	Wegman's Premium		1.99				3.49						
		Wegman's		0.99										
Round Hill	Round Hill			1.39										
	Butterball			1.99										
Weis Markets	Weis			1.39									> 18 lbs. (tom)	
	Weis			0.39									w/ store card	
Whole Foods MdAtl	n/i				3.49		3.99		2.69		3.69		w/ point redemption; limit 1	
RI	Adams Market	Shady Brook	1.69											
	Associated	Shady Brook	1.69											
	Bravo	Shady Brook	1.99											
	Compare Foods	Shady Brook		1.49										
	Dave's Marketplace	Plainville Farms									2.99			
		Bell & Evans									2.99			
	n/i		1.99											
	Shaw's	n/i		0.69		2.69								
	Stop & Shop	Butterball		1.99	1.49									
		Stop & Shop			0.99									
Nature's Promise									1.29					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
RI <i>(cont)</i>	Target	Butterball		1.19									limit 2	
	Walmart	Butterball	1.98											
VT	AG New England	Shady Brook		0.99									< 16 lbs. (hen) w/ store card w/o store card w/ store card w/o store card limit 1	
	Hannaford	n/i		0.99										
		n/i		1.49										
	Price Chopper	Shady Brook	1.79	0.77										
		Shady Brook	2.29	1.59										
		Butterball		1.49										
		Empire				1.49								
	Shaw's	n/i		0.69		2.69								
	Tops Markets	Jennie-O	1.69											
		Honeysuckle		1.49										
	Tops		1.29											
Walmart	Butterball	1.98												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV														
AL	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1	
	Earth Fare	n/i					3.99			2.69				
	Greer's Market	Best Choice		0.95										
	Hometown Markets	Essential Everyday		0.79										
	Ingle's Markets	Butterball	1.98										w/ store card	
	Kroger Atlanta	Kroger		0.79										w/ store card
		Honeysuckle	1.79											w/ store card
	Kroger Nashville	Butterball	1.99											w/ store card
		Honeysuckle	1.79											w/ store card
	Piggly Wiggly, Inc. Publix	Piggly Wiggly		0.88										
		Empire			2.69									
		Publix		0.79										w/ store card; limit 1
		Publix		1.19										w/ store card; limit 2
	Ramey's	Publix	1.69	1.49										w/o store card
		Honeysuckle		2.68										smoked
	Sprout's	Sprout's	1.99				3.99							
	Target	Butterball		1.19										limit 2
The Fresh Market	Fresh Market								2.49					
Walmart	Butterball	1.98												
Western Market	Jennie-O	1.69												
Whole Foods South	n/i					3.99				2.69				
Winn-Dixie	Honeysuckle		0.99										limit 2	
	Butterball		1.29										limit 2	
FL	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1	
	Earth Fare	n/i					3.99			2.69				
	Fresco y Mas	Honeysuckle	1.48											w/ store card
		Honeysuckle	1.89											w/o store card
	Greer's Market	Best Choice		0.95										
	Harris Teeter	Butterball		1.39										w/ store card
		Butterball		1.99										w/o store card
		Li'l Butterball		1.99										< 16 lbs. (hen); w/ store card
	Harvey's	Li'l Butterball		2.49										< 16 lbs. (hen); w/o store card
		n/i		0.98										w/ store card; limit 2
	Hitchcock's	n/i		1.69										
Essential Everyday			0.79											
	Butterball		1.59											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
FL <i>(cont)</i>	Publix	Empire				2.69							
		Publix		0.79									w/ store card; limit 1
		Publix		1.19									w/ store card; limit 2
	Safeway Florida	Publix	1.69	1.49									w/o store card
		Li'l Butterball	2.69										< 16 lbs. (hen)
		Butterball		2.69									smoked
	Target	Shady Brook	1.99										
		n/i				2.99							
	The Fresh Market	Butterball		1.19									limit 2
		Fresh Market								2.49			
	Walmart	Butterball	1.98										
	Whole Foods FL	Kosher Valley				3.99							
Nature's Rancher										2.69		brined @\$2.99/lb.	
Winn-Dixie	n/i						3.99						
	Honeysuckle		0.99									limit 2	
	Butterball		1.29									limit 2	
GA	Bi-Lo	Honeysuckle		0.99									limit 2
		Butterball		1.29									limit 2
	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1
	Earth Fare	n/i					3.99				2.69		
		n/i		1.29									w/ store card
	Food Lion	n/i		1.59									w/o store card
		n/i		1.38									< 16 lbs. (hen)
	Galaxy Food Center	n/i		1.39									w/ store card
		Butterball		1.99									w/o store card
	Harris Teeter	Butterball		1.99									< 16 lbs. (hen); w/ store card
		Li'l Butterball		2.49									< 16 lbs. (hen); w/o store card
	Harvey's	Li'l Butterball		0.98									w/ store card; limit 2
		n/i		1.69									
	IGA Stores SthEast	n/i		1.38									< 16 lbs. (hen)
		Butterball	1.98										w/ store card
	Ingle's Markets	Butterball		0.79									w/ store card
	Kroger Atlanta	Kroger		1.79									
		Honeysuckle	1.79										
	Piggly Wiggly Car.	n/i	1.69										
		Butterball		1.49									
Publix	Empire				2.69								
	Publix		0.79									w/ store card; limit 1	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
GA <i>(cont)</i>	<i>(continued)</i>	Publix		1.19									w/ store card; limit 2	
		Publix	1.69	1.49									w/o store card	
		Sprout's	1.99				3.99							
		Target		1.19									limit 2	
		The Fresh Market	Fresh Market								2.49			
		Walmart	Butterball	1.98										
		Wayfield's	n/i		0.89									
		Whole Foods South	n/i					3.99				2.69		
		Winn-Dixie	Honeysuckle		0.99									limit 2
			Butterball		1.29									limit 2
KY	Cox IGA	IGA		0.99									w/ \$25 purchase	
	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1	
	E. W. James	Honeysuckle		2.48									smoked	
	Earth Fare	n/i					3.99				2.69			
	Food Fair	Butterball	1.99	1.49									limit 1	
		Walnut Creek		2.99									smoked	
	Food Lion	n/i		1.29									w/ store card	
		n/i		1.59									w/o store card	
	Foodland	Honeysuckle	1.49										< 16 lbs. (hen)	
		Honeysuckle	1.69										> 16 lbs. (tom)	
		Honeysuckle		1.49									10-22 lbs.	
	Fresh Thyme	Fresh Thyme	1.69											
	Galaxy Food Center	n/i		1.38									< 16 lbs. (hen)	
	IGA Houchen's	Honeysuckle	1.69											
	IGA Stores SthEast	n/i		1.38									< 16 lbs. (hen)	
	Kroger Cincinnati	Butterball	1.99										w/ store card	
		Honeysuckle	1.99	1.19									w/ store card	
		Private Selection		1.19									w/ store card	
	Kroger Delta	Honeysuckle	1.79											
		Kroger		1.39										
Kroger Louisville	Kroger		0.99									w/ store card		
	Butterball	1.79	1.39									w/ store card		
Kroger MdAtlantic	Honeysuckle		0.99									limit 1		
	Butterball		0.99									limit 1		
	Shady Brook	0.99										w/ store card		
	Simple Truth									1.99		frozen		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
KY <i>(cont)</i>	Kroger Nashville	Butterball	1.99										w/ store card
		Honeysuckle	1.79										w/ store card
	Meijer	Meijer		0.99									
		Butterball		1.38									
	Ramey's	Honeysuckle		2.68									smoked
	SuperValu Stores	Essential Everyday		1.49									
		Farm Fresh		1.49									
	Target	Butterball		1.19									limit 2
	The Fresh Market	Fresh Market								2.49			
	Walmart	Butterball	1.98										
Whole Foods MdAtl	n/i			3.49		3.99		2.69			3.69		
MS	Corner Market	n/i		2.69									smoked
	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1
	Greer's Market	Best Choice		0.95									
	Grocery Depot	Honeysuckle		2.45									smoked
	Kroger Delta	Honeysuckle	1.79										
		Kroger		1.39									
	Target	Butterball		1.19									limit 2
	The Fresh Market	Fresh Market								2.49			
	Walmart	Butterball	1.98										
	Whole Foods South	n/i					3.99			2.69			
Winn-Dixie	Honeysuckle		0.99									limit 2	
	Butterball		1.29									limit 2	
NC	Bi-Lo	Honeysuckle		0.99									limit 2
		Butterball		1.29									limit 2
	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1
	Earth Fare	n/i					3.99			2.69			
	Farm Fresh	Shady Brook	1.49										
		Butterball		1.69									
		Essential Everyday		1.29									
	Food Lion	n/i		1.29									w/ store card
		n/i		1.59									w/o store card
	Fresh Foods	Our Family		0.99									
Galaxy Food Center	n/i		1.38									< 16 lbs. (hen)	
Harris Teeter	Butterball		1.39									w/ store card	
	Butterball		1.99									w/o store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NC <i>(cont)</i>	Harris Teeter	Li'l Butterball		1.99									< 16 lbs. (hen); w/ store card	
	<i>(continued)</i>	Li'l Butterball		2.49									< 16 lbs. (hen); w/o store card	
	Harvey's	n/i		0.98									w/ store card; limit 2	
		n/i		1.69										
	IGA Stores SthEast	n/i		1.38									< 16 lbs. (hen)	
	Ingle's Markets	Butterball	1.98										w/ store card	
	Kroger MdAtlantic	Honeysuckle			0.99									limit 1
		Butterball			0.99									limit 1
		Shady Brook	0.99											w/ store card
		Simple Truth								1.99				frozen
	Lowe's Foods	Jennie-O	2.49											
		Butterball	1.99											
	Piggly Wiggly Retail	Butterball		1.49										
	Piggly Wiggly Stores	Jennie-O		0.88										
		Publix	Empire			2.69								
		Publix		0.79										w/ store card; limit 1
		Publix		1.19										w/ store card; limit 2
	Publix	1.69	1.49										w/o store card	
Target	Butterball		1.19										limit 2	
The Fresh Market	Fresh Market								2.49					
Walmart	Butterball	1.98												
Whole Foods South	n/i					3.99				2.69				
SC	Bi-Lo	Honeysuckle		0.99									limit 2	
		Butterball		1.29									limit 2	
	Dollar General Mrkt	Jennie-O		0.95				3.99		2.69			< 16 lbs. (hen); limit 1	
	Earth Fare	n/i												
	Food Lion	n/i		1.29										w/ store card
		n/i		1.59										w/o store card
	Galaxy Food Center	n/i		1.38									< 16 lbs. (hen)	
	Harris Teeter	Butterball		1.39										w/ store card
		Butterball		1.99										w/o store card
		Li'l Butterball		1.99										< 16 lbs. (hen); w/ store card
		Li'l Butterball		2.49										< 16 lbs. (hen); w/o store card
	Harvey's	n/i		0.98										w/ store card; limit 2
		n/i		1.69										
	IGA Stores SthEast	n/i		1.38									< 16 lbs. (hen)	
	Ingle's Markets	Butterball	1.98										w/ store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
SC <i>(cont)</i>	Kroger Atlanta	Kroger		0.79									w/ store card
		Honeysuckle	1.79										
	Lowe's Foods	Jennie-O	2.49										
		Butterball	1.99										
	Piggly Wiggly Car.	n/i	1.69										
		Butterball		1.49									
	Publix	Empire			2.69								
		Publix		0.79									w/ store card; limit 1
		Publix		1.19									w/ store card; limit 2
		Publix	1.69	1.49									w/o store card
Target	Butterball		1.19									limit 2	
The Fresh Market	Fresh Market								2.49				
Walmart	Butterball	1.98											
Whole Foods South	n/i					3.99				2.69			
TN	Cash Saver TC	Best Choice		1.16									
	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1
	E. W. James	Honeysuckle		2.48									smoked
	Earth Fare	n/i					3.99			2.69			
	Food Lion	n/i		1.29									w/ store card
		n/i		1.59									w/o store card
	IGA Houchen's	Honeysuckle	1.69										
	IGA Stores SthEast	n/i		1.38									< 16 lbs. (hen)
	Ingle's Markets	Butterball	1.98										w/ store card
	Kroger Delta	Honeysuckle	1.79										
		Kroger		1.39									
	Kroger MdAtlantic	Honeysuckle		0.99									limit 1
		Butterball		0.99									limit 1
		Shady Brook	0.99										w/ store card
		Simple Truth								1.99			frozen
	Kroger Nashville	Butterball	1.99										w/ store card
		Honeysuckle	1.79										w/ store card
	Publix	Empire			2.69								
		Publix		0.79									w/ store card; limit 1
		Publix		1.19									w/ store card; limit 2
	Publix	1.69	1.49									w/o store card	
Sprout's	Sprout's	1.99				3.99							
Target	Butterball		1.19									limit 2	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
TN <i>(cont)</i>	The Fresh Market	Fresh Market								2.49				
	Walmart	Butterball	1.98											
	Whole Foods South	n/i					3.99			2.69				
VA	Associated	Shady Brook	1.69											
	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1	
	Farm Fresh	Shady Brook	1.49											
		Butterball		1.69										
		Essential Everyday		1.29										
	Food Lion	n/i		1.29										w/ store card
		n/i		1.59										w/o store card
	Galaxy Food Center	n/i		1.38										< 16 lbs. (hen)
		Giant Food	Giant		0.99									
	Harris Teeter	Butterball	1.99	1.49										
		Nature's Promise									1.29			
		Butterball		1.39										w/ store card
		Butterball		1.99										w/o store card
		Li'l Butterball		1.99										< 16 lbs. (hen); w/ store card
	IGA Stores SthEast	Li'l Butterball		2.49										< 16 lbs. (hen); w/o store card
		n/i		1.38										< 16 lbs. (hen)
	Ingle's Markets	Butterball	1.98											w/ store card
	Kroger MdAtlantic	Honeysuckle		0.99										limit 1
		Butterball		0.99										limit 1
		Shady Brook	0.99											w/ store card
	Lowe's Foods	Simple Truth									1.99			frozen
		Jennie-O	2.49											
		Butterball	1.99											
	Martin's Food	Butterball	1.99	1.49										
		Giant		0.99										
		Nature's Promise									1.29			
	Piggly Wiggly Retail	Butterball		1.49										
Piggly Wiggly Stores	Jennie-O		0.88											
	Publix	Empire				2.69								
		Publix		0.79										w/ store card; limit 1
		Publix		1.19										w/ store card; limit 2
Safeway Eastern	Publix	1.69	1.49										w/o store card	
	Li'l Butterball	2.69											< 16 lbs. (hen)	
	Butterball		2.69										smoked	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
VA <i>(cont)</i>	Safeway Eastern <i>(continued)</i>	n/i				2.99							
		Shady Brook	1.99										
		Shop'n Save	1.79	1.49									
		Shoppers Food		1.49									
			Shady Brook	1.19									
		Target	Butterball		1.19								limit 2
		The Fresh Market	Fresh Market							2.49			
		Walmart	Butterball	1.98									
		Wegman's	Empire			3.29							
			Wegman's Premium	1.99				3.49					
			Wegman's	0.99									
			Round Hill		1.39								
		Weis Markets	Butterball		1.99								> 18 lbs. (tom)
		Weis		1.39								w/ store card	
		Weis		0.39								w/ point redemption; limit 1	
	Whole Foods MdAtl	n/i			3.49		3.99		2.69			3.69	
WV	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1
	Food Fair	Butterball	1.99	1.49									limit 1
		Walnut Creek		2.99									smoked
	Food Lion	n/i		1.29									w/ store card
		n/i		1.59									w/o store card
	Foodland	Honeysuckle	1.49										< 16 lbs. (hen)
		Honeysuckle	1.69										> 16 lbs. (tom)
		Honeysuckle		1.49									10-22 lbs.
	Galaxy Food Center	n/i		1.38									< 16 lbs. (hen)
	Giant Eagle	Nature's Basket								2.79			frozen
		Giant Eagle	1.79	1.39									w/ store card
		Butterball		1.69									w/ store card
	IGA Stores SthEast	n/i		1.38									< 16 lbs. (hen)
	Kroger Columbus	Honeysuckle	1.79	1.29									w/ store card
	Kroger MdAtlantic	Honeysuckle		0.99									limit 1
		Butterball		0.99									limit 1
		Shady Brook	0.99										w/ store card
	Simple Truth								1.99			frozen	
Martin's Food	Butterball	1.99	1.49										
	Giant		0.99										
	Nature's Promise								1.29				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
WV <i>(cont)</i>	Piggly Wiggly Stores	Jennie-O		0.88									
	Shop'n Save	Honeysuckle	1.79	1.49									
	Sparkle Markets	Honeysuckle	1.99	0.98									w/ store card
		Honeysuckle	2.79	1.99									w/o store card
	Target	Butterball		1.19									limit 2
	Walmart	Butterball	1.98										
	Weis Markets	Weis			1.39								
Weis				0.39									w/ point redemption; limit 1

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI														
IA	Affiliated MW	Best Choice		1.29										
		Shurfine		1.29										
	Family Fare	Our Family		0.99										
	Family Foods	Our Family		1.49										
	Fareway	Fareway		1.29										
	Fishers Jack & Jill	Our Family		1.39										
	Fresh Thyme	Fresh Thyme	1.69											
	Hometown Foods	Shurfine		1.39										
	Jewel-Osco	n/i				2.99								
		Butterball		1.49										
	No Frills	Our Family		0.99										
	Price Chopper	Best Choice		1.19										
	Schnuck's	Schnuck's	1.69										w/ \$25 purchase; limit 2	
		Honeysuckle	1.79											w/ \$25 purchase; limit 2
		Butterball		0.99										
		Schnuck's		0.99										
		Honeysuckle		0.99										
	Sunshine Foods	Shurfine		1.29										
Super Saver	Best Choice		1.18											
Target	Butterball		1.19										limit 2	
	Jennie-O		0.49										limit 1	
Walmart	Butterball	1.98												
Whole Foods MW	n/i				3.99		3.99							
	Nature's Rancher								2.49					
IL	Angelo Caputo's	Butterball	2.49										< 16 lbs. (hen)	
	Berkot's	n/i		1.29										
	Brookhaven	Honeysuckle		1.39									< 16 lbs. (hen)	
	Butera's Market	Butterball		0.89										
	County Market - NFI	Jennie-O	1.69											
		Essential Everyday		0.99									< 16 lbs. (hen)	
		Farm Fresh		0.99									< 16 lbs. (hen)	
	Cub Foods	Honeysuckle		1.19										
		Jennie-O	1.79	1.19										
		Essential Everyday		1.19										
	Fairplay Foods	Butterball	1.99											
	Fareway	Fareway		1.29										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
IL <i>(cont)</i>	Fishers Jack & Jill	Our Family		1.39										
	Fresh Thyme	Fresh Thyme	1.69											
	IGA Houchen's	Honeysuckle	1.69											
	IGA Stores IL/IN	Honeysuckle		0.99									w/ \$25 purchase; limit 1	
	Jewel-Osco	n/i				2.99								
	Kroger Central	Butterball			1.49									
		Kroger			0.79									limit 2
		Private Selection			0.79									limit 2
	Kroger Louisville	Honeysuckle		1.49										
		Kroger			0.99									w/ store card
		Butterball		1.79	1.39									w/ store card
	Meijer	Meijer			0.99									
		Butterball			1.38									
	Piggly Wiggly MW	Butterball			0.89									limit 1
		Li'l Butterball			1.49									
		Northern Pride			0.89									limit 1
		Jennie-O			0.89									limit 1
	Schnuck's	Schnuck's		1.69										w/ \$25 purchase; limit 2
		Honeysuckle		1.79										w/ \$25 purchase; limit 2
		Butterball			0.99									
		Schnuck's			0.99									
	Schuette's	Honeysuckle			0.99									
		Honeysuckle			1.49									
	Shop & Save Market	Butterball			1.79									
		Farm Fresh			1.29									
	Shop'n Save	Essential Everyday			1.39									
		Honeysuckle			1.39									
		Butterball		1.99										
	Strack & VanTil	Norbest			1.29									limit 1
		Butterball		2.49	1.49									
		Rose Bud Farms		2.49										
	Sullivan's	Norbest		1.19										
	Target	Butterball		1.19									limit 2	
The Fresh Market	Fresh Market								2.49					
Treasure Island	Ho-Ka							3.49	3.49					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
IL <i>(cont)</i>	Ultra Foods	Norbest		0.99									w/ \$25 purchase; limit 1
		Butterball	2.49	1.49									
		Rose Bud Farms	2.49										
	Valli Produce	n/i		0.99									
	Walmart	Butterball	1.98										
	Walt's Food Center	Butterball											
	Whole Foods MW	n/i			3.99		3.99						
		Nature's Rancher							2.49				
IN	Al's Supermarkets	Honeysuckle		0.99									limit 1
		Honeysuckle		1.89									
	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1
	Earth Fare	n/i					3.99		2.69				
	Fresh Thyme	Fresh Thyme	1.69										
	Giant Eagle	Nature's Basket								2.79			frozen
		Giant Eagle	1.79	1.39									w/ store card
		Butterball		1.69									w/ store card
	Harding's	Spartan		1.19									
	IGA Houchen's	Honeysuckle	1.69										
	IGA Stores IL/IN	Honeysuckle		0.99									w/ \$25 purchase; limit 1
	Jay C Foods	Butterball	1.89	0.79									w/ store card
		Private Selection		0.79									
	Jewel-Osco	n/i				2.99							
		Butterball		1.49									
	Kroger Central	Kroger		0.79									limit 2
		Private Selection		0.79									limit 2
		Honeysuckle	1.49										
	Kroger Cincinnati	Butterball	1.99										w/ store card
		Honeysuckle	1.99	1.19									w/ store card
Private Selection			1.19									w/ store card	
Kroger Louisville	Kroger		0.99									w/ store card	
	Butterball	1.79	1.39									w/ store card	
Martin's Super Mrkt	Spartan		1.09									w/ \$25 purchase; limit 1	
	Spartan		2.19										
	Honeysuckle	1.89	1.09									w/ \$25 purchase; limit 1	
	Honeysuckle	2.19	2.19									w/ store card	
	Butterball	1.99										w/o store card	
	Butterball	2.49										w/ store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
IN <i>(cont)</i>	Meijer	Meijer		0.99									w/o store card w/ \$25 purchase; limit 2 w/ \$25 purchase; limit 2 limit 1 limit 2 w/ \$25 purchase; limit 1
		Butterball		1.38									
	Millers Markets	Essential Everyday		0.99									
		Schnuck's	Schnuck's	1.69									
			Honeysuckle	1.79									
	Strack & VanTil	Butterball		0.99									
		Schnuck's		0.99									
		Honeysuckle		0.99									
		Norbest		1.29									
	Target	Butterball	2.49	1.49									
		Rose Bud Farms	2.49										
		Butterball		1.19									
	The Fresh Market	Fresh Market							2.49				
	Ultra Foods	Norbest		0.99									
		Butterball	2.49	1.49									
		Rose Bud Farms	2.49										
	Walmart	Butterball	1.98										
Walt's Food Center	Butterball		0.99										
Wesselman's	Jennie-O		1.29										
Whole Foods MW	n/i			3.99		3.99							
	Nature's Rancher								2.49				
MI	Busch's County Market	Timber Valley	1.99										
		Jennie-O		1.18									
		Farm Fresh		1.29									
		Essential Everyday		1.29									
	D&W Fresh Market	Open Acres	1.49										
		n/i					3.99				2.69		
	Family Fare	Spartan		0.99									
	Fresh Thyme	Fresh Thyme	1.69										
	Glory Supermarket	Honeysuckle		0.99									
	Harding's	Spartan		1.19									
	Hollywood Markets	Amish Country	1.59										
	Kroger Central	Kroger		0.79									limit 2
		Private Selection		0.79									limit 2
		Honeysuckle	1.49										
Kroger Columbus	Honeysuckle	1.79	1.29									w/ store card	
Kroger Michigan	Honeysuckle	1.69											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MI <i>(cont)</i>	Martin's Super Mrkt	Spartan		1.09									w/ \$25 purchase; limit 1	
		Spartan		2.19										
		Honeysuckle	1.89	1.09										w/ \$25 purchase; limit 1
		Honeysuckle	2.19	2.19										w/ store card
		Butterball	1.99											w/o store card
		Butterball	2.49											w/ store card
	Meijer	Meijer		0.99										
		Butterball		1.38										
	Millers Markets	Essential Everyday		0.99										
	Pat's Foods IGA	Butterball		1.59										
		Essential Everyday		1.29										
	Plumbs/Duthlers	Jennie-O		1.29										w/ store card
		Jennie-O		1.79										w/o store card
	Ric's Food Center	Honeysuckle	1.99											
	Spartan Stores	Spartan		0.99										
	Super One Foods	Jennie-O	1.66											
	Target	Butterball		1.19										limit 2
	VG's Grocery	Spartan		0.99										
	Valueland	Spartan		0.99										
Walmart	Butterball	1.98												
Whole Foods MW	n/i				3.99		3.99							
	Nature's Rancher									2.49				
MN	Affiliated MW	Best Choice		1.29										
		Shurfine		1.29										
	County Market	Jennie-O		1.18										
		Farm Fresh		1.29										
		Essential Everyday		1.29										
	Cub Foods	Honeysuckle		1.19										
		Jennie-O	1.79	1.19										
		Essential Everyday		1.19										
	Econofoods	Our Family		0.99										
	Family Fare	Our Family		0.99										
	Family Fresh Market	Our Family		0.99										
	Fareway	Fareway		1.29										
	Fresh Thyme	Fresh Thyme	1.69											
	Hugo's	Butterball	1.18											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
MN <i>(cont)</i>	Lunds & Byerlys	Honeysuckle		0.99									w/ store card
		Honeysuckle		1.79									w/o store card
	Sun Mart	Our Family		0.99									
	Sunshine Foods	Shurfine		1.29									
	Super One Foods	Jennie-O	1.66										
	SuperValu Stores	Essential Everyday		1.29									
		Farm Fresh		1.29									
	Target	Butterball		1.19									limit 2
	Walmart	Butterball	1.98										
	Whole Foods MW	n/i			3.99		3.99						
	Nature's Rancher								2.49				
ND	Albertsons Mntn	Jennie-O	1.79										limit 1
		Honeysuckle		0.99									
	Family Fare	Our Family		0.99									
	Hugo's	Butterball	1.18										
	SuperValu Stores	Essential Everyday		1.29									
		Farm Fresh		1.29									
	Target	Butterball		1.19									limit 2
Walmart	Butterball	1.98											
NE	Affiliated MW	Best Choice		1.29									
		Shurfine		1.29									
	Apple Market	Best Choice		1.19									
	Baker's	Honeysuckle	1.69										w/ store card
		Butterball	1.99										w/ store card
	Family Fare	Our Family		0.99									
	Family Fresh Market	Our Family		0.99									
	Fareway	Fareway		1.29									
	Fresh Thyme	Fresh Thyme	1.69										
	No Frills	Our Family		0.99									
	Russ's Market	Russ Smokehouse		2.99									smoked
	Safeway Denver	Butterball		0.99									w/ store card
		Honeysuckle	1.79	0.67									w/ store card
	Sun Mart	Our Family		0.99									
	Super Saver	Best Choice		1.18									
Target	Butterball		1.19									limit 2	
Walmart	Butterball	1.98											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NE <i>(cont)</i>	Whole Foods MW	n/i			3.99		3.99						
		Nature's Rancher								2.49			
OH	Acme Fresh Mrkt	Acme Fresh	1.89	0.99									w/ store card
		Acme Fresh	2.09	1.69									w/o store card
	Chief Supermarkets	n/i		1.29									w/ store card
		n/i		2.09									w/o store card
	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1
	Earth Fare	n/i					3.99			2.69			
	Food Fair	Butterball	1.99	1.49									limit 1
		Walnut Creek		2.99									smoked
	Fresh Encounter	n/i		1.29									w/ store card
		n/i		2.09									w/o store card
	Fresh Thyme	Fresh Thyme	1.69										
	Geyer's	Essential Everyday		1.39									
		Farm Fresh		1.39									
	Giant Eagle	Nature's Basket								2.79			frozen
		Giant Eagle	1.79	1.39									w/ store card
		Butterball		1.69									w/ store card
	Kroger Central	Kroger		0.79									limit 2
		Private Selection		0.79									limit 2
		Honeysuckle	1.49										
	Kroger Cincinnati	Butterball	1.99										w/ store card
		Honeysuckle	1.99	1.19									w/ store card
		Private Selection		1.19									w/ store card
	Kroger Columbus	Honeysuckle	1.79	1.29									w/ store card
	Kroger MdAtlantic	Honeysuckle		0.99									limit 1
		Butterball		0.99									limit 1
		Shady Brook	0.99										w/ store card
		Simple Truth								1.99			frozen
	Meijer	Meijer		0.99									
		Butterball		1.38									
	Millers Markets	Essential Everyday		0.99									
	Piggly Wiggly Stores	Jennie-O		0.88									
	Shop'n Save	Honeysuckle	1.79	1.49									
	Sparkle Markets	Honeysuckle	1.99	0.98									w/ store card
		Honeysuckle	2.79	1.99									w/o store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
OH <i>(cont)</i>	SuperValu Stores	Honeysuckle		0.99									limit 2	
		Essential Everyday		1.49										
		Farm Fresh		1.49										
	Target	Butterball		1.19										limit 2
	The Fresh Market	Fresh Market							2.49					
	Walmart	Butterball	1.98											
	Weis Markets	Weis		1.39										w/ store card
		Weis		0.39										w/ point redemption; limit 1
Whole Foods MdAtl	n/i			3.49		3.99		2.69			3.69			
SD	Affiliated MW	Best Choice		1.29									w/ store card w/o store card w/ store card w/ store card limit 2	
		Shurfine		1.29										
	Fareway	Fareway		1.29										
	Family Thrift	Our Family		0.99										
	IGA Markets	Essential Everyday		1.49										
		Farm Fresh		1.49										
	Ken's Super Fair	Shurfine		1.29										
		Shurfine		1.79										
	Lynn's Dakotamart	Shurfine		0.99										
	Safeway Denver	Butterball		0.99										w/ store card
		Honeysuckle	1.79	0.67										w/ store card
	Sunshine Foods	Shurfine		1.29										
	SuperValu Stores	Essential Everyday		1.49										
		Farm Fresh		1.49										
	Target	Butterball		1.19										
Walmart	Butterball	1.98												
WI	Affiliated MW	Best Choice		1.29									limit 1 limit 1 < 16 lbs. (hen)	
		Shurfine		1.29										
	County Market	Jennie-O		1.18										
		Farm Fresh		1.29										
		Essential Everyday		1.29										
	Econofoods	Our Family		0.99										
	Family Fresh Market	Our Family		0.99										
	Fox Bros.	Butterball		0.89										
		Jennie-O		0.89										
	Fresh Thyme	Li'l Butterball		1.49										
Fresh Thyme		1.69												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
WI <i>(cont)</i>	Meijer	Meijer		0.99									
		Butterball		1.38									
	Pat's Foods IGA	Butterball		1.59									
		Essential Everyday		1.29									
	Pick'n Save/Copps	Jennie-O		0.79									limit 1
		Butterball		0.99									limit 1
	Piggly Wiggly MW	Butterball		0.89									limit 1
		Li'l Butterball		1.49									
		Northern Pride		0.89									limit 1
	Schnuck's	Jennie-O		0.89									limit 1
		Schnuck's	1.69										w/ \$25 purchase; limit 2
		Honeysuckle	1.79										w/ \$25 purchase; limit 2
		Butterball		0.99									
		Schnuck's		0.99									
	Super One Foods	Honeysuckle		0.99									
		Jennie-O	1.66										
	SuperValu Stores	Essential Everyday		1.29									
		Farm Fresh		1.29									
	Target	Butterball		1.19									limit 2
	The Fresh Market	Fresh Market								2.49			
Walmart	Butterball	1.98											
Whole Foods MW	n/i			3.99		3.99							
	Nature's Rancher								2.49				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT														
AR	Albertsons Houston	Honeysuckle		1.19										
	Bill's Fresh Market	Best Choice		1.28										
	Brookshire's	Butterball		1.59									smoked @\$2.59/lb.	
		Honeysuckle	1.29											
	Cash Saver TC	Best Choice		1.16										
	City Market Food	Essential Everyday		0.97										
	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1	
	G&W Foods	Li'l Butterball		1.88										< 16 lbs. (hen)
		Honeysuckle	1.88											
	Kroger Delta	Honeysuckle	1.79											
		Kroger		1.39										
	Super 1 Foods	Buckley Farms		0.79										limit 4
		Honeysuckle	1.27											
	Target	Butterball		1.19										limit 2
The Fresh Market	Fresh Market								2.49					
Walmart	Butterball	1.98												
Whole Foods SW	Nature's Rancher									2.69				
	Diestel					3.99				2.99				
	Diestel										4.99		organic	
	n/i								5.99				smoked	
AZ	Affiliated MW	Best Choice		1.29										
		Shurfine		1.29										
	Albertsons SW	Honeysuckle		0.49									limit 2	
	Basha's	Butterball	1.99										w/ store card	
	Fry's	Foster Farms	1.59											
		Kroger		0.99										limit 1
	Lowe's Stores	Honeysuckle		0.99										
	Safeway SW	Honeysuckle		0.49									limit 2	
	Smart & Final	First Street		0.99										limit 1
		Zacky Farms	1.69											
	Sprout's	Sprout's	1.99				3.99							
	Target	Butterball		1.19										limit 2
	Walmart	Butterball	1.98											
	Whole Foods SthPac	Mary's					3.99		2.69			5.99		
Mary's								3.99					brined	
Diestel								3.29					6-10 lbs. (hen); petite	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
AZ	Whole Foods SthPac	Diestel					3.99		2.79				
<i>(cont)</i>	<i>(continued)</i>	Kosher Valley			3.99								
CO	Affiliated MW	Best Choice		1.29									
		Shurfine		1.29									
	Albertsons Mntn	Jennie-O	1.79										limit 1
		Honeysuckle		0.99									w/ store card
	King Soopers	Kroger		0.88									w/ store card
		Butterball		0.88									
	Lowe's Stores	Honeysuckle		0.99									
	Safeway Denver	Butterball		0.99									w/ store card
		Honeysuckle	1.79	0.67									w/ store card
	Sprout's	Sprout's	1.99				3.99						
	Sun Mart	Our Family		0.99									
	Target	Butterball		1.19									limit 2
	Walmart	Butterball	1.98										
	Whole Foods Mntn	Diestel								8.99			smoked
		Diestel					3.69		5.99	2.69	2.99	4.99	organic
		Diestel								2.99			6-10 lbs. (hen); petite
		Diestel								1.99			frozen
		Nature's Rancher											
		Kosher Valley			3.99								
KS	Affiliated MW	Best Choice		1.29									
		Shurfine		1.29									
	Apple Market	Best Choice		1.19									
	Dillon's	Honeysuckle	1.69										w/ store card
		Butterball	1.99										w/ store card
	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1
	G&W Foods	Li'l Butterball		1.88									< 16 lbs. (hen)
		Honeysuckle	1.88										
	Hen House	Butterball		1.99									
		Honeysuckle		1.79									
	Lowe's Stores	Honeysuckle		0.99									
	Price Chopper	Best Choice		1.19									
	Pyramid Foods	Best Choice		1.19									
	Sprout's	Sprout's	1.99				3.99						
	Sun Fresh	Best Choice		1.29									
	Target	Butterball		1.19									limit 2

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
KS <i>(cont)</i>	Walmart	Butterball	1.98											
	Whole Foods Mntn	Diestel								8.99			smoked	
		Diestel					3.69		5.99	2.69	2.99			
		Diestel										4.99	organic	
		Diestel								2.99			6-10 lbs. (hen); petite	
		Nature's Rancher Kosher Valley				3.99				1.99				frozen
LA	Albertsons Houston	Honeysuckle		1.19										
	Brookshire's	Butterball		1.59									smoked @\$2.59/lb.	
		Honeysuckle	1.29											
	Brookshire Bros.	Shady Brook		0.99									limit 2	
	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1	
	Kroger Texas	Butterball		1.49									w/ store card	
		Jennie-O	1.29										w/ store card	
	Ramey's	Honeysuckle		2.68									smoked	
	Shoppers Value	Essential Everyday		0.98									w/ \$20 purchase; limit 1	
	Super 1 Foods	Buckley Farms		0.79										limit 4
		Honeysuckle	1.27											
	Target	Butterball		1.19										limit 2
	The Fresh Market	Fresh Market								2.49				
	Walmart	Butterball	1.98											
	Whole Foods SW	Nature's Rancher								2.69				
		Diestel					3.99			2.99			4.99	organic
Diestel													smoked	
n/i									5.99				limit 2	
Winn-Dixie	Honeysuckle		0.99										limit 2	
	Butterball		1.29										limit 2	
MO	Apple Market	Best Choice		1.19										
	C&R Supermarket	Best Choice		1.29										
	Cash Saver TC	Best Choice		1.16										
	County Market - NFI	Jennie-O	1.69											
		Essential Everyday		0.99										< 16 lbs. (hen)
		Farm Fresh		0.99										< 16 lbs. (hen)
	Fresh Thyme	Fresh Thyme	1.69											
	G&W Foods	Li'l Butterball		1.88										< 16 lbs. (hen)
		Honeysuckle	1.88											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
MO <i>(cont)</i>	Gerbe's	Honeysuckle	1.69										w/ store card	
		Butterball	1.99										w/ store card	
	Harter House	n/i		1.39										
	Hen House	Butterball		1.99										
		Honeysuckle		1.79										
	IGA Stores IL/IN	Honeysuckle		0.99									w/ \$25 purchase; limit 1	
	Kroger Central	Kroger		0.79										limit 2
		Private Selection		0.79										limit 2
		Honeysuckle	1.49											
	Kroger Delta	Honeysuckle	1.79											
		Kroger		1.39										
	Moser's	Best Choice		1.29										
	Price Chopper	Best Choice		1.19										
	Pyramid Foods	Best Choice		1.19										
	Schnuck's	Schnuck's	1.69											w/ \$25 purchase; limit 2
		Honeysuckle	1.79											w/ \$25 purchase; limit 2
		Butterball		0.99										
		Schnuck's		0.99										
		Honeysuckle		0.99										
	Shop'n Save	Essential Everyday		1.39										
		Honeysuckle		1.39										
		Butterball	1.99											
	Sprout's	Sprout's	1.99				3.99							
Sun Fresh	Best Choice		1.29											
Target	Butterball		1.19										limit 2	
Walmart	Butterball	1.98												
Whole Foods MW	n/i				3.99		3.99							
	Nature's Rancher								2.49					
NM	Albertsons SW	Honeysuckle		0.49									limit 2	
	Basha's	Butterball	1.99										w/ store card	
	King Soopers	Kroger		0.88									w/ store card	
		Butterball		0.88									w/ store card	
	Lawrence Bros.	Li'l Butterball	2.09											
		Butterball		2.59										smoked
	Lowe's Stores	Honeysuckle		0.99										
	Safeway Denver	Butterball		0.99										w/ store card
Honeysuckle		1.79	0.67										w/ store card	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NM <i>(cont)</i>	Sprout's	Sprout's	1.99				3.99							
	Target	Butterball		1.19										
	Walmart	Butterball	1.98											
	Whole Foods Mntn	Diestel								8.99				smoked
		Diestel					3.69		5.99	2.69	2.99			
		Diestel								2.99		4.99		organic
Nature's Rancher									1.99				6-10 lbs. (hen); petite	
Kosher Valley				3.99								frozen		
OK	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1	
	Pyramid Foods	Best Choice		1.19										
	Sprout's	Sprout's	1.99				3.99							
	Target	Butterball		1.19									limit 2	
	The Fresh Market	Fresh Market							2.49					
	Walmart	Butterball	1.98											
	Whole Foods SW	Nature's Rancher								2.69				
		Diestel					3.99			2.99			4.99	organic
Diestel									5.99				smoked	
n/i														
TX	Albertsons Houston	Honeysuckle		1.19										
	Albertsons SW	Honeysuckle		0.49									limit 2	
	Brookshire's	Butterball		1.59									smoked @\$2.59/lb.	
		Honeysuckle	1.29											
	Brookshire Bros.	Shady Brook		0.99									limit 2	
	Cash Saver TX	Li'l Butterball		1.84										< 16 lbs. (hen)
		Butterball		2.30										smoked
	El Rancho	Best Choice		0.28										
	Food Town	Butterball		0.99										
	Kroger Texas	Butterball		1.49										
		Jennie-O	1.29											w/ store card
		Li'l Butterball	2.09											w/ store card
	Lawrence Bros.	Butterball		2.59										smoked
		Honeysuckle		0.99										
	Lowe's Stores	Honeysuckle		0.99										
Randall's	Honeysuckle	1.69	0.99										w/ store card	
Sprout's	Sprout's	1.99				3.99								
Sun Fresh Market	Butterball		0.98											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
TX <i>(cont)</i>	Sun Fresh Market <i>(continued)</i>	Best Choice		0.69										
		Honeysuckle	1.89											
	Super 1 Foods	Buckley Farms		0.79									limit 4	
		Honeysuckle	1.27										limit 2	
	Target	Butterball		1.19									w/ \$25 purchase; limit 1	
	Tom Thumb	Honeysuckle		0.49									limit 1	
	United Supermarkets	Signature Farms		0.77										limit 1
		Signature Farms		1.29										smoked @ \$2.69/lb.
		Traditions		0.77										
		Traditions		1.29										
	Walmart	Butterball	1.98											
Whole Foods SW	Nature's Rancher									2.69				
	Diestel					3.99				2.99		4.99	organic	
	Diestel n/i									5.99			smoked	
UT	Albertsons Mntn	Jennie-O	1.79										limit 1	
		Honeysuckle		0.99									limit 2	
	Harmon's	Norbest	1.88										w/ store card	
		Kroger		0.88									w/ store card	
	King Soopers	Butterball		0.88										
		Sprout's	1.99				3.99							
	Target	Butterball		1.19									limit 2	
	Walmart	Butterball	1.98											
	Whole Foods Mntn	Diestel									8.99			smoked
		Diestel					3.69		5.99		2.69	2.99	4.99	organic
		Diestel									2.99			6-10 lbs. (hen); petite
Diestel										1.99			frozen	
Nature's Rancher Kosher Valley					3.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
SOUTHWESTERN U.S. - CA, HI, NV													
CA	Albertsons SoCal	n/i				3.99							
		Honeysuckle		0.99									
		Butterball	2.39	BOGO									
	Big Saver	Jennie-O		1.59									
	Dollar General Mrkt	Jennie-O		0.95									< 16 lbs. (hen); limit 1
	Holiday Market	Golden Sierra							2.99				
		Diestel					3.89						
	Jensen's Foods	Diestel							3.39				
	Lucky Stores	Foster Farms	1.99										
	Lunardi's	Pitman Farms							2.79	2.79	2.79		
		Diestel							2.99				
	Mar-Val Foods	Norbest	1.69										
	Mollie Stone's	Mollie Stone's							2.99				
		Willie Bird							3.69				
		Mary's					4.49						
	Nugget Markets	Norbest	1.99										
		Branigan's							4.29				local
		Diestel					3.99			2.99	2.99	4.99	local
	Pavilions	n/i				3.99							
		Butterball	2.39	BOGO									
		Honeysuckle		0.99									
	Raley's	R Everyday		0.69									w/ store card
		R Everyday		1.59									w/o store card
		Diestel							2.99				
	Ralph's	Kroger		1.39									w/ store card
		Foster Farms	1.69										w/ store card
	Safeway NorCal	Honeysuckle	1.49	0.49									w/ store card
		Foster Farms	1.99										
		Butterball	2.29										
	Save Mart	Jennie-O		0.99									
	Select Markets	n/i	1.99										
	Smart & Final	First Street		0.99									limit 1
		Zacky Farms	1.69										
	Sprout's	Sprout's	1.99				3.99						
	Stater Bros.	Zacky Farms	1.69										
	Target	Butterball		1.19									limit 2

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
CA <i>(cont)</i>	The Fresh Market Vons	Fresh Market n/i				3.99				2.49			
		Butterball	2.39	BOGO									
	Walmart	Honeysuckle		0.99									
		Butterball	1.98										
	Whole Foods NorCal	Diestel					3.99					3.49	
		Diestel							5.99				pasture-raised organic
	Whole Foods SthPac	Diestel										4.99	
		Mary's									2.69		
		Mary's					3.99		2.69			5.99	
		Mary's							3.99				brined
Diestel								3.29				6-10 lbs. (hen); petite	
	Diestel					3.99		2.79					
	Kosher Valley			3.99									
HI	Don Quijote	Butterball		1.69									
		Norbest		1.59									
	Safeway NorCal	Honeysuckle		0.69									w/ store card
		Foster Farms	1.99										
	Target	Butterball	2.29										
		Fircrest							2.49				
	Whole Foods SthPac	Butterball		1.19								5.99	limit 2
		Mary's					3.99		2.69				
		Mary's							3.99				brined
		Diestel							3.29				6-10 lbs. (hen); petite
Diestel						3.99		2.79					
	Kosher Valley			3.99									
NV	Albertsons Mntn	Jennie-O	1.79										
		Honeysuckle		0.99									limit 1
	Albertsons SW	Honeysuckle		0.49									limit 2
		Jennie-O		0.95									< 16 lbs. (hen); limit 1
	Dollar General Mrkt	R Everyday		0.69									w/ store card
		R Everyday		1.59									w/o store card
	Safeway NorCal	Diestel							2.99				
		Honeysuckle	1.49	0.49									w/ store card
		Foster Farms	1.99										
	Save Mart	Butterball	2.29										
Jennie-O			0.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh		
NV <i>(cont)</i>	Scolari's	Norbest	1.99											
	Smart & Final	First Street		0.99									limit 1	
		Zacky Farms	1.69											
	Sprout's	Sprout's	1.99				3.99							
	Target	Butterball		1.19									limit 2	
	Vons	n/i					3.99							
		Butterball	2.39	BOGO										
		Honeysuckle		0.99										
	Walmart	Butterball	1.98											
	Whole Foods NorCal	Diestel						3.99				3.49		
		Diestel							5.99					pasture-raised
		Diestel										4.99		organic
	Whole Foods SthPac	Mary's									2.69			
		Mary's						3.99		2.69			5.99	
		Mary's							3.99					brined
		Diestel							3.29					6-10 lbs. (hen); petite
		Diestel						3.99		2.79				
	Kosher Valley				3.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY													
AK	AC Value Center	Farm Fresh		1.68									smoked
	Carrs/Safeway	Butterball		2.99									
	Fred Meyer	Foster Farms	1.79										
	IGA Hometown	Essential Everyday		1.99									
		Farm Fresh		1.99									
	Meyers Group IGA	Farm Fresh		1.99									
		Essential Everyday		1.99									
	Sitka Seamount	n/i		1.69									
	Butterball		1.79										
	Walmart	Butterball	2.48										
ID	Albertsons Mntn	Jennie-O	1.79										limit 1
		Honeysuckle		0.99									
	Fred Meyer	Foster Farms	1.49										
	IGA Markets	Essential Everyday		1.49									
		Farm Fresh		1.49									
	Rosauer's	Norbest	1.79										
		Jennie-O	1.79										
	Safeway Seattle	Butterball		2.99									
	Target	Butterball		1.19									
	Walmart	Butterball	1.98										
Whole Foods Mntn		Diestel								8.99			smoked
		Diestel				3.69		5.99		2.69	2.99		
		Diestel									4.99		
		Diestel								2.99			
		Nature's Rancher								1.99			
		Kosher Valley			3.99								
MT	Albertsons Mntn	Jennie-O	1.79										limit 1
		Honeysuckle		0.99									
	IGA Markets	Essential Everyday		1.49									
		Farm Fresh		1.49									
	Rosauer's	Norbest	1.79										
		Jennie-O	1.79										
	SuperValu Stores	Essential Everyday		1.49									
		Farm Fresh		1.49									
Walmart	Butterball	1.98											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
OR	Albertsons Portland	Honeysuckle		0.49									w/ \$30 purchase; limit 1
		Foster Farms	1.99										
		Jennie-O	1.99										
	CenterPlace Market	n/i	2.28										
		Foster Farms	1.49										
	IGA Markets	Essential Everyday		1.49									
		Farm Fresh		1.49									
	IGA Market Fresh	n/i	1.99										
	McKay's	Foster Farms	1.99										
		Norbest	1.99										
		Northwest Nat.	1.89										
	Quality Food Cntr	Private Selection		0.69									
		Butterball	1.99										
		n/i	1.99										
	Red Apple/Thriftway	n/i	1.99										
	Rosauer's	Norbest	1.79										
		Jennie-O	1.79										
	Roth's	Mary's					3.99		2.69	2.69	2.69		
		Norbest	2.29										
Safeway Portland	Butterball		2.99										
Select Markets	n/i	1.99											
Target	Butterball		1.19										
Walmart	Butterball	1.98											
Whole Foods NW	Mary's					3.99			2.69		5.99		
WA	Albertsons Portland	Honeysuckle		0.49									
		Foster Farms	1.99										
		Jennie-O	1.99										
	CenterPlace Market	n/i	2.28										
		Foster Farms	1.49										
	Haggen's	Butterball	2.19	1.69									
		Mary's					3.99		2.99				
		Honeysuckle		0.99									
	IGA Markets	Essential Everyday		1.49									
		Farm Fresh		1.49									
		n/i	1.99										
	IGA Market Fresh	n/i	1.99										
	Metropolitan	Metropolitan						2.89					
Meyers Group IGA	Farm Fresh	1.89	1.49										
	Essential Everyday		1.49										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

Whole Body Turkeys - prices in \$US per pound unless otherwise noted.

WHOLE TURKEYS

State	Supermarket	Label	Conventional		Kosher		Organic		Free Range	ABF	Non-GMO	Heritage	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	Fresh	
WA <i>(cont)</i>	Quality Food Cntr	Northwest Nat.	1.89										w/ \$30 purchase; limit 1 smoked smoked limit 2
		Private Selection		0.69									
		Butterball	1.99										
		Red Apple/Thriftway	n/i	1.99									
	Rosauer's	Norbest	1.79										
		Jennie-O	1.79										
	Safeway Portland	Butterball		2.99									
	Safeway Seattle	Butterball		2.99									
	Select Markets	n/i	1.99										
	Target	Butterball		1.19									
The Markets	Jennie-O	1.98											
Walmart	Butterball	1.98											
Whole Foods NW	Mary's					3.99			2.69		5.99		
WY	Affiliated MW	Best Choice		1.29									limit 1 w/ store card w/ store card w/ store card w/ store card
		Shurfine		1.29									
	Albertsons Mntn	Jennie-O	1.79										
		Honeysuckle		0.99									
	IGA Markets	Essential Everyday		1.49									
		Farm Fresh		1.49									
	King Soopers	Kroger		0.88									
		Butterball		0.88									
	Safeway Denver	Butterball		0.99									
		Honeysuckle	1.79	0.67									
Walmart	Butterball	1.98											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT															
CT	ACME Markets	Lancaster Brand	1.49												limit 1
		Lancaster Brand			1.99	1.99	1.49	1.29	2.99	2.99					limit 1
		Hormel Cure 81	1.49												
	Adams Market	Alexander & Hornung					1.39	1.19							
		Budaball							3.79	3.99					
		Triple M	2.99												
	AF Basket	Sugardale	2.49				1.29	1.19					3.99		
	AG New England	Sugardale		1.99			1.09	0.89							
		Shurfine							2.59	2.79	2.99				
		n/i											3.79		
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29						
		Specially Selected	1.89												
	Associated	n/i										1.99			
		Cook's					1.69	1.49							
		Sugardale					1.69	1.49							
	Best Market	Alexander & Hornung					1.47	1.47							
		Cook's	2.77												
	Big Y	Carando	3.49	2.29											local
		Triple M							2.99						
		Kentucky Legend								3.99					
		Big Y		1.49	2.29										
		Buckley Farms	2.59												
		Cook's					1.09	0.79							
		Hatfield			2.79										
		Hormel Cure 81								4.99					
	Bravo	Cook's					1.69	1.59							
		Kentucky Legend								3.99					
	C-Town	Cook's		2.69			1.69	1.59							
		Kentucky Legend								3.99					
	Compare Foods	Cook's	2.49				1.69	1.49							
		Sugardale											3.99		
	Food Bazaar	Sugardale					1.49	1.49							
		Smithfield	2.49												
	Geissler's	Carando		1.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
CT <i>(cont)</i>	Geissler's	Triple M			2.99												
	<i>(continued)</i>	Smithfield					1.99										
	Highland Park	John Morrell			3.69	3.69											
		Highland Park's Own	3.99														
	Key Food	Cook's	1.99										3.99				
		Cook's					1.19	0.99									w/ \$25 purchase; limit 2
		Carando	2.99	2.69													
		n/i												1.99			
	Kings Food Markets	Kings	3.99		3.99					4.99							
		Carando	3.99														
		McKenzie of VT	4.99														
		Creekstone	4.99														antibiotic-free
	Market 32	Smithfield Specialty		2.99													
		Cook's		1.29			1.39	0.99									w/ store card
		Cook's					2.89	2.49									w/o store card
		Hormel Cure 81	2.99														
		Carando	2.99														
	Met Foods	Alexander & Hornung			2.49	2.69											
		n/i											1.69				
	Price Chopper	Smithfield Specialty		2.99													
		Cook's		1.29			1.39	0.99									w/ store card
		Cook's					2.89	2.49									w/o store card
		Hormel Cure 81	2.99														
		Carando	2.99														
		Alexander & Hornung			2.49	2.69											
	Price Rite	Cook's	1.49				0.99	0.89									
		Sugardale					0.99	0.89									
	Save-a-Lot	Sugardale						0.89									
		Primrose								2.49							
		n/i	1.99														
ShopRite	Cook's	1.27				1.07	0.97									limit 1	
	Cook's	2.49				2.09	1.99										
	Hatfield								3.29								
Stew Leonard's	n/i	2.99															
	Stew's Naked	4.99														antibiotic-free	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions			
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in					
CT <i>(cont)</i>	Stop & Shop	Stop & Shop	1.29	1.29			0.99	0.79								w/ \$25 purchase; limit 2 w/ \$25 purchase; limit 2		
		Carando		1.99														
		Carando	3.99															
		Kentucky Legend								3.99								
		Triple M								3.99								
		Nature's Promise								4.99								
		Stop & Shop												2.99				
		Target	Archer Farms	1.99														
		The Fresh Market	n/i	2.99														
		Trader Joe's	Trader Joe's		4.99													antibiotic-free
	Walmart	Kentucky Legend									2.98							
		Sam's Choice	1.98															
		Wellshire Farms	3.99															
		Wellshire Farms	3.99													antibiotic-free		
DC	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29									
		Specially Selected	1.89															
	Giant Food	Giant	1.39	1.39			0.99	0.79								w/ \$25 purchase; limit 2 w/ \$25 purchase; limit 2		
		Smithfield		1.99														
		Giant												2.99				
		Smithfield								3.99								
	Harris Teeter	Kentucky Legend								3.99								
		Nature's Promise								4.99						antibiotic-free		
		Carando								3.99								
		Harris Teeter		1.79		2.69				4.99		5.99		3.67				
		Harris Teeter		1.49												limit 4		
		HT Traders	2.29															
		Smithfield Specialty	3.99	3.69														
		Smithfield		3.99		2.49						3.99						
	Safeway Eastern	Hormel Cure 81									4.99							
		n/i													3.49			
		Smithfield Specialty	3.99															
		Smithfield	2.49							3.99								
		Signature Select									3.99							
		Hormel Cure 81									4.99							
		Hormel Cure 81	1.49													limit 2		
		Signature Farms			1.39		1.49	1.39								limit 2		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
DC <i>(cont)</i>	Safeway Eastern <i>(continued)</i>	Select n/i				1.49	1.49	1.49		2.99							
	Save-a-Lot	Sugardale Primrose n/i						0.89		2.49							
	Target	Archer Farms	1.99														
	Trader Joe's	Trader Joe's		4.99												antibiotic-free	
	Walmart	Kentucky Legend Sam's Choice	1.98								2.98						
	Whole Foods MdAtl	Wellshire's Farm Niman Ranch	3.99	3.99		5.99					7.49					antibiotic-free antibiotic-free	
	DE	ACME Markets	Lancaster Brand	1.49													limit 1
			Lancaster Brand			1.99	1.99	1.49	1.29	2.99	2.99						
	ALDI	Hormel Cure 81 Appleton Farms Specially Selected	1.49	1.69			1.09	0.89	3.29								
	Food Lion	Food Lion Food Lion Smithfield Smithfield	1.17					0.77									w/ store card; limit 2
			2.49					1.69									w/ store card
	Fresh Grocer	Smithfield Smithfield Cook's Cook's Hatfield						0.99									w/o store card w/ \$25 purchase; limit 1
			1.48				0.98	0.88									
			2.89				1.79	1.79									
	Giant Food	Hatfield Giant Smithfield Giant Smithfield Kentucky Legend Nature's Promise							3.29								
			1.39	1.39			0.99	0.79									w/ \$25 purchase; limit 2
				1.99													w/ \$25 purchase; limit 2
													2.99				
									3.99								
									3.99								
									4.99								antibiotic-free
	Great VALU Markets	Kunzler Sugardale Hatfield Berk's John F. Martin		1.99			1.19	0.99	2.49								
									1.99								
									2.99								
									2.99								
									3.19	3.39							
	Harris Teeter	Carando Harris Teeter							3.99								
				1.79		2.69			4.99		5.99		3.67				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions			
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in					
DE <i>(cont)</i>	Harris Teeter <i>(continued)</i>	Harris Teeter		1.49												limit 4		
		HT Traders	2.29															
		Smithfield Specialty	3.99	3.69														
	IGA Stores NJ/PA	Smithfield		3.99		2.49						3.99						
		Hormel Cure 81		n/i							4.99					3.49		
		n/i																
		Hatfield		1.69						1.99							limit 2	
		Hatfield		1.99						2.99	3.49	3.99						
		Redner's	Hormel Cure 81		1.28													w/ \$25 purchase; limit 2
			Hormel Cure 81		1.78													
			Redner's								1.28							w/ \$25 purchase; limit 2
		Safeway Eastern	Redner's								1.78							
			Hatfield								2.48							
			Kunzler								2.48							
			Leidy's								2.68							
			Berk's								2.68							
			Smithfield		2.48													
			Sugardale													2.98		
	Hatfield												2.98					
	Smithfield Specialty		3.99															
	Smithfield		2.49							3.99								
	Signature Select										3.99							
	Hormel Cure 81										4.99							
	Save-a-Lot	Hormel Cure 81	1.49														limit 2	
		Signature Farms			1.39		1.49	1.39									limit 2	
		Select							2.99									
		n/i				1.49	1.49	1.49										
		Sugardale						0.89										
		Primrose							2.49									
	ShurSave	n/i	1.99															
Hatfield			2.99	1.99	1.99			2.49	2.99									
Sugardale			1.99			1.59	1.19						3.99					
Sahlen's								3.99										
Best Yet								1.77	2.49									
Target	Archer Farms	1.99						2.49										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
DE <i>(cont)</i>	The Fresh Market	n/i	2.99														
	Trader Joe's	Trader Joe's		4.99												antibiotic-free	
	Walmart	Kentucky Legend								2.98							
		Sam's Choice	1.98														
	Weis Markets	Weis	1.47													w/ store card	
		Weis			2.99												spiral-cut; w. store card
		Smithfield	1.47														w/ store card
		John F Martin			2.99				1.99								
		Hatfield							3.29								
		Kunzler							3.29								
	From the Smokehouse			2.99													
MA	Adams Market	Alexander & Hornung					1.39	1.19									
		Budaball							3.79	3.99							
		Triple M	2.99														
	AF Basket	Sugardale	2.49				1.29	1.19						3.99			
	AG New England	Sugardale		1.99			1.09	0.89									
		Shurfine							2.59	2.79	2.99						
		n/i												3.79			
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29								
		Specially Selected	1.89														
	Associated	n/i										1.99					
		Cook's					1.69	1.49									
		Sugardale					1.69	1.49									
	Big Y	Carando	3.49	2.29												local	
		Triple M							2.99								
		Kentucky Legend									3.99						
		Big Y		1.49	2.29												
		Buckley Farms	2.59														
		Cook's					1.09	0.79									
		Hatfield			2.79												
	Hormel Cure 81							4.99									
Bravo	Cook's					1.69	1.59										
	Kentucky Legend							3.99									
C-Town	Cook's		2.69			1.69	1.59										
	Kentucky Legend							3.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MA <i>(cont)</i>	Compare Foods	Cook's	2.49				1.69	1.49									
		Sugardale											3.99				
		Crosby's	Vermont														
			Carando											6.99			
			Cook's		2.29												
			Triple M												3.99		spiral
		Donelan's	Carando		1.99												
			Cook's		1.99												
			Smithfield														
			Triple M														
		Food City Market	Cook's	1.99				1.29	0.99								
			Alexander & Hornung			1.99											
			Hummel										1.89				
		Geissler's	Carando		1.99												
			Triple M			2.99											
			Smithfield				1.99										
		Hannaford	Hannaford		1.29			0.97	0.77								w/ store card
			Hannaford		2.79			1.89	1.69								w/o store card
			Carando		2.49												w/ store card
			Carando		2.99												w/o store card
			Smithfield		1.79												w/ store card
			Smithfield		2.99												w/o store card
			Sugardale					1.17	0.97								w/ store card
			Sugardale					2.19	1.99								w/o store card
		Market 32	Smithfield Specialty		2.99												
			Cook's		1.29			1.39	0.99								w/ store card
			Cook's					2.89	2.49								w/o store card
			Hormel Cure 81	2.99													
		Carando	2.99														
		Alexander & Hornung			2.49	2.69											
	Market Basket	Carando								1.99							
		Smithfield					1.09	0.99									
		Sugardale					1.09	0.99									
		Leidy's										4.49				antibiotic-free	
		Kentucky Legend										3.49					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MA (cont)	Met Foods	Cook's		2.49			1.69	1.49									
		n/i										1.69					
	Price Chopper	Smithfield Specialty		2.99													
		Cook's		1.29			1.39	0.99								w/ store card	
		Cook's					2.89	2.49								w/o store card	
		Hormel Cure 81		2.99													
		Carando		2.99													
		Alexander & Hornung				2.49	2.69										
	Price Rite	Cook's		1.49			0.99	0.89									
		Sugardale					0.99	0.89									
	Roche Bros.	Alexander & Hornung												2.99			
		Cook's					1.69	1.49									
		Dietz & Watson		4.49													
		Kentucky Legend								4.99							
		Roche Bros.		1.99													
		Triple M								3.99							
		Carando			2.99												
	Save-a-Lot	Sugardale							0.89								
		Primrose								2.49							
		n/i		1.99													
	Seabra Foods	Triple M				2.99				3.59	3.59						
		Kretschmar			2.49												
		n/i							1.19								
	Shaw's	Smithfield Specialty		2.99	2.99												
		Cook's		1.28			0.99	0.79									limit 2
		Hormel Cure 81		1.28			0.99	0.79									limit 2
		Hormel Cure 81										3.99					
		Carando		2.99													
		Smithfield										3.99					
	Star Market	Smithfield Specialty		2.99													
		Cook's		1.28			0.99	0.79									limit 2
		Hormel Cure 81		1.28			0.99	0.79									limit 2
	Hormel Cure 81										3.99						
	Carando		2.99														
	Smithfield										3.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MA <i>(cont)</i>	Stop & Shop	Stop & Shop	1.29	1.29			0.99	0.79								w/ \$25 purchase; limit 2	
		Carando		1.99												w/ \$25 purchase; limit 2	
		Carando	3.99														
		Kentucky Legend							3.99								
		Triple M							3.99								
		Nature's Promise							4.99							antibiotic-free	
		Stop & Shop												2.99			
		Target	Archer Farms	1.99													
		The Fresh Market	n/i	2.99													
		Tops Markets	Smithfield	1.88		1.59	1.69						4.49				
	Smithfield Specialty		3.49														
	Tops Signature		2.88														
	Smith's				3.99	3.99											
	Tops								2.49	2.69							
	Trader Joe's	Sahlen's			3.99	3.99											
		Trader Joe's		4.99												antibiotic-free	
		Trucchi's	Cook's		1.79			1.49	0.99					3.69			
		Triple M							2.99	3.99							
	Walmart	Carando		1.99													
		Morrell															
		Hormel Cure 81															
		Kentucky Legend															
		Sam's Choice	1.98														
Wegman's	Wegman's	1.69	1.69		1.99				3.99	3.99	4.89		2.99				
	Wegman's		1.49												limit 1		
	Signature		5.99														
Whole Foods NATl	Wellshire Farms	3.99															
MD	ACME Markets	Lancaster Brand	1.49												limit 1		
		Lancaster Brand			1.99	1.99	1.49	1.29	2.99	2.99							
		Hormel Cure 81	1.49														
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29							limit 1	
		Specially Selected	1.89														
	Associated	n/i											1.99				
		Cook's					1.69	1.49									
	Sugardale					1.69	1.49										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MD <i>(cont)</i>	Food Lion	Food Lion	1.17					0.77								w/ store card; limit 2	
		Food Lion	2.49					1.69									
		Smithfield						0.99									w/ store card
		Smithfield						1.79									w/o store card
	Giant Eagle	Giant Eagle	1.98	1.98	0.98												limit 1
		Giant Eagle		3.29					1.99								
		Sugardale			1.29												limit 1
		Sugardale		2.79					2.69								
	Giant Food	Hillshire Farm		3.39													
		Market District			4.49	4.49											
		Giant	1.39	1.39			0.99	0.79									w/ \$25 purchase; limit 2
		Smithfield		1.99													w/ \$25 purchase; limit 2
	Graul's Market	Giant											2.99				
		Smithfield							3.99								
		Kentucky Legend							3.99								
		Nature's Promise							4.99								antibiotic-free
	Great VALU Markets	Smithfield		2.79													
		Kunzler							2.79	2.79							
		Kunzler							2.49								
		Sugardale		1.99			1.19	0.99	1.99								
	Harris Teeter	Hatfield							2.99								
		Berk's							2.99								
		John F. Martin							3.19	3.39							
		Carando							3.99								
		Harris Teeter		1.79		2.69			4.99		5.99			3.67			
		Harris Teeter		1.49													limit 4
		HT Traders	2.29														
		Smithfield Specialty	3.99	3.69													
	Kennie's Market	Smithfield		3.99		2.49					3.99						
		Hormel Cure 81								4.99							
n/i														3.49			
Alexander & Hornung			2.39														
Martin's Food	John F. Martin			2.39				2.49									
	Kunzler							2.49									
	Giant	1.29	1.29			0.99	0.79									w/ \$25 purchase; limit 2	
		Giant									2.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MD <i>(cont)</i>	Martin's Food <i>(continued)</i>	Smithfield	1.99													w/ \$25 purchase; limit 2
		Berk's							3.49							
		Kentucky Legend							3.49							
		Hatfield							3.49							
		Kunzler							3.49							
		Nature's Promise							4.99							antibiotic-free
	Price Rite	Cook's	1.49				0.99	0.89								
		Sugardale					0.99	0.89								
	Redner's	Hormel Cure 81		1.28												w/ \$25 purchase; limit 2
		Hormel Cure 81		1.78												w/ \$25 purchase; limit 2
		Redner's							1.28							
		Redner's							1.78							
		Hatfield							2.48							
		Kunzler							2.48							
		Leidy's							2.68							
		Berk's							2.68							
		Smithfield		2.48												
		Sugardale												2.98		
	Safeway Eastern	Hatfield											2.98			
		Smithfield Specialty	3.99													
		Smithfield	2.49						3.99							
		Signature Select								3.99						
		Hormel Cure 81								4.99						
		Hormel Cure 81	1.49													limit 2
	Save-a-Lot	Signature Farms			1.39		1.49	1.39								limit 2
		Select							2.99							
		n/i				1.49	1.49	1.49								
		Sugardale						0.89								
		Primrose							2.49							
	Shop'n Save	n/i	1.99													
		Sugardale	1.98	1.98	3.49				1.98	2.18	2.89			3.49		
		Superior							2.49	2.69						
Smithfield			2.99													
Hillshire Farm			2.99			1.79										
Silver Star				3.49	3.69			3.79	3.99							
Shoppers Food	Smithfield		1.39			0.89	0.89									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MD <i>(cont)</i>	ShurSave	Hatfield							2.49								
		Best Yet							1.99								
		1893 Brand							1.99								
		Kunzler							1.99								
	Target	Archer Farms	1.99														
	The Fresh Market	n/i	2.99														
	Trader Joe's	Trader Joe's		4.99												antibiotic-free	
	Walmart	Kentucky Legend								2.98							
		Sam's Choice	1.98														
	Wegman's	Wegman's	1.69	1.69		1.99			3.99	3.99	4.89		2.99			limit 1	
		Wegman's		1.49													
		Signature		5.99													
	Weis Markets	Weis	1.47													w/ store card	
		Weis			2.99											spiral-cut; w. store card	
		Smithfield	1.47													w/ store card	
	John F Martin			2.99				1.99									
	Hatfield							3.29									
	Kunzler							3.29									
	From the Smokehouse			2.99													
Whole Foods MdAtl	Wellshire's Farm	3.99	3.99		5.99					7.49					antibiotic-free		
	Niman Ranch		6.99												antibiotic-free		
ME	AG New England	Sugardale		1.99			1.09	0.89									
		Shurfine							2.59	2.79	2.99						
		n/i												3.79			
	Food City Market	Cook's	1.99				1.29	0.99									
		Alexander & Hornung			1.99												
		Hummel										1.89					
	Hannaford	Hannaford		1.29			0.97	0.77								w/ store card	
		Hannaford		2.79			1.89	1.69								w/o store card	
		Carando		2.49												w/ store card	
		Carando		2.99												w/o store card	
		Smithfield		1.79												w/ store card	
		Smithfield		2.99												w/o store card	
Sugardale						1.17	0.97								w/ store card		
Sugardale						2.19	1.99								w/o store card		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
ME <i>(cont)</i>	Market Basket	Carando								1.99							
		Smithfield					1.09	0.99									
		Sugardale					1.09	0.99									
		Leidy's										4.49					antibiotic-free
		Kentucky Legend										3.49					
	Save-a-Lot	Sugardale						0.89									
		Primrose								2.49							
	Shaw's	n/i		1.99													
		Smithfield Specialty		2.99													
		Cook's		1.28			0.99	0.79									limit 2
		Hormel Cure 81		1.28			0.99	0.79									limit 2
		Hormel Cure 81										3.99					
	Target	Carando		2.99													
		Smithfield										3.99					
	Trader Joe's	Archer Farms		1.99													
Walmart	Trader Joe's			4.99												antibiotic-free	
	Kentucky Legend										2.98						
Whole Foods NATl	Sam's Choice		1.98														
	Wellshire Farms		3.99														
NH	AG New England	Sugardale		1.99			1.09	0.89									
		Shurfine							2.59	2.79	2.99						
		n/i											3.79				
	ALDI	Appleton Farms		2.99	1.69		1.09	0.89	3.29								
		Specially Selected		1.89													
	Hannaford	Hannaford			1.29		0.97	0.77									w/ store card
		Hannaford			2.79		1.89	1.69									w/o store card
		Carando			2.49												w/ store card
		Carando			2.99												w/o store card
		Smithfield			1.79												w/ store card
		Smithfield			2.99												w/o store card
		Sugardale					1.17	0.97									w/ store card
	Market Basket	Sugardale					2.19	1.99									w/o store card
		Carando									1.99						
		Smithfield					1.09	0.99									
Sugardale						1.09	0.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NH <i>(cont)</i>	Market Basket <i>(continued)</i>	Leidy's									4.49				antibiotic-free		
		Kentucky Legend									3.49						
	Price Chopper	Smithfield Specialty		2.99													
		Cook's		1.29			1.39	0.99								w/ store card	
		Cook's					2.89	2.49								w/o store card	
		Hormel Cure 81	2.99														
		Carando	2.99														
		Alexander & Hornung			2.49	2.69											
	Price Rite	Cook's	1.49				0.99	0.89									
		Sugardale					0.99	0.89									
	Save-a-Lot	Sugardale						0.89									
		Primrose								2.49							
		n/i	1.99														
	Shaw's	Smithfield Specialty	2.99														
		Cook's	1.28				0.99	0.79								limit 2	
		Hormel Cure 81	1.28				0.99	0.79								limit 2	
		Hormel Cure 81										3.99					
		Carando	2.99														
		Smithfield										3.99					
	Target	Archer Farms	1.99														
The Fresh Market	n/i	2.99															
Trader Joe's	Trader Joe's		4.99												antibiotic-free		
Walmart	Kentucky Legend										2.98						
	Sam's Choice	1.98															
Whole Foods NATl	Wellshire Farms	3.99															
NJ	ACME Markets	Lancaster Brand	1.49													limit 1	
		Lancaster Brand			1.99	1.99	1.49	1.29	2.99	2.99							limit 1
		Hormel Cure 81	1.49														
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29								
		Specially Selected	1.89														
	Associated	n/i											1.99				
		Cook's					1.69	1.49									
		Sugardale					1.69	1.49									
Best Market	Alexander & Hornung					1.47	1.47										
	Cook's	2.77															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NJ <i>(cont)</i>	Bravo	Cook's					1.69	1.59									
		Kentucky Legend							3.99								
	C-Town	Cook's		2.69			1.69	1.59									
		Kentucky Legend							3.99								
	Compare Foods	Cook's	2.49				1.69	1.49									
		Sugardale												3.99			
	Fine Fare	Sugardale					1.39	1.29						3.99			
		Cook's		2.59			1.59	1.49									
		Hatfield									3.99						
	Food Bazaar	Sugardale					1.49	1.49									
		Smithfield	2.49														
	Foodtown	Cook's					1.09	0.99								limit 2	
		Cook's	1.49													limit 1	
		Smithfield	2.48														
		Great VALU Markets	Kunzler							2.49							
			Sugardale		1.99			1.19	0.99	1.99							
			Hatfield							2.99							
			Berk's							2.99							
			John F. Martin							3.19	3.39						
		IGA Stores NJ/PA	Hatfield		1.69					1.99							limit 2
			Hatfield		1.99					2.99	3.49	3.99					
		Key Food	Cook's	1.99											3.99		
			Cook's					1.19	0.99								w/ \$25 purchase; limit 2
		Carando	2.99	2.69													
		n/i												1.99			
	Kings Food Markets	Kings	3.99		3.99				4.99								
		Carando	3.99														
		McKenzie of VT	4.99														
		Creekstone	4.99													antibiotic-free	
	McCaffrey's	McCaffrey's	3.99														
	Met Foods	Cook's		2.49			1.69	1.49									
		n/i										1.69					
	Morton Williams	n/i	2.99				2.49	2.99									
	Murphy's	Dietz & Watson		4.59													
	Pioneer Foods	n/i										1.69					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
NJ <i>(cont)</i>	Pioneer Foods <i>(continued)</i>	Cook's	2.49				1.69	1.49								
		Sugardale					1.69	1.49						3.99		
	Price Rite	Cook's	1.49				0.99	0.89								
		Sugardale					0.99	0.89								
	Save-a-Lot	Sugardale						0.89								
		Primrose								2.49						
	Stop & Shop	n/i	1.99													
		Stop & Shop	1.29	1.29			0.99	0.79								w/ \$25 purchase; limit 2
		Carando		1.99												w/ \$25 purchase; limit 2
		Carando	3.99													
		Kentucky Legend								3.99						
		Triple M								3.99						
		Nature's Promise								4.99						antibiotic-free
		Stop & Shop												2.99		
	Target	Archer Farms	1.99													
	The Fresh Market	n/i	2.99													
	Top Tomato	Carando	2.49													
	Trader Joe's	Trader Joe's		4.99												antibiotic-free
	Walmart	Kentucky Legend									2.98					
		Sam's Choice	1.98													
	Wegman's	Wegman's	1.69	1.69		1.99				3.99	3.99	4.89		2.99		
		Wegman's		1.49												limit 1
	Signature			5.99												
Weis Markets		Weis	1.47												w/ store card	
	Weis				2.99										spiral-cut; w. store card	
	Smithfield	1.47													w/ store card	
	John F Martin				2.99				1.99							
	Hatfield								3.29							
	Kunzler								3.29							
	From the Smokehouse				2.99											
Whole Foods MdAtl	Wellshire's Farm	3.99	3.99			5.99				7.49					antibiotic-free	
	Niman Ranch		6.99												antibiotic-free	
Whole Foods NE	Wellshire Farms	3.99													antibiotic-free	
NY	ACME Markets	Lancaster Brand	1.49													limit 1
		Lancaster Brand			1.99	1.99	1.49	1.29	2.99	2.99						
		Hormel Cure 81	1.49													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
NY <i>(cont)</i>	AF Basket	Sugardale	2.49				1.29	1.19					3.99			
	AG New England	Sugardale		1.99			1.09	0.89								
		Shurfine							2.59	2.79	2.99					
		n/i											1.99	3.79		
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29							
		Specially Selected	1.89													
	Associated	n/i														
		Cook's					1.69	1.49								
		Sugardale					1.69	1.49								
	Best Market	Alexander & Hornung					1.47	1.47								
		Cook's	2.77													
	Big M Supermarkets	Sugardale				1.79								3.49		
		Superior							1.99							
		Alexander & Hornung						0.99								
	Bravo	Cook's					1.69	1.59								
		Kentucky Legend							3.99							
	C-Town	Cook's		2.69			1.69	1.59								
		Kentucky Legend							3.99							
	Compare Foods	Cook's	2.49				1.69	1.49								
		Sugardale												3.99		
	D'Agostino	Cook's	3.49				2.49	2.49								
	DeCiccio Markets	Karl Ehmer	6.99													
	Fine Fare	Sugardale					1.39	1.29						3.99		
		Cook's		2.59			1.59	1.49								
		Hatfield									3.99					
	Food Bazaar	Sugardale					1.49	1.49								
	Smithfield	2.49														
Foodtown	Cook's					1.09	0.99								limit 2	
	Cook's	1.49													limit 1	
	Smithfield	2.48														
Giunta's Farms	Carando	2.99														
	Cook's					1.99	1.79									
Great American	Sugardale		1.99	1.79	1.79	1.29	0.89									
	Cumberland Gap							2.29	2.29							
Gristede's	Cook's					2.49	2.49									
	Carando	3.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NY (cont)	Hannafood	Hannafood		1.29			0.97	0.77								w/ store card	
		Hannafood		2.79			1.89	1.69								w/o store card	
		Carando		2.49												w/ store card	
		Carando		2.99												w/o store card	
		Smithfield		1.79												w/ store card	
		Smithfield		2.99												w/o store card	
		Sugardale						1.17	0.97							w/ store card	
		Sugardale						2.19	1.99							w/o store card	
	Kennie's Market	Alexander & Hornung		2.39													
		John F. Martin				2.39				2.49							
	Key Food	Kunzler								2.49							
		Cook's	1.99											3.99			
	King Kullen	Cook's						1.19	0.99								w/ \$25 purchase; limit 2
		Carando	2.99	2.69													
		n/i												1.99			
		Smithfield	1.99					1.49	1.29					3.99			
	Market 32	Smithfield	1.49														w/ \$25 purchase; limit 1
		Smithfield Specialty		2.99													
		Cook's		1.29				1.39	0.99								w/ store card
		Cook's						2.89	2.49								w/o store card
		Hormel Cure 81	2.99														
	Met Foods	Carando	2.99														
		Alexander & Hornung			2.49	2.69											
		Cook's		2.49				1.69	1.49								
	Morton Williams	n/i											1.69				
		n/i	2.99					2.49	2.99								
	North Shore Farms	Carando	2.69														
	Peck's Market	Alexander & Hornung		1.99					1.19								
	Pioneer Foods	n/i											1.69				
		Cook's	2.49					1.69	1.49								
		Sugardale						1.69	1.49					3.99			
		Smithfield Specialty		2.99													
Price Chopper	Cook's		1.29				1.39	0.99								w/ store card	
	Cook's						2.89	2.49								w/o store card	
	Hormel Cure 81	2.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NY <i>(cont)</i>	Price Chopper <i>(continued)</i>	Carando	2.99														
		Alexander & Hornung			2.49	2.69											
	Price Rite	Cook's	1.49				0.99	0.89									
		Sugardale					0.99	0.89									
	Save-a-Lot	Sugardale						0.89									
		Primrose								2.49							
	Shop'n Save	n/i	1.99														
		Sugardale	1.98	1.98	3.49					1.98	2.18	2.89		3.49			
	Stew Leonard's	Superior								2.49	2.69						
		Smithfield		2.99													
		Hillshire Farm		2.99		1.79											
		Silver Star			3.49	3.69				3.79	3.99						
		n/i	2.99														
	Stop & Shop	Stew's Naked	4.99														
		Stop & Shop	1.29	1.29			0.99	0.79									antibiotic-free w/ \$25 purchase; limit 2
		Carando		1.99													w/ \$25 purchase; limit 2
		Carando	3.99														
		Kentucky Legend								3.99							
	Target	Triple M								3.99							
		Nature's Promise								3.99							antibiotic-free
		Stop & Shop								4.99				2.99			
		Archer Farms	1.99														
		n/i	2.99														
	The Fresh Market	Smithfield	1.88		1.59	1.69						4.49					
		Smithfield Specialty	3.49														
		Tops Signature	2.88														
		Smith's			3.99	3.99											
		Tops								2.49	2.69						
	Top Tomato	Sahlen's			3.99	3.99					4.99						
		Carando	2.49														
Trader Joe's	Trader Joe's		4.99													antibiotic-free	
Trade Fair	Cook's					1.49	1.39					2.99					
Walmart	Kentucky Legend									2.98							
	Sam's Choice	1.98															
Wegman's	Wegman's	1.69	1.69		1.99				3.99	3.99	4.89		2.99				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions			
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in					
NY <i>(cont)</i>	Wegman's <i>(continued)</i>	Wegman's		1.49												limit 1		
		Signature		5.99														
	Weis Markets	Weis	1.47														w/ store card	
		Weis			2.99												spiral-cut; w. store card	
		Smithfield	1.47														w/ store card	
		John F Martin			2.99				1.99									
		Hatfield							3.29									
		Kunzler							3.29									
		From the Smokehouse			2.99													
Whole Foods NE	Wellshire Farms	3.99														antibiotic-free		
PA	ACME Markets	Lancaster Brand	1.49														limit 1	
		Lancaster Brand			1.99	1.99	1.49	1.29	2.99	2.99								
	ALDI	Hormel Cure 81	1.49															limit 1
		Appleton Farms	2.99	1.69			1.09	0.89	3.29									
	Associated	Specially Selected	1.89															
		n/i											1.99					
	Big M Supermarkets	Cook's					1.69	1.49										
		Sugardale					1.69	1.49										
		Sugardale				1.79								3.49				
	Boyer Food Markets	Superior							1.99									
		Alexander & Hornung							0.99									
		Sugardale					1.37	0.87	0.87									w/ \$25 purchase; limit 1
		Sugardale					1.97	1.47	1.47									
		Hazle Park			1.97													w/ \$25 purchase; limit 1
	Hatfield	Hazle Park			2.47													
		Hatfield							2.77	3.27								
		Berkshire							2.77	3.27								
		Kunzler							2.77	3.27								
		Cook's					1.69	1.59										
	Bravo	Kentucky Legend							3.99									
Cook's			2.69			1.69	1.59											
C-Town	Kentucky Legend							3.99										
	Sugardale	2.29																
Family Owned	Best Yet							2.19										
	John F. Martin			1.98				1.88										
	Kunzler							2.29										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
PA (cont)	Fine Fare	Sugardale					1.39	1.29						3.99		
		Cook's		2.59			1.59	1.49								
		Hatfield									3.99					
	Food Lion	Food Lion		1.17					0.77							w/ store card; limit 2
		Food Lion		2.49					1.69							w/ store card
		Smithfield							0.99							w/o store card
	Foodland	Smithfield							1.79							w/ \$20 purchase; limit 1
		Sugardale			0.99											
	Foodtown	Sugardale		1.99	1.99	3.49				1.99	2.09					
		Cook's					1.09	0.99								limit 2
		Cook's		1.49												limit 1
	Fresh Grocer	Smithfield		2.48												
		Cook's		1.48			0.98	0.88								w/ \$25 purchase; limit 1
		Cook's		2.89			1.79	1.79								
	Giant Eagle	Hatfield									3.29					
		Giant Eagle		1.98	1.98	0.98										limit 1
		Giant Eagle			3.29					1.99						
		Sugardale				1.29										limit 1
		Sugardale			2.79					2.69						
		Hillshire Farm			3.39											
	Giant Food Stores	Market District				4.49	4.49									
		Giant		1.29	1.29			0.99	0.79							w/ \$25 purchase; limit 2
		Giant											2.99			
		Smithfield		1.99												w/ \$25 purchase; limit 2
		Berk's								3.49						
		Kentucky Legend								3.49						
		Hatfield								3.49						
	Gordon Food Stores	Kunzler								3.49						
		Nature's Promise								4.99						antibiotic-free
		Gordon Signature								3.99						
GFS			1.85						1.99							
Great VALU Markets	Kunzler								2.49							
	Sugardale			1.99			1.19	0.99	1.99							
	Hatfield								2.99							
	Berk's								2.99							
	John F. Martin								3.19	3.39						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
PA <i>(cont)</i>	Grocery Outlet	Jamestown		1.29													
	Ideal Market	A & H				0.68										w/ \$25 purchase; limit 1	
	IGA SpartanNash	Sugardale		1.89													
		Open Acres		2.29			1.49	1.49									
		IGA					1.29	1.09									
	IGA Stores NJ/PA	Superior							1.99								
		Cumberland Gap							1.99	2.29							
		Hatfield		1.69					1.99							limit 2	
	Karn's Foods	Hatfield		1.99					2.99	3.49	3.99						
		John F. Martin			2.69				2.89							local	
		Smithfield	2.99		2.19											local	
	Key Food	Berk's							3.39							local	
		Kunzler							3.59							local	
		Kessler							3.59							local	
		Cook's	1.99											3.99			
	Kuhn's Market	Cook's					1.19	0.99									w/ \$25 purchase; limit 2
		Carando	2.99	2.69													
		n/i												1.99			
		Sugardale		2.49	0.99	1.29			1.99	2.19							
	Landis Supermarkets	Amish Country		1.99													
		Country Inn										2.99					
		Silver Star		3.29	3.49				3.79	3.99							
		Kuhn's	3.49														
		Smithfield		1.99													
		Sugardale						1.49									
	Martin's Food	Hatfield							2.49	3.69	3.99						
		Leidy's		3.49					2.49	3.69	3.99						
		John F. Martin							2.49	3.69	3.99						
Giant		1.29	1.29			0.99	0.79									w/ \$25 purchase; limit 2	
Giant													2.99				
Smithfield		1.99														w/ \$25 purchase; limit 2	
Berk's								3.49									
Kentucky Legend								3.49									
Nature's Promise	Hatfield							3.49									
	Kunzler							3.49									
								4.99									
																antibiotic-free	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
PA (cont)	McCaffrey's	McCaffrey's	3.99														
	Pioneer Foods	n/i										1.69					
		Cook's	2.49				1.69	1.49									
		Sugardale					1.69	1.49						3.99			
	Price Chopper	Smithfield Specialty		2.99													
		Cook's		1.29			1.39	0.99									w/ store card
		Cook's					2.89	2.49									w/o store card
		Hormel Cure 81		2.99													
		Carando		2.99													
	Price Rite	Alexander & Hornung			2.49	2.69											
		Cook's		1.49			0.99	0.89									
		Sugardale					0.99	0.89									
	Redner's	Hormel Cure 81				1.28											w/ \$25 purchase; limit 2
		Hormel Cure 81				1.78											
		Redner's							1.28								w/ \$25 purchase; limit 2
		Redner's							1.78								
		Hatfield							2.48								
		Kunzler							2.48								
		Leidy's							2.68								
		Berk's							2.68								
		Smithfield			2.48												
		Sugardale												2.98	2.98		
	Save-a-Lot	Hatfield											2.98				
		Sugardale							0.89								
		Primrose								2.49							
		n/i		1.99													
	Shop'n Save	Sugardale		1.98	1.98	3.49				1.98	2.18	2.89			3.49		
		Superior								2.49	2.69						
		Smithfield			2.99												
		Hillshire Farm			2.99		1.79										
ShurSave	Silver Star				3.49	3.69			3.79	3.99							
	Hatfield								2.49								
	Best Yet								1.99								
	1893 Brand								1.99								
	Kunzler								1.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
PA <i>(cont)</i>	ShurSave - NE Penn.	Best Yet 1893							1.77	2.49							
		Sugardale		1.99			1.59	1.19					3.99				
		Hatfield		2.99	1.99	1.99				2.49	2.99						
		Sahlen's								3.99							
		Kunzler								2.49							
	Sparkle Markets	Sparkle								1.39						limit 1	
		Sugardale			2.29									3.49			
		Hillshire Farm			3.49												
	Target	Archer Farms		1.99													
	The Fresh Market	n/i		2.99													
	Tops Markets	Smithfield		1.88		1.59	1.69					4.49					
		Smithfield Specialty		3.49													
		Tops Signature		2.88													
		Smith's				3.99	3.99										
		Tops								2.49	2.69						
	Trader Joe's	Sahlen's				3.99	3.99				4.99						antibiotic-free
		Trader Joe's			4.99												
	Walmart	Kentucky Legend									2.98						
		Sam's Choice		1.98													
	Wegman's	Wegman's		1.69	1.69		1.99			3.99	3.99	4.89		2.99			limit 1
		Wegman's			1.49												
	Weis Markets	Signature			5.99												
		Weis		1.47													w/ store card
Weis					2.99											spiral-cut; w. store card	
Smithfield			1.47													w/ store card	
John F Martin					2.99				1.99								
Whole Foods MdAtl	Hatfield								3.29								
	Kunzler								3.29								
	From the Smokehouse				2.99												
	Wellshire's Farm		3.99	3.99		5.99				7.49						antibiotic-free	
	Niman Ranch			6.99												antibiotic-free	
RI	Adams Market	Alexander & Hornung					1.39	1.19									
		Budaball							3.79	3.99							
	ALDI	Triple M		2.99													
		Appleton Farms		2.99	1.69			1.09	0.89	3.29							
	Specially Selected		1.89														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
RI <i>(cont)</i>	Associated	n/i										1.99			
		Cook's					1.69	1.49							
		Sugardale					1.69	1.49							
	Bravo	Cook's					1.69	1.59							
		Kentucky Legend								3.99					
	Compare Foods	Cook's	2.49				1.69	1.49							
		Sugardale												3.99	
	Daves Marketplace	Cook's		1.99											
		Triple M		3.99	3.99					3.99	3.99				
		Alexander & Hornung				2.99									
		Carando		3.99											
	Price Rite	Cook's	1.49				0.99	0.89							
		Sugardale					0.99	0.89							
	Save-a-Lot	Sugardale						0.89							
		Primrose								2.49					
		n/i	1.99												
	Seabra Foods	Triple M			2.99					3.59	3.59				
		Kretschmar		2.49											
		n/i							1.19						
	Shaw's	Smithfield Specialty	2.99												
		Cook's	1.28				0.99	0.79							limit 2
		Hormel Cure 81	1.28				0.99	0.79							limit 2
		Hormel Cure 81									3.99				
		Carando	2.99												
		Smithfield									3.99				
	Stop & Shop	Stop & Shop	1.29	1.29			0.99	0.79							w/ \$25 purchase; limit 2
		Carando		1.99											w/ \$25 purchase; limit 2
		Carando	3.99												
		Kentucky Legend								3.99					
		Triple M								3.99					
	Nature's Promise								4.99					antibiotic-free	
	Stop & Shop											2.99			
Target	Archer Farms	1.99													
Trader Joe's	Trader Joe's		4.99											antibiotic-free	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
RI <i>(cont)</i>	Walmart	Kentucky Legend								2.98					
	Whole Foods NATl	Sam's Choice	1.98												
		Wellshire Farms	3.99												
VT	AG New England	Sugardale		1.99			1.09	0.89							
		Shurfine							2.59	2.79	2.99				
		n/i											3.79		
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29						
		Specially Selected	1.89												
	Food City Market	Cook's	1.99				1.29	0.99							
		Alexander & Hornung			1.99										
		Hummel										1.89			
	Hannaford	Hannaford		1.29			0.97	0.77							w/ store card
		Hannaford		2.79			1.89	1.69							w/o store card
		Carando		2.49											w/ store card
		Carando		2.99											w/o store card
		Smithfield		1.79											w/ store card
		Smithfield		2.99											w/o store card
		Sugardale					1.17	0.97							w/ store card
		Sugardale					2.19	1.99							w/o store card
	Price Chopper	Smithfield Specialty		2.99											
		Cook's		1.29			1.39	0.99							w/ store card
		Cook's					2.89	2.49							w/o store card
		Hormel Cure 81		2.99											
		Carando		2.99											
		Alexander & Hornung				2.49	2.69								
	Shaw's	Smithfield Specialty		2.99											
	Cook's		1.28			0.99	0.79							limit 2	
	Hormel Cure 81		1.28			0.99	0.79							limit 2	
	Hormel Cure 81										3.99				
	Carando		2.99												
	Smithfield										3.99				
Tops Markets	Smithfield		1.88		1.59	1.69					4.49				
	Smithfield Specialty		3.49												
	Tops Signature		2.88												
	Smith's				3.99	3.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
VT <i>(cont)</i>	Tops Markets <i>(continued)</i> Trader Joe's Walmart	Tops Sahlen's Trader Joe's Kentucky Legend Sam's Choice		4.99	3.99	3.99			2.49	2.69 4.99						antibiotic-free
			1.98							2.98						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV															
AL	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29						
		Specially Selected	1.89												
	Bruce's Foodland	Bryan		2.59											
		Kentucky Legend							3.69	3.69	3.99				
		Cook's						1.19							
		Sugar Tree		1.99											
		Clifty Farm												1.99	
	Cash Saver	Cook's						0.98							
		Kentucky Legend							2.69						
	Dollar General Mrkt	Kentucky Legend									3.95				
		Smithfield		1.65											limit 1
	Earth Fare	n/i	4.99												antibiotic-free
	Food for Le\$\$	Cook's					1.18	0.98							
		Smithfield									2.94				
	Food Giant	Best Choice		1.78											
		Kentucky Legend							3.48	3.58	3.98				
		Cook's			1.48			0.88				2.98			limit 1
		Clifty Farm											1.98		
	Gateway Foodland	Cook's			1.49			1.18							
		Sugar Tree		1.79											
	Greer's Market	Hormel	1.98												
		Sugardale				1.35									
	Hometown Market	Sugardale						0.99							
		Carolina Pride			1.39										
	Ingle's Market	Hormel Cure 81							3.98	3.98	3.98				
		Smithfield	1.68					0.98							w/ store card
		Smithfield	2.98					1.88							w/o store card
		Cades Cover			2.38										
	Kroger Atlanta	Kroger	1.59												w/ store card; limit 2
		Smithfield						0.99							w/ store card
		Private Selection	2.49												
	Kroger Nashville	Kroger		1.49											limit 1
		Cook's					1.29	1.29							
		Kentucky Legend							2.99						
		Cumberland Gap			1.69										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
AL <i>(cont)</i>	Luckys Supermarkets	Cook's			1.49				1.19							
		Sugardale							1.19							
		Best Choice	1.89													
		Kentucky Legend										3.29				
		Clifty Farm													1.99	
	Piggly Wiggly HAC	Cook's						1.19	0.99							
		Best Choice		1.69												
		Hormel Cure 81								3.99	3.99					
	Piggly Wiggly Hchn	Best Choice		1.79												
		Cook's			1.59											
		Cook's							0.89							
	Piggly Wiggly Inc.	Clifty Farm													1.99	
		Kentucky Legend								3.89	3.99					
		Cook's		1.99				1.69	1.39							
		Smithfield		1.99												
		Carolina Pride			1.69											
	Piggly Wiggly JTM	Bryan		2.49												
		Hormel Cure 81										3.99				
		Sugardale						1.49	1.29							
	Publix	Publix Premium		1.99	1.59	1.59										
	Ramey's	n/i						1.38	0.98							
	Rouses Supermarket	Best Choice		1.69												
		Hormel Cure 81		1.77												
	Save-a-Lot	Sugardale							0.89							
		Primrose								2.49						
		n/i	1.99													
	Shop-Rite	Clifty Farm													1.99	
		Smithfield			1.49				1.29							
Cook's								1.29								
Sugar Tree		1.79														
Kentucky Legend										3.69						
Sprout's	Old Tyme	1.99														
Target	Archer Farms	1.99														
The Fresh Market	n/i	2.99														
Trader Joe's	Trader Joe's		4.99												antibiotic-free	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
AL (cont)	United Grocery	Amish Valley						0.99									
		Daniel Boone													1.69		
	Vowell's	Cook's					1.39	1.19									
		Sugardale					1.39	1.19									
		Best Choice		1.99													
	Walmart	Kentucky Legend								3.89	3.89	3.99				1.99	
		Sam's Choice	1.98								2.98						
	Western Markets	Hormel Cure 81		1.99								3.99					
		Cook's			1.59			1.39									
		Royal Premium			1.79												
	Whole Foods South	Ziegler			2.99												
		Wellshire Farms	3.99	3.99													
n/i			1.79			1.39	1.19								w/ store card		
Winn-Dixie	n/i		3.59			2.79	2.59								w/o store card		
FL	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29								
		Specially Selected	1.89														
	Bravo	n/i				1.79	1.69										
	Dollar General Mrkt	Kentucky Legend										3.95					
		Smithfield		1.65													limit 1
	Earth Fare	n/i	4.99													antibiotic-free	
	Food Giant	Best Choice		1.98													
		Kentucky Legend										3.98					
	Fresco y Mas	n/i		1.78				0.68									w/ store card
		n/i						1.69									
	Gordon Food Stores	Gordon Signature							3.99								
		GFS	1.85						1.99								
	Greer's Market	Hormel	1.98														
		Sugardale				1.35											
	Harris Teeter	Carando							3.99								
Harris Teeter			1.79		2.69			4.99			5.99		3.67				
Harris Teeter			1.49													limit 4	
HT Traders		2.29															
Smithfield Specialty		3.99	3.69														
	Smithfield		3.99		2.49					3.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
FL <i>(cont)</i>	Harris Teeter <i>(continued)</i>	Hormel Cure 81								4.99						
	Harvey's	n/i										1.28		3.49		
		n/i														
		Smithfield		1.78												w/ store card
		Smithfield		3.49												w/o store card
	Hitchcock's	Sugardale		2.29			1.09	0.99								
		Hormel Cure 81							4.99	4.99						
		Kentucky Legend									4.99					
	IGA Florida	Smithfield	1.99										1.59	2.99		
		n/i														
	Lucky's Market	Garrett Valley	4.99										5.99			antibiotic-free
		Lucky's	2.99													
	Piggly Wiggly Hchn	Best Choice		1.79												
		Cook's			1.59											
		Cook's						0.89								limit 1
		Clifty Farm													1.99	
		Kentucky Legend							3.89	3.99						
	Publix	Publix Premium		1.99	1.59	1.59										
	Sabor Tropical	n/i						1.28								
	Safeway Florida	Smithfield Specialty	3.99													
		Smithfield	2.49							3.99						
		Signature Select									3.99					
		Hormel Cure 81									4.99					
		Hormel Cure 81	1.59													limit 2
		n/i			1.39		1.39	1.39								limit 2
		n/i							2.99							
	Save-a-Lot	Sugardale						0.89								
		Primrose							2.49							
		n/i	1.99													
	Scaff's Market	n/i					1.39	1.29								
	Mickelberry's									4.29						
	Lee Brand					1.39	1.29									
	Sugardale		2.39			1.39	1.29									
Sedano's	Sugardale	2.69				1.49	1.49	3.79								
Target	Archer Farms	1.99														
The Fresh Market	n/i	2.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
FL <i>(cont)</i>	Trader Joe's	Trader Joe's		4.99											antibiotic-free	
	Walmart	Kentucky Legend							2.98							
		Sam's Choice	1.98													
	Whole Foods FL	n/i	3.99												antibiotic-free	
	Winn-Dixie	n/i		1.79			1.39	1.19							w/ store card	
		n/i		3.59			2.79	2.59							w/o store card	
GA	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29							
		Specially Selected	1.89													
	Bi-Lo	n/i		1.79				0.99							w/ store card	
		n/i		3.59				2.59							w/o store card	
	Dollar General Mrkt	Kentucky Legend									3.95					
		Smithfield		1.65											limit 1	
	Earth Fare	n/i	4.99												antibiotic-free	
	Food City	Food City	1.59	1.59	1.99										w/ store card	
		Food City					0.99	0.99							limit 2	
		Hormel Cure 81										3.99				
	Food Depot	Sugardale		1.58									1.98			
		Sugardale						0.73							w/ \$25 purchase	
		Sugardale		1.72											w/ \$25 purchase; limit 4	
		Sunset Farm			1.58											
		Royal			1.58											
	Food Giant	Best Choice		1.98												
		Kentucky Legend										3.98				
	Food Lion	Food Lion	1.17						0.77							w/ store card; limit 2
		Food Lion	2.49						1.69							
		Smithfield							0.99							w/ store card
	Smithfield							1.79							w/o store card	
Food Pride	n/i					1.19	0.99									
	Felt's													1.99		
	Open Acres	2.29														
	Superior								1.99	2.49	2.69					
	Sugardale												3.49			
Galaxy Food	Smithfield		1.48				0.98	0.98							w/ \$25 purchase; limit 1	
	Smithfield										3.98					
	Carolina Pride				1.18											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions			
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in					
GA <i>(cont)</i>	Galaxy Food <i>(continued)</i>	Hormel Cure 81							3.98									
		Kentucky Legend									3.98							
	Harris Teeter	Carando							3.99									
		Harris Teeter		1.79		2.69			4.99		5.99		3.67					
		Harris Teeter		1.49													limit 4	
		HT Traders	2.29															
		Smithfield Specialty	3.99	3.69														
		Smithfield		3.99		2.49						3.99						
		Hormel Cure 81									4.99							
		n/i														3.49		
		Harvey's	n/i										1.28					
			Smithfield		1.78													w/ store card
	IGA Food Stores	Smithfield		3.49													w/o store card	
		n/i										1.29					limit 2	
		Smithfield						0.89									limit 2	
	IGA Stores SthEast	Smithfield		1.99								3.79		2.99				
		Carolina Pride									3.39							
		Smithfield		1.88			1.18	1.18										
	Ingle's Market	Kentucky Legend																
		Hormel Cure 81										3.98						
		Hormel Cure 81								3.98	3.98	3.98						
		Smithfield	1.68					0.98									w/ store card	
	Kroger Atlanta	Smithfield	2.98					1.88									w/o store card	
		Cades Cover			2.38													
		Kroger	1.59														w/ store card; limit 2	
		Smithfield						0.99									w/ store card	
	Lucky's Market	Private Selection	2.49															
Garrett Valley		4.99									5.99					antibiotic-free		
Piggly Wiggly Car.	Lucky's	2.99																
	n/i	1.99	1.99			0.99	0.99						2.99					
Piggly Wiggly GA	Cook's					1.49	1.29											
	Sugar Tree	1.79																
Piggly Wiggly HAC	Cook's					1.19	0.99											
	Best Choice		1.69															
	Hormel Cure 81								3.99	3.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
GA <i>(cont)</i>	Piggly Wiggly Hchn	Best Choice		1.79											1.99	limit 1
		Cook's			1.59											
		Cook's						0.89								
		Clifty Farm														
		Kentucky Legend							3.89	3.99						
	Piggly Wiggly JTM	Sugardale					1.49	1.29								
		Publix Premium		1.99	1.59	1.59										
	Quality Foods	Carolina Pride				1.69						3.69				
		Kentucky Legend							3.99							
	Save-a-Lot	Smithfield		2.29			1.49	1.39								
		Sugardale						0.89								
		Primrose							2.49							
	Shop-Rite	n/i	1.99													
		Clifty Farm														
		Smithfield			1.49			1.29								
		Cook's						1.29								
	Sprout's	Sugar Tree	1.79													
		Kentucky Legend									3.69					
		Old Tyme	1.99													
	Target	Archer Farms	1.99													
	The Fresh Market	n/i	2.99													
	Trader Joe's	Trader Joe's		4.99												
	United Grocery	Amish Valley						0.99								
Daniel Boone																
Walmart	Kentucky Legend									2.98						
	Sam's Choice	1.98														
Wayfield's	Sugardale	1.79					0.99									
	Sugardale						0.69									
Whole Foods South	Wellshire Farms	3.99	3.99													
Winn-Dixie	n/i		1.79				1.39	1.19								
	n/i		3.59				2.79	2.59								
KY	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29							
		Specially Selected	1.89													
	Cox IGA	Smithfield		1.99												
		Sugardale					1.39	1.29								
	Kentucky Legend							3.99	3.99	4.59						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
KY <i>(cont)</i>	Cox IGA <i>(continued)</i>	Cumberland Gap								2.39						
		Hickory Hills								2.39						
		Superior								2.39						
	Dollar General Mrkt	Fischer's								2.49	2.69					
		Clifty Farm													1.99	
		Kentucky Legend										3.95				limit 1
	E. W. James	Smithfield		1.65												
		Cook's					1.18	0.98						2.98		
	Earth Fare	Best Choice	1.88	1.88												
		Kentucky Legend							3.48	3.58						
		Clifty Farm													1.98	
	Food City	Carolina Pride			1.48											
		n/i	4.99													antibiotic-free
	Food Fair	Food City	1.59	1.59												w/ store card
		Food City					0.99	0.99								limit 2
		Hormel Cure 81										3.99				
	Food Giant	Walnut Creek			2.49	2.59										
		Kentucky Legend								3.99						
	Food Lion	Hormel Cure 81		2.99												
		Best Choice		1.98												
	Food Rite	Kentucky Legend										3.98				
		Food Lion	1.17					0.77								w/ store card; limit 2
		Food Lion	2.49					1.69								
	Foodland	Smithfield						0.99								w/ store card
		Smithfield						1.79								w/o store card
		Kentucky Legend							3.49	3.49						
	Fresh Thyme	Cook's		1.99												
John Morrell								2.49	2.49							
Clifty Farm														1.99		
Galaxy Food	Sugardale	2.49	2.49		1.89	1.49	1.49				2.89		3.49			
	Smithfield		2.99													
Galaxy Food	Superior								1.88							
	Fresh Thyme	1.99														
	Smithfield		1.48			0.98	0.98								w/ \$25 purchase; limit 1	
										3.98						
					1.18											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
KY (cont)	Galaxy Food	Hormel Cure 81								3.98						
		Kentucky Legend										3.98				
	Gordon Food Stores	Gordon Signature								3.99						
		GFS	1.85							1.99						
	IGA Houchen's	Smithfield		2.79							1.29					
		Kentucky Legend								2.99		3.99	4.69			
		Clifty Farm													1.99	
		Coon Creek													1.99	
		IGA								3.39						
	IGA SpartanNash	Open Acres		1.99												
		IGA					1.29	1.09								
		Superior								1.99						
		Cumberland Gap								1.99	2.29					
	IGA Stores OH/KY	Sugardale						0.99								
		Smithfield		1.99												
		n/i	1.99													
	IGA Stores SthEast	Smithfield		1.88				1.18	1.18				3.98			
		Kentucky Legend											3.98			
		Hormel Cure 81										3.98				
	Kroger Cincinnati	Kroger		0.97												w/ store card; limit 2
		Cook's						0.99								w/ store card
		Cumberland Gap								2.19						
		Smithfield		2.99												
		Private Selection		2.49												
	Kroger Delta	Smithfield						1.39								limit 2
		Smithfield						0.99								
		Kroger		1.99						3.29	3.29					
	Kroger Louisville	Kroger		1.49												w/ store card
	Kroger		1.27												w/ store card; limit 2	
	Cumberland Gap				1.49											
	Kentucky Legend								2.99							
	Private Selection		1.99													
Kroger MidAtlantic	Kroger		1.49												limit 1	
	Cumberland Gap				1.69				2.49							
	Private Selection								5.99							
	Clifty Farms													2.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
KY (cont)	Kroger Nashville	Kroger		1.49												limit 1	
		Cumberland Gap			1.69												
	Lucky's Market	Garrett Valley	4.99								5.99						antibiotic-free
		Lucky's	2.99														
	Meijer	Cook's		1.17													limit 2
		Meijer		2.69													
		Smithfield		2.99													
		Dearborn		3.49													
	Piggly Wiggly Hchn	Best Choice		1.79													
		Cook's			1.59												limit 1
		Cook's						0.89									
		Clifty Farm													1.99		
	Remke Markets	Kentucky Legend								3.89	3.99						
		Smithfield		2.28													
		Hickory Hill								1.99							
		Sugardale		2.28					1.49								
	Save-a-Lot	Kentucky Legend									3.99						
		Sugardale							0.89								
	Super Dollar	Primrose								2.49							
		n/i	1.99														
	SuperValu Stores	n/i		1.59				0.99	0.99								limit 2
		n/i		2.49	1.69	1.79				2.79	2.79						
	Target	Essential Everyday		2.49	1.69	1.79				2.79	2.79						
		Hormel Cure 81		2.49						3.99	3.99						
		Cloverdale								3.99							
		Archer Farms	1.99														
	TC Grocery	Kretschmar		1.79						2.48							
		Cook's			1.39				1.39								
Ozark Pride				1.69													
Best Choice			1.79														
The Fresh Market	n/i	2.99															
Trader Joe's	Trader Joe's		4.99												antibiotic-free		
United Grocery	Amish Valley							0.99									
	Daniel Boone													1.69			
ValuMarket	Fischer's								1.99	2.19							
	Best Choice	1.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
KY <i>(cont)</i>	ValuMarket	Clifty Farm												1.99	
	<i>(continued)</i>	Kentucky Legend							3.49	3.69					
	Walmart	Kentucky Legend								2.98					
	Whole Foods MdAtl	Sam's Choice	1.98												
		Wellshire's Farm	3.99	3.99		5.99				7.49					antibiotic-free
		Niman Ranch		6.99											antibiotic-free
MS	AG Baton Rouge	n/i		1.79			1.29	1.09							
		John Morrell			1.39										
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29						
		Specially Selected	1.89												
	Corner Market	Smithfield		1.99											
	Dollar General Mrkt	Kentucky Legend									3.95				limit 1
		Smithfield		1.65											
	Food Giant	Best Choice		1.98											
		Kentucky Legend									3.98				
	Greer's Market	Hormel	1.98												
		Sugardale				1.35									
	Grocery Depot	Jamestown						0.88							limit 2
		Jamestown					1.15								
	Kroger Delta	Smithfield						1.39							limit 2
		Smithfield						0.99							
		Kroger	1.99						3.29	3.29					
	Mac's Fresh Market	Cook's						1.29							
		Jamestown						0.88							w/ \$25 purchase; limit 1
		Best Choice		1.89											
	Piggly Wiggly Hchn	Best Choice		1.79											
	Cook's			1.59											
	Cook's						0.89							limit 1	
	Clifty Farm												1.99		
	Kentucky Legend							3.89	3.99						
Piggly Wiggly HGR	Cook's					1.49	1.29								
	Sugar Tree	1.99													
Ramey's	n/i					1.38	0.98								
	Best Choice		1.69												
Rouses Supermarket	Hormel Cure 81		1.77												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MS <i>(cont)</i>	Save-a-Lot	Sugardale						0.89									
		Primrose							2.49								
	Superlo Foods	n/i	1.99														
		Sugardale						0.89									
	Target	Best Choice		1.79													
		Archer Farms	1.99														
	The Fresh Market	n/i	2.99														
	Vowell's	Cook's					1.39	1.19									
		Sugardale					1.39	1.19									
	Walmart	Best Choice		1.99													
		Kentucky Legend							3.89	3.89	3.99				1.99		
	Whole Foods South	n/i															
Kentucky Legend										2.98							
Winn-Dixie	Sam's Choice	1.98															
	Wellshire Farms	3.99	3.99													w/ store card	
	n/i		1.79			1.39	1.19									w/o store card	
	n/i		3.59			2.79	2.59										
NC	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29								
		Specially Selected	1.89														
	Bi-Lo	n/i		1.79				0.99									w/ store card
		n/i		3.59				2.59									w/o store card
	Carlie C's IGA	n/i				0.88	0.78										w/ \$35 purchase; limit 2
		n/i										1.28					
	Dollar General Mrkt	Vernon Manor	0.98														w/ \$35 purchase; limit 2
		Kentucky Legend									3.95						
	Earth Fare	Smithfield		1.65													limit 1
		n/i	4.99														antibiotic-free
	Farm Fresh	Smithfield	1.59				1.29	1.29									
		Food Lion	1.17														w/ store card; limit 2
	Food Lion	Food Lion	2.49														
		Smithfield															
	Food Pride	Smithfield															w/ store card
n/i						1.19	0.99									w/o store card	
	Felt's													1.99			
	Open Acres	2.29															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NC <i>(cont)</i>	Food Pride <i>(continued)</i>	Superior Sugardale								1.99	2.49	2.69		3.49			
	Fresh Foods	Open Acres		1.95			0.99	0.75							1.99		
	Galaxy Food	Daniel Boone															
		Galaxy Food	Smithfield		1.48			0.98	0.98								w/ \$25 purchase; limit 1
			Smithfield									3.98					
			Carolina Pride			1.18											
			Hormel Cure 81							3.98							
			Kentucky Legend									3.98					
		Great VALU Markets	Sugardale		1.99			1.19	0.99						3.99		
		Harris Teeter	Carando							3.99							
			Harris Teeter		1.79		2.69			4.99		5.99			3.67		
			Harris Teeter		1.49												limit 4
			HT Traders	2.29													
			Smithfield Specialty	3.99	3.69												
			Smithfield		3.99		2.49						3.99				
			Hormel Cure 81									4.99					
		Harvey's	n/i													3.49	
			n/i										1.28				
			Smithfield		1.78												w/ store card
			Smithfield		3.49												w/o store card
		IGA Food Stores	n/i										1.29				limit 2
			Smithfield					0.89									limit 2
		IGA Stores SthEast	Carolina Pride									3.39					
			Smithfield		1.88			1.18	1.18					3.98			
			Kentucky Legend											3.98			
			Hormel Cure 81									3.98					
		Ingle's Market	Hormel Cure 81							3.98		3.98	3.98				
			Smithfield	1.68					0.98								w/ store card
			Smithfield	2.98					1.88								w/o store card
			Cades Cover			2.38											
	Just \$ave Foods	Smithfield		1.78			0.98	0.98					3.98				
		Hormel Cure 81									3.98						
		Kentucky Legend										3.98					
	Kroger MidAtlantic	Kroger	1.49													limit 1	
		Cumberland Gap			1.69					2.49							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions			
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in					
NC <i>(cont)</i>	Kroger MidAtlantic <i>(continued)</i>	Private Selection								5.99								
	Lowe's Foods	Clifty Farms													2.99			
			n/i		1.37												w/ \$25 purchase; limit 2	
			n/i		2.99													
			Smithfield		1.37			0.97	0.97									w/ \$25 purchase; limit 2
			Smithfield		2.99			1.79	1.79			3.99						
			Smithfield Specialty	3.29														
			Frick's					1.67	1.67									
			Hormel Cure 81									5.49						
		Piggly Wiggly Retail	Open Acres		1.99			0.88	0.88									
			Smithfield		2.39		2.19					3.49						
			Smithfield Specialty		2.49							3.99						
			Felt's												1.99			
			Dan'l Boone												1.79			
			Jamestown											1.39				
			n/i										1.39					
			Hatfield										2.19				boneless	
		Piggly Wiggly Stores	n/i		1.78	0.98										1.78		
			Smithfield					1.18	1.08			2.98						
		Publix	Publix Premium		1.99	1.59	1.59											
		Save-a-Lot	Sugardale						0.89									
			Primrose								2.49							
			n/i	1.99														
	Target	Archer Farms	1.99															
	The Fresh Market	n/i	2.99															
	Trader Joe's	Trader Joe's		4.99														
	United Grocery	Amish Valley						0.99								antibiotic-free		
		Daniel Boone												1.69				
	Walmart	Kentucky Legend								2.98								
		Sam's Choice	1.98															
	Whole Foods South	Wellshire Farms	3.99	3.99														
SC	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29									
		Specially Selected	1.89															
	Bi-Lo	n/i		1.79				0.99								w/ store card		
		n/i		3.59				2.59								w/o store card		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
SC <i>(cont)</i>	Dollar General Mrkt	Kentucky Legend									3.95						
		Smithfield		1.65												limit 1	
	Earth Fare	n/i	4.99													antibiotic-free	
	Food Lion	Food Lion		1.17				0.77								w/ store card; limit 2	
		Food Lion		2.49				1.69									w/ store card
	Galaxy Food	Smithfield						0.99									w/o store card
		Smithfield		1.48			0.98	0.98									w/ \$25 purchase; limit 1
		Smithfield										3.98					
	Harris Teeter	Carolina Pride				1.18											
		Hormel Cure 81								3.98							
		Kentucky Legend										3.98					
		Carando								3.99							
		Harris Teeter			1.79		2.69			4.99		5.99		3.67			
		Harris Teeter			1.49												limit 4
	Harvey's	HT Traders		2.29													
		Smithfield Specialty		3.99	3.69												
		Smithfield			3.99		2.49					3.99					
		Hormel Cure 81									4.99						
		n/i															
	IGA Food Stores	n/i											1.28				
		Smithfield			1.78												w/ store card
		Smithfield			3.49												w/o store card
	IGA Stores SthEast	n/i											1.29				limit 2
		Smithfield						0.89				3.39					limit 2
		Carolina Pride															
	Ingle's Market	Smithfield			1.88		1.18	1.18									
		Kentucky Legend										3.98					
Hormel Cure 81											3.98						
Hormel Cure 81									3.98	3.98	3.98						
Kroger Atlanta	Smithfield		1.68				0.98									w/ store card	
	Smithfield		2.98				1.88									w/o store card	
	Cades Cover				2.38												
Private Selection	Kroger		1.59													w/ store card; limit 2	
	Smithfield						0.99									w/ store card	
	Private Selection		2.49														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
SC <i>(cont)</i>	Lowe's Foods	n/i		1.37												w/ \$25 purchase; limit 2	
		n/i		2.99													
		Smithfield		1.37			0.97	0.97									w/ \$25 purchase; limit 2
		Smithfield		2.99			1.79	1.79				3.99					
		Smithfield Specialty	3.29														
		Frick's					1.67	1.67									
		Hormel Cure 81										5.49					
	Piggly Wiggly Car.	n/i	1.99	1.99			0.99	0.99						2.99			
	Publix	Publix Premium		1.99		1.59	1.59										
		Quality Foods	Carolina Pride				1.69										
	Save-a-Lot	Kentucky Legend								3.99							
		Smithfield			2.29			1.49	1.39								
		Sugardale							0.89								
		Primrose								2.49							
		n/i		1.99													
	Target	Archer Farms															
	The Fresh Market	n/i															
Trader Joe's	Trader Joe's					4.99										antibiotic-free	
Walmart	Kentucky Legend										2.98						
	Sam's Choice		1.98														
	Whole Foods South	Wellshire Farms		3.99	3.99												
TN	ALDI	Appleton Farms		2.99	1.69			1.09	0.89	3.29							
		Specially Selected		1.89													
	Cash Saver	Cook's															
		Kentucky Legend									2.69						
	Cash Saver TC	Kretschmar									1.88						
		Cook's				1.38		1.38	1.28								
	Chappell's	Best Choice		1.98													
		Kentucky Legend									2.98	2.98	3.99				
		Cook's				1.59		1.28	1.18								
	Dollar General Mrkt	Clifty Farm											3.95			1.78	
Kentucky Legend																	
E. W. James	Smithfield			1.65												limit 1	
	Cook's						1.18	0.98					2.98				
	Best Choice		1.88	1.88													
		Kentucky Legend							3.48	3.58							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
TN <i>(cont)</i>	E. W. James <i>(continued)</i>	Clifty Farm													1.98		
		Carolina Pride			1.48												
	Earth Fare	n/i	4.99													antibiotic-free	
	Food City	Food City		1.59	1.59												w/ store card
		Food City					0.99	0.99									limit 2
	Food Country USA	Hormel Cure 81										3.99					
		Smithfield			1.99												
	Food Giant	Hormel Cure 81			1.99												
		Clifty Farms														1.99	
	Food Lion	Best Choice			1.98												
		Kentucky Legend										3.98					w/ store card; limit 2
	Food Rite	Food Lion		1.17					0.77								
		Food Lion		2.49					1.69								
		Smithfield							0.99								w/ store card
		Smithfield							1.79								w/o store card
		Kentucky Legend								3.49	3.49						
	Gordon Food Stores	Cook's			1.99				1.19								
		John Morrell								2.49	2.49						
		Clifty Farm														1.99	
	H.G. Hill	Gordon Signature								3.99							
		GFS		1.85						1.99							
	IGA Houchen's	Clifty Farm														1.79	
		Best Choice			1.89	1.79											
		Cook's				1.39	1.39	1.19									
		Kentucky Legend								2.99	3.49						
	IGA Stores OH/KY	Smithfield			2.79					1.29							
		Kentucky Legend								2.99	3.99	4.69					
Clifty Farm															1.99		
IGA Stores SthEast	Coon Creek														1.99		
	IGA								3.39								
	Sugardale						0.99										
IGA Stores SthEast	Smithfield		1.99	1.99													
	n/i																
	Smithfield			1.88			1.18	1.18			3.98						
	Kentucky Legend									3.98							
	Hormel Cure 81									3.98							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
TN <i>(cont)</i>	Ingle's Market	Hormel Cure 81							3.98	3.98	3.98						
		Smithfield	1.68					0.98								w/ store card	
		Smithfield	2.98					1.88								w/o store card	
	Kroger Delta	Cades Cover			2.38												
		Smithfield						1.39									
		Smithfield						0.99								limit 2	
	Kroger MidAtlantic	Kroger	1.99						3.29	3.29							limit 1
		Kroger	1.49														
	Kroger Nashville	Cumberland Gap			1.69				2.49								
		Private Selection							5.99								
		Clifty Farms												2.99			
		Kroger		1.49												limit 1	
		Cook's					1.29	1.29									
	Luckys Supermarkets	Kentucky Legend							2.99								
		Cumberland Gap			1.69												
		Cook's			1.49				1.19								
		Sugardale							1.19								
		Best Choice	1.89														
	Osborne's	Kentucky Legend								3.29							
		Clifty Farm													1.99		
		Cook's					1.29	1.29									
		Best Choice	1.79	1.79													
		Clifty Farm													1.99		
	Publix	Carolina Pride			1.29												
		Kentucky Legend							2.99	2.99							
	Save-a-Lot	Publix Premium		1.99	1.59	1.59											
		Sugardale							0.89								
	Shop-Rite	Primrose								2.49							
n/i		1.99															
Clifty Farm														1.99			
Smithfield				1.49				1.29									
Cook's								1.29									
Sprout's	Sugar Tree	1.79															
	Kentucky Legend									3.69							
	Old Tyme	1.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
TN <i>(cont)</i>	Super Dollar	n/i					0.99	0.99								limit 2
		n/i		1.59												
	Superlo Foods	Sugardale						0.89								
		Best Choice		1.79												
	Target	Archer Farms	1.99													
	TC Grocery	Kretschmar		1.79					2.48							
		Cook's			1.39			1.39								
		Ozark Pride			1.69											
		Best Choice		1.79												
	The Fresh Market	n/i	2.99													
	Tietgen's	Carolina Pride			1.39											
		Best Choice	1.99	1.99												
		Kentucky Legend							2.99	2.99					1.99	
	Trader Joe's	Clifty Farm		4.99												antibiotic-free
United Grocery	Trader Joe's						0.99									
	Amish Valley													1.69		
	Daniel Boone															
Walmart	Kentucky Legend									2.98						
	Sam's Choice	1.98														
	Whole Foods South	Wellshire Farms	3.99	3.99												
VA	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29							
		Specially Selected	1.89													
	Associated	n/i										1.99				
		Cook's					1.69	1.49								
		Sugardale					1.69	1.49								
	Dollar General Mrkt	Kentucky Legend									3.95					
		Smithfield		1.65												limit 1
	Farm Fresh	Smithfield	1.59				1.29	1.29								
	Food City	Food City	1.59	1.59												w/ store card
		Food City					0.99	0.99								limit 2
		Hormel Cure 81									3.99					
	Food Country USA	Smithfield		1.99												
		Hormel Cure 81		1.99												
		Clifty Farms												1.99		
Food Lion	Food Lion		1.17				0.77								w/ store card; limit 2	
	Food Lion		2.49				1.69									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
VA <i>(cont)</i>	Food Lion <i>(continued)</i>	Smithfield						0.99								w/ store card	
		Smithfield						1.79								w/o store card	
	Galaxy Food	Smithfield		1.48				0.98	0.98								w/ \$25 purchase; limit 1
		Smithfield									3.98						
		Carolina Pride			1.18												
		Hormel Cure 81								3.98							
		Kentucky Legend									3.98						
	Giant Food	Giant	1.39	1.39				0.99	0.79								w/ \$25 purchase; limit 2
		Smithfield		1.99													w/ \$25 purchase; limit 2
		Giant												2.99			
		Smithfield								3.99							
	Grant's	Kentucky Legend								3.99							
		Nature's Promise								4.99							antibiotic-free
		Hormel Cure 81	1.59														limit 2
		Hormel Cure 81								3.29							
	Great VALU Markets	Cumberland Gap			1.49												limit 2
		Sugardale		1.99				1.19	0.99						3.99		
	Harris Teeter	Carando								3.99							
		Harris Teeter		1.79			2.69			4.99		5.99			3.67		
		Harris Teeter		1.49													limit 4
		HT Traders	2.29														
	IGA Stores SthEast	Smithfield Specialty	3.99	3.69													
		Smithfield		3.99		2.49						3.99					
		Hormel Cure 81									4.99						
		n/i														3.49	
		Smithfield		1.88				1.18	1.18			3.98					
		Kentucky Legend										3.98					
	Ingle's Market	Hormel Cure 81									3.98	3.98					
Hormel Cure 81									3.98	3.98	3.98						
Kroger MidAtlantic	Smithfield	1.68						0.98								w/ store card	
	Smithfield	2.98						1.88								w/o store card	
	Cades Cover				2.38												
	Kroger	1.49														limit 1	
	Cumberland Gap				1.69					2.49							
	Private Selection								5.99								
	Clifty Farms													2.99			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
VA <i>(cont)</i>	Lowe's Foods	n/i		1.37												w/ \$25 purchase; limit 2	
		n/i		2.99													
		Smithfield		1.37			0.97	0.97									w/ \$25 purchase; limit 2
		Smithfield		2.99			1.79	1.79				3.99					
		Smithfield Specialty	3.29														
		Frick's					1.67	1.67									
	Martin's Food	Hormel Cure 81										5.49					
		Giant	1.29	1.29			0.99	0.79									w/ \$25 purchase; limit 2
		Giant												2.99			
		Smithfield	1.99														w/ \$25 purchase; limit 2
		Berk's								3.49							
		Kentucky Legend								3.49							
	Piggly Wiggly Retail	Hatfield								3.49							
		Kunzler								3.49							
		Nature's Promise								4.99							antibiotic-free
		Open Acres		1.99			0.88	0.88									
		Smithfield		2.39		2.19						3.49					
		Smithfield Specialty		2.49								3.99					
	Piggly Wiggly Stores	Felt's													1.99		
		Dan'l Boone													1.79		
		Jamestown												1.39			
		n/i											1.39				
		Hatfield											2.19				boneless
		n/i		1.78	0.98											1.78	
	Price Rite	Smithfield					1.18	1.08				2.98					
		Cook's	1.49				0.99	0.89									
	Publix	Sugardale					0.99	0.89									
		Publix Premium		1.99	1.59	1.59											
	Safeway Eastern	Smithfield Specialty	3.99														
		Smithfield	2.49							3.99							
Signature Select										3.99							
Hormel Cure 81										4.99							
Hormel Cure 81		1.49														limit 2	
Signature Farms				1.39		1.49	1.39									limit 2	
	Select							2.99									
	n/i					1.49	1.49	1.49									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
VA <i>(cont)</i>	Save-a-Lot	Sugardale						0.89								
		Primrose							2.49							
		n/i	1.99													
	Shop'n Save	Sugardale	1.98	1.98	3.49					1.98	2.18	2.89		3.49		
		Superior							2.49	2.69						
		Smithfield		2.99												
		Hillshire Farm		2.99		1.79										
		Silver Star			3.49	3.69			3.79	3.99						
	Shoppers Food	Smithfield		1.39			0.89	0.89								
		Super Dollar	n/i				0.99	0.99								limit 2
			n/i		1.59											
	Target	Archer Farms	1.99													
	The Fresh Market	n/i	2.99													
	Trader Joe's	Trader Joe's		4.99												antibiotic-free
	Walmart	Kentucky Legend									2.98					
		Sam's Choice	1.98													
	Wegman's	Wegman's	1.69	1.69		1.99			3.99	3.99	4.89			2.99		limit 1
		Wegman's		1.49												
		Signature		5.99												
	Weis Markets	Weis	1.47													w/ store card
Weis				2.99											spiral-cut; w. store card	
Smithfield		1.47													w/ store card	
John F Martin				2.99					1.99							
Hatfield									3.29							
Kunzler									3.29							
Whole Foods MdAtl	From the Smokehouse			2.99												
	Wellshire's Farm	3.99	3.99		5.99					7.49					antibiotic-free	
	Niman Ranch		6.99												antibiotic-free	
WV	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29							
		Specially Selected	1.89													
	Dollar General Mrkt	Kentucky Legend										3.95				
		Smithfield		1.65												limit 1
		Walnut Creek			2.49	2.59										
Food Fair	Kentucky Legend							3.99								
	Hormel Cure 81		2.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4					
WV (cont)	Food Lion	Food Lion	1.17					0.77								w/ store card; limit 2
		Food Lion	2.49					1.69								
		Smithfield						0.99								w/ store card
		Smithfield						1.79								w/o store card
	Foodland	Sugardale	2.49	2.49		1.89	1.49	1.49				2.89		3.49		
		Smithfield		2.99												
		Superior							1.88							
	Galaxy Food	Smithfield		1.48			0.98	0.98								w/ \$25 purchase; limit 1
		Smithfield										3.98				
		Carolina Pride			1.18											
		Hormel Cure 81							3.98							
	Giant Eagle	Kentucky Legend										3.98				
		Giant Eagle	1.98	1.98	0.98											limit 1
		Giant Eagle		3.29					1.99							
		Sugardale			1.29											limit 1
		Sugardale		2.79					2.69							
	Grant's	Hillshire Farm		3.39												
		Market District			4.49	4.49										
		Hormel Cure 81	1.59													limit 2
		Hormel Cure 81							3.29							
	Great VALU Markets	Cumberland Gap			1.49											limit 2
		Sugardale		1.99			1.19	0.99						3.99		
	IGA Stores SthEast	Smithfield		1.88			1.18	1.18				3.98				
		Kentucky Legend										3.98				
		Hormel Cure 81									3.98					
	Kroger Columbus	Sugardale						0.99								
		Sugardale			1.27											limit 1
		Cumberland Gap			1.27											limit 1
		Kroger	1.79													
	Kroger MidAtlantic	Great Lakes	4.99													
Private Selection		2.99														
Kroger		1.49													limit 1	
Cumberland Gap				1.69				2.49								
Private Selection								5.99								
Clifty Farms													2.99			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
WV (cont)	Martin's Food	Giant	1.29	1.29			0.99	0.79								w/ \$25 purchase; limit 2	
		Giant											2.99				
		Smithfield	1.99														w/ \$25 purchase; limit 2
		Berk's								3.49							
		Kentucky Legend								3.49							
		Hatfield								3.49							
		Kunzler								3.49							
	Piggly Wiggly Stores	Nature's Promise								4.99							antibiotic-free
		n/i		1.78	0.98										1.78		
	Riesbeck's	Smithfield					1.18	1.08				2.98					
		Sugardale										2.99					
		Superior								1.57							limit 1
		Superior								2.39							
	Save-a-Lot	Smithfield		2.59													
		Best Choice	1.99														
		Sugardale						0.89									
	Shop'n Save	Primrose								2.49							
		n/i	1.99														
	Sparkle Markets	Shop'n Save	Sugardale	1.98	1.98	3.49				1.98	2.18	2.89		3.49			
			Superior							2.49	2.69						
			Smithfield		2.99												
			Hillshire Farm		2.99		1.79										
			Silver Star			3.49	3.69			3.79	3.99						
	Target	Sparkle								1.39							limit 1
		Sugardale		2.29										3.49			
		Hillshire Farm		3.49													
	Walmart	Archer Farms	1.99									2.98					
Weis Markets	Kentucky Legend																
	Sam's Choice	1.98															
	Weis	1.47														w/ store card	
	Weis			2.99												spiral-cut; w. store card	
	Smithfield	1.47														w/ store card	
	John F Martin			2.99					1.99								
	Hatfield								3.29								
	Kunzler								3.29								
	From the Smokehouse			2.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI																
IA	Affiliated MW	Double G											3.59			
		Best Choice	1.88	1.99												
		Cook's			1.79		1.18	0.98						3.49		
		Hormel Cure 81							3.69	3.69						
		John Morrell				2.29										
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29							
		Specially Selected	1.89													
	Family Fare	Open Acres	1.97			1.67		0.79								
		Cloverdale							2.77	2.77						
	Family Foods	Open Acres	1.99		1.89	1.99	1.39	1.19								
		Cloverdale							3.99							
	Fareway	n/i						1.88						2.99		
		Hormel Cure 81	2.49	2.49					3.88	3.88						
		Fareway							2.99	2.99						
		Webster City			2.99											
		John Morrell			1.49											
		Smithfield	1.99	1.99												w/ coupon; limit 1
	Fishers Jack & Jill	Open Acres		2.19	1.89	1.99										
		Cloverdale								3.99						
	Food Pride	Open Acres		1.99	1.89	1.99	1.19	1.09								
		Cloverdale								3.99						
Fresh Thyme	Fresh Thyme	1.99														
Hometown Foods	Hormel Cure 81		1.99						3.88							
	Cook's					1.49	1.29									
	John Morrell				1.99											
Hy-Vee	Sugardale					1.49	1.49									
	Hillshire Farm				2.49											
	Hy-Vee	1.99	2.49													
	Hormel Cure 81	2.69						3.99	3.99							
	Cook's			1.48		1.98	1.98						3.99			
Jewel-Osco	Frick's	4.99			1.99						4.99					
	Smithfield										4.49					
	Smithfield Specialty	3.99														
	Hormel Cure 81										4.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
IA <i>(cont)</i>	Jewel-Osco	Cook's		1.29			0.89	0.59								w/ \$25 purchase; limit 1	
	<i>(continued)</i>	Cook's		1.59			1.19	1.09					3.49				
	Lucky's Market	Garrett Valley	4.99								5.99					antibiotic-free	
		Lucky's	2.99														
	Maynard's	Double G									3.79						
		Frick's					1.69	1.59									
		Cook's		1.99			1.49	1.39						3.29			
		Best Choice		1.99													
	No Frills	Open Acres		1.59				0.99									
		Hormel Cure 81								3.99							
	Price Chopper	Cook's						1.79									
		Farmland								3.29							
		Smithfield		2.99													
	Quillin's	John Morrell					2.19										
		Cook's					1.49										
		Quillin's Own										3.49					
	Save-a-Lot	Sugardale							0.89								
		Primrose								2.49							
		n/i	1.99														
	Schnuck's	Frick's								3.49					3.99		
		Frick's						1.59	1.39								w/ \$25 purchase; limit 1
		Schnuck's	1.49														w/ \$25 purchase; limit 1
		Kretschmar								1.39							w/ \$25 purchase; limit 1
		Double G			2.29					2.79							w/ \$25 purchase; limit 1
	Sunshine Foods	Double G						1.28	1.28			3.49					
		Best Choice	1.77	1.77													
	Sugardale			1.88	1.98												
Super Saver	Best Choice	1.77	1.77														
	Hormel Cure 81								3.98	3.98							
	Cedar Hollow								2.98							local	
	Cook's						1.48	1.18								local	
Target	Archer Farms	1.99															
Thriftway Stores	Hormel Cure 81								3.99	3.99							
	Farmland									3.79							
	Smithfield	2.29	2.79														
	Kretschmar								2.99	2.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
IA <i>(cont)</i>	Thriftway Stores <i>(continued)</i>	Cook's			1.49			1.49					2.99		
	Trader Joe's	Best Choice	1.79	1.79											antibiotic-free
	Walmart	Trader Joe's		4.99											
		Kentucky Legend								2.98					
	Whole Foods MW	Sam's Choice	1.98												
		Wellshire Farms	3.99	3.99					7.99						antibiotic-free
IL	Affiliated MW	Double G											3.59		
		Best Choice		1.99											
		Cook's											3.49		
		John Morrell				2.29									
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29						
		Specially Selected	1.89												
	Berkot's	Sugardale		1.99				1.29	0.99						
		Hillshire Farm					2.99								
		Berkot's Own					2.99								
	Brookhaven	Frick's					1.69	1.49							
	Butera Market	Sugardale					1.69	1.49					2.99		
		Smithfield	1.99												
		Jamestown					0.79	0.59							limit 1
	County Market NFI	Kretschmar		1.59											w/ \$25 purchase; limit 1
		Kretschmar							2.99						
		Korn Top					1.69	1.49						3.99	
		Frick's			2.29		1.69	1.49							
		Double G							3.29	3.49					
		Kentucky Legend								3.99					
	Cub Foods	Hormel Cure 81		1.99					3.99	3.99					local
	Cook's					1.39	1.39								
Dierberg's	Dierberg's		1.79											w/ \$25 purchase; limit 1	
Fairplay Foods	Sugardale		1.99			1.19	0.99								
	Kentucky Legend							3.99	3.99	3.99					
Fareway	n/i						1.88						2.99		
	Hormel Cure 81		2.49	2.49				3.88	3.88						
	Fareway							2.99	2.99						
	Webster City				2.99										
	John Morrell				1.49										
	Smithfield		1.99	1.99										w/ coupon; limit 1	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
IL <i>(cont)</i>	Fishers Jack & Jill	Open Acres		2.19	1.89	1.99											
		Cloverdale									3.99						
	Food 4 Less	Cook's					0.57	0.57								w/ \$25 purchase; limit 1	
		Cook's					1.99	1.99									
	Food Pride	Open Acres		1.99	1.89	1.99	1.19	1.09									
		Cloverdale									3.99						
	Fresh Thyme	Fresh Thyme	1.99														
	Garden Fresh Market	Hillshire Farm	2.49														
	Gordon Food Stores	Gordon Signature								3.99							
		GFS	1.85							1.99							
	Heinen's	Heinen's								4.29							
	Hy-Vee	Sugardale					1.49	1.49									
		Hillshire Farm				2.49											
		Hy-Vee	1.99	2.49													
		Hormel Cure 81	2.69							3.99	3.99						
	IGA Houchen's	Cook's			1.48		1.98	1.98						3.99			
		Smithfield		2.79				1.29									
		Kentucky Legend							2.99	3.99	4.69						
		Clifty Farm													1.99		
		Coon Creek													1.99		
	IGA Stores IL/IN	IGA								3.39							
		Frick's					1.59	1.39									
		Kretschmar	1.99								2.19						
	Jewel-Osco	Frick's	4.99			1.99						4.99					
		Smithfield										4.49					
		Smithfield Specialty	3.99														
		Hormel Cure 81										4.99					
	Cook's		1.29			0.89	0.59									w/ \$25 purchase; limit 1	
	Cook's		1.59			1.19	1.09						3.49				
Kirby Foods IGA	Kretschmar	1.99							1.88	1.88							
	Frick's					1.59	1.39										
Kroger Central	Kroger	1.17														limit 1	
	Sugardale						0.87						2.99				
	Hickory Hills								2.49								
	Cumberland Gap			1.99													
	Private Selection	2.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
IL <i>(cont)</i>	Kroger Louisville	Kroger	1.49													w/ store card	
		Kroger	1.27													w/ store card; limit 2	
		Cumberland Gap			1.49												
		Kentucky Legend							2.99								
	La Chiquita	Private Selection	1.99														
		Sugardale	1.99				1.29	1.29									
	Mariano's	Cook's	1.99														
		Roundy's Select	3.50														
	Meijer	Cook's		1.17													limit 2
		Meijer		2.69													
		Smithfield		2.99													
	Pete's Market	Dearborn		3.49													
		Sugardale	2.49				1.19	0.99									
	Piggly Wiggly MW	Cook's	2.49				1.19	0.99						2.99			
		Smithfield		1.99									3.59				
	Save-a-Lot	Badger Premium							3.99	4.29	4.29						
		Sugardale					1.19	0.99									
		Sugardale						0.89									
	Schnuck's	Primrose										2.49					
		n/i	1.99														
	Schuette's	Frick's							3.49					3.99			
		Frick's					1.59	1.39									w/ \$25 purchase; limit 1
		Schnuck's	1.49														w/ \$25 purchase; limit 1
		Kretschmar										1.39					w/ \$25 purchase; limit 1
	Shop & Save Market	Double G			2.29							2.79					w/ \$25 purchase; limit 1
		Kretschmar		1.98													w/ \$25 purchase; limit 1
		Sugardale		1.98													w/ \$25 purchase; limit 1
		Ozark										1.87					local
	Shop'n Save	Miller										1.87					local
		n/i					1.39	1.19									
Alexander & Hornung			1.79														
Shop'n Save	Sugardale					1.39	1.29										
	Hillshire Farm	2.99		2.79													
Shop'n Save	Frick's						0.97									w/ \$25 purchase; limit 1	
	Smithfield	1.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
IL <i>(cont)</i>	Shop'n Save <i>(continued)</i>	Kretschmar								1.47							
		Kretschmar	1.27													w/ \$25 purchase; limit 1	
	Strack & VanTil	Cook's	1.69													w/ \$25 purchase; limit 1	
		Cook's	1.99														
		Sugardale	1.69													w/ \$25 purchase; limit 1	
		Sugardale	1.99														
		Sugardale					0.77	0.57								w/ \$25 purchase; limit 1	
		Kentucky Legend							3.69	3.69							
		Hillshire Farm			1.99	2.19										w/ \$25 purchase; limit 1	
		Hillshire Farm	2.49														
		Fleur De Lis			3.99												
		Smithfield	2.49														
		Hormel Cure 81	2.49														
		Sullivan's	Hillshire Farm			2.69	2.79										
			Sugardale	1.98		1.38		1.18	0.98								
		Sunset Foods	Sunset	2.99													
		Target	Archer Farms	1.99													
	The Fresh Market	n/i	2.99														
	Tony's Finer Foods	Cook's	2.49											2.99			
		Hillshire Farm		2.99													
	Trader Joe's	Sugardale						0.69								w/ \$25 purchase; limit 1	
		Trader Joe's		4.99												antibiotic-free	
	Treasure Island	Carando		2.99													
		Nueske's		6.99													
	Ultra Foods	Cook's	1.69													w/ \$25 purchase; limit 1	
		Cook's	1.98														
		Sugardale	1.69													w/ \$25 purchase; limit 1	
		Sugardale	1.98														
		Sugardale					0.77	0.57								w/ \$25 purchase; limit 1	
		Kentucky Legend							3.69	3.69							
	Valli Produce	Hillshire Farm			1.99	2.19										w/ \$25 purchase; limit 1	
		Alexander & Hornung	1.99				0.99	0.79						2.99			
Amish Valley		1.99															
Walmart	Kentucky Legend	1.98								2.98							
	Sam's Choice	1.98															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
IL <i>(cont)</i>	Walt's Food Cntr	Hillshire Farm	2.79	2.99	2.69	2.89										w/ \$25 purchase; limit 1
		Sugardale					0.69	0.49								
		Frick's					1.69	1.49								
		Tyson		1.99												
		Kentucky Legend								3.89	3.99					
	Walt's Signature				3.49	3.59										
Whole Foods MW Woodman's	Wellshire Farms	3.99	3.99						7.99						antibiotic-free	
	Cook's					2.19	2.19									
IN	Al's Supermarket	Hickory Hills							2.49	2.69						w/ store card
		Frick's					1.08	0.88								
		Frick's					2.89	2.69								
		Cumberland Gap			2.49	2.59										
		Smithfield	1.88												w/ store card	
	ALDI	Smithfield	2.79													
		Appleton Farms	2.99	1.69			1.09	0.89	3.29							
	County Market NFI	Specially Selected	1.89													
		Korn Top												3.99		
	Dollar General Mrkt	Kentucky Legend										3.95				
		Smithfield		1.65												limit 1
	Earth Fare	n/i	4.99													antibiotic-free
	Food 4 Less	Cook's					0.57	0.57								w/ \$25 purchase; limit 1
		Cook's					1.99	1.99								
	Fresh Thyme	Fresh Thyme	1.99													
	Giant Eagle	Giant Eagle	1.98	1.98	0.98											limit 1
		Giant Eagle		3.29						1.99						
		Sugardale			1.29											limit 1
		Sugardale		2.79						2.69						
		Hillshire Farm		3.39												
	Gordon Food Stores	Market District			4.49	4.49										
Gordon Signature									3.99							
Harding's	GFS	1.85							1.99							
	Sugardale		1.79					0.79	1.79							
Harvest Supermarket	Kentucky Legend										3.99					
	Kentucky Legend								2.99	3.49						
		Sugardale			1.49	1.39	1.19									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
IN <i>(cont)</i>	Holiday Foods	Kentucky Legend							4.49	3.19						
		Kentucky Legend							2.69							w/ \$25 purchase; limit 1
		Emge							2.69							w/ \$25 purchase; limit 1
		Emge								3.19						
		Cumberland Gap			1.69											w/ \$25 purchase; limit 1
		Hickory Hills							1.99							w/ \$25 purchase; limit 1
	IGA Houchen's	Hormel Cure 81		1.99												
		Smithfield		2.79				1.29								
		Kentucky Legend							2.99	3.99	4.69					
	IGA SpartanNash	Clifty Farm												1.99		
		Coon Creek												1.99		
		IGA							3.39							
		Open Acres		1.99												
		IGA					1.29	1.09								
	IGA Stores IL/IN	Superior							1.99							
		Cumberland Gap							1.99	2.29						
	IGA Stores OH/KY	Frick's					1.59	1.39								
		Kretschmar	1.99								2.19					
	Jay C Stores	Sugardale														
		Smithfield		1.99					0.99							
		n/i	1.99													
	Jewel-Osco	Kentucky Legend							2.99	2.99						
		Cumberland Gap			1.99											
		Private Selection	2.29													
	Kirby Foods IGA	Frick's	4.99				1.99					4.99				
		Smithfield										4.49				
		Smithfield Specialty	3.99													
		Hormel Cure 81									4.99					
		Cook's		1.29				0.89	0.59							w/ \$25 purchase; limit 1
	Kroger Central	Cook's		1.59				1.19	1.09					3.49		
Kretschmar		1.99							1.88	1.88						
Kroger Central	Frick's						1.59	1.39								
	Kroger	1.17													limit 1	
	Sugardale							0.87					2.99			
		Hickory Hills						2.49								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
IN <i>(cont)</i>	Kroger Central <i>(continued)</i>	Cumberland Gap			1.99												
		Private Selection	2.99														
	Kroger Cincinnati	Kroger	0.97													w/ store card; limit 2	
		Cook's						0.99								w/ store card	
		Cumberland Gap							2.19								
		Smithfield	2.99														
	Kroger Louisville	Private Selection	2.49														
		Kroger	1.49													w/ store card	
		Kroger	1.27													w/ store card; limit 2	
		Cumberland Gap			1.49												
	Lucky's Market	Kentucky Legend							2.99								
		Private Selection	1.99														
		Garrett Valley	4.99								5.99					antibiotic-free	
	Marsh	Lucky's	2.99														
		Smithfield	free													w/ \$100 purchase; limit 1	
		Smithfield	1.28													w/ \$25 purchase; limit 1	
	Sugardale							free	free							w/ \$100 purchase; limit 1	
								0.98	0.98							w/ \$25 purchase; limit 1	
		Marsh		3.99													
		Kentucky Legend							4.99								
		Hatfield							2.99	3.49							
	Martin's Super Market	Smithfield		1.59													
		Troyer's							1.79							limit 2; local	
	Meijer	Kentucky Legend							3.59	3.69							
		Cook's		1.17												limit 2	
		Meijer		2.69													
		Smithfield		2.99													
Miller's Market	Dearborn		3.49														
	Cumberland Gap							1.69	1.79								
	Essential Everyday	1.49													limit 2		
Hillshire Farm			2.49														
	Kentucky Legend							3.69	3.79								
	Cumberland Gap							1.99									
	Hickory Hills							1.99									
New Market	Smithfield	1.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
IN <i>(cont)</i>	Save-a-Lot	Sugardale						0.89								
		Primrose							2.49							
		n/i	1.99													
		Schnuck's	Frick's											3.99		
			Frick's					1.59	1.39							w/ \$25 purchase; limit 1
			Schnuck's	1.49												w/ \$25 purchase; limit 1
			Kretschmar							1.39						w/ \$25 purchase; limit 1
			Double G			2.29				2.79						w/ \$25 purchase; limit 1
		Strack & VanTil	Cook's	1.69												w/ \$25 purchase; limit 1
			Cook's	1.99												
			Sugardale	1.69												w/ \$25 purchase; limit 1
			Sugardale	1.99												
			Sugardale					0.77	0.57							w/ \$25 purchase; limit 1
			Kentucky Legend							3.69	3.69					
			Hillshire Farm			1.99	2.19									w/ \$25 purchase; limit 1
			Hillshire Farm	2.49												
			Fleur De Lis			3.99										
			Smithfield	2.49												
			Hormel Cure 81	2.49												
		Target	Archer Farms	1.99												
		The Fresh Market	n/i	2.99												
		Trader Joe's	Trader Joe's		4.99											antibiotic-free
		Ultra Foods	Cook's	1.69												w/ \$25 purchase; limit 1
			Cook's	1.98												
			Sugardale	1.69												w/ \$25 purchase; limit 1
			Sugardale	1.98												
			Sugardale					0.77	0.57							w/ \$25 purchase; limit 1
			Kentucky Legend							3.69	3.69					
			Hillshire Farm			1.99	2.19									w/ \$25 purchase; limit 1
		Walmart	Kentucky Legend								2.98					
		Sam's Choice	1.98													
	Walt's Food Cntr	Hillshire Farm	2.79	2.99	2.69	2.89										
		Sugardale					0.69	0.49							w/ \$25 purchase; limit 1	
		Frick's					1.69	1.49								
		Tyson		1.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
IN <i>(cont)</i>	Walt's Food Cntr <i>(continued)</i> Wesselman's	Kentucky Legend			3.49	3.59			3.89	3.99						w/ \$25 purchase; limit 1
		Walt's Signature														
		Kentucky Legend							1.99		3.99					
		Cumberland Gap			1.79											
		Frick's			1.89		1.59	1.59								
		Hormel Cure 81	1.99													
		Emge							2.99	3.29						
	Double G			1.79				2.79								
	Whole Foods MW	Wellshire Farms	3.99	3.99				7.99							antibiotic-free	
MI	Affiliated MW	Double G											3.59			
		Best Choice		1.99									3.49			
		Cook's					2.29									
	ALDI	John Morrell														
		Appleton Farms	2.99	1.69				1.09	0.89	3.29						
	Busch's	Specially Selected	1.89													
		Dearborn	3.89													local
	County Market	Kentucky Legend								4.99						
		Sugardale					1.28									w/ \$20 purchase
		Hormel Cure 81	2.49	1.88						3.99	3.99					
	D&W Fresh Market	Essential Everyday								2.79	2.79					
		Open Acres		1.17												limit 2
		Open Acres								1.79						local
	Earth Fare	Winter's		3.99												local
		n/i	4.99													antibiotic-free
	Family Fare	Open Acres		1.17												limit 2
		Open Acres							0.97	1.79						
	Food Pride	Spartan								1.79						
		Open Acres		1.99				1.29	1.29							
	Fresh Thyme	Cumberland Gap								1.99	2.29					
Fresh Thyme		1.99														
Glory Supermarket	n/i											1.69				
	Cook's	1.48														
	Smithfield	1.99														
Gordon Food Stores	Gordon Signature								3.99							
	GFS	1.85							1.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MI	Harding's	Sugardale		1.79				0.79	1.79							
		Kentucky Legend									3.99					
	Hollywood Markets	Dearborn	2.99													local; limit 1
		Dearborn			2.69	2.69										local
	Kroger Central	Kroger	1.17													limit 1
		Sugardale											2.99			
		Hickory Hills								2.49						
		Cumberland Gap			1.99											
		Private Selection	2.99													
	Kroger Columbus	Sugardale						0.99								limit 1
		Sugardale			1.27											limit 1
		Cumberland Gap			1.27											
		Kroger	1.79													
		Great Lakes	4.99													
		Private Selection	2.99													
	Kroger Michigan	Kroger	1.17													w/ store card; limit 2
		Smithfield						0.87								w/ store card
		Dearborn	3.99													w/ store card
		Cumberland Gap			1.67											w/ store card
		Hickory Hills								2.89						w/ store card
		Private Selection	2.99													
	Lucky's Market	Garrett Valley	4.99													antibiotic-free
		Lucky's	2.99									5.99				
	Martin's Super Market	Smithfield		1.59												
		Troyer's								1.79						limit 2; local
		Kentucky Legend								3.59	3.69					
	Meijer	Cook's		1.17												limit 2
	Meijer		2.69													
	Smithfield		2.99													
	Dearborn		3.49													
Miller's Market	Cumberland Gap								1.69	1.79						
	Essential Everyday	1.49													limit 2	
	Hillshire Farm		2.49													
	Kentucky Legend								3.69	3.79						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MI <i>(cont)</i>	Pat's Foods IGA	Hormel Cure 81		1.99						4.49	4.49						
		Smithfield Specialty	2.99														
	Plumbs/Duthler's	Grandpa Pat's			2.48	2.48											
		Cumberland Gap								1.78	2.49						
		Sugardale		1.88				1.19					1.59				
	Polly's Market	Old Fashioned															
		Open Acres		1.99													
		Cumberland Gap								1.99	2.29						
	Ric's Food Center	Alexander & Hornung	2.59														
		Dearborn	3.99														
		Kentucky Legend										4.59					
		Best Choice		1.16													w/ \$25 purchase; limit 1
	Save-a-Lot	Little Town										1.89					
		Blue Ribbon								2.49							
		Ric's	3.69														
	Spartan Stores	Sugardale						0.89									
		Primrose								2.49							
		n/i	1.99														
	Super One Foods	Open Acres		1.99					0.99	2.19							
		Spartan								2.19							
		Dearborn	3.99	3.99													
	Tadych's	Super One Foods	Sugardale					0.95	0.95								
		Jamestown		1.49													
		Hormel Cure 81		1.88						2.99							
		Hillshire Farm						2.49									
		Elliott's						1.99									
		Hillshire Farm			1.99	2.09											
Target	Our Family		1.99	1.69	1.79												
	John Morrell									2.99							
Toms/Olesons	Archer Farms	1.99															
	Open Acres		1.78						1.88							w/ \$20 purchase; limit 1	
	Smithfield		1.78													w/ \$20 purchase; limit 1	
Trader Joe's	Cumberland Gap								1.88							w/ \$20 purchase; limit 1	
	Kentucky Legend									4.99	4.99						
	Trader Joe's		4.99													antibiotic-free	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MI (cont)	Valuland	Open Acres		1.17												limit 2	
		Open Acres					0.97										
	VG's Grocery	Open Acres		1.17												limit 2	
		Open Acres						0.97		1.79							
		Spartan								1.79							
		Dearborn		3.99	3.99												
	Walmart	Kentucky Legend									2.98						
	Sam's Choice		1.98														
	Whole Foods MW	Wellshire Farms	3.99	3.99					7.99							antibiotic-free	
MN	Affiliated MW	Double G											3.59				
		Cook's					1.39	1.29					3.49				
		Best Choice	1.88	1.99													
		Cook's			1.79		1.18	0.98						3.49			
		John Morrell				2.29											
		Hormel Cure 81								3.69	3.69						
		John Morrell				1.98											
		Hormel Cure 81		1.99						3.89	3.99						
		Farmland								2.89	2.99						
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89		3.29							
		Specially Selected	1.89														
	Cash Wise Foods	Four Brothers			2.18	2.18											
		Sugardale					0.96	0.96						3.48			limit 1
		Cloverdale									2.98						
	Coborn's	Four Brothers			2.18	2.18											
		Sugardale					1.18	1.18									
	County Market	Sugardale				1.28											w/ \$20 purchase
		Hormel Cure 81	2.49	1.88						3.99	3.99						
		Essential Everyday								2.79	2.79						
	Cub Foods	Hormel Cure 81		1.99						3.99	3.99						local
Cook's						1.39	1.39										
Econofoods	Open Acres		1.59	1.67	1.67		0.99										
	Cloverdale								2.97	2.97							
Family Fare	Open Acres	1.97			1.67					0.79							
	Cloverdale								2.77	2.77							
Family Fresh Market	Open Acres	1.87	1.87	1.49						0.87						w/ store card	
	Hormel Cure 81								3.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MN (cont)	Fareway	n/i						1.88					2.99			
		Hormel Cure 81	2.49	2.49					3.88	3.88						
		Fareway							2.99	2.99						
		Webster City					2.99									
		John Morrell					1.49									
	Festival	Smithfield	1.99	1.99												w/ coupon; limit 1
		Our Own			2.49	2.49										limit 1
		Hormel Cure 81		1.99					3.99	3.99	3.99					limit 1
		Cook's			1.99	1.99										
	Food Pride	Elliott's			1.99	1.99										
		Open Acres		1.99			1.49	1.29								
	Fresh Thyme	Cumberland Gap							1.99	2.29						
		Fresh Thyme	1.99													
	Hornbacher's	John Morrell				1.49										
		Cloverdale								2.99						
	Hugo's	Essential Everyday	1.99													
		Hormel Cure 81							4.99	4.99						
		Valley Maid										1.99				
		Open Acres			0.85	0.85										w/ \$30 purchase
		Open Acres			1.98	1.98										
		Cloverdale								2.28						w/ \$30 purchase
		Cloverdale								2.98						
		John Morrell					1.25			2.28						w/ \$30 purchase
		John Morrell					2.38			2.98						
		Hormel		1.25												w/ \$30 purchase
	Hy-Vee	Hormel		2.38												
		Hugo's		1.25												
		Hugo's		2.38												w/ \$30 purchase
		Hormel Cure 81							3.48							
		Sugardale					1.49	1.49								
Hillshire Farm					2.49											
Hy-Vee		1.99	2.49													
Lunds & Byerlys	Hormel Cure 81	2.69						3.99	3.99							
	Cook's			1.48		1.98	1.98						3.99			
	Hormel Cure 81	1.99						3.99	3.99							
		Lunds & Byerlys	4.99		3.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MN (cont)	Marketplace Foods	Our Family			1.68	1.78										
		Open Acres			1.68	1.78										
		Cloverdale							2.88	2.98						
	Maynard's	Marketplace							2.48	2.58						
		Double G								3.79						
		Frick's					1.69	1.59								
	Rainbow Foods	Cook's														
		Cook's		1.99			1.49	1.39						3.29		
		Best Choice		1.99												
	Quillin's	Cook's					0.78	0.78								w/ \$25 purchase; limit 1
		John Morrell					2.19									
	Save-a-Lot	Cook's					1.49									
		Quillin's Own									3.49					
		Sugardale							0.89							
	Sun Mart	Primrose									2.49					
		n/i	1.99													
		Open Acres		1.97			1.67		0.99							
	Sunshine Foods	Cloverdale									2.97	2.97				
		Double G							1.28	1.28		3.49				
	Super One Foods	Best Choice	1.77	1.77												
		Sugardale			1.88	1.98										
		Sugardale					0.95	0.95								
		Jamestown		1.49												
		Hormel Cure 81	1.88								2.99					
	SuperValu Stores	Hillshire Farm					2.49									
		Elliott's					1.99									
		Sugardale			1.59		1.18	1.18								
		Essential Everyday		2.49	1.69	1.79					2.79	2.79				
	Target	Hormel Cure 81	2.49	1.49							3.99	3.99				
		Cloverdale									3.99					
Archer Farms		1.99														
Teal's Market	John Morrell			2.29	2.29					2.29	2.29					
	Open Acres					0.97	0.77								limit 2	
	Hormel Cure 81		2.49							3.49	3.49					
	Cloverdale										3.69					
Trader Joe's	Our Family					0.97	0.77								limit 2	
	Trader Joe's		4.99												antibiotic-free	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MN (cont)	Walmart	Kentucky Legend								2.98							
	Whole Foods MW	Sam's Choice Wellshire Farms	1.98 3.99	3.99					7.99							antibiotic-free	
ND	Affiliated MW	Double G											3.59				
		Best Choice		1.99										3.49			
		Cook's												3.49			
		John Morrell				2.29											
		Smithfield									4.49			2.50			
		Cook's						0.98								limit 1	
		Cook's	2.79				1.39										
		John Morrell							3.69								
		Hormel Cure 81	1.99						4.79								
		n/i							3.69								
		Cash Wise Foods	Four Brothers			2.18	2.18										
			Sugardale					0.96	0.96					3.48			limit 1
			Cloverdale								2.98						
		Dan's	Cloverdale							2.77	2.77						
			Open Acres		1.97		1.67		0.87								
		Family Fare	Open Acres	1.97			1.67		0.79								
			Cloverdale							2.77	2.77						
		Food Pride	Open Acres		1.99			1.49	1.29								
			Cumberland Gap							1.99	2.29						
		Hornbacher's	John Morrell				1.49										
		Cloverdale								2.99							
		Essential Everyday	1.99														
		Hormel Cure 81							4.99	4.99							
		Valley Maid										1.99					
	Hugo's	Open Acres			0.85	0.85										w/ \$30 purchase	
		Open Acres			1.98	1.98											
		Cloverdale								2.28						w/ \$30 purchase	
		Cloverdale								2.98							
		John Morrell				1.25				2.28						w/ \$30 purchase	
		John Morrell				2.38				2.98							
		Hormel		1.25												w/ \$30 purchase	
		Hormel		2.38													
		Hugo's		1.25												w/ \$30 purchase	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
ND <i>(cont)</i>	Hugo's <i>(continued)</i>	Hugo's		2.38												
		Hormel Cure 81							3.48							
	Leever's Foods	John Morrell			1.85	1.89						3.29				
		Cloverdale										3.59				
		Hormel Cure 81										3.79				
	Marketplace Foods	Our Family			1.68	1.78										
		Open Acres			1.68	1.78										
		Cloverdale							2.88	2.98						
	Millers Fresh Market	Marketplace							2.48	2.58						
		Hormel Cure 81										3.79				
		Open Acres		1.99		1.99										
	SuperValu Stores	Cloverdale										3.59				
		Sugardale			1.59		1.18	1.18								
		Essential Everyday		2.49	1.69	1.79			2.79	2.79						
	Target	Hormel Cure 81	2.49	1.49					3.99	3.99						
		Cloverdale							3.99							
		Archer Farms	1.99													
	Teal's Market	John Morrell			2.29	2.29			2.29	2.29						
		Open Acres	2.19				0.97	0.77								limit 2
		Hormel Cure 81		2.49					3.49	3.49						
Walmart	Cloverdale										3.69					
	Our Family					0.97	0.77								limit 2	
	Kentucky Legend										2.98					
	Sam's Choice	1.98														
NE	Affiliated MW	Double G											3.59			
		Cook's					1.39	1.29								
		Best Choice	1.88	1.99												
		Cook's			1.79		1.18	0.98					3.49			
		Hormel Cure 81							3.69	3.69						
	ALDI	John Morrell				2.29										
		John Morrell				1.98										
		Hormel Cure 81		1.99					3.89	3.99						
		Farmland							2.89	2.99						
		Appleton Farms	2.99	1.69			1.09	0.89	3.29							
Specially Selected	1.89															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NE <i>(cont)</i>	Apple Market	Cook's Farmland			1.49	1.59	1.59	1.49					3.29		
		Smithfield Specialty		2.99						3.99					
		Smithfield		2.49											
		Best Choice	1.69	1.69											
		Hormel Cure 81							3.99	3.99					
		Baker's	Kroger	1.59											
		Cook's					1.39	1.39							limit 2
		Kroger							2.99	2.99					
		Private Selection									3.49				
		Kentucky Legend									3.49				
		Hormel Cure 81							3.99	3.99					
		Family Fare	Open Acres	1.97			1.67	0.79							
			Cloverdale						2.77	2.77					
		Family Fresh Market	Open Acres	1.87	1.87	1.49		0.87							w/ store card
			Hormel Cure 81						3.99						
		Fareway	n/i					1.88					2.99		
			Hormel Cure 81	2.49	2.49				3.88	3.88					
			Fareway						2.99	2.99					
			Webster City			2.99									
			John Morrell			1.49									
			Smithfield	1.99	1.99										w/ coupon; limit 1
		Food Pride	Open Acres		1.99			1.49	1.29						
			Cumberland Gap						1.99	2.29					
		Fresh Thyme	Fresh Thyme	1.99											
		Hy-Vee	Sugardale					1.49	1.49						
			Hillshire Farm				2.49								
			Hy-Vee	1.99	2.49										
			Hormel Cure 81	2.69					3.99	3.99					
			Cook's			1.48		1.98	1.98					3.99	
		No Frills	Open Acres		1.59				0.99						
		Hormel Cure 81						3.99							
	Russ's Market	Hormel Cure 81	1.99	1.99				3.79	3.79						
		Cedar Hollow						3.49						local	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
NE <i>(cont)</i>	Safeway Denver	Hormel Cure 81	1.49													limit 1
		Cook's						0.98								limit 1
	Sun Mart	Cook's												3.99		
		Open Acres		1.97		1.67			0.99							
	Super Saver	Cloverdale								2.97	2.97					
		Best Choice	1.77	1.77												
	Target	Hormel Cure 81								3.98	3.98					
		Cedar Hollow								2.98						local
		Cook's					1.48	1.18								local
		Archer Farms	1.99													
		Hormel Cure 81								3.99	3.99					
		Farmland									3.79					
	Thriftway Stores	Smithfield	2.29	2.79												
		Kretschmar								2.99	2.99					
Cook's				1.49			1.49						2.99			
Best Choice		1.79	1.79													
Trader Joe's	Trader Joe's		4.99												antibiotic-free	
Walmart	Kentucky Legend									2.98						
Whole Foods MW	Sam's Choice	1.98														
	Wellshire Farms	3.99	3.99						7.99							antibiotic-free
OH	Acme Fresh Mrkt	Acme		1.49	1.99				1.99	2.79	2.99					w/ store card
		Acme			3.69				3.89	4.29	4.49					w/o store card
		Acme Gold	2.99													w/ store card
		Acme Gold	4.99													w/o store card
	ALDI	Sugardale					0.99	0.99								w/ store card
		Sugardale					1.29	1.29								w/o store card
		Appleton Farms	2.99	1.69			1.09	0.89	3.29							
		Specially Selected	1.89													
	Buehler's	Sugardale					0.99	0.99								
		Buehler's	1.99													
		Berk's								2.99	3.49					
	Chief Supermarkets	Superior								1.99	2.39					
		Kentucky Legend								4.49	4.69	4.99				
		Sugardale												3.49		
Cumberland Gap				1.99												
	Open Acres		1.59						1.59						w/ \$15 purchase; limit 1	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
OH <i>(cont)</i>	Chief Supermarkets <i>(continued)</i>	Superior			1.59											w/ \$15 purchase; limit 1 local	
		Chief		3.99													
	Dave's Market	Kentucky Legend										4.69					
		Sugardale		1.99													
	Dollar General Mrkt	Kentucky Legend										3.95					
		Smithfield		1.65													limit 1
	Earth Fare	n/i	4.99													antibiotic-free	
	Fisher's Foods	Superior							1.99								limit 1
		Sugardale		1.99	1.59												
	Food Fair	Walnut Creek			2.49	2.59											
		Kentucky Legend								3.99							
	Fresh Encounter	Hormel Cure 81		2.99													
		Sugardale												3.49			
		Cumberland Gap			1.99												
		Open Acres		1.59						1.59							w/ \$15 purchase; limit 1
	Fresh Thyme	Superior			1.59												w/ \$15 purchase; limit 1
		Chief		3.99													local
		Kentucky Legend										4.69					
	Geyer's	Fresh Thyme	1.99														
		Sugardale							1.98								
	Giant Eagle	Essential Everyday						1.39	2.49	2.49							
		Giant Eagle	1.98	1.98	0.98												limit 1
		Giant Eagle		3.29						1.99							
		Sugardale			1.29												limit 1
		Sugardale		2.79						2.69							
	Gordon Food Stores	Hillshire Farm		3.39													
		Market District			4.49	4.49											
Gordon Signature									3.99								
Heinen's	GFS	1.85							1.99								
	Heinen's								4.29								
IGA SpartanNash	Open Acres		1.99														
	IGA					1.29	1.09										
	Superior								1.99								
	Cumberland Gap							1.99	2.29								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
OH (cont)	IGA Stores OH/KY	Sugardale						0.99									
		Smithfield		1.99													
		n/i	1.99														
	Kroger Central	Kroger	1.17														
		Sugardale												2.99			limit 1
		Hickory Hills								2.49							
	Kroger Cincinnati	Cumberland Gap				1.99											
		Private Selection	2.99														
		Kroger	0.97														w/ store card; limit 2
		Cook's						0.99									w/ store card
	Kroger Columbus	Cumberland Gap								2.19							
		Smithfield	2.99														
		Private Selection	2.49														
		Sugardale						0.99									
	Kroger MidAtlantic	Sugardale				1.27											limit 1
		Cumberland Gap				1.27											limit 1
		Kroger	1.79														
		Great Lakes	4.99														
	Kroger MidAtlantic	Private Selection	2.99														
		Kroger	1.49														limit 1
		Cumberland Gap				1.69				2.49							
	Lucky's Market	Private Selection								5.99							
		Clifty Farms															
		Garrett Valley	4.99									5.99					antibiotic-free
	Marc's	Lucky's	2.99														
		Hormel Cure 81	2.29														
	Marsh	Sugardale	1.87														
		Smithfield	free														w/ \$100 purchase; limit 1
Smithfield		1.28														w/ \$25 purchase; limit 1	
Marsh	Sugardale						free	free								w/ \$100 purchase; limit 1	
	Sugardale						0.98	0.98								w/ \$25 purchase; limit 1	
	Marsh		3.99														
	Kentucky Legend								4.99								
Meijer	Hatfield								2.99	3.49							
	Cook's		1.17													limit 2	
	Meijer		2.69														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
OH <i>(cont)</i>	Meijer <i>(continued)</i>	Smithfield		2.99													
		Dearborn		3.49													
	Miller's Market	Cumberland Gap							1.69	1.79							limit 2
		Essential Everyday	1.49														
	Hillshire Farm	Kentucky Legend		2.49					3.69	3.79							
		n/i		1.78	0.98										1.78		
	Piggly Wiggly Stores	Smithfield					1.18	1.08				2.98					
		Smithfield		2.28													
	Remke Markets	Hickory Hill							1.99								
		Sugardale		2.28				1.49									
	Kentucky Legend	Sugardale								3.99							
		Sugardale									2.99						
	Riesbeck's	Superior							1.57								limit 1
		Superior							2.39								
	Smithfield	Smithfield		2.59													
		Best Choice	1.99														
	Save-a-Lot	Sugardale						0.89									
		Primrose							2.49								
	n/i	n/i	1.99														
		Sugardale	1.98	1.98	3.49				1.98	2.18	2.89		3.49				
	Shop'n Save	Superior							2.49	2.69							
		Smithfield		2.99													
	Hillshire Farm	Hillshire Farm		2.99			1.79										
		Silver Star			3.49	3.69			3.79	3.99							
	Sparkle Markets	Sparkle							1.39								limit 1
		Sugardale		2.29									3.49				
	Hillshire Farm	Hillshire Farm		3.49													
Essential Everyday			1.99			1.49	1.49	1.99	2.69							limit 2	
Essential Everyday	Essential Everyday		1.17														
	Hormel Cure 81	2.49	1.49					3.99	3.99								
Cloverdale	Cloverdale							3.99									
	Vern Farms											2.49					
Target	Archer Farms	1.99															
The Andersons	The Andersons	3.39															
The Fresh Market	n/i	2.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
OH <i>(cont)</i>	Trader Joe's	Trader Joe's		4.99												antibiotic-free	
	Walmart	Kentucky Legend								2.98							
		Sam's Choice	1.98														
	Weis Markets	Weis	1.47													w/ store card	
		Weis			2.99											spiral-cut; w. store card	
		Smithfield	1.47													w/ store card	
		John F Martin			2.99				1.99								
		Hatfield							3.29								
		Kunzler							3.29								
		From the Smokehouse			2.99												
	Whole Foods MdAtl	Wellshire's Farm	3.99	3.99		5.99				7.49						antibiotic-free	
		Niman Ranch		6.99												antibiotic-free	
SD	Affiliated MW	Double G					1.39	1.29						3.59			
		Cook's															
		Best Choice	1.88	1.99													
		Cook's			1.79		1.18	0.98						3.49			
		Hormel Cure 81							3.69	3.69							
		John Morrell				2.29											
		John Morrell				1.98											
		Hormel Cure 81		1.99					3.89	3.99							
		Farmland							2.89	2.99							
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29								
		Specially Selected	1.89														
	Buche Foods	Double G					1.59	1.59		3.99							
		Best Choice		1.98													
		Cook's					1.48	1.28									
		Cloverdale							3.99								
	Coborn's	Four Brothers			2.18	2.18											
		Sugardale					1.18	1.18									
	Family Thrift	Open Acres		1.59	1.67	1.67											
	Cloverdale							2.97	2.97								
Fareway	n/i												2.99				
	Hormel Cure 81	2.49	2.49					3.88	3.88								
	Fareway							2.99	2.99								
	Webster City			2.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
SD <i>(cont)</i>	Fareway	John Morrell			1.49												
	<i>(continued)</i>	Smithfield	1.99	1.99												w/ coupon; limit 1	
	Hy-Vee	Sugardale					1.49	1.49									
		Hillshire Farm				2.49											
		Hy-Vee		1.99	2.49												
		Hormel Cure 81		2.69					3.99	3.99							
		Cook's				1.48	1.98	1.98						3.99			
		IGA Markets	Essential Everyday		1.99				2.79	2.79							
			Hormel Cure 81						3.99	3.99							
		Ken's Super Fair	John Morrell			1.98	1.98										
			Kretschmar						2.59	2.79							
			Double G					1.59	1.59								
			Best Choice		1.89												
		Lynn's Dakotamart	Open Acres		1.99			0.99	0.99								
			Cloverdale								3.49						
		Maynard's	Double G								3.79						
			Frick's					1.69	1.59								
			Cook's		1.99			1.49	1.39					3.29			
			Best Choice		1.99												
		Safeway Denver	Hormel Cure 81	1.49													limit 1
			Cook's						0.98								limit 1
			Cook's											3.99			
		Sunshine Foods	Double G					1.28	1.28		3.49						
			Best Choice	1.77	1.77												
			Sugardale			1.88	1.98										
		SuperValu Stores	Essential Everyday		2.49	1.69	1.79				2.79	2.79					
			Hormel Cure 81	2.49	1.49						3.99	3.99					
			Cloverdale								3.99						
		Target	Archer Farms	1.99													
		Teal's Market	John Morrell			2.29	2.29				2.29	2.29					
		Open Acres	2.19				0.97	0.77								limit 2	
		Hormel Cure 81		2.49						3.49	3.49						
		Cloverdale									3.69						
		Our Family					0.97	0.77								limit 2	
	Walmart	Kentucky Legend									2.98						
		Sam's Choice	1.98														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
WI	Affiliated MW	Double G												3.59			
		Cook's					1.39	1.29									
		Best Choice	1.88	1.99													
		Cook's			1.79		1.18	0.98							3.49		
		Hormel Cure 81							3.69	3.69							
		John Morrell				2.29											
		John Morrell				1.98											
		Hormel Cure 81		1.99					3.89	3.99							
		Farmland							2.89	2.99							
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29								
		Specially Selected	1.89														
	County Market	Sugardale				1.28										w/ \$20 purchase	
		Hormel Cure 81	2.49	1.88					3.99	3.99							
	Econofoods	Essential Everyday							2.79	2.79							
		Open Acres		1.59	1.67	1.67		0.99									
	Family Fresh Market	Cloverdale							2.97	2.97							
		Open Acres	1.87	1.87	1.49			0.87								w/ store card	
	Festival Foods	Hormel Cure 81							3.99								
		Festival's Own			1.88	2.38											
	Food Pride	Hillshire Farm			1.88	2.38											
		Smithfield	2.48														
		Farmland							2.88	2.88	2.88						
		n/i			4.48												
	Fox Bros.	Open Acres		1.99			1.49	1.29									
		Cumberland Gap							1.99	2.29							
	Fresh Thyme	Smithfield		1.99			1.19	0.99				3.59					
		Badger Premium							3.29	3.99	4.29						
	Gordon Food Stores	Fresh Thyme	1.99														
Gordon Signature								3.99									
Gordy's	GFS	1.85						1.99									
	Open Acres					0.68	0.68								w/ \$25 purchase		
	Open Acres					1.99	1.99										
Hansen's IGA	Hormel Cure 81		1.98														
	Hansen's Own			2.88	2.88										w/ \$50 purchase		
	Hansen's Own			3.49	3.49												
		Best Choice	1.88														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4						
WI <i>(cont)</i>	Hansen's IGA <i>(continued)</i>	Cook's					1.38	1.38									
		Jamestown												1.98			
	Hy-Vee	Sugardale					1.49	1.49									
		Hillshire Farm				2.49											
		Hy-Vee	1.99	2.49													
		Hormel Cure 81	2.69						3.99	3.99							
	Marketplace Foods	Cook's			1.48		1.98	1.98						3.99			
		Our Family			1.68	1.78											
		Open Acres			1.68	1.78											
	Marketplace WI	Cloverdale							2.88	2.98							
		Four Brothers			2.18	2.18											
	Meijer	Sugardale					1.18	1.18									
		Marketplace							2.48	2.58							
		Cook's		1.17													limit 2
		Meijer		2.69													
	Pat's Foods IGA	Smithfield		2.99													
		Dearborn		3.49													
		Hormel Cure 81		1.99					4.49	4.49							
	Pick'n Save/Copps	Smithfield Specialty	2.99														
		Grandpa Pat's			2.48	2.48											
		Cook's		1.29										2.99			w/ \$25 purchase; limit 1
	Piggly Wiggly MW	Sugardale					0.79										w/ \$25 purchase; limit 1
		Hillshire Farm		2.99	2.69												
		Roundy's	3.99														
	Quillin's	Smithfield		1.99								3.59					
		Badger Premium							3.99	4.29	4.29						
		Sugardale					1.19	0.99									
Save-a-Lot	John Morrell				2.19												
	Cook's				1.49						3.49						
Schnuck's	Quillin's Own																
	Sugardale							0.89									
	Primrose							2.49									
	n/i	1.99															
	Frick's												3.99				
	Frick's					1.59	1.39									w/ \$25 purchase; limit 1	
	Schnuck's	1.49														w/ \$25 purchase; limit 1	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
WI <i>(cont)</i>	Schnuck's <i>(continued)</i>	Kretschmar								1.39						w/ \$25 purchase; limit 1	
		Double G			2.29					2.79						w/ \$25 purchase; limit 1	
	Sendik's	Hormel Cure 81		2.99													
	Sentry Foods	Sendik's	Sugardale					1.19	1.19		4.99	4.99					
			Badger Premium								3.49						
			Hormel Cure 81		0.99												w/ coupon; limit 1
	Shurfine Food Center		Hormel Cure 81								2.99	2.99					
			Sugardale					0.78	0.78								w/ \$25 purchase; limit 1
			Sugardale		2.19			1.49	1.49		2.39	2.49					
	Super One Foods		Sugardale					0.95	0.95								
			Jamestown		1.49												
			Hormel Cure 81	1.88							2.99						
	SuperValu Stores		Hillshire Farm					2.49									
			Elliott's					1.99									
			Sugardale			1.59		1.18	1.18								
			Essential Everyday		2.49	1.69	1.79				2.79	2.79					
	Tadych's		Hormel Cure 81	2.49	1.49						3.99	3.99					
			Cloverdale								3.99						
			Hillshire Farm			1.99	2.09										
	Target		Our Family		1.99	1.69	1.79										
			John Morrell									2.99					
	The Fresh Market		Archer Farms	1.99													
	Trader Joe's		n/i	2.99													
	Trig's		Trader Joe's		4.99												antibiotic-free
	Walmart		Smithfield		2.29												
			Essential Everyday								2.89	2.89					
			Kentucky Legend									2.98					
	Whole Foods MW		Sam's Choice	1.98													
	Woodman's		Wellshire Farms	3.99	3.99						7.99						antibiotic-free
			Klondike				1.69										
		Sugardale	2.19														
		Hillshire Farm			2.49												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT															
AR	Albertsons Houston	Hormel Cure 81		2.49						3.99	3.99				
		Hormel Cure 81	1.49												w/ \$10 purchase; limit 1
		Smithfield	2.99												
		Cook's					1.49								w/ \$10 purchase; limit 1
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29						
		Specially Selected	1.89												
	Bill's Fresh Market	Frick's				1.38									
		Best Choice	1.88	1.88											
		Petit Jean			2.68										
		Kentucky Legend							3.98	3.98					
		Sugardale				0.99									
		Kretschmar							2.48						
		Double G			1.88										
	Brookshires	Brookshire's	1.59	1.79											
		Hormel Cure 81	1.59	1.79					3.99	3.99					
		Cook's					1.49	1.49							limit 1
		Cook's					1.19	0.99							limit 2
	Cash Saver TC	Kretschmar							2.25						
		Cook's			1.38		1.38	1.28							
		Best Choice	1.98												
	City Market	Petit Jean			2.64										
		Cook's						0.99							
		Sugardale						0.99							
	Cranford's	Cook's						0.88							w/ \$15 purchase; limit 1
	Dollar General Mrkt	Kentucky Legend									3.95				
		Smithfield		1.65											limit 1
	Edward's	Best Choice		1.98											
		Cook's					1.18	0.98							
		Petit Jean			2.68										
		Clifty Farm												1.78	
		Kentucky Legend								3.98	3.98				
	Food Giant	Best Choice		1.98											
		Kentucky Legend									3.98				
	G&W Foods	Cook's					1.38	1.18							
		Cook's					1.28	0.98							limit 1

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
AR <i>(cont)</i>	G&W Foods <i>(continued)</i>	Best Choice	1.78	1.78												
		Kretschmar							2.58	2.58						
	Harps Foods	Hormel Cure 81		1.97												
		Kentucky Legend							2.99	3.99						
	Hays Supermarket	Cook's						1.49								
		Best Choice	1.68													
		Cook's		2.48	1.78		1.17	0.97								
		John Morrell			2.98				3.88	3.98						
	Kroger Delta	Kretschmar	2.48						2.48	2.68						
		Patti Jean				3.48										
		Smithfield						1.39								limit 2
		Smithfield						0.99								
	Mac's Fresh Market	Kroger	1.99						3.29	3.29						
		Cook's						1.29								
	Piggly Wiggly Hchn	Jamestown						0.88								w/ \$25 purchase; limit 1
		Best Choice		1.89												
		Best Choice		1.79												
		Cook's			1.59											limit 1
	Rehkopf's	Cook's						0.89								
		Clifty Farm													1.99	
		Kentucky Legend							3.89	3.99						
	Save-a-Lot	Cook's		1.99												
		Best Choice							0.89							
	Super 1 Foods	Sugardale														
		Primrose							2.49							
		n/i	1.99													
	Target	Cook's			1.57		1.57	1.27								limit 1
		Hormel Cure 81		1.77												
TC Grocery	Archer Farms	1.99														
	Kretschmar		1.79						2.48							
	Cook's			1.39			1.39									
The Fresh Market	Ozark Pride			1.69												
	Best Choice		1.79													
	n/i	2.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
AR <i>(cont)</i>	Walmart	Kentucky Legend								2.98					
		Sam's Choice	1.98												
	Whole Foods SW	n/i	3.99												antibiotic-free
AZ	Affiliated MW	Best Choice	1.88	1.99											
		Cook's			1.79		1.18	0.98						3.49	
		Hormel Cure 81							3.69	3.69					
	Albertsons SW	Cook's													limit 2
		Hormel Cure 81	2.49												
		Hormel Cure 81	1.37												
	Basha's	Cook's					1.39	1.29							limit 1 w/ store card
		Cook's	1.47												limit 1
		Hormel Cure 81							3.99	3.99					
	Fry's	Sugardale												2.99	
		Kroger	1.37						2.99	2.99					limit 1
		Private Selection	2.99												
		Sugardale						1.19							limit 1
	IGA Family	n/i					1.59	1.59							
	Lowes Stores	Hormel Cure 81	1.89	1.89					3.99	3.99	4.49				
		Cook's						1.17	0.97						
	Safeway SW	Hormel Cure 81	2.49												
		Hormel Cure 81	1.77												limit 1
		Cook's													limit 2
	Smart & Final	Farmer John	1.69	1.69											w/ \$25 purchase; limit 1
	Smith's	Sugardale	1.59					1.39	1.19					2.99	
		Kroger								2.49	2.49				
		Private Selection	2.99												
Sprout's	Old Tyme	1.99													
Target	Archer Farms	1.99													
Trader Joe's	Trader Joe's		4.99											antibiotic-free	
Walmart	Kentucky Legend									2.98					
	Sam's Choice	1.98													
Whole Foods SthPac	American Homestead	5.99												antibiotic-free	
	Wellshire Farms	3.99													
	Pederson's		5.99												
CO	Affiliated Foods	Hormel Cure 81		1.69					4.19	4.19	4.79				
		Cook's					1.19	0.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
CO <i>(cont)</i>	Affiliated MW	Double G												3.59		
		Cook's					1.39	1.29								
		Best Choice	1.88	1.99												
		Cook's			1.79		1.18	0.98							3.49	
		Hormel Cure 81							3.69	3.69						
		John Morrell					2.29									
		John Morrell					1.98									
		Hormel Cure 81		1.99						3.89	3.99					
		Farmland								2.89	2.99					
	Albertsons Mntn	Smithfield										4.49		2.50		
		Cook's						0.98								limit 1
		Cook's	2.79				1.39									
		John Morrell							3.69							
		Hormel Cure 81	1.99						4.79							
		n/i							3.69							
	Associated Food	Cook's	1.99													
		Hormel Cure 81							3.99	3.99						
		Western Family					1.39	1.19								
	Food King	Farmland							1.99							
		Hormel Cure 81			0.99											
	King Soopers	Kroger	1.49													w/ store card
		Cook's					1.27	0.97								w/ store card; limit 2
		Private Selection	2.49													
	Lowe's Stores	Hormel Cure 81	1.89	1.89					3.99	3.99	4.49					
		Cook's					1.17	0.97								
	Lucky's Market	Garrett Valley	4.99								5.99					antibiotic-free
		Ridley's														w/ \$50 purchase; limit 2
	Safeway Denver	n/i		0.97			0.97	0.97								w/ \$50 purchase; limit 2
		n/i		1.38			1.38	1.38								
		Sugardale			0.97											
Sugardale				1.38												
Hormel Cure 81								3.98	3.98							
Cook's		1.98														
Farmland				1.98												
Safeway Denver	Hormel Cure 81	1.49													limit 1	
	Cook's						0.98								limit 1	
	Cook's											3.99				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
CO <i>(cont)</i>	Save-a-Lot	Sugardale						0.89									
		Primrose							2.49								
	Sprout's	n/i	1.99														
		Old Tyme	1.99														
	Sun Mart	Open Acres		1.97		1.67		0.99									
		Cloverdale							2.97	2.97							
	Target	Archer Farms	1.99														
Trader Joe's	Trader Joe's		4.99													antibiotic-free	
Walmart	Kentucky Legend								2.98								
	Walmart	Sam's Choice	1.98														
	Whole Foods Mntn	n/i	3.99														
KS	Affiliated Foods	Hormel Cure 81		1.69					4.19	4.19	4.79						
		Cook's					1.19	0.99									
	Affiliated MW	Double G												3.59			
		Best Choice	1.88	1.99													
		Cook's			1.79		1.18	0.98						3.49			
		Hormel Cure 81							3.69	3.69							
	ALDI	John Morrell				2.29											
		Appleton Farms	2.99	1.69			1.09	0.89	3.29								
	Apple Market	Specially Selected	1.89														
		Cook's			1.49	1.59	1.59	1.49						3.29			
		Farmland									3.99						
		Smithfield Specialty		2.99													
		Smithfield		2.49													
		Best Choice	1.69	1.69													
	Country Mart	Hormel Cure 81							3.99	3.99							
		Cook's			1.49		1.58	1.38						2.99			
		Farmland									3.79						
		Smithfield Specialty		2.79													
		Smithfield		2.49													
		Best Choice	1.69	1.69													
	Hormel Cure 81							3.99	3.99								
	Kentucky Legend							4.28									
Dillon's	Kroger	1.59														limit 2	
	Cook's					1.39	1.39									limit 2	
	Kroger							2.99	2.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
KS <i>(cont)</i>	Dillon's <i>(continued)</i>	Private Selection									3.49						
		Kentucky Legend									3.49						
		Hormel Cure 81							3.99	3.99							
	Dollar General Mrkt	Kentucky Legend									3.95						
	Food Pride	Smithfield		1.65												limit 1	
		Open Acres		1.99	1.89	1.99	1.19	1.09				3.99					
	G&W Foods	Cook's					1.38	1.18									
		Cook's					1.28	0.98									limit 1
	Harps Foods	Best Choice	1.78	1.78													
		Kretschmar							2.58	2.58							
		Hormel Cure 81		1.97													
	Hay's	Kentucky Legend										4.49					
		Sugardale					1.48	1.28									
	Hen House	Smithfield	1.99														
		Cook's					1.89	1.89									
	Hy-Vee	Hormel Cure 81							3.99	3.99							
		Sugardale					1.49	1.49									
		Hillshire Farm				2.49											
		Hy-Vee	1.99	2.49													
	Lowes Stores	Hormel Cure 81	2.69						3.99	3.99							
		Cook's			1.48		1.98	1.98							3.99		
		Hormel Cure 81	1.89	1.89					3.99	3.99	4.49						
	Price Chopper	Cook's					1.17	0.97									
		Cook's						1.79									
	Pyramid Foods	Farmland							3.29								
		Smithfield		2.99													
Sugardale														2.99			
Smithfield			1.79							3.49							
Cook's				1.69		1.59	1.39							3.49			
Kretschmar								2.79	2.99								
Frick's	Kentucky Legend							3.99	4.29								
	Frick's					1.69	1.49										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
KS <i>(cont)</i>	Save-a-Lot	Sugardale						0.89								
		Primrose							2.49							
		n/i	1.99													
	Sprout's	Old Tyme	1.99													
	Sun Fresh	Cook's					1.59	1.49						3.29		
		Farmland									3.79					
		Smithfield Specialty		2.99												
		Smithfield		2.49												
		Hormel Cure 81	1.89	1.89					3.99	3.99						
	Target	Archer Farms	1.99													
	Thriftway Stores	Hormel Cure 81							3.99	3.99						
		Farmland									3.79					
		Smithfield	2.29	2.79												
		Kretschmar							2.99	2.99						
		Cook's			1.49			1.49						2.99		
		Best Choice	1.79	1.79												
	Trader Joe's	Trader Joe's		4.99												
	Walmart	Kentucky Legend									2.98					
		Sam's Choice	1.98													
	Whole Foods Mntn	n/i	3.99													
Woods Supermarket	Double G			2.49	2.49	1.89	1.69	2.99	3.49	3.99			3.99			
	Cook's					1.37	1.17									
	Sugardale					1.37	1.17									
	Best Choice	1.87	1.87													
	Hormel Cure 81		2.69					4.49	4.99							
	Hormel			3.99	3.99											
LA	AG Baton Rouge	n/i		1.79			1.29	1.09								
		John Morrell			1.39											
	Albertsons Houston	Hormel Cure 81		2.49					3.99	3.99						
		Hormel Cure 81	1.49												w/ \$10 purchase; limit 1	
		Smithfield	2.99													
		Cook's						1.49							w/ \$10 purchase; limit 1	
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29							
		Specially Selected	1.89													
Breux Mart	Smithfield		1.59					0.99								
	John Morrell			1.39												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
LA <i>(cont)</i>	Brookshires	Brookshire's	1.59	1.79													
		Hormel Cure 81	1.59	1.79					3.99	3.99							
		Cook's					1.49	1.49									limit 1
	Brookshire Bros.	Cook's					1.19	0.99									limit 2
		Cook's					1.79	1.69									
		Cook's		1.59													w/ \$20 purchase; limit 2
		Gusto		1.59													w/ \$20 purchase; limit 2
		Hormel Cure 81							4.88	4.88							
	Dollar General Mrkt	Kentucky Legend										3.95					
		Smithfield		1.65													limit 1
	Kroger Texas	Cook's					1.39	1.19						2.99			w/ store card
		Kroger	1.37						2.49	2.49							w/ store card
	Mac's Fresh Market	Hormel Cure 81	3.99														w/ store card
		Cook's						1.29									
		Jamestown						0.88									w/ \$25 purchase; limit 1
	Market Basket	Best Choice		1.89													
		Cook's		1.57													
	Ramey's	n/i					1.38	0.98									
	Rouses Supermarket	Best Choice		1.69													
		Hormel Cure 81		1.77													
	Save-a-Lot	Sugardale						0.89									
		Primrose							2.49								
		n/i	1.99														
	Super 1 Foods	Cook's			1.57		1.57	1.27									limit 1
		Hormel Cure 81		1.77													
	Target	Archer Farms	1.99														
	The Fresh Market	n/i	2.99														
	Trader Joe's	Trader Joe's		4.99													antibiotic-free
	Walmart	Kentucky Legend									2.98						
		Sam's Choice	1.98														
Whole Foods SW	n/i	3.99														antibiotic-free	
Winn-Dixie	n/i		1.79			1.39	1.19									w/ store card	
	n/i		3.59			2.79	2.59									w/o store card	
MO	Affiliated MW	Double G											3.59				
		Best Choice		1.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
 CURED PORK**

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MO <i>(cont)</i>	Affiliated MW <i>(continued)</i>	Cook's															
		John Morrell				2.29								3.49			
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29								
		Specially Selected	1.89														
	Apple Market	Cook's			1.49	1.59	1.59	1.49						3.29			
		Farmland									3.99						
		Smithfield Specialty		2.99													
		Smithfield		2.49													
		Best Choice	1.69	1.69													
		Hormel Cure 81							3.99	3.99							
	C&R Supermarkets	Best Choice	1.67	1.67													
		Kretschmar							2.47	2.57							
		Frick's					1.39	1.29									
		Cook's					1.17	0.97									
		Farmland									2.79						
	Cash Saver TC	Kretschmar							2.25								
		Cook's			1.38		1.38	1.28									
		Best Choice	1.98														
	County Market NFI	Kretschmar		1.59													w/ \$25 purchase; limit 1
		Kretschmar							2.99								
		Korn Top					1.69	1.49						3.99			
		Frick's			2.29		1.69	1.49									
		Double G							3.29	3.49							
		Kentucky Legend								3.99							
	Country Mart	Cook's			1.49			1.59						2.99			
		Farmland									3.79						
		Smithfield Specialty		2.79													
		Smithfield		2.49													
		Best Choice	1.69	1.69													
		Hormel Cure 81		1.98					3.99	3.99							
		Kentucky Legend							4.28								
	Dierberg's	Dierberg's		1.79													w/ \$25 purchase; limit 1
	Food Giant	Best Choice		1.98													
	Kentucky Legend										3.98						
Fresh Thyme	Fresh Thyme	1.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
MO (cont)	G&W Foods	Cook's					1.38	1.18								limit 1	
		Cook's					1.28	0.98									
		Best Choice	1.78	1.78						2.58	2.58						
	Gerbe's	Kretschmar															limit 2 limit 2
		Kroger	1.59														
		Cook's					1.39	1.39									
	Gordon Food Stores	Kroger								2.99	2.99						w/ \$20 purchase; limit 1
		Private Selection										3.49					
		Kentucky Legend										3.49					
		Hormel Cure 81								3.99	3.99						
	Harp's Foods	Gordon Signature								3.99							w/ \$20 purchase; limit 1
		GFS	1.85							1.99							
	Harp's Foods	Hormel Cure 81		1.97													w/ \$20 purchase; limit 1
		Kentucky Legend								2.99	3.99						
	Harter House	Cook's															w/ \$20 purchase; limit 1
		Cook's		0.99													
		Our Best			1.99												
		Frick's								2.49		2.49					
	Hays Supermarket	Primrose									2.99						w/ \$20 purchase; limit 1
		Sugardale					1.49	1.19									
		Best Choice	1.68														
		Cook's		2.48	1.78		1.17	0.97		3.88	3.98						
	Hen House	John Morrell			2.98					3.88	3.98						w/ \$20 purchase; limit 1
		Kretschmar	2.48							2.48	2.68						
		Patti Jean				3.48											
	Hy-Klas Foods	Smithfield	1.99														w/ \$20 purchase; limit 1
		Cook's					1.89	1.89									
		Hormel Cure 81								3.99	3.99						
Hormel Cure 81									3.99	3.99							
Hy-Klas Foods	Farmland									3.79						w/ \$20 purchase; limit 1	
	Smithfield Specialty		2.79														
	Smithfield		2.29														
	Kretschmar								2.99	2.99							
	Cook's					1.49	1.49						2.99				
	Best Choice	1.79	1.79														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MO (cont)	Hy-Vee	Sugardale					1.49	1.49								
		Hillshire Farm				2.49										
		Hy-Vee	1.99	2.49												
		Hormel Cure 81	2.69							3.99	3.99					
	IGA Stores IL/IN	Cook's			1.48		1.98	1.98						3.99		
		Frick's					1.59	1.39								
		Kretschmar	1.99								2.19					
	Kroger Central	Kroger	1.17													limit 1
		Sugardale												2.99		
	Kroger Delta	Hickory Hills								2.49						
		Cumberland Gap			1.99											
		Private Selection	2.99													
		Smithfield						1.39								limit 2
	Lucky's Market	Smithfield						0.99								
		Kroger	1.99							3.29	3.29					
	Moser's	Garrett Valley	4.99									5.99				antibiotic-free
		Lucky's	2.99													
	Prenger Foods	Best Choice	1.67	1.67												
		Frick's					1.29	1.29								
		Cook's			1.39	1.49								3.29		
		Farmland									3.99					
		Smithfield Specialty		2.99												
		Smithfield		2.49												
		Hormel Cure 81	1.89	1.89						3.99	3.99					
		Cumberland Gap			1.27											
		Prenger Foods	1.99	1.99												
		Smithfield Specialty		2.99												
	Price Chopper	Smithfield		2.59												
		Farmland								3.99	3.99					
		Best Choice	1.78													
		Cook's			1.48											
	Pyramid Foods	Cook's						1.79								
Farmland									3.29							
Pyramid Foods	Smithfield		2.99													
	Sugardale						1.49						2.99			
		Smithfield		1.79			1.19		3.49							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
MO <i>(cont)</i>	Pyramid Foods <i>(continued)</i>	Cook's			1.69		1.59	1.39						3.49		
		Kretschmar							2.79	2.99						
		Kentucky Legend							3.99	4.29						
	Save-a-Lot	Frick's					1.69	1.49								
		Sugardale						0.89								
		Primrose							2.49							
	Schnuck's	n/i	1.99													
		Frick's												3.99		
		Frick's					1.59	1.39								w/ \$25 purchase; limit 1
	Shop'n Save	Schnuck's	1.49													w/ \$25 purchase; limit 1
		Kretschmar							1.39							w/ \$25 purchase; limit 1
		Double G			2.29				2.79							w/ \$25 purchase; limit 1
	Sprout's	Frick's						0.97								w/ \$25 purchase; limit 1
		Smithfield	1.99													
		Kretschmar							1.47							
	Sun Fresh	Kretschmar	1.27													w/ \$25 purchase; limit 1
		Old Tyme	1.99													
		Cook's					1.59	1.49						3.29		
	Target	Farmland									3.79					
		Smithfield Specialty		2.99												
		Smithfield		2.49												
	TC Grocery	Hormel Cure 81	1.89	1.89					3.99	3.99						
		Archer Farms	1.99													
		Kretschmar		1.79					2.48							
	TC Markets	Cook's			1.39				1.39							
		Ozark Pride			1.69											
		Best Choice		1.79												
	Thriftway Stores	Best Choice		1.67												
		Kretschmar							2.27	2.47						
		Sugardale					1.09	0.89								w/ \$25 purchase; limit 1
Thriftway Stores	Cook's			1.59												
	Hormel Cure 81							3.99	3.99							
	Farmland								3.79							
		Smithfield	2.29	2.79												
		Kretschmar						2.99	2.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MO <i>(cont)</i>	Thriftway Stores	Cook's			1.49			1.49					2.99		
	<i>(continued)</i>	Best Choice	1.79	1.79											
	Trader Joe's	Trader Joe's		4.99											antibiotic-free
	Walmart	Kentucky Legend								2.98					
		Sam's Choice	1.98												
	Whole Foods MW	Wellshire Farms	3.99	3.99					7.99						antibiotic-free
	Woods Supermarket	Double G			2.49	2.49	1.89	1.69	2.99	3.49	3.99		3.99		
		Cook's					1.37	1.17							
		Sugardale					1.37	1.17							
		Best Choice	1.87	1.87											
	Hormel Cure 81		2.69					4.49	4.99						
	Hormel			3.99	3.99										
NM	Affiliated Foods	Hormel Cure 81		1.69					4.19	4.19	4.79				
		Cook's					1.19	0.99							
	Albertsons SW	Cook's						1.27							limit 2
		Hormel Cure 81	2.49												limit 1
		Hormel Cure 81	1.37												limit 1
	Basha's	Cook's					1.39	1.29							w/ store card
		Cook's	1.47												limit 1
		Hormel Cure 81							3.99	3.99					
	Food King	Hormel Cure 81			0.99										
	John Brooks	Cook's					1.19	0.97							
		Hormel Cure 81		1.59					4.19	4.19	4.79				
	King Soopers	Kroger	1.49												w/ store card
		Cook's					1.27	0.97							w/ store card; limit 2
		Private Selection	2.49												
	Lawrence Bros.	Cook's					1.59	0.99							
	Lowes Stores	Hormel Cure 81	1.89	1.89					3.99	3.99	4.49				
		Cook's					1.17	0.97							
	Safeway Denver	Hormel Cure 81	1.49												limit 1
		Cook's						0.98							limit 1
		Cook's											3.99		
Smith's	Sugardale	1.59				1.39	1.19					2.99			
	Kroger							2.49	2.49						
	Private Selection	2.99													
Sprout's	Old Tyme	1.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
NM <i>(cont)</i>	Target	Archer Farms	1.99												antibiotic-free
	Trader Joe's	Trader Joe's		4.99											
	Walmart	Kentucky Legend								2.98					
	Whole Foods Mntn	Sam's Choice	1.98												
		n/i	3.99												
OK	Affiliated Foods	Hormel Cure 81		1.69					4.19	4.19	4.79				limit 1
		Cook's					1.19	0.99						3.59	
	Affiliated MW	Double G													
		Best Choice		1.99											
		Cook's												3.49	
		John Morrell				2.29									
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29						
		Specially Selected	1.89												
	Country Mart	Cook's			1.49			1.59						2.99	
		Farmland									3.79				
		Smithfield Specialty		2.79											
		Smithfield		2.49											
		Best Choice	1.69	1.69											
		Hormel Cure 81		1.98					3.99	3.99					
	Dollar General Mrkt	Kentucky Legend							4.28						
		Kentucky Legend									3.95				
		Smithfield		1.65											
	Harps Foods	Hormel Cure 81		1.97											
		Kentucky Legend							2.99	3.99					
	Homeland Stores	Cook's					1.19	0.99							
		Hormel Cure 81		1.79					3.99	3.99					
	Market Square	Cook's					1.19	0.97							
	Hormel Cure 81		1.79					4.29	4.29	4.79					
Nichols	Cook's					1.49	1.29								
	Best Choice		1.79												
	Kentucky Legend							3.99							
Pyramid Foods	Sugardale						1.49						2.99		
	Smithfield		1.79				1.19	3.49							
	Cook's			1.69		1.59	1.39						3.49		
	Kretschmar							2.79	2.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4					
OK <i>(cont)</i>	Pyramid Foods <i>(continued)</i> Reasor's Rehkopf's Save-a-Lot Sprout's Super C Mart Target The Fresh Market Trader Joe's United of OK Walmart Warehouse Market Whole Foods SW	Kentucky Legend							3.99	4.29						
		Frick's					1.69	1.49								
		Reasor's	Redbud Farms					1.68	1.68					3.59		
		Hormel Cure 81		1.98												
		Cook's							1.29							
		Best Choice			1.99											
		Sugardale							0.89							
		Primrose								2.49						
		n/i		1.99												
		Old Tyme		1.99												
		Cook's												2.99		
		Frick's							1.49	1.29						
		Hormel Cure 81		1.69												
		Archer Farms		1.99												
		n/i		2.99												
		Trader Joe's	Trader Joe's		4.99											antibiotic-free
		Cook's								0.98						limit 1
		Hormel Cure 81			1.79					3.99	3.99					
Kentucky Legend									2.98							
Sam's Choice		1.98														
Smithfield			1.79													
Sugardale				1.69				0.99								
Kentucky Legend								3.49	3.49							
n/i		3.99												antibiotic-free		
TX	Affiliated Foods Albertsons Houston Albertsons SW ALDI	Hormel Cure 81		1.69					4.19	4.19	4.79					
		Cook's					1.19	0.99								
		Hormel Cure 81		2.49					3.99	3.99					w/ \$10 purchase; limit 1	
		Hormel Cure 81		1.49											w/ \$10 purchase; limit 1	
		Smithfield		2.99											limit 2	
		Cook's						1.49								
		Cook's						1.27								
		Hormel Cure 81		2.49												
		Hormel Cure 81		1.37												
		Appleton Farms		2.99	1.69			1.09	0.89	3.29						limit 1
Specially Selected		1.89														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
TX <i>(cont)</i>	Brookshires	Brookshire's	1.59	1.79												
		Hormel Cure 81	1.59	1.79					3.99	3.99						
		Cook's					1.49	1.49								limit 1
	Brookshire Bros.	Cook's					1.19	0.99								limit 2
		Cook's					1.79	1.69								
		Cook's		1.59												w/ \$20 purchase; limit 2
		Gusto		1.59												w/ \$20 purchase; limit 2
		Hormel Cure 81							4.88	4.88						
	Cash Saver TX	Cook's					1.48	0.88								
	David's	Cook's					1.79	1.69								
		Hormel Cure 81							4.88	4.88						
	Diamond IGA	Cook's			1.49		1.49	1.29								
		Best Choice		1.99												
	Elrod's	Cook's					1.48	1.48								
	Fiesta Mart	Sugardale		2.49			1.39	1.39								
	Foodarama	Sugardale						1.37								w/ \$10 purchase; limit 1
		Cook's	2.27													w/ \$10 purchase; limit 1
	Food King	Hormel Cure 81			0.99											
	Food Town	Sugardale	1.88				1.29	1.29								
		Cook's	1.88				1.29	1.29								
	H-E-B	Smithfield					1.47	1.27								
	Junior's	Hormel Cure 81							3.99							
		Cook's	2.89													
		Cook's					1.39	1.19						2.99		w/ store card
	Kroger Texas	Kroger	1.37						2.49	2.49						w/ store card
		Hormel Cure 81	3.99													w/ store card
		Cook's					1.59	0.99								w/ store card
	Lawrence Bros.	Cook's														
	Lowe's Stores	Hormel Cure 81	1.89	1.89					3.99	3.99	4.49					
		Cook's					1.17	0.97								
	Market Basket	Cook's		1.57				1.29								
	Market Square	Cook's					1.19	0.97								
Hormel Cure 81			1.79					4.29	4.29	4.79						
Porter's Grocery	Cook's					1.19	0.97									
	Hormel Cure 81		1.59					4.19	4.19	4.79						
Randall's	Hormel Cure 81	1.69						3.99	3.99	3.99						
	Signature Farms			1.49		1.59	1.49									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
TX <i>(cont)</i>	Randall's <i>(continued)</i>	Smithfield	2.69	1.99													
		Smithfield Specialty	2.99														
	Rehkopf's	Cook's						1.29									
		Best Choice		1.99													
	Save-a-Lot	Sugardale						0.89									
		Primrose							2.49								
		n/i	1.99														
	Sprout's	Old Tyme	1.99														
	Sun Fresh Market	Best Choice		1.59				1.59									
		Cook's			1.89		1.79	1.59									
	Super 1 Foods	Hormel Cure 81						4.99	4.99								
		Cook's			1.57		1.57	1.27									limit 1
		Hormel Cure 81		1.77													
	Target	Archer Farms	1.99														
	Tom Thumb	Hormel Cure 81	1.49														w/ \$10 purchase; limit 1
		Hormel Cure 81	2.49						3.99								
		Smithfield Specialty	2.99														
		Cook's				1.99		1.49									
	Trader Joe's	Trader Joe's		4.99													antibiotic-free
United Supermarkets	Hormel Cure 81	1.97															
	Signature Farms			0.97			0.97										
	Signature Select							2.99									
Walmart	Kentucky Legend									2.98							
	Sam's Choice	1.98															
Whole Foods SW	n/i	3.99														antibiotic-free	
UT	Albertsons Mntn	Smithfield								4.49			2.50				
		Cook's					0.98										
		Cook's	2.79				1.39										limit 1
		John Morrell							3.69								
		Hormel Cure 81	1.99						4.79								
		n/i							3.69								
	Associated Food	Cook's	1.99														
		Hormel Cure 81		1.79					3.99	3.99							
Western Family Farmland						1.39	1.19										
								1.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
UT <i>(cont)</i>	Fresh Market	Hormel Cure 81	1.79						3.99	3.99							
		Farmland							1.99								
	Harmon's	Harmon's	2.49													limit 2	
		Hormel Cure 81	2.99														
	King Soopers	Kroger	1.49													w/ store card	
		Cook's					1.27	0.97									w/ store card; limit 2
		Private Selection	2.49														
	Ream's	Sugardale	2.49														
		John Morrell							2.99								
	Ridley's	n/i		0.97			0.97	0.97									w/ \$50 purchase; limit 2
		n/i		1.38			1.38	1.38									
		Sugardale			0.97												w/ \$50 purchase; limit 2
		Sugardale			1.38												
		Hormel Cure 81							3.98	3.98							
		Cook's	1.98														
		Farmland			1.98												
	Smith's	Sugardale	1.59				1.39	1.19						2.99			
		Kroger							2.49	2.49							
		Private Selection	2.99														
	Sprout's	Old Tyme	1.99														
	Stoke's Market	n/i	1.29														
	Target	Archer Farms	1.99														
	Trader Joe's	Trader Joe's		4.99													antibiotic-free
Walmart	Kentucky Legend									2.98							
	Sam's Choice	1.98															
Whole Foods Mntn	n/i	3.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
SOUTHWESTERN U.S. - CA,HI,NV																
CA	Albertsons SoCal	Hormel Cure 81	2.49								3.99					
		Farmer John		2.49	2.49											
		Kruse			2.49											
			Cook's				1.69	1.69								
			Hickory Farms	4.99												
			Smithfield Specialty	3.99												
		ALDI	Appleton Farms	2.99	1.69			1.09	0.89	3.29						
			Specially Selected	1.89												
		Baja Ranch	Farmer John			1.99	1.99									
		Barons Market	n/i	2.49												
		Big Saver	Farmer John		2.99											
		Bristol Farms	Prairie Grove	4.99												antibiotic-free
		Dollar General Mrkt	Kentucky Legend									3.95				
			Smithfield		1.65											limit 1
		Food 4 Less	Farmer John	1.69			0.67									limit 1
		Food Source	Sunnyvalley					1.18	1.18							
		Grocery Outlet	Jamestown		1.29											
			Country Ribbon		1.29											
		Holiday Market	Sunnyvalley	2.49												
		Jons Marketplace	Smithfield					1.79	1.79							
			Cook's					1.79	1.79							
			Farmer John		2.49											
		Lucky Stores	Cook's		1.97			1.99	1.79							
		Lunardi's	Lunardi's	3.99							4.99					
			Bell's Mill			3.99										
		Mar-Val Foods	Sunnyvalley		1.98			1.79	1.69							
			Cook's		1.98											
			Mar-Val				3.99									
		Mollie Stone's	Mollie's Own			3.99										
			Dietz & Watson		5.99					5.99						
	Murphy's Markets	Premiere Brand							3.99							
	Nugget Markets	Sunnyvalley				2.49										
		Hillshire Farm		2.49												
	Pavilions	Hormel Cure 81	2.49	1.99						3.99						
		Farmer John		2.49	2.49		1.99								local	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
CA <i>(cont)</i>	Pavilions <i>(continued)</i>	Cook's					1.69	1.69									
		Hickory Farms	4.99														
		Smithfield Specialty	3.99														
	R-N Markets	Farmer John			1.69	1.69											
		Raley's		1.79						4.49							
	Ralph's	Sunnyvalley					1.19	0.99									
		Old Fashioned			0.99												
		Full Circle		3.99													
		Farmer John				0.67											antibiotic-free
		Farmer John		1.67													limit 1
	Ray's Food Place	Private Selection		1.99													w/ store card
		Cook's	1.87	1.87													w/ store card
	Safeway NorCal	Smithfield	2.99								3.99						
		Farmer John						0.99									limit 1
		Hormel Cure 81	1.99	1.99													limit 1
	Save-a-Lot	Signature Select								3.99							
		Sugardale						0.89									
		Primrose							2.49								
	Save Mart	n/i	1.99														
		Farmer John	1.97		2.49	1.97											
		Cook's	1.97														
		Sunnyvalley	1.97														
		Hormel Cure 81	1.97														
	Select Markets	John Morrell							3.49	3.99							
		Cook's	1.99		1.69												
	SK Super King	Farmer John				1.49											
	Smart & Final	Farmer John	1.69	1.69													w/ \$25 purchase; limit 1
	Sprout's	Old Tyme	1.99														
	Stater Bros.	Smithfield	1.49			0.87											limit 1
	Superior Grocers	Farmer John	2.49				1.99	1.99									
	Target	Archer Farms	1.99														
	The Fresh Market	n/i	2.99														
Trader Joe's	Trader Joe's		4.99													antibiotic-free	
Vallarta	Cook's					1.59	1.59										
Vons	Hormel Cure 81	2.49							3.99								
	Farmer John	2.49	2.49	1.99		1.99	1.99									local	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
CA <i>(cont)</i>	Vons <i>(continued)</i>	Cook's					1.69	1.69									
		Smithfield Specialty	3.99														
	Walmart	Hickory Farms	4.99														
		Kentucky Legend									2.98						
	Whole Foods NorCal	Sam's Choice	1.98														
		American Homestead		3.99													antibiotic-free
	Whole Foods SthPac	American Homestead									7.99						Non-GMO
Wellshire Farms			5.99		5.99			7.69	7.99							antibiotic-free	
Wellshire Farms		5.99														antibiotic-free	
		Pederson's	3.99	5.99													
HI	Don Quijote	Farmer John	2.59	2.29			2.49	1.99									
	Foodland	Farmer John		2.99	2.69			2.29									
	KTA Super Stores	Farmer John					1.99	1.99									
		Sugardale				1.99											
	Safeway NorCal	Smithfield	3.99									3.99					
		Farmer John						0.99									limit 1
	Target	Hormel Cure 81	1.99								5.49	5.49					
		Signature Select									4.99						
		Archer Farms	1.99														
	Times Supermarkets	Farmer John			2.39			2.19	1.99								
		Sunnyvalley						1.69	1.59								
Whole Foods SthPac	American Homestead	5.99														antibiotic-free	
	Wellshire Farms	3.99															
		Pederson's		5.99													
NV	Albertsons Mntn	Smithfield						0.98			4.49		2.50			limit 1	
		Cook's															
		Cook's	2.79				1.39										
		John Morrell							3.69								
	Albertsons SW	Hormel Cure 81	1.99						4.79								
		n/i							3.69								
		Cook's						1.27									limit 2
	Dollar General Mrkt	Hormel Cure 81	2.49														limit 1
Hormel Cure 81		1.37														limit 1	
		Kentucky Legend								3.95						limit 1	
		Smithfield		1.65													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in		Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
NV <i>(cont)</i>	Food Source	Sunnyvalley					1.18	1.18									
	Grocery Outlet	Jamestown		1.29													
			Country Ribbon		1.29												
		Raley's	Raley's		1.79						4.49						
			Sunnyvalley					1.19	0.99								
			Old Fashioned			0.99											
			Full Circle		3.99												antibiotic-free
		Ridley's	n/i		0.97			0.97	0.97								w/ \$50 purchase; limit 2
			n/i		1.38			1.38	1.38								w/ \$50 purchase; limit 2
			Sugardale			0.97											
			Sugardale			1.38											
			Hormel Cure 81							3.98	3.98						
			Cook's	1.98													
			Farmland			1.98											
		Safeway NorCal	Smithfield	2.99								3.99					
			Farmer John					0.99									limit 1
			Hormel Cure 81	1.99	1.99												limit 1
			Signature Select									3.99					
		Save-a-Lot	Sugardale					0.89									
			Primrose							2.49							
			n/i	1.99													
		Save Mart	Farmer John	1.97		2.49	1.97										
			Cook's	1.97													
			Sunnyvalley	1.97													
			Hormel Cure 81	1.97													
			John Morrell							3.49	3.99						
		Seafood City	Hormel Cure 81	2.99													
	Scolari's	Sunnyvalley					0.99									limit 2	
		Sunnyvalley	1.49														
	Smart & Final	Farmer John	1.69	1.69												w/ \$25 purchase; limit 1	
	Smith's	Sugardale											2.99				
	Sprout's	Old Tyme	1.99														
	Target	Archer Farms	1.99														
	Trader Joe's	Trader Joe's		4.99												antibiotic-free	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016

CURED PORK

State	Supermarket	Label	Spiral Cut Hams Bone-in		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
NV <i>(cont)</i>	Vons	Hormel Cure 81	2.49							3.99						local antibiotic-free Non-GMO antibiotic-free antibiotic-free
		Farmer John	2.49	2.49	1.99		1.99	1.99								
		Cook's					1.69	1.69								
		Smithfield Specialty	3.99													
		Hickory Farms	4.99													
	Walmart	Kentucky Legend								2.98						
		Sam's Choice	1.98													
	Whole Foods NorCal	American Homestead		3.99												
		American Homestead								7.99						
	Whole Foods SthPac	Wellshire Farms		5.99		5.99			7.69	7.99						
		American Homestead	5.99													
		Wellshire Farms	3.99													
		Pederson's		5.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																
AK	AC Value Center	Cook's		2.68			1.98	1.98								
	Alaskan & Proud	n/i	1.95				1.45	1.45								
	Carrs/Safeway	Hormel Cure 81			1.88						5.49	5.99				w/ store card
		Hormel Cure 81			2.99											
		Signature Farms				1.78		1.88	1.78							
	Fred Meyer	Signature Select								4.49						
		Carando			4.49											
		Smithfield		3.49												
		Kroger		1.69												limit 2
		F.G. Meyer		4.99												
	IGA Hometown Proud	Private Selection		3.49												
		Kroger							3.49	3.49						
	Meyers Group IGA	Essential Everyday			2.49				1.79		3.29					
		Hormel Cure 81							4.49	4.49						
	Sitka Seamart	Essential Everyday			2.49				1.49		3.29					
Hormel Cure 81								4.49	4.49							
Three Bears	Cook's		2.69					1.79								
	Kentucky Legend										4.49					
Walmart	n/i						1.69	1.69								
	Kentucky Legend									2.98						
ID	Albertsons Mntn	Sam's Choice	1.98													
		Smithfield									4.49		2.50			
	Associated Food	Cook's						0.98								limit 1
		Cook's		2.79				1.39								
		John Morrell							3.69							
		Hormel Cure 81		1.99					4.79							
		n/i							3.69							
	Family Foods	Cook's		1.99												
		Hormel Cure 81							3.99	3.99						
		Western Family					1.39	1.19								
Fred Meyer	Farmland							1.99								
	John Morrell								2.49						limit 2	
Fred Meyer	Kroger		1.49													
	F.G. Meyer		4.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
ID (cont)	Fred Meyer (continued) Grocery Outlet	Private Selection	2.99													
		Kroger							2.99	2.99						
		Jamestown		1.29												
	IGA Markets	Country Ribbon		1.29												
		Essential Everyday		1.99				1.29	2.79	2.79						
		Hormel Cure 81							3.99	3.99						
	Ridley's	n/i		0.97			0.97	0.97								w/ \$50 purchase; limit 2
		n/i		1.38			1.38	1.38								
		Sugardale			0.97											w/ \$50 purchase; limit 2
	Rosauer's	Sugardale			1.38											
		Hormel Cure 81							3.98	3.98						
		Cook's	1.98													
		Farmland			1.98											
		John Morrell					2.39	2.09			2.79					
		Smithfield		2.19												
		Longhorn		1.89												
	Safeway Seattle	Cook's					1.79	1.49						2.79		
		Hempler's									4.49					
		Farmland							2.49	2.79						
		Kretschmar										2.99				
		Hormel Cure 81		2.49							4.49	4.99				
		Signature Farms			1.58		1.68	1.58								
	Smith's	Signature Select							3.49							
		Carando		3.99												
		Sugardale	1.59				1.39	1.19						2.99		
	Stoke's Market	Kroger							2.49	2.49						
		Private Selection	2.99													
	Target	n/i	1.29													
	Trader Joe's	Archer Farms	1.99													
	Walmart	Trader Joe's		4.99												antibiotic-free
Kentucky Legend										2.98						
Whole Foods Mtn	Sam's Choice	1.98														
	n/i	3.99														
	Smithfield Specialty	2.49														
Yoke's Fresh Market	John Morrell								3.49	3.49						
	Kretschmar								3.49	3.49						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
ID <i>(cont)</i>	Yoke's Fresh Market <i>(continued)</i>	Hempler's Smithfield	2.29							4.99						
MT	Albertsons Mntn	Smithfield						0.98			4.49		2.50			limit 1
		Cook's														
		Cook's	2.79					1.39								
		John Morrell								3.69						
		Hormel Cure 81	1.99							4.79						
		n/i								3.69						
	ALDI	Appleton Farms	2.99	1.69			1.09	0.89		3.29						
		Specially Selected	1.89													
	Associated Food	Cook's	1.99													
		Hormel Cure 81		1.79						3.99	3.99					
		Western Family					1.39	1.19								
		Farmland								1.99						
	Family Foods	John Morrell									2.49					
	IGA Markets	Essential Everyday		1.99					1.29	2.79	2.79					
		Hormel Cure 81								3.99	3.99					
	Lucky's Market	Garrett Valley	4.99									5.99				antibiotic-free
		Lucky's	2.99													
	Reynold's	n/i	1.49													
		Western Family							1.19							
	Rosauer's	John Morrell					2.39	2.09			2.79					
		Smithfield		2.19												
		Longhorn		1.89												
		Cook's					1.79	1.49					2.79			
		Hempler's									4.49					
		Farmland								2.49	2.79					
		Kretschmar										2.99				
	Smith's	Sugardale	1.59				1.39	1.19					2.99			
		Kroger								2.49	2.49					
		Private Selection	2.99													
	Stoke's Market	n/i	1.29													
	SuperValu Stores	Essential Everyday		2.49	1.69	1.79				2.79	2.79					
		Hormel Cure 81	2.49	1.49						3.99	3.99					
		Cloverdale								3.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in		
MT <i>(cont)</i>	Three Bears	Kentucky Legend					1.49	1.49			3.99				
	Walmart	n/i													
		Kentucky Legend Sam's Choice	1.98							2.98					
OR	Albertsons Portland	Hill's											2.99		local
		Hormel Cure 81								4.99					
		Signature Farms					1.49	1.49							
		Signature Select							3.49	3.49					
		Associated Food	Cook's	1.99											
			Hormel Cure 81						3.99	3.99					
			Western Family				1.39	1.19							
		CenterPlace Market	Farmland						1.99						
			John Morrell								2.98				
			Jamestown	1.98											
			Sugardale				1.48	1.28							
		Family Foods	John Morrell								2.49				
		Fred Meyer	Kroger	1.49											limit 2
			F.G. Meyer	4.99											
			Private Selection	2.99											
			Kroger						2.99	2.99					
		Grocery Outlet	Jamestown		1.29										
			Country Ribbon		1.29										
		IGA Markets	Essential Everyday		1.99				1.29	2.79	2.79				
			Hormel Cure 81							3.99	3.99				
		IGA Market Fresh	Sunnyvalley						0.99						w/ \$50 purchase
			Cook's	1.98		1.69									
		Lamb's Market	Cook's	1.99											
	Market of Choice	Beeler's		5.99										antibiotic-free	
	McKay's Market	Sunnyvalley				1.49	1.29								
		Cook's		1.99											
		Kentucky Legend									3.99				
	New Seasons	n/i	4.99		3.99				5.99	5.99					
	Quality Food Center	Hormel Cure 81		1.49										limit 2	
		Cook's				1.29	1.29							limit 2	
		Private Selection							3.99						
	Ray's Food Place	Cook's	1.87	1.87											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
OR <i>(cont)</i>	Red Apple/Thriftway Rosauer's	Cook's	1.99				1.69	1.69									
		John Morrell					2.39	2.09		2.79							
		Smithfield		2.19													
			Longhorn		1.89												
			Cook's				1.79	1.49						2.79			
			Hempler's							4.49							
			Farmland						2.49	2.79							
			Kretschmar								2.99						
		Roth's	Cook's		1.99			1.69	1.69								
			Hempler's				4.99								local		
			Beeler's	5.49											antibiotic-free		
		Safeway Portland	Hormel Cure 81		2.49						4.49	4.99					
			Signature Farms			1.58	1.58	1.68									
			Smithfield Specialty	2.99													
			Signature Select							3.49							
			Carando		3.99												
		Save-a-Lot	Sugardale						0.89								
		Primrose							2.49								
		n/i	1.99														
	Select Markets	Cook's	1.99		1.69												
	Target	Archer Farms	1.99														
	Trader Joe's	Trader Joe's		4.99										antibiotic-free			
	Walmart	Kentucky Legend								2.98							
		Sam's Choice	1.98														
	Whole Foods NW	American Homestead		3.99										antibiotic-free			
		Wellshire Farms	3.99							8.99				antibiotic-free			
WA	Albertsons Portland	Signature Farms					1.49	1.49							limit 2		
		Hormel Cure 81								4.99							
		Signature Farms					1.49	1.49									
		CenterPlace Market	Signature Select						3.49	3.49							
	John Morrell									2.98							
			Jamestown	1.98													
			Sugardale				1.48	1.28									
		Family Foods	John Morrell								2.49						
	Fred Meyer	Kroger	1.49											limit 2			
		F.G. Meyer	4.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
WA <i>(cont)</i>	Fred Meyer <i>(continued)</i> Grocery Outlet	Private Selection	2.99													
		Kroger							2.99	2.99						
		Jamestown		1.29												
	Haggen's	Country Ribbon		1.29												
		Hormel Cure 81	1.99	1.69					4.99							limit 2
		Hempler's		3.99					4.99							local
	IGA Markets	Hill's	2.99	2.99					4.99							local
		Kentucky Legend							4.99							
		Snake River Farms				4.99										Kurobuta
	IGA Market Fresh	Essential Everyday		1.99				1.29	2.79	2.79						
		Hormel Cure 81							3.99	3.99						
	Metropolitan	Sunnyvalley						0.99								w/ \$50 purchase
		Cook's	1.98		1.69											
	Meyers Group IGA	Centennial	6.49		4.99	5.99			6.99					7.99		Kurobuta
		Kentucky Legend							5.49							
	New Seasons	Essential Everyday		1.99				1.29		2.79						
		Hormel Cure 81							3.99	3.99						
	Quality Food Center	n/i	4.99		3.99				5.99	5.99						
		Hormel Cure 81		1.49												limit 2
	Red Apple/Thriftway	Cook's					1.29	1.29								limit 2
		Private Selection							3.99							
	Rosauer's	Cook's	1.99				1.69	1.69								
		John Morrell					2.39	2.09		2.79						
	Saar's	Smithfield		2.19												
		Longhorn		1.89												
		Cook's					1.79	1.49						2.79		
		Hempler's								4.49						
		Farmland							2.49	2.79						
	Safeway Portland	Kretschmar									2.99					
		n/i					1.48	1.48								
Safeway Portland	Hormel Cure 81		2.49						4.49	4.99						
	Signature Farms			1.58	1.58	1.68										
	Smithfield Specialty	2.99														
	Signature Select							3.49								
	Carando		3.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions		
			Whole	Half	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in				
WA <i>(cont)</i>	Safeway Seattle	Hormel Cure 81		2.49						4.49	4.99						
		Signature Farms			1.58		1.68	1.58									
	Save-a-Lot	Signature Select							3.49								
		Carando		3.99													
		Sugardale						0.89									
	Select Markets	Primrose							2.49								
		n/i	1.99														
	Target	Cook's	1.99		1.69												
	The Markets	Archer Farms	1.99														
		Cook's		1.69													
	Trader Joe's	Hempler's		3.98	3.98	3.98										local	
		Trader Joe's		4.99												antibiotic-free	
	Walmart	Kentucky Legend									2.98						
		Sam's Choice	1.98														
Whole Foods NW	American Homestead		3.99													antibiotic-free	
	Wellshire Farms	3.99								8.99						antibiotic-free	
Yoke's Fresh Market	Smithfield Specialty	2.49															
	John Morrell									3.49	3.49						
	Kretschmar									3.49	3.49						
	Hempler's									4.99							
	Smithfield	2.29															
WY	Affiliated MW	Double G											3.59				
		Cook's					1.39	1.29									
	Albertsons Mntn	Best Choice	1.88	1.99										3.49			
		Cook's			1.79		1.18	0.98									
		Hormel Cure 81							3.69	3.69							
		John Morrell				2.29											
		John Morrell				1.98											
		Hormel Cure 81		1.99						3.89	3.99						
		Farmland								2.89	2.99						
		Smithfield										4.49		2.50			
		Cook's						0.98									limit 1
Cook's	2.79				1.39												
John Morrell									3.69								
Hormel Cure 81	1.99								4.79								
n/i									3.69								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
CURED PORK

State	Supermarket	Label	Spiral Cut Hams		Bone-in/Semi-Boneless				Boneless			Smoked Picnic	Ham Steak	Country Ham	Conditions	
			Bone-in	Bone-in	Whole	Half	Butt	Shank	Whole	Half	1/4	bone-in	bone-in			
WY (cont)	Associated Food	Cook's	1.99													
		Hormel Cure 81							3.99	3.99						
		Western Family Farmland					1.39	1.19								
	Food Pride	Open Acres		1.99												
		Cumberland Gap							1.99							
	IGA Markets	Essential Everyday		1.99												
		Hormel Cure 81							1.99	2.29						
	King Soopers	Kroger	1.49													w/ store card
		Cook's					1.27	0.97								w/ store card; limit 2
	Lucky's Market	Private Selection	2.49													
		Garrett Valley	4.99									5.99				antibiotic-free
	Ridley's	n/i		0.97				0.97	0.97							w/ \$50 purchase; limit 2
		n/i		1.38				1.38	1.38							w/ \$50 purchase; limit 2
	Safeway Denver	Sugardale				0.97										
		Sugardale				1.38										
		Hormel Cure 81								3.98	3.98					
		Cook's Farmland	1.98			1.98										
	Smith's	Hormel Cure 81	1.49													limit 1
		Cook's								0.98						limit 1
		Cook's												3.99		
Walmart	Sugardale	1.59					1.39	1.19					2.99			
	Kroger								2.49	2.49						
	Private Selection	2.99														
Walmart	Kentucky Legend										2.98					
	Sam's Choice	1.98														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																	
CT	ACME Markets	Hatfield						3.49	3.99								
	Adams Market	n/i	1.79	1.99	2.99		1.59	1.99									
	AF Basket	Indiana Kitchen										0.99					
	AG New England	n/i								1.79				1.49		2.99	
	ALDI	n/i												1.99			
	Associated	n/i										1.19					
	Best Market	n/i	1.47		2.77		1.97	2.77				1.47				3.97	
	Big Y	Hormel														4.49	
		Big Y			3.99		1.99										
	Bravo	n/i					1.99	2.49				1.19					
	C-Town	n/i					1.99	2.49				1.19					
	Compare Foods	n/i								1.59		0.99					
	Food Bazaar	n/i	1.49				1.99					1.29					
	Gristede's	n/i			2.99			3.49								4.99	
	Highland Park	Smithfield						2.99									
	Key Food	n/i	1.29	1.49								0.99					
	Kings Food Markets	Chairman's Reserve			4.99		1.99	3.99									
	Market 32	n/i	1.99		3.99		1.99					1.99					
	Price Chopper	n/i	1.99		3.99		1.99					1.99					
	Price Rite	n/i					1.69					0.99					
	ShopRite	Smithfield														3.99	
		n/i	1.49														
	Stew Leonard's	n/i						2.99								2.99	
	Stop & Shop	Stop & Shop														2.49	
	The Fresh Market	n/i			5.99												
	Walmart	n/i					1.74										
	Whole Foods NE	n/i			8.99	7.99											antibiotic-free
DC	ALDI	n/i												1.99			
	Giant Food	Giant														2.49	
	Harris Teeter	Smithfield					1.49			1.97						3.97	
	Safeway Eastern	Smithfield						2.99	1.99							3.99	
		n/i					1.69										
	Walmart	n/i					1.74										
	Whole Foods MdAtl	n/i			7.99			7.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
DE	ACME Markets	Hatfield						3.49	3.99									
	ALDI	n/i												1.99				
	Giant Food	Giant														2.49		
	Great VALU Markets	n/i							1.99					1.99		3.49		
	Harris Teeter	Smithfield					1.49			1.97						3.97		
	IGA Stores NJ/PA	n/i					1.99		2.99							3.99		
	Redner's	n/i					1.98			1.48	1.68	1.18						
	Safeway Eastern	Smithfield							2.99	1.99						3.99		
		n/i					1.69										3.99	
	ShopRite	Smithfield															3.99	
		n/i	1.49															
	ShurSave	n/i					1.69		2.49	1.79								
		Hatfield	1.79	1.99													3.99	
The Fresh Market	n/i			5.99														
Walmart	n/i					1.74												
Weis Markets	Swift						2.49	2.49					1.49			3.88		
MA	Adams Market	n/i	1.79	1.99	2.99		1.59	1.99										
	AF Basket	Indiana Kitchen										0.99						
	AG New England	n/i								1.79			1.49			2.99		
	ALDI	n/i												1.99				
	Associated	n/i										1.19						
	Big Y	Hormel														4.49		
		Big Y			3.99		1.99											
	Bravo	n/i					1.99		2.49				1.19					
	C-Town	n/i					1.99		2.49				1.19					
	Compare Foods	n/i								1.59		0.99						
	Donelan's	n/i					1.49	2.49	1.99									
		Open Prairie														6.99	antibiotic-free	
	Food City Market	n/i						1.88	1.88	1.59				1.29				
	Gristede's	n/i			2.99				3.49							4.99		
	Hannaford	Swift									2.99						w/ store card	
		Swift									3.49						w/o store card	
		Nature's Place														4.99	w/ store card	
	Nature's Place														5.99	w/o store card		
Market 32	n/i	1.99		3.99		1.99						1.99						
Market Basket	n/i					1.79												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
MA <i>(cont)</i>	Met Foods	n/i					1.99					1.19						
	Price Chopper	n/i	1.99		3.99		1.99					1.99						
	Price Rite	n/i					1.69					0.99						
	Roche Bros.	n/i			4.99				3.99									
		Berkshire			10.99													
	Seabra Foods	n/i			2.49			1.89				1.29		1.59	2.99			
	Shaw's	n/i								1.79								
		Smithfield			3.99			2.99	3.99									
	Star Market	n/i								1.79								
		Smithfield			3.99			2.99	3.99									
	Stop & Shop	Stop & Shop													2.49			
	The Fresh Market	n/i			5.99													
	Tops Markets	n/i							2.99									
		Smithfield		1.59				2.29			2.49							
Trucchi's	n/i			3.49														
Walmart	n/i						1.74											
Wegman's	Wegman's									6.99				15.99	organic			
	Wegman's						1.69	1.99						4.19				
MD	ACME Markets	Hatfield					3.49	3.99										
	ALDI	n/i											1.99					
	Associated	n/i									1.19							
	Giant Food	Giant													2.49			
	Great VALU Markets	n/i						1.99						1.99	3.49			
	Harris Teeter	Smithfield					1.49			1.97					3.97			
	H-Mart	n/i										1.99						
	Kennie's Market	n/i				1.39		1.89										
		Leidy's						3.99										antibiotic-free
	Martin's Food	Giant													2.49			
	Price Rite	n/i					1.69					0.99						
	Redner's	n/i					1.98			1.48	1.68	1.18						
	Safeway Eastern	Smithfield							2.99	1.99					3.99			
		n/i						1.69										
Shop'n Save	n/i													3.49				
Shoppers Food	Smithfield						1.69				1.69			2.99				
ShopRite	Smithfield													3.99				
	n/i		1.49															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts					Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in	bnls			
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
MD <i>(cont)</i>	ShurSave	n/i					1.69			1.79								
	Hatfield		1.79	1.99														
	Walmart	n/i					1.74											
	Wegman's	Wegman's									6.99					15.99	organic	
	Wegman's	Wegman's					1.69		1.99							4.19		
	Weis Markets	Swift						2.49	2.49					1.49		3.88		
Whole Foods MdAtl	n/i			7.99				7.99										
ME	AG New England	n/i								1.79				1.49		2.99		
	Food City Market	n/i						1.88	1.88	1.59				1.29				
	Hannaford	Swift									2.99						w/ store card	
		Swift									3.49						w/o store card	
		Nature's Place														4.99	w/ store card	
		Nature's Place														5.99	w/o store card	
	Market Basket	n/i					1.79											
	Shaw's	n/i									1.79							
Walmart	Smithfield			3.99			2.99	3.99										
	Walmart	n/i					1.74											
NH	AG New England	n/i									1.79			1.49		2.99		
	ALDI	n/i													1.99			
	Hannaford	Swift									2.99						w/ store card	
		Swift									3.49						w/o store card	
		Nature's Place														4.99	w/ store card	
		Nature's Place														5.99	w/o store card	
	Market Basket	n/i					1.79											
	Price Chopper	n/i	1.99		3.99		1.99											
	Price Rite	n/i					1.69						0.99		1.99			
	Shaw's	n/i									1.79							
		Smithfield			3.99			2.99	3.99									
	The Fresh Market	n/i			5.99													
	Walmart	n/i					1.74											
Whole Foods NE	n/i			8.99	7.99												antibiotic-free	
NJ	ACME Markets	Hatfield						3.49	3.99									
	ALDI	n/i													1.99			
	Associated	n/i										1.19						
	Best Market	n/i	1.47		2.77		1.97	2.77				1.47			3.97			
	Bravo	n/i					1.99		2.49			1.19						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
NJ <i>(cont)</i>	C-Town	n/i					1.99		2.49			1.19						
	Compare Foods	n/i								1.59		0.99						
	Fine Fare	n/i						1.99	2.99			1.29						
	Food Bazaar	n/i	1.49				1.99					1.29						
	Foodtown	n/i	1.49				1.99		2.99			1.19						
	Great VALU Markets	n/i							1.99					1.99	3.49			
	IGA Stores NJ/PA	n/i					1.99		2.99						3.99			
	Key Food	n/i	1.29	1.49								0.99						
	Kings Food Markets	Chairman's Reserve			4.99		1.99		3.99									
	Met Foods	n/i						1.99				1.19						
	Morton Williams	n/i	1.79	1.79					3.99			1.19						
	Murphy's	Hatfield														3.99		
	Pioneer Foods	n/i										1.19						
	Price Rite	n/i					1.69					0.99						
	Seabra Foods	n/i					1.99		1.69	1.49			1.99					
	ShopRite	Smithfield														3.99		
		n/i	1.49														2.49	
	Stop & Shop	Stop & Shop																
	The Fresh Market	n/i			5.99													
	Top Tomato	n/i										1.19						
Uncle Giuseppe's	n/i			5.99													4.99	
Walmart	n/i					1.74												
Wegman's	Wegman's									6.99						15.99	organic	
	Wegman's					1.69		1.99								4.19		
Weis Markets	Swift						2.49	2.49					1.49			3.88		
Whole Foods MdAtl	n/i			7.99				7.99										
Whole Foods NE	n/i			8.99	7.99												antibiotic-free	
NY	ACME Markets	Hatfield						3.49	3.99									
	AF Basket	Indiana Kitchen									0.99							
	AG New England	n/i								1.79			1.49			2.99		
	ALDI	n/i												1.99				
	Associated	n/i									1.19							
	Best Market	n/i	1.47		2.77		1.97	2.77				1.47				3.97		
	Big M Supermarkets	1893 Premium						1.99	1.99					1.99		3.99		
	Bravo	n/i					1.99		2.49			1.19						
	C-Town	n/i					1.99		2.49			1.19						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
NY (cont)	Compare Foods	n/i								1.59		0.99					
	D'Agostino	n/i							5.99								
	DeCiccio & Sons	DeCiccio & Sons			5.99					3.99						antibiotic-free	
	DeCiccio Market	n/i			4.99												
	Fine Fare	n/i						1.99	2.99			1.29					
	Food Bazaar	n/i	1.49					1.99				1.29					
	Foodtown	n/i	1.49					1.99	2.99			1.19					
	Giunta's	n/i	1.79	1.99					2.99			0.99					
	Great American	1893 Brand						1.89	1.79					1.69	2.99		
	Hannaford	Swift									2.99					w/ store card	
		Swift									3.49					w/o store card	
		Nature's Place													4.99	w/ store card	
		Nature's Place													5.99	w/o store card	
		Kennie's Market	n/i				1.39		1.89								antibiotic-free
		Leidy's							3.99								
		Key Food	n/i	1.29	1.49								0.99				
		King Kullen	n/i	1.29	1.49											3.99	
		Kings Food Markets	Chairman's Reserve			4.99			1.99	3.99							
		Landis Supermarkets	Hatfield											1.79			
		Market 32	n/i	1.99		3.99			1.99				1.99				
		Met Foods	n/i						1.99				1.19				
		Morton Williams	n/i	1.79	1.79					3.99			1.19				
		Net Cost	n/i						1.99								
		North Shore Farms	n/i	1.49		2.99			1.59	2.99			0.99				
		Peck's Market	n/i						1.49	1.99		1.99					
		Pioneer Foods	n/i										1.19				
		Price Chopper	n/i	1.99		3.99			1.99				1.99				
		Price Rite	n/i						1.69				0.99				
		Shop'n Save	n/i													3.49	
		ShopRite	Smithfield													3.99	
		n/i	1.49														
	Stew Leonard's	n/i							2.99						2.99		
	Stop & Shop	Stop & Shop													2.49		
	The Fresh Market	n/i			5.99												
	Top Tomato	n/i										1.19					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
NY <i>(cont)</i>	Tops Markets	n/i						2.99									
	Smithfield		1.59					2.29			2.49						
	Trade Fair	n/i										0.99					
	Uncle Giuseppe's	n/i			5.99											4.99	
	Walmart	n/i															
	Wegman's	Wegman's									6.99					15.99	organic
	Wegman's	Wegman's						1.69	1.99							4.19	
Weis Markets	Swift						2.49	2.49					1.49		3.88		
Whole Foods NE	n/i				8.99	7.99											antibiotic-free
PA	ACME Markets	Hatfield						3.49	3.99								
	ALDI	n/i														1.99	
	Associated	n/i										1.19					
	Big M Supermarkets	1893 Premium						1.99								1.99	
	Boyer Food Market	Hatfield								1.37	1.47		1.97				
	Bravo	n/i					1.99	2.49				1.19					
	C-Town	n/i					1.99	2.49				1.19					
	Family Owned	n/i					1.49	1.99								2.99	
	Fine Fare	n/i						1.99	2.99			1.29					
	Foodland	n/i						1.99								1.99	
	Foodtown	n/i		1.49			1.99	2.99				1.19					
	Giant Food Stores	Giant															2.49
	Great VALU Markets	n/i							1.99							1.99	3.49
	Grocery Outlet	n/i						1.79									
	Ideal Market	n/i						1.69	2.59							1.99	
	IGA SpartanNash	n/i						1.99	1.99	1.39		1.79					3.29
	IGA Stores NJ/PA	n/i						1.99	2.99								3.99
	Karn's Foods	n/i					1.25	1.69			1.99						3.49
	Key Food	n/i		1.29	1.49							0.99					
	Kuhn's Market	Chairman's Reserve														2.49	
	Landis Market	Hatfield						1.79									
	Martin's Food	Giant															2.49
	Pioneer Foods	n/i										1.19					
Price Chopper	n/i		1.99		3.99		1.99					1.99					
Price Rite	n/i						1.69					0.99					
Redner's	n/i						1.98			1.48	1.68	1.18					
Shop'n Save	n/i															3.49	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
PA <i>(cont)</i>	ShopRite	Smithfield													3.99		
	ShurSave	n/i	1.49														
		n/i					1.69			1.79							
		Hatfield	1.79	1.99													
		ShurSave - NE Penn	n/i						2.49								
		Sparkle Markets	Indiana Kitchen						2.29								
		The Fresh Market	n/i			5.99											
		Tops Markets	n/i							2.99							
		Walmart	Smithfield	1.59				2.29			2.49						
		Wegman's	n/i					1.74									
		Wegman's								6.99				15.99	organic		
		Wegman's					1.69	1.99						4.19			
	Weis Markets	Swift					2.49	2.49					1.49	3.88			
	Whole Foods MdAtl	n/i			7.99			7.99									
RI	Adams Market	n/i	1.79	1.99	2.99		1.59	1.99									
	ALDI	n/i												1.99			
	Associated	n/i									1.19						
	Bravo	n/i					1.99	2.49			1.19						
	Compare Foods	n/i							1.59		0.99						
	Dave's Marketplace	n/i			5.99	2.99		3.99						2.99			
	Price Rite	n/i					1.69				0.99						
	Seabra Foods	n/i			2.49			1.89			1.29			1.59	2.99		
	Shaw's	n/i								1.79							
		Smithfield				3.99		2.99	3.99								
	Stop & Shop	Stop & Shop												2.49			
	Walmart	n/i					1.74										
VT	AG New England	n/i								1.79			1.49		2.99		
	ALDI	n/i											1.99				
	Food City Market	n/i					1.77	1.99	1.59				0.99				
		Swift								2.99						w/ store card	
		Swift								3.49						w/o store card	
		Nature's Place												4.99	w/ store card		
		Nature's Place												5.99	w/o store card		
		Price Chopper	n/i	1.99		3.99		1.99				1.99					
	Shaw's	n/i							1.79								
		Smithfield					2.99	3.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

FRESH PORK

State	Supermarket	Label	Fresh Pork Leg Bone-in		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Whole	Half	Crown Roast	Loin		Center Cut		Boston Butt		Picnic				
						bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls			
VT (cont)	Tops Markets Walmart	n/i Smithfield n/i	1.59					2.29	2.99		2.49					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV																	
AL	ALDI	n/i							2.69						1.99		
	Bruce's Foodland	n/i															
	Cash Saver	n/i								0.90							
	Dollar General Mrkt	n/i													2.50		
	Food for Le\$\$	n/i					1.47				1.15						
	Food Giant	Prairie Fresh									0.98					2.98	
	Gateway Foodland	Tender Choice							2.29								
	Greer's Market	Swift					1.53				1.08					2.45	
	Harvey's	n/i									0.98						w/ store card
		n/i									2.99						w/o store card
	Hometown Market	n/i					1.99										
	Ingle's Markets	Ingle's					1.78										w/ store card
		Ingle's					3.98										w/o store card
	Kroger Atlanta	n/i					1.99				1.79					2.99	
	Kroger Nashville	n/i					1.99				1.69					3.99	
	Lucky's Supermarket	Prairie Fresh							1.99								
	Piggly Wiggly Hchn	n/i									0.99						
		Prairie Fresh											0.99				
	Piggly Wiggly Inc.	n/i	1.49				2.49		2.99		1.29						
	Piggly Wiggly JTM	n/i					1.69				1.19						
	Publix	Publix						3.99					0.99				
	Ramey's	Prairie Fresh															2.98
	Rouses	Rouses						3.99			1.49						2.99
	Shop-Rite	Tender Choice								2.29							
	Sprout's	n/i					1.67				1.69						3.49
	The Fresh Market	n/i						5.99									
	United Grocery	n/i					1.69						0.89				
	Vowell's	n/i					1.69		1.99								
	Walmart	n/i					1.74										
	Western Markets	n/i					1.99				1.49						2.99
	Winn-Dixie	Winn-Dixie					1.99										
		n/i						3.99									BOGO
FL	ALDI	n/i													1.99		
	Bravo	n/i										0.79					3.49
	Dollar General Mrkt	n/i													2.50		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions					
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls				
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls								
FL <i>(cont)</i>	Food Giant	Prairie Fresh								0.98						2.98					
	Fresco y Mas	n/i														1.78					
	Greer's Market	Swift														1.53					
	Harris Teeter	Smithfield														1.49					
	Harvey's	n/i														1.48					
	Hitchcock's	Hitchcock's						1.99								1.49	1.59	1.99			
	IGA Florida	n/i														1.39	0.99	2.99			
	Lucky's Market	n/i																2.99			
	Piggly Wiggly Hchn	n/i																0.99			
	Prairie Fresh	Prairie Fresh																0.99			
	Presidente	n/i																1.98	0.88		
	Publix	Publix			3.99														0.99		
	Sabor Tropical	n/i																	1.98	0.88	
	Safeway Florida	Smithfield																	2.99	1.99	
	n/i	n/i																	1.69		
	Scaff's Market	n/i	1.39																1.99	1.19	
	Seabra Foods	n/i																	1.99		
	Sedano's	n/i																	1.79		
	The Fresh Market	n/i																	5.99		
	Walmart	n/i																	1.74		
Whole Foods FL	n/i																	7.99			
Winn-Dixie	Winn-Dixie																	1.99			
n/i	n/i																	3.99	BOGO		
GA	ALDI	n/i																	1.99		
	Bi-Lo	Winn-Dixie																	1.99		
	n/i	n/i																	3.99	BOGO	
	Dollar General Mrkt	n/i																		2.50	
	Food Depot	n/i	1.47	1.47																1.18	
	Food Giant	Prairie Fresh																	0.98	2.98	
	Food Pride	n/i	1.69																0.99	1.29	
	Galaxy Food Centers	n/i																	0.98	1.68	
	Prairie Fresh	Prairie Fresh																		1.98	2.98
	Harris Teeter	Smithfield																	1.49	1.97	3.97
	Harvey's	n/i																	1.48	1.48	2.98
	n/i	n/i																		2.99	
H-Mart	n/i																			1.99	w/o store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
GA <i>(cont)</i>	IGA Food Stores	n/i					1.59				1.09		1.09			2.99	w/ store card w/o store card
	IGA Stores SthEast	n/i					1.68		1.98							2.98	
	Ingle's Markets	Ingle's					1.78										
		Ingle's					3.98										
	Kroger Atlanta	n/i					1.99			1.79						2.99	
	Lucky's Market	n/i							2.99								
	Piggly Wiggly Car.	Pig's Pride				1.48	1.99										
	Piggly Wiggly GA	n/i														2.99	
	Piggly Wiggly Hchn	n/i								0.99							
		Prairie Fresh											0.99				
	Piggly Wiggly JTM	n/i									1.19						
	Publix	Publix			3.99							0.99					
	Quality Foods	n/i				0.99	1.59		1.69			1.39					
	Shop-Rite	Tender Choice							2.29								
	Sprout's	n/i								1.69						3.49	
	The Fresh Market	n/i			5.99												
	United Grocery	n/i											0.89				
Walmart	n/i																
Wayfield's	n/i								1.49		1.29						
Winn-Dixie	Winn-Dixie																
	n/i			3.99												BOGO	
KY	ALDI	n/i												1.99		3.49	
	Cox IGA	Hormel					1.99			1.59	1.69				2.50		
	Dollar General Mrkt	n/i														3.18	
	E. W. James	n/i							2.99								
	Food Fair	n/i														2.98	
	Food Giant	Prairie Fresh								0.98							
	Food Rite	Food Rite					1.79										
	Foodland	Tyson					1.68										
		Tender Choice											1.69				
	Fresh Thyme	n/i														2.99	
	Galaxy Food Centers	n/i				0.98	1.68		1.98							2.98	
		Prairie Fresh															
	IGA Houchen's	Hormel					1.69			1.59							
IGA SpartanNash	n/i					1.99		1.99	1.39		1.79				3.29		
IGA Stores OH/KY	Prairie Fresh					1.59		1.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
KY (cont)	IGA Stores SthEast	n/i					1.68		1.98							2.98	
	Kroger Cincinnati	n/i								1.79						3.99	
	Kroger Delta	n/i					1.79									2.99	
	Kroger Louisville	n/i					2.49			1.79						3.99	
	Kroger MdAtlantic	n/i					1.69			1.79						2.99	
	Kroger Nashville	n/i					1.99			1.69						3.99	
	Lucky's Market	n/i							2.99								
	Meijer	n/i							1.99	1.49							
	Piggly Wiggly Hchn	n/i								0.99							
	Prairie Fresh												0.99				
	Remke Markets	n/i										1.99				2.88	
	SuperValu Stores	n/i															
	TC Grocery	n/i						1.49			1.29						
	The Fresh Market	n/i				5.99											
	United Grocery	n/i						1.69						0.89			
	ValuMarket	n/i						1.69			1.49						
Walmart	n/i						1.74										
Whole Foods MdAtl	n/i				7.99				7.99								
MS	AG Baton Rouge	Prairie Fresh					1.79			1.29							
	ALDI	n/i													1.99		
	Corner Market	Prairie Fresh								1.49							
		n/i					1.59										
	Dollar General Mrkt	n/i													2.50		
	Food Giant	Prairie Fresh								0.98						2.98	
	Greer's Market	Swift					1.53			1.08						2.45	
	Grocery Depot	n/i					1.45										
	Kroger Delta	n/i					1.79									2.99	
	Mac's Fresh Market	n/i					1.59			0.99							
		n/i								1.19							
	Piggly Wiggly Hchn	n/i								0.99							
	Prairie Fresh												0.99				
	Ramey's	Prairie Fresh														2.98	
	Rouses	Rouses				3.99				1.49						2.99	
	Superlo Foods	n/i				3.99				1.19							
The Fresh Market	n/i				5.99												
Vowell's	n/i						1.69		1.99								

w/ \$25 purchase; limit 1

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
MS <i>(cont)</i>	Walmart	n/i					1.74										
	Winn-Dixie	Winn-Dixie					1.99										
		n/i			3.99											BOGO	
NC	ALDI	n/i												1.99			
	Bi-Lo	Winn-Dixie					1.99									BOGO	
		n/i			3.99												
	Carlie C's IGA	n/i					1.68					1.18					
	Compare Foods	n/i	1.68	1.88			1.69		1.99			1.29					
	Dollar General Mrkt	n/i												2.50			
	Farm Fresh	Smithfield			4.99		2.49		3.99	1.29						2.99	
	Fresh Foods	n/i	1.49	1.69													
	Food Pride	n/i	1.69			0.99				1.29							
	Galaxy Food Centers	n/i				0.98	1.68		1.98								
		Prairie Fresh															2.98
	Great VALU Markets	n/i					1.69	1.99						2.49			
	Harris Teeter	Smithfield					1.49			1.97						3.97	
	Harvey's	n/i					1.48			1.48						2.98	
		n/i								2.99							w/o store card
	IGA Food Stores	n/i					1.59			1.09		1.09				2.99	
	IGA Stores SthEast	n/i					1.68		1.98							2.98	
	Ingle's Markets	Ingle's					1.78										w/ store card
		Ingle's					3.98										w/o store card
	Just \$ave Foods	Smithfield					1.68		1.98								
		Prairie Fresh															2.98
	Kroger MdAtlantic	n/i					1.69										
	Lowe's Foods	Smithfield							2.99	1.99		1.69					3.99
Piggly Wiggly Retail	n/i					1.69			0.99	1.49							
	n/i	1.49															frozen
Piggly Wiggly Stores	n/i	1.48	1.68		0.99	1.58											
Publix	Publix			3.99							0.99						
The Fresh Market	n/i			5.99													
United Grocery	n/i					1.69							0.89				
Walmart	n/i					1.74											
SC	ALDI	n/i												1.99			
	Bi-Lo	Winn-Dixie					1.99										
		n/i			3.99											BOGO	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
SC <i>(cont)</i>	Dollar General Mrkt	n/i												2.50			
	Galaxy Food Centers	n/i				0.98	1.68		1.98								
		Prairie Fresh														2.98	
	Harris Teeter	Smithfield					1.49			1.97						3.97	
	Harvey's	n/i					1.48			1.48						2.98	
		n/i								2.99							w/o store card
	IGA Food Stores	n/i					1.59			1.09		1.09				2.99	
	IGA Stores SthEast	n/i					1.68		1.98							2.98	
	Ingle's Markets	Ingle's					1.78										w/ store card
		Ingle's					3.98										w/o store card
	Kroger Atlanta	n/i					1.99			1.79						2.99	
	Lowe's Foods	Smithfield								2.99	1.99	1.69				3.99	
	Piggly Wiggly Car.	Pig's Pride					1.48	1.99									
	Publix	Publix			3.99							0.99					
Quality Foods	n/i					0.99	1.59		1.69		1.39						
The Fresh Market	n/i			5.99													
Walmart	n/i						1.74										
TN	ALDI	n/i												1.99			
	Cash Saver	n/i								0.90							
	Cash Saver TC	n/i					1.38			0.94							
	Chappell's	Swift														2.99	
	Dollar General Mrkt	n/i												2.50			
	E. W. James	n/i														3.18	
	Food Country USA	Butcher's Best					1.88										
	Food Giant	Prairie Fresh								0.98						2.98	
	Food Rite	Food Rite					1.79										
	H.G. Hill	n/i					1.69		1.89								
	IGA Houchen's	Hormel					1.69			1.59							
	IGA Stores OH/KY	Prairie Fresh					1.59		1.99								
	IGA Stores SthEast	n/i					1.68		1.98							2.98	
	Ingle's Markets	Ingle's					1.78										w/ store card
		Ingle's					3.98										w/o store card
	Kroger Delta	n/i					1.79									2.99	
	Kroger MdAtlantic	n/i					1.69										
Kroger Nashville	n/i					1.99			1.69						3.99		
Lucky's Supermarket	Prairie Fresh								1.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
TN <i>(cont)</i>	Osborne's	n/i								0.99								
	Publix	Publix			3.99							0.99						
	Shop-Rite	Tender Choice						2.29										
	Sprout's	n/i					1.67			1.69						3.49		
	Superlo Foods	n/i			3.99					1.19								
	TC Grocery	n/i					1.49			1.29								
	The Fresh Market	n/i			5.99													
	United Grocery	n/i					1.69						0.89					
	Walmart	n/i					1.74											
VA	ALDI	n/i												1.99				
	Associated	n/i										1.19						
	Dollar General Mrkt	n/i													2.50			
	Farm Fresh	Smithfield			4.99		2.49		3.99	1.29							2.99	
	Food Country USA	Butcher's Best					1.88											
	Galaxy Food Centers	n/i				0.98	1.68		1.98									
		Prairie Fresh															2.98	
	Giant Food	Giant															2.49	
	Great VALU Markets	n/i					1.69	1.99						2.49				
	Harris Teeter	Smithfield					1.49			1.97							3.97	
	H-Mart	n/i										1.99						
	IGA Stores SthEast	n/i					1.68		1.98								2.98	
	Ingle's Markets	Ingle's					1.78										w/ store card	
		Ingle's					3.98											w/o store card
	Kroger MdAtlantic	n/i					1.69											
	Lowe's Foods	Smithfield							2.99	1.99		1.69					3.99	
	Martin's Food	Giant															2.49	
	Piggly Wiggly Retail	n/i					1.69			0.99	1.49							
		n/i	1.49															frozen
	Piggly Wiggly Stores	n/i	1.48	1.68		0.99	1.58											
	Price Rite	n/i					1.69					0.99						
Publix	Publix			3.99							0.99							
Safeway Eastern	Smithfield							2.99	1.99							3.99		
	n/i					1.69												
Shop'n Save	n/i															3.49		
Shoppers Food	Smithfield					1.69					1.69					2.99		
The Fresh Market	n/i			5.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
VA <i>(cont)</i>	Walmart	n/i					1.74										
	Wegman's	Wegman's									6.99					15.99	organic
	Wegman's	Wegman's					1.69		1.99							4.19	
	Weis Markets	Swift						2.49	2.49					1.49		3.88	
	Whole Foods MdAtl	n/i			7.99				7.99								
WV	ALDI	n/i													1.99		
	Dollar General Mrkt	n/i													2.50		
	Food Fair	n/i							2.99								
	Foodland	Tyson					1.68								1.69		
		Tender Choice															
	Galaxy Food Centers	n/i				0.98	1.68		1.98								
		Prairie Fresh														2.98	
	Great VALU Markets	n/i					1.69	1.99							2.49		
	IGA Stores SthEast	n/i					1.68		1.98							2.98	
	Kroger MdAtlantic	n/i					1.69										
	Martin's Food	Giant														2.49	
	Piggly Wiggly Stores	n/i	1.48	1.68		0.99	1.58										
	Riesbeck's	n/i	1.99						2.99	2.99							
	Shop'n Save	n/i														3.49	
	Sparkle Markets	Indiana Kitchen								2.29							
Walmart	n/i					1.74											
Weis Markets	Swift							2.49	2.49				1.49		3.88		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI																	
IA	Affiliated MW	n/i								1.28							
	Hormel									1.39							
	ALDI	n/i											1.99				
	Family Fare	Open Acres								1.99							
	Family Foods	n/i													3.19		
	Fareway	n/i							1.49	2.59							
	Fishers Jack & Jill	n/i					1.29										
	Food Pride	n/i					1.78										
	Hometown Foods	n/i								1.99							
	Hy-Vee	Hormel								1.59	2.99	1.99				3.99	
		n/i										3.99					
		Blue Ribbon					3.99				2.99						
		Chef's Prime									2.99						
	Jewel-Osco	n/i								1.29							
		Hormel					3.99				2.99						
	Lucky's Market	n/i									2.99						
	Maynard's	n/i															
	No Frills	Open Acres															
	Price Chopper	n/i															
	Quillin's	Farmland															
	Hormel									1.79	1.99				2.99		
Sunshine Foods	n/i																
Super Saver	Smithfield									1.58	2.68	1.28				local	
Thriftway Stores	n/i										2.49	0.99					
Walmart	n/i										1.74						
Whole Foods MW	n/i					7.99	6.99				7.99						
IL	Affiliated MW	Hormel								1.69							
	ALDI	n/i												1.99			
	Angelo Caputo's	n/i	1.29	1.29							2.29				2.59		
	Berkot's	n/i					1.99				2.49						
	Brookhaven	n/i											1.49				
		Indiana Kitchen										1.79	1.99				
	Butera Market	n/i										1.89				limit 2	
		n/i		0.99	1.29	2.99							1.39	0.99			
Cermak Produce	n/i											1.99	1.69				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
IL <i>(cont)</i>	County Market - NFI	n/i							2.99									
	Cub Foods	n/i							2.99									
	Dierberg's	Dierberg's														2.99		
	El Guero	n/i								1.79								
		n/i								0.99							limit 20 lbs.	
	Fairplay Foods	n/i			3.49			1.99	2.29	1.29	1.49	1.49				2.99		
	Fareway	n/i									1.49							
	Fishers Jack & Jill	n/i					1.29											
	Food 4 Less	n/i		0.97									0.97					
	Food Pride	n/i					1.78											
	Garden Fresh Market	n/i			3.99									1.49				
	Heinen's	Heinen's														3.49		
	Hy-Vee	Hormel							1.59			1.99				3.99		
		n/i										3.99						
		Blue Ribbon			3.99													
		Chef's Prime																
		Hormel																
	IGA Houchen's	Hormel																
	Jewel-Osco	n/i																
		Hormel			3.99													
		n/i																
	Jimenez	n/i																
	Kirby Foods IGA	Hormel																
	Kroger Central	n/i																
	Kroger Louisville	n/i																
	La Chiquita	n/i		1.49														
	Mariano's	n/i																antibiotic-free
	Meijer	n/i																
	Pete's Market	n/i		0.99	1.19	3.99												3.49
Piggly Wiggly MW	Smithfield				3.49			1.99	2.49	1.39	1.59						3.49	
Schuetz's	n/i																	
Seafood City	n/i																	
Shop & Save Mrkt	n/i				2.49					1.79	1.49	1.29	2.19				2.49	
Shop'n Save	n/i																3.99	
	Prairie Fresh																	
Strack & VanTil	Smithfield				4.99			1.39	2.49		2.39			2.99			3.99	
Sullivan's	n/i								1.99	2.19	0.99							
Sunset Foods	Sunset				3.99												3.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
IL <i>(cont)</i>	The Fresh Market	n/i			5.99													
	Tony's Finer Foods	n/i	0.99						2.49	1.49		0.99				3.49		
	Treasure Island	n/i			5.99					1.99								
	Berkshire					12.99												
	Ultra Foods	n/i					1.29					1.28						
	Smithfield							2.98	2.98	1.88								
	Valli Produce	n/i	0.99		2.49		1.99		2.99	1.49	1.99	0.99		1.29		3.99		
	Walmart	n/i					1.74											
Whole Foods MW	n/i			7.99	6.99				7.99									
IN	Al's Supermarket	n/i							3.29						1.99	4.99		
	ALDI	n/i													1.99			
	Dollar General Mrkt	n/i													2.50			
	Food 4 Less	n/i		0.97							1.79	0.97						
	Harding's	Harding's							1.89	1.49								
	Harvest Supermarket	Indiana Kitchen					1.69		1.99									
	Holiday Foods	n/i					1.79				1.09		1.09					
	IGA Houchen's	Hormel					1.69				1.59							
	IGA SpartanNash	n/i					1.99		1.99	1.39		1.79				3.29		
	IGA Stores OH/KY	Prairie Fresh					1.59		1.99									
	Jay C Foods	n/i					1.79											
	Jewel-Osco	n/i					1.29											
	Hormel				3.99				2.99		1.69							
	Kirby Foods IGA	Hormel									1.59							
	Kroger Central	n/i					1.49											
	Kroger Cincinnati	n/i									1.79						3.99	
	Kroger Louisville	n/i					2.49				1.79						3.99	
	Lucky's Market	n/i								2.99								
	Marsh	n/i			4.98					4.98							3.99	
	Martin's Super Market	Martin's			4.99													
	Meijer	n/i								1.99	1.49							
	Millers Markets	Seaboard Farms					1.49	2.49			1.39							
	New Market	n/i															3.99	
	Strack & VanTil	Smithfield			4.99		1.39		2.49			2.39			2.99		3.99	
	The Fresh Market	n/i			5.99													
	Ultra Foods	n/i					1.29						1.28					
	Smithfield								2.98	2.98	1.88							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
IN <i>(cont)</i>	Walmart	n/i					1.74										
	Wesselman's	n/i							2.49								
	Whole Foods MW	n/i			7.99	6.99			7.99								
MI	Affiliated MW	Hormel					1.69			1.39							
	ALDI	n/i												1.99			
	Busch's	n/i													2.99		
	Valley View Farms									1.89							
	County Market	n/i												1.99			
	Food Pride	n/i					1.99	1.99	1.39		1.79				3.29		
	Glory Supermarket	n/i							0.88								
	Harding's	Harding's							1.89	1.49							
	Hollywood Markets	n/i			4.59												
	Kroger Central	n/i					1.49										
	Kroger Michigan	n/i					1.79			1.79							
	Lucky's Market	n/i								2.99							
	Martin's Super Market	Martin's			4.99												
	Meijer	n/i							1.99	1.49							
	Millers Markets	Seaboard Farms					1.49	2.49		1.39							
	Pat's Foods IGA	n/i								1.79					1.99		
	Plumbs/Duthlers	n/i								1.88							
	Polly's Market	n/i											1.89				
	Ric's Food Center	n/i								2.99							
	Spartan Stores	n/i								1.29						3.49	
Super One Foods	Smithfield							1.97	1.66								
Tadych's	Smithfield							1.89							2.99		
Toms/Oleson's	n/i								1.99	1.48	1.99				2.99		
Farmland				2.99													
Valuland	n/i													1.49			
Walmart	n/i								1.74								
Whole Foods MW	n/i				7.99	6.99			7.99								
MN	Affiliated MW	n/i								1.28							
	ALDI	Hormel					1.89			1.49	1.99				1.79		
	Cash Wise Foods	Prairie Fresh Compart Duroc								1.98					1.99		
								3.98									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
MN <i>(cont)</i>	Coborn's	Prairie Fresh							1.98								
		Compart Duroc					3.98										
	County Market	n/i												1.99			
	Cub Foods	n/i							2.99								
	Econofoods	Open Acres										1.99					
	Family Fare	Open Acres								1.99							
	Fareway	n/i					1.49		2.59								
	Food Pride	n/i					1.99		1.99	1.39		1.79				3.29	
	Hornbacher's	Hormel														3.99	
	Hugo's	Hormel															
	Hy-Vee	Hormel						1.59		2.99	1.99					3.99	
		n/i							3.99								
		Blue Ribbon			3.99					2.99							
		Chef's Prime								2.99							
	Kowalski's	n/i			5.99	4.99										7.99	antibiotic-free
	Lunds & Byerlys	n/i								5.99							
	Maynard's	n/i									1.19						
	Quillin's	Farmland									1.49						
		Hormel						1.79		1.99						2.99	
	Sun Mart	Open Acres									1.99						
Sunshine Foods	n/i									1.49							
Super One Foods	Smithfield						1.97	1.66									
	Farmland			2.99													
SuperValu Stores	Hormel			2.99					2.29					1.99			
	n/i										1.99						
Teals Market	Smithfield									1.69							
Walmart	n/i						1.74										
Whole Foods MW	n/i			7.99	6.99				7.99								
ND	Affiliated MW	Hormel					1.69			1.39							
	Albertsons Mntn	n/i			2.99		1.99		3.99	2.99	1.99				3.99		
	Cash Wise Foods	Prairie Fresh							1.98								
		Compart Duroc						3.98									
	Dan's	Open Acres								1.99							
	Family Fare	Open Acres								1.99							
	Food Pride	n/i					1.99		1.99	1.39	1.79				3.29		
Hornbacher's	Hormel													3.99			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
ND <i>(cont)</i>	Hugo's	Hormel						2.48										
	Leever's Foods	Hormel					1.89					1.79						
	Millers Fresh Foods	Hormel						2.19				1.49						
	SuperValu Stores	Hormel			2.99			2.29					1.99					
	Teals Market	Smithfield								1.69								
	Walmart	n/i					1.74											
NE	Affiliated MW	n/i								1.28								
		Hormel					1.69			1.39								
	ALDI	n/i												1.99				
	Apple Markets	Smithfield							2.49	1.19						2.99		
	Baker's	n/i					1.79						0.99					
	Family Fare	Open Acres									1.99							
	Fareway	n/i					1.49			2.59								
	Food Pride	n/i					1.99			1.99	1.39		1.79				3.29	
	Hy-Vee	Hormel					1.59			2.99		1.99					3.99	
		n/i							3.99									
		Blue Ribbon			3.99					2.99								
		Chef's Prime								2.99								
	No Frills	Open Acres									1.99							
	Russ's Market	Smithfield				1.99				2.99	1.49							
	Safeway Denver	n/i					2.49	2.49	2.99	1.99		1.49					3.99	
	Sun Mart	Open Acres									1.99							
Super Saver	Smithfield					1.58			2.68	1.28						local		
Thriftway Stores	n/i								2.49	0.99								
Walmart	n/i					1.74												
OH	Acme Fresh Mrkt	Acme						2.99	2.59		2.49						w/ store card	
		Acme						4.59	4.99		3.49						w/o store card	
	ALDI	n/i												1.99				
	Buehler's	Chairman's Reserve														3.99		
	Chief Supermarkets	n/i					1.79	2.49		1.79		1.49		1.99		3.49		
	Dave's Market	n/i										1.39						
		Indiana Kitchen									BOGO							
	Dollar General Mrkt	n/i													2.50			
Fisher's Foods	Fisher's								1.89									
Food Fair	n/i								2.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
OH <i>(cont)</i>	Fresh Encounter	n/i					1.79	2.49			1.79		1.49		1.99	3.49		
	Geyer's	n/i						1.89	1.99	1.69					1.69			
	Heinen's	Heinen's														3.49		
	IGA SpartanNash	n/i					1.99		1.99	1.39		1.79				3.29		
	IGA Stores OH/KY	Prairie Fresh					1.59		1.99									
	Kroger Central	n/i					1.49											
	Kroger Cincinnati	n/i								1.79						3.99		
	Kroger MdAtlantic	n/i					1.69											
	Lucky's Market	n/i									2.99							
	Marsh	n/i			4.98						4.98					3.99		
	Meijer	n/i									1.99	1.49						
	Millers Markets	Seaboard Farms					1.49	2.49			1.39							
	Piggly Wiggly Stores	n/i	1.48	1.68		0.99	1.58											
	Remke Markets	n/i															2.88	
	Riesbeck's	n/i	1.99						2.99	2.99							3.49	
	Shop'n Save	n/i																
	Sparkle Markets	Indiana Kitchen								2.29								
	SuperValu Stores	Seaboard Farms					1.79	1.89			1.69	1.89			1.99			
		n/i											1.99					
The Fresh Market	n/i			5.99														
Thorne's	Hormel								1.69						1.99			
Walmart	n/i					1.74												
Weis Markets	Swift							2.49	2.49				1.49			3.88		
Whole Foods MdAtl	n/i			7.99					7.99									
SD	Affiliated MW	n/i								1.28								
		Hormel					1.69			1.39								
	ALDI	n/i												1.99				
	Buche Foods	n/i					1.98			1.38								
	Coborn's	Prairie Fresh							1.98									
		Compart Duroc							3.98									
	Fareway	n/i					1.49		2.59									
	Hy-Vee	Hormel					1.59		2.99		1.99					3.99		
		n/i							3.99									
	Blue Ribbon			3.99					2.99									
	Chef's Prime								2.99									
IGA Markets	n/i								2.29					1.99				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
SD <i>(cont)</i>	Ken's Super Fair	Hormel					1.75											
		Farmland								1.19								
	Lynn's Dakotamart	Smithfield							1.99									
	Maynard's	n/i								1.19								
	Safeway Denver	n/i					2.49	2.49	2.99	1.99		1.49				3.99		
	Sunshine Foods	n/i								1.49								
	SuperValu Stores	n/i										1.99						
	Teals Market	Smithfield								1.69								
Walmart	n/i					1.74												
WI	Affiliated MW	n/i								1.28								
		Hormel								1.39								
	ALDI	n/i													1.99			
	Cermak Produce	n/i								1.99		1.69					2.99	
	County Market	n/i													1.99			
	Festival Foods	n/i				4.48									2.98		2.98	
	Food Pride	n/i							1.99	1.39		1.79					3.49	
	Fox Bros.	Smithfield				3.69				2.69	1.59	1.79					3.69	
	Hansen's IGA	Hormel				2.98									1.68			
	Hy-Vee	Hormel									1.99						3.99	
		n/i																
		Blue Ribbon				3.99				2.99								
		Chef's Prime								2.99								
	Marketplace Foods WI	Prairie Fresh								1.98								
		Compart Duroc																
	Meijer	n/i								1.99	1.49							
	Pat's Foods IGA	n/i									1.79					1.99		
	Pick'n Save/Copps	n/i				2.99		1.49	3.49	2.99						2.99		
	Piggly Wiggly MW	Smithfield				3.49		1.99		2.49	1.39	1.59						3.49
	Quillin's	Farmland									1.49							
	Hormel																2.99	
Sendik's	Sendik's									1.99								
Sentry Foods	n/i				5.99	3.99		2.19	2.49	1.19							2.99	
Shurfine Food Centers	Smithfield								1.98									
Super One Foods	Smithfield								1.97	1.66								
	Farmland				2.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts					Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in	bnls		
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
WI <i>(cont)</i>	SuperValu Stores	Hormel n/i			2.99				2.29						1.99		
	Tadych's	Smithfield					1.89									2.99	
	The Fresh Market	n/i			5.99												
	Trig's	Smithfield			4.99			2.29									
	Walmart	n/i					1.74										
	Whole Foods MW	n/i			7.99	6.99			7.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																	
AR	Albertsons Houston	n/i								1.49		1.29		1.29			
	ALDI	n/i												1.99			
	Cash Saver TC	n/i								0.94							
	Cranford's	n/i								0.98							
	Dollar General Mrkt	n/i												2.50			
	Edward's	n/i															
	Food Giant	Prairie Fresh								0.98					2.98		
	G&W Foods	n/i			2.88					0.98						limit 2	
		Seaboard Farms													3.88		
	Harps Foods	Harp's				1.19	1.99	1.99	1.99	1.69			1.19	1.99	2.99		
	Hays Supermarkets	Prairie Fresh								1.48					2.98		
	Kroger Delta	n/i								1.79					2.99		
	Mac's Fresh Market	n/i								1.59						w/ \$25 purchase; limit 1	
		n/i															
	Piggly Wiggly Hchn	n/i															
		n/i															
		Prairie Fresh											0.99				
	Rehkopf's	n/i															
	Super 1 Foods	Hormel							2.97								
	TC Grocery	n/i								1.79							
	The Fresh Market	n/i			5.99												
	Walmart	n/i															
	Whole Foods SW	n/i			6.99	6.99			7.49								
AZ	Affiliated MW	n/i								1.28							
	Albertsons SW	n/i								0.99			0.88	1.69			
	Basha's	n/i							2.99	1.79							
	El Super	Swift	0.79	0.79			1.89					1.49	1.29				
	Food City	n/i											0.77			limit 2	
	Fry's	n/i					1.67			1.79					3.49		
	IGA Family	n/i		0.89									0.89				
	Los Altos	n/i	0.75							0.99		1.69	0.84				
	Lowe's Stores	n/i						2.79	0.99								
	Safeway SW	n/i										0.99				limit 1	
		n/i					1.67										
	Smart & Final	Farmer John						1.99	1.49			0.99			2.99		
	Smith's	n/i					1.79		1.79						1.69		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
AZ <i>(cont)</i>	Sprout's	n/i					1.67					1.69				3.49		
	Walmart	n/i					1.74											
	Whole Foods SthPac	n/i	4.99	4.99	7.99			7.99	7.99			4.99				11.99	antibiotic-free	
		n/i			10.99												organic	
CO	Affiliated Foods	n/i					2.29							1.19				
	Affiliated MW	n/i									1.28							
	Hormel						1.69				1.39							
	Albertsons Mntn	n/i			2.99		1.99		3.99	2.99		1.99				3.99		
	Associated Food	n/i								1.59						2.99		
		n/i								1.49								
	Food King	n/i								0.84								
	King Soopers	n/i					2.49				1.79							
	Lowe's Stores	n/i							2.79	0.99								
	Lucky's Market	n/i							3.99								antibiotic-free	
	Ridley's	n/i					1.58				1.47							
	Safeway Denver	n/i					2.49	2.49	2.99	1.99		1.49				3.99		
	Sprout's	n/i					1.67				1.69					3.49		
	Sun Mart	Open Acres									1.99							
Walmart	n/i					1.74												
Whole Foods Mntn	n/i			6.99	7.99				7.99									
KS	Affiliated Foods	n/i					2.29							1.19				
	Affiliated MW	n/i								1.28								
	Hormel						1.69			1.39								
	ALDI	n/i												1.99				
	Apple Markets	Smithfield							2.49	1.19						2.99		
	Country Mart	Smithfield									1.19							
	Dillon's	n/i					1.79						0.99					
	Dollar General Mrkt	n/i												2.50				
	Food Pride	n/i					1.78											
	G&W Foods	n/i			2.88						0.98							
		Seaboard Farms															3.88	limit 2
	Harp's Foods	Harp's				1.19	1.99	1.99	1.99	1.69				1.19	1.99	2.99		
	Hay's	Prairie Fresh								1.48								
Hen House	n/i														3.99			
	Prairie Fresh								2.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions		
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls	
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls					
KS <i>(cont)</i>	Hy-Vee	Hormel					1.59		2.99		1.99					3.99		
		n/i						3.99										
		Blue Ribbon			3.99				2.99									
		Chef's Prime							2.99									
	Lowe's Stores	n/i							2.79	0.99								
	Price Chopper	n/i					1.49		1.99							2.99		
	Sprout's	n/i					1.67				1.69					3.49		
	Sun Fresh	n/i														2.99		
		Smithfield								2.49								
	Thriftway Stores	n/i								2.49	0.99							
Walmart	n/i						1.74											
Whole Foods Mntn	n/i			6.99	7.99				7.99									
Woods Supermarket	Prairie Fresh			3.99					1.69						2.19			
LA	AG Baton Rouge	Prairie Fresh					1.79			1.29								
	Albertsons Houston	n/i								1.49		1.29		1.29		1.99		
	ALDI	n/i																
	Breaux Mart	n/i	1.29					1.89										
	Brookshire Bros.	Swift								1.00							w/ \$20 purchase; limit 1	
		Swift								1.69							w/ \$20 purchase; limit 2	
	Dollar General Mrkt	n/i													2.50			
	Kroger Texas	n/i					1.49			1.49								
	Mac's Fresh Market	n/i					1.59			0.99							w/ \$25 purchase; limit 1	
		n/i								1.19								
	Market Basket	Swift														3.99		
	Ramey's	Prairie Fresh														2.98		
	Rouses	Rouses			3.99						1.49					2.99		
	Shoppers Value	n/i				0.98	1.68				0.98							
	Super 1 Foods	Hormel								2.97								
The Fresh Market	n/i			5.99														
Walmart	n/i						1.74											
Whole Foods SW	n/i			6.99	6.99				7.49									
Winn-Dixie	Winn-Dixie						1.99											
	n/i			3.99												BOGO		
MO	Affiliated MW	Hormel					1.69			1.39								
	ALDI	n/i													1.99			
	Apple Markets	Smithfield							2.49	1.19						2.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
MO <i>(cont)</i>	C&R Supermarkets	Hormel					1.47								1.69		
	Cash Saver TC	n/i					1.38				0.94						
	County Market - NFI	n/i							2.99								
	Country Mart	Smithfield											1.19				
	Dierberg's	Dierberg's														2.99	
	Food Giant	Prairie Fresh									0.98					2.98	
	G&W Foods	n/i			2.88						0.98						limit 2
		Seaboard Farms														3.88	
	Gerbe's	n/i						1.79						0.99			
	Harps Foods	Harp's				1.19	1.99	1.99	1.99	1.69				1.19	1.99	2.99	
	Harter House	n/i							2.99	1.99	2.99						
	Hays Supermarkets	Prairie Fresh									1.48					2.98	
	Hen House	n/i														3.99	
		Prairie Fresh								2.99							
	Hy-Klas Foods	n/i								2.49	0.99						
	Hy-Vee	Hormel						1.59		2.99		1.99				3.99	
		n/i							3.99								
		Blue Ribbon			3.99					2.99							
		Chef's Prime								2.99							
	Kroger Central	n/i						1.49									
	Kroger Delta	n/i						1.79								2.99	
	Lucky's Market	n/i							3.99								antibiotic-free
	Moser's	n/i								2.49			1.19			2.99	
	Prenger Foods	n/i								2.49	1.27					2.99	
	Price Chopper	n/i						1.49		1.99						2.99	
	Shop'n Save	n/i									1.49					3.99	
		Prairie Fresh									1.49						
	Sprout's	n/i						1.67			1.69					3.49	
	Sun Fresh	n/i														2.99	
		Smithfield								2.49							
	TC Grocery	n/i						1.79			0.99						
	TC Markets	Top Choice						1.69		2.19							
Thriftway Stores	n/i								2.49	0.99							
Walmart	n/i						1.74										
Whole Foods MW	n/i			7.99	6.99				7.99								
Woods Supermarket	Prairie Fresh			3.99			1.69		2.79					2.19			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
NM	Affiliated Foods	n/i					2.29							1.19			
	Albertsons SW	n/i								0.99				0.88	1.69		
	Basha's	n/i							2.99	1.79							
	El Super	Swift	0.79	0.79			1.89						1.49	1.29			
	Food King	n/i								0.84							
	John Brooks	n/i					2.29							1.09	1.79		
	King Soopers	n/i					2.49										
	Lawrence Bros.	n/i															
	Lowe's Stores	n/i							2.79	0.99							
	Safeway Denver	n/i					2.49	2.49	2.99	1.99		1.49					3.99
	Smith's	n/i					1.79			1.79							1.69
	Sprout's	n/i					1.67			1.69							3.49
	Walmart	n/i					1.74										
	Whole Foods Mntn	n/i			6.99	7.99			7.99								
OK	Affiliated Foods	n/i					2.29							1.19			
	Affiliated MW	Hormel					1.69			1.39							
	ALDI	n/i													1.99		
	Buy for Le\$\$	Chairman's Reserve					1.49										
		n/i								1.19							
	Country Mart	Smithfield									1.19						
	Dollar General Mrkt	n/i														2.50	
	Harps Foods	Harp's					1.19	1.99	1.99	1.99	1.69			1.19	1.99		2.99
	Market Square	n/i						2.39						0.99	1.49		
	Nichol's	n/i								1.99	0.99				1.69		
	Reasor's	Reasor's								1.98							
		Red Bud Farms								2.78							
	Rehkopf's	n/i						1.59									
	Sprout's	n/i						1.67			1.69						3.49
	Super C Mart	Hormel						1.49							1.49		
	The Fresh Market	n/i			5.99												
Walmart	n/i						1.74										
Whole Foods SW	n/i			6.99	6.99			7.49									
TX	Affiliated Foods	n/i					2.29							1.19			
	Albertsons Houston	n/i								1.49		1.29		1.29			
	Albertsons SW	n/i								0.99				0.88	1.69		
	ALDI	n/i													1.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
TX <i>(cont)</i>	Arlan's Market	n/i												0.99			
	Brookshire Bros.	Swift							1.00								w/ \$20 purchase; limit 1
		Swift						1.69									w/ \$20 purchase; limit 2
	Cash Saver TX	n/i						1.68	0.95								
	El Rancho	n/i	0.88						0.98								
	El Rio Grande	n/i						1.99	0.99								
		n/i										0.79					w/ \$10 purchase; limit 2
	El Super	Swift	0.79	0.79				1.89				1.49	1.29				
	Elrod's	n/i							0.98	2.38							
	Fiesta Mart	n/i						1.77	1.47		1.37						
	Foodarama	n/i							1.19								
	El Rio Grande	n/i							0.89								w/ \$10 purchase; limit 1
	<i>(continued)</i>	n/i							0.84								
	H-E-B	n/i						1.97	1.00								
	H-Mart	n/i								1.88							
	Junior's	n/i							0.88		0.88			0.99			
	Kroger Texas	n/i						1.49	1.49								
	La Fiesta	n/i							1.00								limit 4
		n/i							1.77	1.27				0.77			
	Lawrence Bros.	n/i							1.19								
	Lowe's Stores	n/i							2.79	0.99							
	Malone's	n/i							0.79								w/ \$10 purchase; limit 1
		n/i							0.99								
	Market Basket	Swift														3.99	
	Market Square	n/i							2.39					0.99	1.49		
	Porter's Grocery	n/i							2.29					0.99	1.79		
	Randall's	Smithfield							1.49	1.99	1.49	1.99					2.99
	Rehkopf's	n/i							1.59								
	Sellers Bros.	n/i									0.79						w/ \$20 purchase; limit 1
		n/i									1.19						
Sprout's	n/i							1.67		1.69						3.49	
Sun Fresh Market	n/i									1.19							
Super 1 Foods	Hormel								2.97								
Tom Thumb	n/i							1.49		1.49						3.99	
United Supermarkets	Smithfield				3.49				3.49	0.98							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
TX	Walmart	n/i					1.74										
<i>(cont)</i>	Whole Foods SW	n/i			6.99	6.99			7.49								
UT	Albertsons Mntn	n/i			2.99		1.99		3.99	2.99		1.99				3.99	
	Associated Food	n/i								1.59						2.99	
		n/i								1.49							
	Smithfield	Smithfield								BOGO							
	Fresh Market	Smithfield						1.99	BOGO							3.49	
	Harmon's	n/i														2.99	
	King Soopers	n/i					2.49			1.79							
	Rancho Market	n/i								1.79							
	Ream's	n/i					1.49										
	Ridley's	n/i					1.58			1.47							
	Smith's	n/i					1.79			1.79						1.69	
	Sprout's	n/i					1.67			1.69						3.49	
	Stoke's Market	n/i					1.79			1.49							
	Walmart	n/i					1.74										
	Whole Foods Mntn	n/i			6.99	7.99			7.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
SOUTHWESTERN U.S. - CA,HI,NV																	
CA	Albertsons SoCal	Farmer John							2.99	1.99	2.49	1.49				3.99	local
	ALDI	n/i													1.99		
	Arteaga	n/i								1.49							
	Baja Ranch	n/i								1.49							
	Big Saver	n/i	1.29				1.99										
	Cardenas	n/i	0.69									1.47					
	Chavez	n/i						2.49	1.99								
	Dollar General Mrkt	n/i													2.50		
	El Super	Swift	0.79	0.79			1.89					1.49	1.29				
	Food 4 Less	n/i	0.67							1.49		1.49					
	Food 4 Less Cvalley	n/i								0.85							
	Food Maxx	n/i					1.49			0.99							
	Food Source	n/i						1.98				1.18					
	Foodland Mercado	n/i										1.29	1.78	0.99			
	Grocery Outlet	n/i					1.79										
	Holiday Market	Prairie Fresh					1.99		2.99							3.99	
	H-Mart	n/i									2.99						
	Island Pacific	n/i									1.79						
	Jons Marketplace	Farmer John				0.99						1.19					
	K.V. Mart	n/i	0.79				1.69					1.49	0.69				
	Lola's Market	n/i								1.99		1.49					
	Lucky Stores	n/i								0.88							
	Lunardi's	n/i				4.00											
	Mar-Val Foods	n/i				4.99				1.48	1.89						
	Mi Pueblo	n/i							2.49								
	Murphy's Market	n/i							3.49		1.99						
	Northgate	Farmer John					2.99					0.99	0.99				
	Pavilions	Farmer John							2.99							3.99	local
		n/i				4.99				1.79						3.99	
	Rancho San Miguel	n/i	0.99							1.29							
	Ray's Food Place	Smithfield														3.99	
	Rio Ranch	Smithfield	1.29	1.49								1.49					
	R-N Markets	n/i					1.27			0.97							
	R Ranch	n/i										1.49					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
CA <i>(cont)</i>	Safeway NorCal	Open Nature						4.99									antibiotic-free
		Farmer John					1.99			1.99							
	Save Mart	n/i								0.99						1.59	
	Seafood City	n/i					2.49					1.29					
	Select Markets	n/i			2.99							1.99					
	SK Super King	n/i	0.99	0.99			1.79										
	Smart & Final	Farmer John							1.99	1.49		0.99					2.99
	Sprout's	n/i					1.67			1.69							3.49
	Stater Bros.	Farmer John								2.99	2.99	0.99					
	Super A Foods	n/i								1.29		1.29	2.29				
	Superior Grocers	n/i	0.99	0.99					1.79				1.79				
	The Fresh Market	n/i			5.99												
	Vallarta	n/i	1.29				1.99			1.59			1.49				
	Vons	Farmer John								2.99	1.99		1.49				local
	Walmart	n/i					1.74										
Whole Foods NorCal	n/i			9.99	9.99												
	American Homestead	4.49															
Whole Foods SthPac	n/i	4.99	4.99	7.99			7.99	7.99		4.99						11.99	antibiotic-free organic
	n/i			10.99													
HI	Don Quijote	Hormel								1.99							
	Foodland	n/i							1.19								
	Island Grocery	n/i								1.69							
	KTA Super Store	n/i															
	Safeway NorCal	Open Nature								5.99							antibiotic-free
		Farmer John					2.99			2.99							
	Tamura's Market	n/i								1.29							
	Times Supermarkets	Tender Choice						2.29	2.99	1.39							limit 2
	Tender Choice								0.99								
Whole Foods SthPac	n/i	4.99	4.99	7.99			7.99	7.99		4.99						11.99	antibiotic-free organic
	n/i			10.99													
NV	Albertsons Mntn	n/i			2.99		1.99		3.99	2.99		1.99				3.99	
	Albertsons SW	n/i								0.99				0.88	1.69		
	Associated Foods	n/i								1.49							
	Cardenas	n/i	0.69									1.47					
	Dollar General Mrkt	n/i														2.50	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
NV <i>(cont)</i>	El Super	Swift	0.79	0.79			1.89						1.49	1.29			
	Food Source	n/i						1.98				1.18					
	Grocery Outlet	n/i					1.79										
	Marketon	n/i									0.99	1.59					
		Swift					1.99					1.79					
	Raley's	n/i			4.99					1.79					3.99		
	Ridley's	n/i					1.58			1.47							
	Safeway NorCal	Open Nature							4.99							antibiotic-free	
		Farmer John					1.99			1.99							
	Save Mart	n/i								0.99				1.59			
	Scolari's	Hormel							2.59	1.99							
	Seafood City	n/i					2.49					1.29					
	Smart & Final	Farmer John								1.99	1.49	0.99			2.99		
	Smith's	n/i					1.79			1.49							
	Sprout's	n/i					1.67			1.69					3.49		
	Vons	Farmer John							2.99	1.99		1.49				local	
	Walmart	n/i					1.74										
	Whole Foods NorCal	n/i			9.99	9.99											
	American Homestead	4.49															
Whole Foods SthPac	n/i	4.99	4.99	7.99			7.99	7.99		4.99				11.99	antibiotic-free		
	n/i			10.99											organic		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																	
AK	AC Value Center	n/i														3.98	
	Alaskan & Proud	n/i			3.95				1.89	1.68							
	Carrs/Safeway	n/i			3.49		2.99		2.99	2.49							
	Fred Meyer	n/i										1.79					
	IGA Hometown	n/i							2.59						2.69		
	Meyers Group IGA	Prairie Fresh						1.79		2.59			2.29		2.69		
ID	Albertsons Mntn	n/i			2.99		1.99		3.99	2.99		1.99				3.99	
	Associated Food	n/i								1.59						2.99	
		n/i								1.49							
	Family Foods	n/i								1.69							
	Fred Meyer	n/i										1.79					
	Grocery Outlet	n/i					1.79										
	IGA Markets	n/i							2.29						1.99		
	Ridley's	n/i															
	Rosauer's	Prairie Fresh								1.99	1.69						
	Safeway Seattle	n/i			2.99		2.49		2.49	1.99							
	Smith's	n/i								1.79						1.69	
	Stoke's Market	n/i								1.79	1.49						
	Walmart	n/i									1.74						
	Whole Foods Mntn	n/i			6.99	7.99			7.99								
Yoke's Fresh Market	Prairie Fresh										1.99						
MT	Albertsons Mntn	n/i			2.99		1.99		3.99	2.99		1.99				3.99	
	ALDI	n/i												1.99			
	Associated Food	n/i								1.59						2.99	
		n/i								1.49							
		Smithfield									BOGO						
	Family Foods	n/i								1.69							
	IGA Markets	n/i							2.29					1.99			
	Lucky's Market	n/i						3.99									
	Reynold's	n/i								1.79						2.99	
	Rosauer's	Prairie Fresh								1.99	1.69						
	Smith's	n/i								1.79	1.79					1.69	
	Stoke's Market	n/i								1.79	1.49						
	SuperValu Stores	n/i										1.99					
Walmart	n/i									1.74							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
OR	Albertsons Portland	n/i			4.99	0.99			2.99	1.99						3.99	
	Associated Food	n/i								1.59						2.99	
		n/i								1.49							
	CenterPlace Market	Prairie Fresh			2.98							2.48		0.98	1.98	2.99	
	Family Foods	n/i							2.29						1.99		
	IGA Markets	n/i							2.49	1.99							
	IGA Market Fresh	n/i			2.99				2.99								
	Lamb's Market	n/i							2.99								
	Market of Choice	Iowa Gold															4.99
		n/i							2.99								
	McKay's Market	n/i							2.49	1.59							
	Quality Food Center	n/i								1.99							3.99
	Ray's Food Place	Smithfield															3.99
	Red Apple/Thriftway	n/i			2.99				2.99								
	Rosauer's	Prairie Fresh							1.99	1.69							
	Roth's	n/i							3.49							2.88	
	Safeway Portland	n/i			2.99				2.49	1.99	2.99						
Safeway Seattle	n/i							2.49	2.99								
Select Markets	n/i			2.99							1.99						
Walmart	n/i					1.74											
Whole Foods NW	n/i							7.99									
WA	Albertsons Portland	n/i			4.99	0.99			2.99	1.99						3.99	
	CenterPlace Market	Prairie Fresh			2.98						2.48		0.98	1.98	2.99		
	Family Foods	n/i								1.69							
	Fred Meyer	n/i										1.79					
	Grocery Outlet	n/i					1.79										
	Haggen's	n/i						2.99		2.99							BOGO
	IGA Markets	n/i						2.29						1.99			
	IGA Market Fresh	n/i			2.99				2.49	1.99							
	Island Pacific	n/i									1.99						
	Metropolitan	n/i			7.49				3.99								
	Meyers Group IGA	Prairie Fresh					1.79		2.29			2.29					
	Quality Food Center	n/i								1.99							3.99
	Red Apple/Thriftway	n/i			2.99				2.99								
Rosauer's	Prairie Fresh							1.99	1.69								
Saar's	n/i								1.18	1.68							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
FRESH PORK

State	Supermarket	Label	Fresh Pork Leg		Loin Roasts				Shoulder Roasts				Sirloin Roasts		Tender loin	Conditions	
			Bone-in		Crown Roast	Loin		Center Cut		Boston Butt		Picnic		bn-in			bnls
			Whole	Half		bn-in	bnls	bn-in	bnls	bn-in	bnls	bn-in	bnls				
WA <i>(cont)</i>	Safeway Portland	n/i			2.99			2.49	1.99	2.99					3.98		
	Safeway Seattle	n/i			2.99		2.49	2.49	1.99								
	Seafood City	n/i					2.49				1.29						
	Select Markets	n/i			2.99						1.99						
	The Markets	n/i					1.99	2.99	1.65								
	Walmart	n/i					1.74										
	Whole Foods NW	n/i						7.99									
	Yoke's Fresh Market	Prairie Fresh								1.99							
WY	Affiliated MW	n/i							1.28						antibiotic-free		
		Hormel					1.69		1.39								
	Albertsons Mntn	n/i			2.99		1.99	3.99	2.99		1.99			3.99			
	Associated Food	n/i							1.59					2.99			
		n/i							1.49								
	Food Pride	n/i					1.99	1.99	1.39		1.79			3.29			
	IGA Markets	n/i							2.29				1.99				
	King Soopers	n/i					2.49		1.79								
	Lucky's Market	n/i						3.99									
	Ridley's	n/i					1.58		1.47								
	Safeway Denver	n/i					2.49	2.49	2.99	1.99	1.49			3.99			
	Smith's	n/i					1.79		1.79					1.69			
	Walmart	n/i					1.74										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump	
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT															
CT	ACME Markets	Lancaster Brand	C	4.77											w/ coupon
		Lancaster Brand	C	6.99				7.99	3.99					4.49	
		O Organics	G												8.99
	Adams Market	Angus	C	9.99	11.99		6.99		3.99			2.99		4.99	
		Angus	P	14.99	12.99							3.99			
	AF Basket	n/i	C	7.99					2.99				3.99		2.99
	AG New England	n/i	S	6.99											large end
		n/i	S	7.49											small end
		n/i	S		7.99										
	ALDI	Specially Selected	C	5.99							3.49				
	Associated	n/i	C						2.99						
	Best Market	n/i		4.97			5.97								w/ \$25 purchase; limit 2
		n/i		5.77			6.97	5.77	3.97			4.77	3.97	3.97	4.97
		Nature Source	A												5.97
	Big Y	Big Y Angus	C	6.99				7.99	4.49			3.99	4.29	4.49	
		Big Y Natural	C									4.99			
	Bravo	n/i	C						2.99				3.99	3.49	
		n/i	S	7.99											
	C-Town	n/i	C	8.99					2.99				3.99	3.49	
		n/i	S	7.99											
	Compare Foods	n/i	C						2.99				2.99		2.99
	Fairway Foods	n/i	P	12.99											
		n/i					7.99								
	Food Bazaar	n/i							2.99			3.49			
	Geissler's	Angus	C	10.99			14.99		2.49	3.49		3.99	3.99		
	Highland Park	Angus	C					9.99				4.99			
	Key Food	n/i	C	7.99	12.99				2.99				3.99	3.29	3.99
	Kings Food Markets	Kings	C	8.99			14.99								
		Kings	A	13.99			24.99								
		Kings	P	14.99			24.99								6.99
	Kuhn's Market	n/i	C	9.99	10.99	9.99							3.99		
	Market 32	Angus	C	7.99			12.99						2.99		w/ store card
		Angus	C	12.99			16.99	8.99		4.99		5.99			w/o store card
		Butcher's Promise	C	5.99											w/ store card
		Butcher's Promise	C	11.99											w/o store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
CT <i>(cont)</i>	Price Chopper	Angus	C	7.99			12.99						2.99			w/ store card	
		Angus	C	12.99			16.99	8.99		4.99		5.99				w/o store card	
		Butcher's Promise	C	5.99												w/ store card	
		Butcher's Promise	C	11.99												w/o store card	
	Price Rite	n/i	G				6.99									Australian	
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99				
	ShopRite	n/i	C	5.77													limit 1
		n/i	C	8.77				11.99		2.49							
		Angus	C	6.99													limit 1
		Angus	C	9.99													
		Nature's Reserve	G		5.99												limit 1
		Nature's Reserve	G		8.99												
	Stew Leonard's	n/i		9.99	9.99	8.99											
	Stop & Shop	Butcher Shop	C	7.99				10.99						4.99			
		Butcher Shop	C						3.99								limit 2
		Butcher Shop	C	5.99													w/ \$25 purchase; limit 1
	Target	Sutton & Dodge	C	7.99			11.99										
The Fresh Market	n/i	C	9.99			15.99											
	n/i	P	14.99			19.99											
Whole Foods NATl	n/i		11.99									6.99					
Whole Foods NE	n/i	A	21.99	24.99		34.99	19.99					12.99					
	n/i	C	11.99	16.99		29.99	16.99										
DC	ALDI	Specially Selected	C	5.99							3.49						
	Giant Food	Butcher Shop	C	7.99			10.99	7.99	2.99								
		Butcher Shop	C	5.99													w/ \$25 purchase; limit 1
		Butcher Shop	C					4.99									limit 2
		Butcher Shop	C					6.99									more than 3
	Harris Teeter	HT Rancher		5.99			10.99	4.99									
		HT Reserve	C	6.99	11.99		11.99	5.99									
	Safeway Eastern	n/i	C	6.99			10.99	6.99	4.99				4.99				
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99				
	Target	Sutton & Dodge	C	7.99			11.99										
Whole Foods MdAtl	n/i		11.99	16.99		29.99											
DE	ACME Markets	Lancaster Brand	C	4.77				7.99	3.99					4.49		w/ coupon	
		Lancaster Brand	C	6.99													
		O Organics	G												8.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
DE (cont)	ALDI	Specially Selected	C	5.99							3.49						
	Food Lion	n/i	C	6.99					3.99		3.99						
	Fresh Grocer	n/i	C						2.48							3.99	
		n/i	C	4.88													
	Giant Food	Nature's Reserve	G	5.99													limit 1
		Butcher Shop	C	7.99				10.99	7.99	2.99							Australia
		Butcher Shop	C	5.99													w/ \$25 purchase; limit 1
		Butcher Shop	C						4.99								limit 2
	Great Valu Markets	Butcher Shop	C						6.99								more than 3
		Angus	C	8.99						3.49	3.49	3.69		3.49			
	Harris Teeter	n/i	C		7.99												Australian
		HT Rancher		5.99				10.99	4.99								
	Redner's	HT Reserve	C	6.99	11.99			11.99	5.99								
		Angus	C	6.98													w/ store card
	Safeway Eastern	Angus	C	8.18													w/o store card
		n/i	C	6.99				10.99	6.99	4.99				4.99			
	Save-a-Lot	n/i	C	5.99						3.99	3.49	3.99		3.99			
		ShopRite	n/i	C	5.77												limit 1
	ShurSave	n/i	C	8.77				11.99		2.49							
		Angus	C	6.99													limit 1
		Angus	C	9.99													
		Nature's Reserve	G		5.99												limit 1
		Nature's Reserve	G		8.99												
Angus		C	8.99					5.49	3.49	2.79	3.49		2.99	3.79			
Target	ShurSave		5.99				9.99		3.49				3.79	2.99			
	Sutton & Dodge	C	7.99				11.99										
The Fresh Market	n/i	C	9.99				15.99										
	n/i	P	14.99				19.99										
Weis Markets	n/i	C	8.88						2.78				3.99		3.99		
	Angus	C	8.88														
	Steakhouse Select	S	5.77														
	Weis Naturals	G	8.99														
MA	n/i	C					12.99										
	Adams Market	Angus	C	9.99	11.99		6.99		3.99			2.99		4.99			
	AF Basket	Angus	P	14.99	12.99							3.99					
	AF Basket	n/i	C	7.99					2.99			3.99		2.99			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
MA (cont)	AG New England	n/i	S	6.99												large end small end	
		n/i	S	7.49													
		n/i	S		7.99												
	ALDI	Specially Selected	C	5.99							3.49						
	Associated	n/i	C						2.99								
	Big Y	Big Y Angus	C	6.99					7.99	4.49			3.99	4.29	4.49		
		Big Y Natural	C										4.99				
	Bravo	n/i	C							2.99				3.99	3.49		
		n/i	S	7.99													
	C-Town	n/i	C	8.99						2.99				3.99	3.49		
		n/i	S	7.99													
	Compare Foods	n/i	C						2.99					2.99		2.99	
	Crosby's	Angus	C										6.99				
	Donelan's	Donelan's	C	9.99	10.99				7.99								
	Food City Market	n/i	C	6.99							2.99						
		n/i	S		8.88												
	Geissler's	Angus	C	10.99				14.99	2.49	3.49			3.99	3.99			
	Hannaford	Hannaford	C	5.77			5.99	10.99	2.49	2.49							w/ store card
		Hannaford	C	10.79			7.99	12.99	3.69	3.99							w/o store card
		Taste of Inspiration	C	6.77				10.99									w/ store card
	Market 32	Taste of Inspiration	C	11.99				12.99									w/o store card
		Angus	C	7.99				12.99						2.99			w/ store card
		Angus	C	12.99				16.99	8.99		4.99			5.99			w/o store card
		Butcher's Promise	C	5.99													w/ store card
		Butcher's Promise	C	11.99													w/o store card
	Market Basket	n/i	S						4.99								
		Angus	C								2.49						
	Met Foods	n/i	C							2.99			5.99	2.99		3.99	
	Price Chopper	Angus	C	7.99				12.99						2.99			w/ store card
		Angus	C	12.99				16.99	8.99		4.99			5.99			w/o store card
Butcher's Promise		C	5.99													w/ store card	
Butcher's Promise		C	11.99													w/o store card	
Price Rite	n/i	G				6.99									Australian		
Roche Bros.	Angus	C	8.99					7.99		2.99		5.99	3.99				
	n/i	C	7.99					6.99		2.49		4.99					
	Local harvest	A	12.99					10.99		6.99		7.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
MA (cont)	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99				
	Seabra Foods	n/i		5.99	6.99		8.99										
	Shaw's	n/i	C	6.99												small end	
		n/i	C	5.77												large end	
		n/i	C					7.99		4.99			3.99				
	Star Market	Open Nature	G	14.99			18.99										
		n/i	C	6.99												small end	
		n/i	C	5.77												large end	
	Stop & Shop	n/i	C					7.99		4.99			3.99				
		Open Nature	G	14.99			18.99										
		Butcher Shop	C	7.99			10.99						4.99				
	Target	Butcher Shop	C						3.99							limit 2	
		Butcher Shop	C	5.99												w/ \$25 purchase; limit 1	
		Sutton & Dodge	C	7.99			11.99										
	The Fresh Market	n/i	C	9.99			15.99										
		n/i	P	14.99			19.99										
	Tops Markets	n/i	C	6.99			10.99				2.99	2.99		2.99			
		Open Prairie	A											6.49			
Trucchi's	n/i	C	8.99			12.99	6.99	3.49	3.49		4.99						
Wegman's	Wegman's	C	7.99	7.99		11.99			4.69				4.99				
	Wegman's Angus	C				30.99											
	Wegman's Angus	P				36.99											
Whole Foods NATl	n/i		11.99								6.99						
MD	ACME Markets	Lancaster Brand	C	4.77				7.99	3.99					4.49		w/ coupon	
		Lancaster Brand	C	6.99													
		O Organics	G												8.99		
	ALDI	Specially Selected	C	5.99						3.49							
	Associated	n/i	C					2.99									
	Food Lion	n/i	C	6.99				3.99		3.99							
	Giant Eagle	n/i	C	7.99													
		Market District	C	9.99			15.99										
		Butcher Shop	C	7.99			10.99	7.99	2.99								
	Giant Food	Butcher Shop	C	5.99													w/ \$25 purchase; limit 1
		Butcher Shop	C					4.99								limit 2	
		Butcher Shop	C					6.99								more than 3	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions				
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil			
MD (cont)	Graul's Market	Graul's Angus	C				9.99												
	Great Valu Markets	Angus	C	8.99					4.99					4.99					
		n/i			7.99													Australian	
	Harris Teeter	HT Rancher		5.99			10.99	4.99											
		HT Reserve	C	6.99	11.99		11.99	5.99											
	Kennie's Market	Angus	C															3.99	
		Strauss	G															9.99	
	Martin's Food	Butcher Shop	C	7.99			10.99	7.99						4.99					
		Butcher Shop	C						3.99										limit 2
		Butcher Shop	C	5.99															w/ \$25 purchase; limit 1
		Butcher Shop	C						4.99										limit 2
		Butcher Shop	C						6.99										more than 3
	Price Rite	n/i	G				6.99												Australian
	Redner's	Angus	C	6.98															w/ store card
		Angus	C	8.18															w/o store card
	Safeway Eastern	n/i	C	6.99			10.99	6.99	4.99					4.99					
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99			3.99					
	Shop'n Save	n/i		7.99	8.99		12.99				2.88			3.99					
	Shoppers Food	n/i	C						5.99	2.99				2.99				4.99	
	ShopRite	n/i	C	5.77															limit 1
		n/i	C	8.77				11.99		2.49									
		Angus	C	6.99															limit 1
		Angus	C	9.99															
		Nature's Reserve	G		5.99														limit 1
		Nature's Reserve	G		8.99														
	ShurSave	Angus	C	9.99					5.49	3.49	2.79	3.49		3.79	3.79				
		n/i		5.99															2.99
	Target	Sutton & Dodge	C	7.99				11.99											
	The Fresh Market	n/i	C	9.99				15.99											
		n/i	P	14.99				19.99											
Wegman's	Wegman's	C	7.99	7.99			11.99			4.69			4.99						
	Wegman's Angus	C					30.99												
	Wegman's Angus	P					36.99												
Weis Markets	Angus	C	8.88						2.78				3.99				3.99		
	Steakhouse Select	S	5.77																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
MD <i>(cont)</i>	Weis Markets	Weis Naturals	G	8.99												
	<i>(continued)</i>	n/i	C				12.99									
	Whole Foods MdAtl	n/i		11.99	16.99		29.99									
ME	AG New England	n/i	S	6.99												large end
		n/i	S	7.49												small end
		n/i	S		7.99											
	Food City Market	n/i	C	6.99					2.99							
		n/i	S		8.88			3.69								
	Hannaford	Hannaford	C	5.77		5.99	10.99		2.49	2.49						w/ store card
		Hannaford	C	10.79		7.99	12.99		3.69	3.99						w/o store card
		Taste of Inspiration	C	6.77			10.99									w/ store card
		Taste of Inspiration	C	11.99			12.99									w/o store card
	Market Basket	n/i	S					4.99								
		Angus	C							2.49						
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
	Shaw's	n/i	C	6.99												small end
		n/i	C	5.77												large end
		n/i	C					7.99		4.99			3.99			
Target	Open Nature	G	14.99			18.99										
	Sutton & Dodge	C	7.99			11.99										
Whole Foods NATl	n/i		11.99								6.99					
NH	AG New England	n/i	S	6.99												large end
		n/i	S	7.49												small end
		n/i	S		7.99											
	ALDI	Specially Selected	C	5.99							3.49					
	Hannaford	Hannaford	C	5.77		5.99	10.99		2.49	2.49						w/ store card
		Hannaford	C	10.79		7.99	12.99		3.69	3.99						w/o store card
		Taste of Inspiration	C	6.77			10.99									w/ store card
		Taste of Inspiration	C	11.99			12.99									w/o store card
	Market Basket	n/i	S					4.99								
		Angus	C							2.49						
	Price Chopper	Angus	C	7.99			12.99						2.99			w/ store card
		Angus	C	12.99			16.99	8.99		4.99		5.99				w/o store card
		Butcher's Promise	C	5.99												w/ store card
		Butcher's Promise	C	11.99												w/o store card
	Price Rite	n/i	G				6.99									Australian

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
NH (cont)	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			small end large end	
	Shaw's	n/i	C	6.99													
		n/i	C	5.77													
		n/i	C					7.99		4.99			3.99				
	Open Nature		G	14.99			18.99										
	Target	Sutton & Dodge	C	7.99			11.99										
	The Fresh Market	n/i	C	9.99			15.99										
		n/i	P	14.99			19.99										
Whole Foods NATl	n/i		11.99								6.99						
NJ	ACME Markets	Lancaster Brand	C	4.77												w/ coupon	
		Lancaster Brand	C	6.99				7.99	3.99					4.49	8.99		
		O Organics	G														
	ALDI	Specially Selected	C	5.99							3.49						
	Associated	n/i	C						2.99								
	Best Market	n/i		4.97			5.97										w/ \$25 purchase; limit 2
		n/i		5.77			6.97	5.77	3.97			4.77	3.97	3.97	4.97		
		Nature Source	A												5.97		
	Bravo	n/i	C						2.99				3.99	3.49			
		n/i	S	7.99													
	C-Town	n/i	C	8.99					2.99				3.99	3.49			
		n/i	S	7.99													
	Compare Foods	n/i	C						2.99				2.99		2.99		
	Fairway Foods	n/i	P	12.99													
		n/i					7.99										
	Fine Fare	n/i		7.99					2.99				3.99	3.39	2.99		
	Food Bazaar	n/i							2.99			3.49					
	Foodtown	Ranchers Legend	C	4.99													w/ \$10 purchase; limit 1
		Ranchers Legend	C	5.99			12.99		3.49				3.99	3.79	3.99		
	Great Valu Markets	Angus	C	8.99					3.49	3.49	3.69		3.49				Australian
	n/i			7.99													
IGA Stores - NJ/PA	n/i									2.99				2.99			
Key Food	n/i	C	7.99	12.99				2.99				3.99	3.29	3.99			
Kings Food Markets	Kings	C	8.99			14.99											
	Kings	A	13.99			24.99											
	Kings	P	14.99			24.99								6.99			
McCaffrey's	Angus	C				13.99	9.99						3.99				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
NJ (cont)	Met Foods	n/i	C							2.99		5.99	2.99		3.99	
	Morton Williams	n/i	C										3.99			
	Murphy's	Angus	C	7.99				7.99	3.99				5.99			
	Pioneer Foods	n/i	C						2.99				3.99			
	Price Rite	n/i	G				6.99									Australian
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
	Seabra Foods	n/i							2.99			2.39		3.29		
	ShopRite	n/i	C	5.77												limit 1
		n/i	C	8.77				11.99	2.49							limit 1
		Angus	C	6.99												limit 1
		Angus	C	9.99												limit 1
		Nature's Reserve	G		5.99											limit 1
		Nature's Reserve	G		8.99											
	Stop & Shop	Butcher Shop	C	7.99				10.99					4.99			
		Butcher Shop	C						3.99							limit 2
		Butcher Shop	C	5.99												w/ \$25 purchase; limit 1
	Supremo Foods	n/i								4.99		3.99				3.99
	Target	Sutton & Dodge	C	7.99				11.99								
	The Fresh Market	n/i	C	9.99				15.99								
		n/i	P	14.99				19.99								
	Top Tomato	n/i	C	7.99				9.99								
		Black Angus	A										2.99			
	Uncle Giuseppe's	Sterling Silver	C								5.99					
	Wegman's	Wegman's	C	7.99	7.99			11.99			4.69		4.99			
		Wegman's Angus	C					30.99								
		Wegman's Angus	P					36.99								
	Weis Markets	Angus	C	8.88					2.78				3.99			3.99
	Steakhouse Select	S	5.77													
	Weis Naturals	G	8.99													
	n/i	C					12.99									
Western Beef	n/i										3.99					
Whole Foods MdAtl	n/i		11.99	16.99			29.99									
Whole Foods NE	n/i	A	21.99	24.99			34.99	19.99				12.99				
	n/i	C	11.99	16.99			29.99	16.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
NY	ACME Markets	Lancaster Brand	C	4.77												w/ coupon
		Lancaster Brand	C	6.99				7.99	3.99				4.49			
		O Organics	G												8.99	
	AF Basket	n/i	C	7.99					2.99				3.99		2.99	large end small end
	AG New England	n/i	S	6.99												
		n/i	S	7.49												
		n/i	S		7.99											
	ALDI	Specially Selected	C	5.99							3.49					w/ \$25 purchase; limit 2
	Associated	n/i	C						2.99							
	Best Market	n/i		4.97				5.97								
		n/i		5.77				6.97	5.77	3.97		4.77	3.97	3.97	4.97	
		Nature Source	A												5.97	
	Big M Supermarkets	1893 Premium		6.99					5.99	2.99	2.99		3.99		3.99	
	Bravo	n/i	C							2.99			3.99	3.49		
		n/i	S	7.99												
	C-Town	n/i	C	8.99						2.99			3.99	3.49		
		n/i	S	7.99												
	Compare Foods	n/i	C						2.99				2.99		2.99	
	D'Agostino	1932 Brand	C	11.99					6.99					6.99		
	DeCiccio & Sons	Pineland Farms	A	9.99			16.99		4.49				5.99	4.79		local
	DeCiccio Market	Sterling Silver	C	10.99			15.99									
		n/i	C	8.99												
	Fairway Foods	n/i	P	12.99												
		n/i						7.99								
	Fine Fare	n/i		7.99					2.99				3.99	3.39	2.99	
	Food Bazaar	n/i							2.99			3.49				
	Foodtown	Ranchers Legend	C	4.99												w/ \$10 purchase; limit 1
		Ranchers Legend	C	5.99				12.99	3.49				3.99	3.79	3.99	
	Giunta's	n/i	C	6.99					3.99	4.99			3.99			
	Great American	1893 Premium		6.99											2.99	
Hannafood	Hannafood	C	5.77			5.99	10.99	2.49	2.49						w/ store card	
	Hannafood	C	10.79			7.99	12.99	3.69	3.99						w/o store card	
	Taste of Inspiration	C	6.77				10.99								w/ store card	
	Taste of Inspiration	C	11.99				12.99								w/o store card	
Kennie's Market	Angus	C												3.99		
	Strauss	G												9.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
NY (cont)	Key Food	n/i	C	7.99	12.99				2.99				3.99	3.29	3.99	
	King Kullen	n/i	C	8.99					3.99				3.99	4.29	3.99	
		Angus	C						4.29				4.99	4.59	4.49	
	Kings Food Markets	Kings	C	8.99			14.99									
		Kings	A	13.99			24.99									
		Kings	P	14.99			24.99								6.99	
	Market 32	Angus	C	7.99			12.99						2.99			w/ store card
		Angus	C	12.99			16.99	8.99		4.99		5.99				w/o store card
		Butcher's Promise	C	5.99												w/ store card
		Butcher's Promise	C	11.99												w/o store card
	Met Foods	n/i	C							2.99		5.99	2.99		3.99	
	Morton Williams	n/i	C										3.99			
	North Shore Farms	St Helens	C							2.99					2.99	
		Double R Ranch	C										4.99			
		n/i	C	6.99		14.99				4.99			2.99			
		n/i	C			5.99										
	Peck's Market	Angus	C	9.99								3.99				
		n/i	C	5.99			9.99				2.99					
	Pioneer Foods	n/i	C						2.99				3.99			
	Price Chopper	Angus	C	7.99			12.99						2.99			w/ store card
		Angus	C	12.99			16.99	8.99		4.99		5.99				w/o store card
		Butcher's Promise	C	5.99												w/ store card
		Butcher's Promise	C	11.99												w/o store card
	Price Rite	n/i	G				6.99									Australian
	Save-a-Lot	n/i	C	5.99						3.99	3.49	3.99	3.99			
	Shop'n Save	n/i	C	7.99	8.99		12.99					2.88	3.99			
	ShopRite	n/i	C	5.77												limit 1
		n/i	C	8.77			11.99			2.49						
		Angus	C	6.99												limit 1
		Angus	C	9.99												
		Nature's Reserve	G		5.99											limit 1
		Nature's Reserve	G		8.99											
Stew Leonard's	n/i	C	9.99	9.99	8.99											
Stop & Shop	Butcher Shop	C	7.99			10.99						4.99				
	Butcher Shop	C						3.99							limit 2	
	Butcher Shop	C	5.99												w/ \$25 purchase; limit 1	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
NY (cont)	Target	Sutton & Dodge	C	7.99			11.99									
	The Fresh Market	n/i	C	9.99			15.99									
		n/i	P	14.99			19.99									
	Tops Markets	n/i	C	6.99			10.99			2.99	2.99		2.99			
		Open Prairie	A										6.49			
	Top Tomato	n/i	C	7.99			9.99									
		Black Angus	A										2.99			
	Trade Fair	n/i	C							2.99		4.99			3.59	
		n/i	H												3.29	
	Uncle Giuseppe's	Sterling Silver	C							5.99						
		Wegman's	C	7.99	7.99		11.99			4.69			4.99			
	Wegman's	Wegman's Angus	C				30.99									
		Wegman's Angus	P				36.99									
		Angus	C	8.88					2.78				3.99		3.99	
		Steakhouse Select	S	5.77												
	Weis Markets	Weis Naturals	G	8.99												
		n/i	C				12.99									
Western Beef	n/i										3.99					
Whole Foods NE	n/i	A	21.99	24.99		34.99	19.99					12.99				
	n/i	C	11.99	16.99		29.99	16.99									
PA	ACME Markets	Lancaster Brand	C	4.77												w/ coupon
		Lancaster Brand	C	6.99				7.99	3.99				4.49			
		O Organics	G											8.99		
	ALDI	Specially Selected	C	5.99							3.49					
		n/i	C						2.99							
	Big M Supermarkets	1893 Premium		6.99				5.99	2.99		2.99		3.99	3.99		
		Boyer's	n/i	5.97			6.97							2.97		
	Bravo	n/i	C						2.99				3.99	3.49		
		n/i	S	7.99												
	C-Town	n/i	C	8.99					2.99				3.99	3.49		
		n/i	S	7.99												
	Family Owned	n/i		6.99						2.99						
		Angus	C	6.99					3.89				3.69	3.99		
	Fine Fare	n/i		7.99					2.99			3.99	3.39	2.99		
Food Lion	n/i	C	6.99					3.99		3.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
PA (cont)	Foodland	n/i	C							3.49	2.99				3.69	Australian w/ \$10 purchase; limit 1 limit 1 Australia limit 2 w/ \$25 purchase; limit 1 limit 2 more than 3 Australian 3.99 3.99 3.19 3.29 2.99 3.99 3.29 3.99 Australian limit 2 w/ \$25 purchase; limit 1 limit 2 more than 3
		n/i		8.99												
	Foodtown	Ranchers Legend	C	4.99												
		Ranchers Legend	C	5.99				12.99		3.49			3.99	3.79	3.99	
	Fresh Grocer	n/i	C						2.48						3.99	
		n/i	C	4.88												
		Nature's Reserve	G	5.99												
	Giant Eagle	n/i	C	7.99												
		Market District	C	9.99				15.99								
	Giant Food Stores	Butcher Shop	C					10.99	7.99				4.99			
		Butcher Shop	C						3.99							
		Butcher Shop	C	5.99												
		Butcher Shop	C						4.99							
		Butcher Shop	C						6.99							
	Gordon Food Store	Excel			8.99			9.99								
		GFS	C	9.99												
	Great Valu Markets	Angus	C	8.99						3.49	3.49	3.69		3.49		
		n/i			7.99											
	Ideal Market	n/i	S	7.99										3.99	3.99	
		n/i		5.99												
	IGA SpartanNash	Hereford	C											3.19		
		n/i	C	8.99							3.29	3.49		3.49	3.29	
	IGA Stores - NJ/PA	n/i									2.99				2.99	
	Karn's Foods	n/i	C	11.99	11.99			12.99	4.99							
		n/i	P						7.49							
		Karn's								2.79				2.99		
		Angus	C						6.99							
	Key Food	n/i	C	7.99	12.99					2.99				3.99	3.29	
	Kuhn's Market	n/i	C							2.99					3.99	
	Landis Supermarket	Angus	C	8.99				13.99	9.99	2.99	3.49	4.49		3.99	3.29	
	n/i		7.99				14.99									
Martin's Food	Butcher Shop	C	7.99				10.99	7.99					4.99			
	Butcher Shop	C						3.99								
	Butcher Shop	C	5.99													
	Butcher Shop	C						4.99								
	Butcher Shop	C						6.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
PA (cont)	McCaffrey's	Angus	C				13.99	9.99							3.99		
	Pioneer Foods	n/i	C						2.99				3.99				
	Price Chopper	Angus	C	7.99			12.99						2.99			w/ store card	
		Angus	C	12.99			16.99	8.99			4.99		5.99				w/o store card
		Butcher's Promise	C	5.99													w/ store card
		Butcher's Promise	C	11.99													w/o store card
	Price Rite	n/i	G				6.99										Australian
	Redner's	Angus	C	6.98													w/ store card
		Angus	C	8.18													w/o store card
	Save-a-Lot	n/i	C	5.99						3.99	3.49	3.99		3.99			
	Shop'n Save	n/i	C	7.99	8.99		12.99					2.88		3.99			
	ShopRite	n/i	C	5.77													limit 1
		n/i	C	8.77				11.99		2.49							limit 1
		Angus	C	6.99													limit 1
		Angus	C	9.99													limit 1
		Nature's Reserve	G		5.99												
		Nature's Reserve	G		8.99												
	ShurSave	Angus	C	9.99					5.49	3.49	2.79	3.49		3.79	3.79		
		n/i	C	5.99													2.99
	ShurSave NE Penn	Angus	C	8.99					5.49					2.99	3.49		2.99
		ShurSave	C	5.99				9.99		3.49							3.99
	Sparkle Markets	n/i	C	7.99													
	Supremo Foods	n/i	C								4.99		3.99				3.99
	Target	Sutton & Dodge	C	7.99				11.99									
	The Fresh Market	n/i	C	9.99				15.99									
		n/i	P	14.99				19.99									
	Tops Markets	n/i	C	6.99				10.99			2.99	2.99		2.99			
		Open Prairie	A											6.49			
	Wegman's	Wegman's	C	7.99	7.99			11.99			4.69			4.99			
		Wegman's Angus	C					30.99									
	Wegman's Angus	P					36.99										
Weis Markets	Angus	C	8.88						2.78				3.99			3.99	
	Steakhouse Select	S	5.77														
	Weis Naturals	G	8.99														
	n/i	C					12.99										
Whole Foods MdAtl	n/i	C	11.99	16.99			29.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
RI	Adams Market	Angus	C	9.99	11.99		6.99		3.99			2.99		4.99		Australian small end large end limit 2 w/ \$25 purchase; limit 1
		Angus	P	14.99	12.99							3.99				
	ALDI	Specially Selected	C	5.99							3.49					
		Associated	C	n/i					2.99							
	Bravo	n/i	C						2.99				3.99	3.49		
		n/i	S	7.99												
	Compare Foods	n/i	C					2.99				2.99		2.99		
	Dave's Marketplace	n/i	C	7.99	12.99				3.99	3.99						
		Creekstone Farms	A	9.99												
	Price Rite	n/i	G				6.99									
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
	Seabra Foods	n/i		5.99	6.99		8.99									
	Shaw's	n/i	C	6.99												
		n/i	C	5.77												
		n/i	C					7.99		4.99			3.99			
	Stop & Shop	Open Nature	G	14.99				18.99								
		Butcher Shop	C	7.99				10.99					4.99			
Butcher Shop		C						3.99								
Butcher Shop		C	5.99													
Target	Sutton & Dodge	C	7.99			11.99										
Whole Foods NATl	n/i		11.99								6.99					
VT	AG New England	n/i	S	6.99											large end	
		n/i	S	7.49											small end	
		n/i	S		7.99											
	ALDI	Specially Selected	C	5.99							3.49					
		Food City Market	C	6.99							2.99					
	Hannaford	n/i	S		8.88				3.69							
		Hannaford	C	5.77		5.99	10.99		2.49	2.49					w/ store card	
		Hannaford	C	10.79		7.99	12.99		3.69	3.99					w/o store card	
		Taste of Inspiration	C	6.77			10.99								w/ store card	
	Price Chopper	Taste of Inspiration	C	11.99			12.99								w/o store card	
		Angus	C	7.99			12.99						2.99		w/ store card	
		Angus	C	12.99			16.99	8.99		4.99		5.99			w/o store card	
		Butcher's Promise	C	5.99											w/ store card	
Butcher's Promise		C	11.99											w/o store card		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
VT (cont)	Shaw's	n/i	C	6.99												small end large end
		n/i	C	5.77												
		n/i	C					7.99		4.99				3.99		
	Tops Markets	Open Nature	G	14.99				18.99								
		n/i	C	6.99				10.99		2.99	2.99			2.99		
		Open Prairie	A										6.49			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump	
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV															
AL	A&R Supermarkets	n/i			4.29										
		Blackwell Angus							2.33						
	ALDI	Specially Selected	C	5.99							3.49				
	Bruce's Foodland	n/i	C	9.99			12.99		2.99		2.99				
	Cash Saver	Black Canyon	C		8.99				2.51						
		n/i		4.69											
	Earth Fare	n/i	A	11.99											
		n/i	G		8.99						4.99				
	Food for Le\$\$	n/i	S	6.38							2.85		2.48		
	Food Giant	Black Canyon							2.58	2.98			2.58		
	Gateway Foodland	Star Ranch							2.78		2.98				
	Greer's Market	Black Angus	S				12.98		2.72		2.45		2.72		
	Hometown Market	Angus	C						2.99						
	Ingle's Market	Ingle's	C	7.98					2.98						w/ store card
		Ingle's	C	12.48					5.48						w/o store card
	Kroger Atlanta	n/i	C	6.99			9.99				3.99				
	Kroger Nashville	Private Selection	C					5.99							
		Angus	C				11.99		3.99		2.99	3.99			
		n/i	C	6.99											
	Lucky's Supermarket	Black Canyon			9.99						2.99				
	Piggly Wiggly HAC	n/i													
	Piggly Wiggly Hchn	Black Canyon								2.99					
	Piggly Wiggly Inc.	Angus	C	8.99			10.99	7.99			2.84		2.99		
	Piggly Wiggly JTM	n/i							2.59		2.99				
	Publix	Publix	C	6.99			10.99					4.49			
		GreenWise	A	8.99			12.99								
	Ramey's	Black Angus										3.98			
	Rouses	Black Angus	C										1.99		limit 1
		Black Angus	C				11.99					3.99			
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99	3.99			
	Shop-Rite	Sterling Silver							2.79		2.99				
	Sprout's	n/i	C	7.99	7.99										
		n/i	P	12.99											
	Superlo Foods	n/i		9.99											
	Target	Sutton & Dodge	C	7.99			11.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
AL (cont)	The Fresh Market	n/i	C	9.99			15.99										
		n/i	P	14.99			19.99										
	United Grocery	n/i		3.99			6.99										
	Vowell's	Black Canyon	S				10.99				2.99		3.49				
	Western Markets	Angus	C				10.99						3.49				
		1881 Hereford	C	9.99					8.99								
	Whole Foods South	n/i		11.99	16.99		29.99										
Winn-Dixie	n/i	C				9.99			3.99	3.99			4.99	3.99			
FL	ALDI	Specially Selected	C	5.99							3.49						
	Bravo	n/i							2.99	2.28				3.29	2.39		
	Earth Fare	n/i	A	11.99													
		n/i	G		8.99						4.99						
	Food Giant	Black Canyon							2.58	2.98				2.58			
	Fresco y Mas	n/i							3.98	1.78				3.98			
		n/i									1.98						
	Gordon Food Store	Excel			8.99		9.99										
		GFS	C	9.99													
	Greer's Market	Black Angus	S				12.98		2.72		2.45			2.72			
	Harris Teeter	HT Rancher		5.99			10.99	4.99									
		HT Reserve	C	6.99	11.99		11.99	5.99									
	Harvey's	n/i	C						3.48		3.48			3.48			
	Hitchcock's	Hitchcock's	C	6.99			9.99				3.99					2.99	
	IGA Florida	n/i									2.99		2.99	2.99	3.99		
	Lucky's Market	n/i		5.99				7.99			3.99		3.99	3.99			
	Piggly Wiggly Hchn	Black Canyon									2.99						
	Publix	Publix	C	6.99			10.99							4.49			
		GreenWise	A	8.99			12.99										
	Sabor Tropical	n/i									2.38						
Safeway Florida	n/i	C	6.99			10.99	6.99	4.99					2.99				
Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99			3.99				
Scaff's Market	n/i							2.79									
	Preferred Angus	C	9.99					2.79									
Seabra Foods	n/i										3.29						
Sedano's	n/i	C											2.99				
Target	Sutton & Dodge	C	7.99			11.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
FL (cont)	The Fresh Market	n/i	C	9.99			15.99										
		n/i	P	14.99			19.99										
	Western Beef	n/i							3.99			3.99					
	Whole Foods FL	n/i		11.99													
	Winn-Dixie	n/i	C				9.99		3.99	3.99			4.99	3.99			
GA	ALDI	Specially Selected	C	5.99							3.49						
	Bi-Lo	n/i	C				9.99		3.49	3.49			4.99	3.49			
	Earth Fare	n/i	A	11.99													
		n/i	G		8.99						4.99						
	Food City	Angus	C								3.99		3.99				
		n/i	S	6.99			9.99										
	Food Depot	n/i	S	6.97						3.98	3.98		3.98				
	Food Giant	Black Canyon							2.58	2.98					2.58		
	Food Lion	n/i	C	6.99					3.99		3.99						
	Food Pride	n/i		6.99												2.99	
	Galaxy Food Center	n/i									4.98						
		Tender Ridge	C		6.98		9.98					2.98		2.98			
	Harris Teeter	HT Rancher		5.99			10.99	4.99									
		HT Reserve	C	6.99	11.99		11.99	5.99									
	Harvey's	n/i	C						3.48		3.48				3.48		
	H-Mart	n/i					6.99										
	IGA Food Stores	Preferred Angus	C		6.99				2.99	2.99	2.99				3.59	3.29	
	IGA Stores SthEast	Tender Ridge			6.98								2.98				
	Ingle's Market	Ingle's	C	7.98					2.98								
		Ingle's	C	12.48					5.48								
	Kroger Atlanta	n/i	C	6.99			9.99					3.99					
	Lucky's Market	n/i		5.99				7.99				3.99		3.99	3.99		
	Piggly Wiggly Car.	n/i		3.99	4.88		6.99										
	Pig's Pride								3.49					3.49			
Piggly Wiggly GA	Angus	C	10.99					2.50				2.99					
	n/i	S	6.99														
Piggly Wiggly HAC	n/i																
Piggly Wiggly Hchn	Black Canyon									2.99							
Piggly Wiggly JTM	n/i							2.59			2.99						
Publix	Publix	C	6.99			10.99						4.49					
	GreenWise	A	8.99			12.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions			
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil		
GA (cont)	Quality Foods	n/i		6.99	7.49						2.99				2.69			
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99					
	Shop-Rite	Sterling Silver							2.79		2.99							
	Sprout's	n/i	C	7.99	7.99													
		n/i	P	12.99														
	Target	Sutton & Dodge	C	7.99			11.99											
	The Fresh Market	n/i	C	9.99			15.99											
		n/i	P	14.99			19.99											
	United Grocery	n/i		3.99			6.99											
	Wayfield's	n/i	C											3.99				
	Whole Foods South	n/i		11.99	16.99		29.99											
Winn-Dixie	n/i	C				9.99		3.99	3.99			4.99	3.99					
KY	ALDI	Specially Selected	C	5.99							3.49							
	Cox IGA	Star Ranch		6.99				5.99			3.99							
	E. W. James	Black Canyon							2.68						2.68			
	Earth Fare	n/i	A	11.99														
		n/i	G		8.99						4.99							
	Food City	Angus	C								3.99		3.99					
		n/i	S	6.99			9.99											
	Food Fair	Black Canyon		7.99			10.99				2.99							
	Food Giant	Black Canyon							2.58	2.98					2.58			
	Food Lion	n/i	C	6.99					3.99		3.99							
	Food Rite	Black Canyon			9.79						3.49				3.49			
	Foodland	n/i									2.88							
		n/i		7.99	8.99		12.99											
	Fresh Thyme	Angus	C	6.77			10.99											
	Galaxy Food Center	n/i						4.98										
		Tender Ridge	C		6.98		9.98				2.98		2.98					
	Gordon Food Store	Excel			8.99		9.99											
		GFS	C	9.99														
IGA Houchen's	n/i	C	9.99															
IGA Stores OH/KY	Star Ranch	C					5.99											
IGA SpartanNash	Hereford	C																
	n/i	C	8.99							3.29	3.49		3.49	3.19				
IGA Stores SthEast	Tender Ridge			6.98									2.98					

Australian

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
KY (cont)	Kroger Cincinnati	n/i	C	6.99							3.49		3.99			w/ store card
		Private Selection	C				12.99									
	Kroger Delta	n/i	C	6.99		14.99	10.99		2.99		3.99		2.99			
	Kroger Louisville	n/i	C	6.99							3.49					
	Kroger MdAtlantic	Stony Fork					9.99									
		n/i	C	6.99												
	Kroger Nashville	Private Selection	C					5.99								
		Angus	C				11.99		3.99		2.99		3.99			
		n/i	C	6.99												
	Lucky's Market	n/i		5.99				7.99			3.99		3.99	3.99		
	Meijer	Angus	C	6.99				6.99	3.99	3.99			3.99			
	Piggly Wiggly Hchn	Black Canyon								2.99						
	Remke Markets	Star Ranch	C	8.99			12.99		3.49				3.49	3.49		
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
	SuperValu Stores	Angus Farms	C		9.99									3.59		
	Target	Sutton & Dodge	C	7.99			11.99									
	TC Grocery	n/i	S		6.99			4.99								
	The Fresh Market	n/i	C	9.99			15.99									
	n/i	P	14.99			19.99										
United Grocery	n/i		3.99			6.99										
ValuMarket	n/i	S	6.99													
Whole Foods MdAtl	n/i		11.99	16.99		29.99										
MS	AG Baton Rouge	n/i	C	9.99									3.99	2.59	no roll	
	ALDI	Specially Selected	C	5.99							3.49					
	Corner Market	Angus	C	9.99							2.99			2.99		
	Food Giant	Black Canyon						2.58	2.98					2.58		
	Greer's Market	Black Angus	S				12.98	2.72		2.45				2.72		
	Grocery Depot	Cornerstone Angus								2.72				2.71		
	Kroger Delta	n/i	C	6.99		14.99	10.99	2.99		3.99		2.99				
	Mac's Fresh Market	n/i	S		3.99					2.99		2.79	2.99			
		n/i														
	Piggly Wiggly Hchn	Black Canyon								2.99						
	Piggly Wiggly HGR	n/i	C										2.49			
	Ramey's	Black Angus									3.98					
	Rouses	Black Angus	C										1.99			
	Black Angus	C				11.99						3.99		limit 1		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
MS (cont)	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99				
	Superlo Foods	Angus	C	9.99													
	Target	Sutton & Dodge	C	7.99			11.99										
	The Fresh Market	n/i	C	9.99			15.99										
		n/i	P	14.99			19.99										
	Vowell's	Black Canyon	S				10.99				2.99		3.49				
	Whole Foods South	n/i		11.99	16.99		29.99										
Winn-Dixie	n/i	C				9.99			3.99	3.99		4.99	3.99				
NC	ALDI	Specially Selected	C	5.99							3.49						
	Bi-Lo	n/i	C				9.99		3.49	3.49			4.99	3.49			
	Carlie C's IGA	Carlie C's	C		7.48												
	Compare Foods	n/i							3.99		3.99			3.99			
	Earth Fare	n/i	A	11.99													
		n/i	G		8.99							4.99					
	Farm Fresh	n/i	C	7.99				7.99									
		Stockman&Dakota	C	9.99							3.99			3.99		3.99	
	Food Lion	n/i	C	6.99					3.99		3.99						
	Food Pride	n/i		6.99												2.99	
	Fresh Foods	n/i	S	4.95			5.99		2.99							2.99	
	Galaxy Food Center	n/i							4.98								
		Tender Ridge	C		6.98		9.98					2.98		2.98			
	Great VALU Market	n/i	C						3.69				3.69			2.99	
	Harris Teeter	HT Rancher		5.99			10.99	4.99									
		HT Reserve	C	6.99	11.99		11.99	5.99									
	Harvey's	n/i	C						3.48		3.48				3.48		
	IGA Food Stores	Preferred Angus	C		6.99				2.99	2.99	2.99				3.59	3.29	
	IGA Stores SthEast	Tender Ridge			6.98								2.98				
	Ingle's Market	Ingle's	C	7.98					2.98								w/ store card
Ingle's		C	12.48					5.48								w/o store card	
Just \$ave Foods	Black Angus			6.98				1.98					2.68				
Kroger MdAtlantic	Stony Fork					9.99											
Lowe's Foods	Black Angus		7.87			9.97											
	Angus	C	9.87			14.99		4.99		4.99		3.99					
Piggly Wiggly Retail	n/i		5.99					2.99									
Piggly Wiggly Stores	Preferred Angus	C	6.98							4.59		2.58					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
NC (cont)	Publix	Publix	C	6.99			10.99						4.49			
		GreenWise	A	8.99			12.99									
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
	Target	Sutton & Dodge	C	7.99			11.99									
	The Fresh Market	n/i	C	9.99			15.99									
		n/i	P	14.99			19.99									
	United Grocery	n/i		3.99			6.99									
Whole Foods South	n/i		11.99	16.99		29.99										
SC	ALDI	Specially Selected	C	5.99							3.49					
	Bi-Lo	n/i	C				9.99		3.49	3.49			4.99	3.49		
	Earth Fare	n/i	A	11.99												
		n/i	G		8.99							4.99				
	Food Lion	n/i	C	6.99					3.99		3.99					
	Galaxy Food Center	n/i						4.98								
		Tender Ridge	C		6.98		9.98					2.98		2.98		
	Harris Teeter	HT Rancher		5.99			10.99	4.99								
		HT Reserve	C	6.99	11.99		11.99	5.99								
	Harvey's	n/i	C						3.48		3.48			3.48		
	IGA Food Stores	Preferred Angus	C		6.99				2.99	2.99	2.99			3.59	3.29	
	IGA Stores SthEast	Tender Ridge			6.98								2.98			
	Ingle's Market	Ingle's	C	7.98					2.98							
		Ingle's	C	12.48					5.48							
	Kroger Atlanta	n/i	C	6.99			9.99				3.99					
	Lowe's Foods	Black Angus		7.87			9.97									
		Angus	C	9.87			14.99		4.99		4.99		3.99			
	Piggly Wiggly Car.	n/i		3.99	4.88		6.99									
		Pig's Pride							3.49					3.49		
	Publix	Publix	C	6.99			10.99						4.49			
		GreenWise	A	8.99			12.99									
	Quality Foods	n/i		6.99	7.49						2.99				2.69	
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
Target	Sutton & Dodge	C	7.99			11.99										
The Fresh Market	n/i	C	9.99			15.99										
	n/i	P	14.99			19.99										
Whole Foods South	n/i		11.99	16.99		29.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
TN	ALDI	Specially Selected	C	5.99							3.49						
	Cash Saver	Black Canyon	C		8.99				2.51								
		n/i		4.69													
	Cash Saver TC	n/i			4.78												
		n/i	S		6.98												
	E. W. James	Black Canyon							2.68						2.68		
	Earth Fare	n/i	A	11.99													
		n/i	G		8.99						4.99						
	Food City	Angus	C										3.99				
		n/i	S	6.99			9.99							3.48	2.88		
	Food Country USA	Butcher's Best												3.48	2.88		
	Food Giant	Black Canyon							2.58	2.98					2.58		
	Food Lion	n/i	C	6.99					3.99		3.99						
	Food Rite	Black Canyon			9.79						3.49				3.49		
	Gordon Food Store	Excel			8.99		9.99										
		GFS	C	9.99													
	H.G. Hill	Black Canyon	S		9.79						2.99						
	IGA Houchen's	n/i	C	9.99													
	IGA Stores OH/KY	Star Ranch	C						5.99								
	Ingle's Market	Ingle's	C	7.98						2.98							
		Ingle's	C	12.48						5.48							
	Kroger Delta	n/i	C	6.99			14.99	10.99		2.99		3.99		2.99			
	Kroger MdAtlantic	Stony Fork						9.99									
	Kroger Nashville	Private Selection	C						5.99								
		Angus	C					11.99		3.99		2.99		3.99			
		n/i	C	6.99													
	Lucky's Supermarket	Black Canyon			9.99							2.99					
Osborne's	n/i		8.99				11.99				2.99		2.99				
Publix	Publix	C	6.99				10.99						4.49				
	GreenWise	A	8.99				12.99										
Save-a-Lot	n/i	C	5.99						3.99	3.49	3.99		3.99				
Shop-Rite	Sterling Silver								2.79		2.99						
Sprout's	n/i	C	7.99	7.99													
	n/i	P	12.99														
Superlo Foods	Angus	C	9.99														
Target	Sutton & Dodge	C	7.99				11.99										

w/ store card
w/o store card

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
TN (cont)	TC Grocery	n/i	S		6.99			4.99								
	The Fresh Market	n/i	C	9.99			15.99									
		n/i	P	14.99			19.99									
	Tietgen's	n/i		8.99			11.99				3.29					
	United Grocery	n/i		3.99			6.99									
	Whole Foods South	n/i		11.99	16.99		29.99									
VA	ALDI	Specially Selected	C	5.99							3.49					
	Associated	n/i	C						2.99							
	Farm Fresh	n/i	C	7.99				7.99								
		Stockman&Dakota	C	9.99							3.99		3.99		3.99	
	Food City	Angus	C										3.99			
		n/i	S	6.99			9.99									
	Food Country USA	Butcher's Best											3.48	2.88		
	Food Lion	n/i	C	6.99					3.99		3.99					
	Galaxy Food Center	n/i						4.98								
		Tender Ridge	C		6.98		9.98					2.98		2.98		
	Giant Food	Butcher Shop	C	7.99			10.99	7.99	2.99							
		Butcher Shop	C	5.99												
		Butcher Shop	C					4.99								
		Butcher Shop	C					6.99								
	Grant's	Black Canyon			6.99							2.69				
	Great VALU Market	n/i	C						3.69				3.69		2.99	
	Harris Teeter	HT Rancher		5.99			10.99	4.99								
		HT Reserve	C	6.99	11.99		11.99	5.99								
	IGA Stores SthEast	Tender Ridge			6.98								2.98			
	Ingle's Market	Ingle's	C	7.98					2.98							w/ store card
		Ingle's	C	12.48					5.48							w/o store card
	Kroger MdAtlantic	Stony Fork					9.99									
	Lowe's Foods	Black Angus		7.87			9.97									
	Angus	C	9.87			14.99		4.99		4.99		3.99				
Martin's Food	Butcher Shop	C	7.99			10.99	7.99					4.99				
	Butcher Shop	C						3.99							limit 2	
	Butcher Shop	C	5.99												w/ \$25 purchase; limit 1	
	Butcher Shop	C						4.99							limit 2	
	Butcher Shop	C						6.99							more than 3	
Piggly Wiggly Retail	n/i		5.99					2.99								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
VA (cont)	Piggly Wiggly Stores	Preferred Angus	C	6.98				4.59			2.58					Australian
	Price Rite	n/i	G				6.99									
	Publix	Publix	C	6.99			10.99					4.49				
		GreenWise	A	8.99			12.99									
	Safeway Eastern	n/i	C	6.99			10.99	6.99	4.99			4.99				
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99	3.99				
	Shop'n Save	n/i		7.99	8.99		12.99				2.88	3.99				
	Shoppers Food	n/i	C					5.99	2.99			2.99		4.99		
	Target	Sutton & Dodge	C	7.99			11.99									
	The Fresh Market	n/i	C	9.99			15.99									
		n/i	P	14.99			19.99									
	Wegman's	Wegman's	C	7.99	7.99		11.99			4.69		4.99				
		Wegman's Angus	C				30.99									
		Wegman's Angus	P				36.99									
	Weis Markets	Angus	C	8.88					2.78			3.99		3.99		
	Steakhouse Select	S	5.77													
	Weis Naturals	G	8.99													
	n/i	C				12.99										
	Whole Foods MdAtl	n/i		11.99	16.99		29.99									
WV	ALDI	Specially Selected	C	5.99							3.49				Australian	
	Food Fair	Black Canyon		7.99			10.99				2.99					
	Food Lion	n/i	C	6.99					3.99		3.99					
	Foodland	n/i									2.88					
		n/i		7.99	8.99		12.99									
	Galaxy Food Center	n/i						4.98								
		Tender Ridge	C		6.98		9.98				2.98	2.98				
	Giant Eagle	n/i	C	7.99												
		Market District	C	9.99			15.99									
	Grant's	Black Canyon			6.99						2.69					
	Great VALU Market	n/i	C						3.69			3.69	2.99			
	IGA Stores SthEast	Tender Ridge			6.98							2.98				
	Kroger Columbus	Private Selection	C	9.99			9.99									
	Kroger MdAtlantic	Stony Fork					9.99									
	Martin's Food	Butcher Shop	C	7.99			10.99	7.99				4.99				
	Butcher Shop	C					3.99									
	Butcher Shop	C	5.99													

limit 2
w/ \$25 purchase; limit 1

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
WV (cont)	Martin's Food (continued) Piggly Wiggly Stores Riesbeck's Save-a-Lot Shop'n Save Sparkle Markets Target Weis Markets	Butcher Shop	C					4.99								limit 2 more than 3
		Butcher Shop	C					6.99								
		Preferred Angus	C	6.98				4.59			2.58					
		Hereford	C						2.99					3.49		
		n/i		7.99												
		n/i	C	5.99					3.99	3.49	3.99		3.99			
		n/i		7.99	8.99		12.99				2.88		3.99			
		n/i	C	7.99												
		Sutton & Dodge	C	7.99			11.99									
		Angus	C	8.88					2.78				3.99		3.99	
		Steakhouse Select	S	5.77												
		Weis Naturals	G	8.99												
n/i	C				12.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump	
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI															
IA	Affiliated MW	Star Ranch	C	7.99						3.29				2.99	"no roll" beef limit 10 lbs. limit 1
		n/i	S	6.98						2.89					
	ALDI	Specially Selected	C	5.99							3.49				
	Family Fare	Angus Pride	C		7.88			8.99	4.99	4.99		5.99			
	Family Foods	n/i		6.99	7.99										
		Angus Pride	C	8.99	9.99										
	Fareway	n/i	C										1.99		
		n/i	C	8.99	9.99		13.99								
	Fishers Jack & Jill	n/i	C		9.99						3.19	3.99			
	Food Pride	Angus Pride	C		8.99								2.99		
	Fresh Thyme	Angus	C	6.77			10.99								
	Hometown Foods	Star Ranch	C	9.88					2.99		2.99				
	Hy-Vee	Angus Reserve	C	6.98	7.98						2.99				
		Choice Reserve	C	9.99	12.99						3.99				
	Jewel-Osco	n/i	C				16.99	8.99	BOGO	4.99			4.99		
		n/i	C	4.99											
	Lucky's Market	n/i		5.99				7.99			3.99		3.99	3.99	
	Maynard's	Star Ranch	C							3.49					
		Star Ranch	S	8.49											
	No Frills	Tender Ridge	C	7.99				8.99	4.99	4.99		5.99			
	Quillin's	Quillin's Own			7.99										
		Chairman's Reserve						6.99	3.49						
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99		
Schnuck's	Angus	C		8.99				4.99					5.29		
Sunshine Foods	n/i	C		9.99			5.88				3.99				
Super Saver	Omaha Natural	L	6.77						2.98	2.98					
Target	Sutton & Dodge	C	7.99				11.99								
Thriftway Stores	n/i			7.99				2.99				3.99			
Whole Foods MW	n/i		11.99	18.99			29.99								
IL	Affiliated MW	Star Ranch	C	7.99						3.29				2.99	
	ALDI	Specially Selected	C	5.99							3.49				
	Angelo Caputo's	Angus	C	7.99			6.99		3.29				3.29		
		n/i	C	8.99											
		n/i			6.79										
Berkot's	n/i	C	5.99	7.99			7.99					3.99	3.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
IL (cont)	Butera Market	Angus	C	2.99										1.99		limit 1	
		Angus	C								3.99		3.99	3.49			
		Angus	P	6.99													limit 1
	County Market NFI	Ranchers Legend	C	9.99					3.99	3.29							
		Cub Foods	n/i	12.99					6.99		3.99		4.99				limit 2
		n/i	C	7.99													
	Dierberg's	Dierberg's	C								3.97						limit 10 lbs.
		Fairplay Foods	Angus	C					2.69	2.69	3.69		3.99				
			n/i	S	6.99			6.99									
	Fareway	n/i	C											1.99			
		n/i	C	8.99	9.99			13.99									
	Fishers Jack & Jill	n/i	C		9.99							3.19	3.99				
	Food 4 Less	n/i		7.99													
	Food Pride	Angus Pride	C		8.99										2.99		
	Fresh Thyme	Angus	C	6.77				10.99									
	Garden Fresh Market	Black Angus	C	9.99					4.99						4.99		
	Gordon Food Store	Excel			8.99			9.99									
		GFS	C	9.99													
	Heinen's	Heinen's	O													7.49	
	Hy-Vee	Angus Reserve	C	6.98	7.98						2.99						
		Choice Reserve	C	9.99	12.99						3.99						
	IGA Houchen's	n/i	C	9.99													
	IGA Stores IL/IN	IGA TableRite	C									2.99					
	Jewel-Osco	n/i	C					16.99	8.99	BOGO	4.99			4.99			
		n/i	C	4.99													
	Kirby Foods IGA	IGA TableRite	C	7.99				5.99	2.99		2.99						limit 1
	Kroger Central	n/i	C	6.99					3.99	3.99							
			Private Selection	C				10.99									
	Kroger Louisville	n/i	C	6.99							3.49						
	La Chiquita	n/i	C								3.29					3.49	
Mariano's	n/i	C	7.50														
Meijer	Angus	C	6.99					3.99	3.99			3.99					
Pete's Market	Black Angus	C	7.99					3.99	3.99	3.69		3.99	3.99	3.99	3.99		
	Black Angus	H								3.69							
Piggly Wiggly MW	Angus	C	6.99							2.69	3.49						
	n/i		3.99	5.99			7.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
IL (cont)	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
	Schnuck's	Angus	C		8.99				4.99					5.29		
	Schuette's	Schuette Signature	C											3.48		
	Seafood City	n/i	C							3.99						
	Shop & Save Markt	Black Angus	C	10.99			15.99		2.99	2.79	3.49		3.99	2.99		
	Shop'n Save	Angus Beef	C	7.99	9.99			5.99	4.99							
	Strack & VanTil	Angus	C	6.99			16.99	6.99	4.99	3.99	2.99		4.99	4.99	4.49	
		n/i					5.99				2.77					
	Sullivan's	n/i	C		9.99					3.49			2.99			
	Sunset Foods	Angus	C	9.99			19.99									
	Target	Sutton & Dodge	C	7.99			11.99									
	The Fresh Market	n/i	C	9.99			15.99									
		n/i	P	14.99			19.99									
	Tony's Finer Foods	n/i					6.99								2.99	
		Angus	C	7.99					3.99	3.99	3.99					4.99
	Treasure Island	Sterling Silver	C	10.99	12.99		14.99				4.99					
	Ultra Foods	Angus	C						4.98	3.98	3.99		4.98	4.98	4.98	
		n/i	C	6.98				6.98								
Valli Produce	n/i	C	6.99	7.99		6.99		3.49				4.49	3.49			
Walt's Food Center	Walt's	C	8.99						3.49						3.79	
	Hereford	C						2.99								
Whole Foods MW	n/i		11.99	18.99		29.99										
IN	Al's Supermarkets	Chairman Reserve	C							2.99						
		n/i	C	7.88							3.49					
	ALDI	Specially Selected	C	5.99							3.49					
	County Market NFI	Ranchers Legend	C							3.29						
		n/i	A	11.99												
	Earth Fare	n/i	G		8.99						4.99					
		n/i		7.99												
	Food 4 Less	n/i		7.99												
	Fresh Thyme	Angus	C	6.77			10.99									
	Giant Eagle	n/i	C	7.99												
		Market District	C	9.99			15.99									
	Gordon Food Store	Excel			8.99		9.99									
GFS		C	9.99													
Harding's	Tender Ridge		7.79	9.49		9.99	6.99									
Harvest Supermarket	Black Canyon									2.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
IN (cont)	Holiday Foods	Angus	C										3.49	2.99			
	IGA Houchen's	n/i	C	9.99													
	IGA Stores IL/IN	IGA TableRite	C								2.99						
	IGA Stores OH/KY	Star Ranch	C					5.99									
	IGA SpartanNash	Hereford	C												3.19		
		n/i	C	8.99							3.29	3.49		3.49	3.29	3.29	
	Jay C Food Stores	n/i	C	6.99					2.99								
	Jewel-Osco	n/i	C				16.99	8.99	BOGO	4.99				4.99			
		n/i	C	4.99													limit 1
	Kirby Foods IGA	IGA TableRite	C	7.99					5.99	2.99		2.99					
	Kroger Central	n/i	C	6.99						3.99	3.99						
		Private Selection	C					10.99									
	Kroger Cincinnati	n/i	C	6.99								3.49		3.99			
		Private Selection	C					12.99									w/ store card
	Kroger Louisville	n/i	C	6.99								3.49					
	Lucky's Market	n/i	C	5.99					7.99			3.99		3.99	3.99		
	Marsh	Marsh Signature	C	9.98	12.99			17.98	11.98	3.98	4.98	4.98	5.98	4.98			
	Martin's Super Marke	Martin's	C	8.99	9.99			13.99	7.99			3.69					
	Meijer	Angus	C	6.99						3.99	3.99			3.99			
	Millers Markets	Hereford	C	7.99	9.99							3.29			3.29	3.29	
	New Market	n/i	C						4.99								
	Save-a-Lot	n/i	C	5.99						3.99	3.49	3.99		3.99			
	Schnuck's	Angus	C		8.99					4.99					5.29		
	Strack & VanTil	Angus	C	6.99				16.99	6.99	4.99	3.99	2.99		4.99	4.99	4.49	
		n/i	C					5.99				2.77					
	Target	Sutton & Dodge	C	7.99				11.99									
	The Fresh Market	n/i	C	9.99				15.99									
		n/i	P	14.99				19.99									4.49
	Ultra Foods	Angus	C							4.98	3.98	3.99		4.98	4.98	4.98	
		n/i	C	6.98					6.98								
Walt's Food Center	Walt's	C	8.99							3.49						3.79	
	Hereford	C							2.99								
Wesselman's	n/i	C		7.99					3.59				3.99	3.79			
	Circle T	C					9.99										
Whole Foods MW	n/i	C	11.99	18.99			29.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
MI	Affiliated MW	Star Ranch	C	7.99						3.29				2.99			
	ALDI	Specially Selected	C	5.99							3.49						
	Busch's	Creekstone Farms	A	8.99			12.99		3.99		3.69						
		n/i					7.99										
	County Market	n/i	C		8.88						3.59			2.99			
	D&W Fresh Market	Preferred Angus	C	6.99				6.99			4.99						
	Earth Fare	n/i	A	11.99													
		n/i	G		8.99						4.99						
	Family Fare	Tender Ridge	C	6.99				6.99	4.99					4.99			
	Food Pride	Angus Pride		8.99					2.99		3.49		3.49		2.99		
		n/i	C							2.99							
	Fresh Thyme	Angus	C	6.77			10.99										
	Glory Supermarket	n/i												2.58			
	Gordon Food Store	Excel			8.99		9.99										
		GFS	C	9.99													
	Harding's	Tender Ridge		7.79	9.49		9.99	6.99									
	Hollywood Markets	n/i	C	7.99													
		Chairman's Reserv	C		11.99										3.99		
	Kroger Central	n/i	C	6.99					3.99	3.99							
		Private Selection	C				10.99										
	Kroger Columbus	Private Selection	C	9.99			9.99										
	Kroger Michigan	n/i	C						2.99								
	Lucky's Market	n/i		5.99				7.99				3.99	3.99	3.99			
	Martin's Super Marke	Martin's	C	8.99	9.99		13.99	7.99				3.69					
	Meijer	Angus	C	6.99					3.99	3.99			3.99				
	Millers Markets	Hereford	C	7.99	9.99					3.29	3.29			3.29	3.29		
	Pat's Foods IGA	Angus	C					6.99			3.99		3.99				
	Plumbs/Duthlers	Star Ranch	C	9.99					2.99		2.99			2.99			
	Polly's Market	n/i	C	7.99			12.99			2.89	3.99				3.99		
	Ric's Food Center	n/i		9.99			6.99				3.49						
Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99					
Spartan Stores	Chairman's Reserv	C	9.99														
Super One Foods	Black Angus	C	8.88				6.96			2.99							
Tadych's	Angus Pride	C	7.99			7.49				2.99							
	n/i					5.99											
	Nature Source	C								4.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
MI (cont)	Target	Sutton & Dodge	C	7.99			11.99										
	Toms/Oleson's	Angus Beef	C	8.88							3.99		3.99				
	VG's Grocery	VG's Angus	C	6.99				6.99	4.99					4.99			
	Valuland	n/i						4.99									
	Whole Foods MW	n/i		11.99	18.99		29.99										
MN	Affiliated MW	Star Ranch	C	7.99	7.99				2.79	2.69	2.99	3.39	3.49	2.99			
		n/i	S	6.98						2.89							
	ALDI	Specially Selected	C	5.99							3.49						
	Cash Wise Foods	Hereford	C	7.88													
	Coborn's	Hereford	C	7.88													
	County Market	n/i	C		8.88						3.59			2.99			
	Cub Foods	n/i	C	12.99				6.99	3.99		4.99						
		n/i	C	7.99													limit 2
	Econofoods	Angus Pride	C	7.99				8.99	4.99			5.99					
	Family Fare	Angus Pride	C		7.88			8.99	4.99	4.99		5.99					
	Family Fresh Market	Angus Pride	C	7.99					4.99			5.99					
	Fareway	n/i	C												1.99		limit 10 lbs.
		n/i	C	8.99	9.99		13.99										
	Festival	Black Angus	C	8.99													
	Food Pride	Angus Pride	C	8.99					2.99		3.49		3.49			2.99	
		n/i	C							2.99							
	Fresh Thyme	Angus	C	6.77			10.99										
	Hornbacher's	Stockman& Dakota		7.99	9.99			6.99			2.99		3.99				
	Hugo's	Angus Pride	C	7.78							3.98	5.48	3.98				
	Hy-Vee	Angus Reserve	C								2.99						
		Choice Reserve	C	9.99	12.99						3.99						
	Lunds & Byerlys	Premium Choice	C	9.99				9.99									
		L&B Reserve	C	12.99													
	Marketplace Foods	Angus Pride			10.98			7.98			3.88	3.48					
	Maynard's	Star Ranch	C								3.49						
		Star Ranch	S	8.49													
	Rainbow Foods	n/i	C									3.99					
Quillin's	Quillin's Own			7.99													
	Chairman's Reserve						6.99	3.49									
Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99					
Sun Mart	Tender Ridge	C	7.99				8.99	4.99	4.99		5.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
MN <i>(cont)</i>	Sunshine Foods	n/i	C		9.99			5.88				3.99				
	Super One Foods	Black Angus	C	8.88				6.96			2.99					
	SuperValu Stores	Angus Farms	C		9.99						3.49	3.99		2.99		
	Target	Sutton & Dodge	C	7.99			11.99									
	Teal's Market	Angus Pride			8.99									3.49		
	Whole Foods MW	n/i		11.99	18.99		29.99									
ND	Affiliated MW	Star Ranch	C	7.99						3.29				2.99		
	Albertsons Mntn	Double R Ranch	C	6.69	8.99		14.99	7.99			4.99		4.99		4.99	w/ \$25 purchase; limit 1
		Double R Ranch	C	5.49												
	Cash Wise Foods	Hereford	C	7.88												
	Dan's	Angus Pride	C		8.99				3.99	3.99		4.99				
	Family Fare	Angus Pride	C		7.88			8.99	4.99	4.99		5.99				
	Food Pride	Angus Pride		8.99					2.99		3.49		3.49		2.99	
		n/i	C							2.99						
	Hornbacher's	Stockman& Dakota		7.99	9.99			6.99			2.99		3.99			
	Hugo's	Angus Pride	C	7.78							3.98		5.48	3.98		
	Leever's Foods	Preferred Angus			8.99				3.29		2.99		3.99			
	Marketplace Foods	Angus Pride			10.98			7.98			3.48					
	Miller's Fresh Foods	Angus Pride	C						3.29				3.99			
	SuperValu Stores	Angus Farms	C		9.99						3.49	3.99		2.99		
	Target	Sutton & Dodge	C	7.99			11.99									
Teal's Market	Angus Pride			8.99									3.49			
NE	Affiliated MW	Star Ranch	C	7.99	7.99				2.79	2.69	2.99	3.39	3.49	2.99		limit 10 lbs.
		n/i	S	6.98						2.89						
	ALDI	Specially Selected	C	5.99							3.49					
	Apple Markets	n/i		8.99										2.99		
	Baker's	n/i	C	8.99				5.99	2.99							
	Family Fare	Angus Pride	C		7.88			8.99	4.99	4.99		5.99				
	Family Fresh Market	Angus Pride	C	7.99					4.99			5.99				
	Fareway	n/i	C											1.99		
		n/i	C	8.99	9.99		13.99									
	Food Pride	Angus Pride		8.99					2.99		3.49		3.49		2.99	
		n/i	C							2.99						
	Fresh Thyme	Angus	C	6.77			10.99									
Hy-Vee	Angus Reserve	C								2.99						
	Choice Reserve	C	9.99	12.99						3.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
NE <i>(cont)</i>	No Frills	Tender Ridge	C	7.99				8.99	4.99	4.99		5.99				limit 1	
	Russ's Market	n/i	C		8.99		12.99			2.99							
	Safeway Denver	n/i	C					5.99	BOGO								
		n/i	C	5.49			9.99	4.99									
	Sun Mart	Tender Ridge	C	7.99				8.99	4.99	4.99		5.99					
	Super Saver	Omaha Natural	L	6.77						2.98	2.98						
	Target	Sutton & Dodge	C	7.99			11.99										
	Thriftway Stores	n/i			7.99				2.99				3.99				
OH	Acme Fresh Mrkt	Angus	C	8.99		21.99		8.99	4.99							w/ store card	
		Angus	C	14.99		23.99		16.99	6.29							w/o store card	
		n/i	C				12.99									w/ store card	
		n/i	C				18.99									w/o store card	
	ALDI	Specially Selected	C	5.99							3.49						
	Buehler's	Angus	C	8.99			12.99	5.99							2.99		
	Chief Supermarkets	Angus Beef	C	8.99			14.99	6.99	3.99	3.49	3.99	4.49	4.49		3.49		
	Dave's Market	n/i	C	7.99										3.99			
	Dorothy Lane	DLM	P	16.99												ABF	
	Earth Fare	n/i	A	11.99													
		n/i	G		8.99							4.99					
	Fisher's Foods	Black Angus	C	9.99													
	Food Fair	Black Canyon		7.99			10.99					2.99					
	Fresh Encounter	Angus Beef	C	8.99			14.99	6.99	3.99	3.49	3.99	4.49	4.49		3.49		
	Fresh Thyme	Angus	C	6.77			10.99										
	Geyer's	SuKarne		4.99													Mexico
	Star Ranch		C	8.98	9.98		12.98			2.98	2.98	2.88		2.98			
		n/i	C	7.99													
	Market District		C	9.99			15.99										
		Excel			8.99		9.99										
Gordon Food Store	GFS	C	9.99														
	Heinen's	O													7.49		
IGA Stores OH/KY	Star Ranch	C					5.99										
IGA SpartanNash	Hereford	C															
	n/i	C	8.99							3.29	3.49		3.49	3.19	3.29		
Kroger Central	n/i	C	6.99						3.99	3.99							
	Private Selection	C				10.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
OH <i>(cont)</i>	Kroger Cincinnati	n/i	C	6.99							3.49		3.99			w/ store card
		Private Selection	C				12.99									
	Kroger Columbus	Private Selection	C	9.99			9.99									
	Kroger MdAtlantic	Stony Fork					9.99									
	Lucky's Market	n/i		5.99				7.99			3.99		3.99	3.99		
	Marc's	Black Canyon	C				5.99				3.99					
	Marsh	Marsh Signature	C	9.98	12.99		17.98	11.98	3.98	4.98	4.98	5.98	4.98			
	Meijer	Angus	C	6.99					3.99	3.99			3.99			
	Millers Markets	Hereford	C	7.99	9.99					3.29	3.29			3.29	3.29	
	Piggly Wiggly Stores	Preferred Angus	C	6.98				4.59			2.58					
	Remke Markets	Star Ranch	C	8.99			12.99		3.49				3.49	3.49		
	Riesbeck's	Hereford	C						2.99					3.49		
		n/i		7.99												
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
	Shop'n Save	n/i		7.99	8.99		12.99				2.88		3.99			
	Sparkle Markets	n/i	C	7.99												
	SuperValu Stores	Star Ranch	C	9.99	9.99		12.99		2.99	2.99	2.99		2.99	2.99		
		Angus Farms	C		9.99									3.59		
	Target	Sutton & Dodge	C	7.99			11.99									
	The Anderson's	Black Angus	G	9.99			9.99							4.99		
The Fresh Market	n/i	C	9.99			15.99										
	n/i	P	14.99			19.99										
Thorne's	1893 Premium							2.99								
Weis Markets	Angus	C	8.88					2.78				3.99		3.99		
	Steakhouse Select	S	5.77													
	Weis Naturals	G	8.99													
	n/i	C				12.99										
Whole Foods MdAtl	n/i		11.99	16.99		29.99										
SD	Affiliated MW	Star Ranch	C	7.99	7.99				2.79	2.69	2.99	3.39	3.49	2.99		
		n/i	S	6.98						2.89						
	ALDI	Specially Selected	C	5.99							3.49					
	Buche Foods	n/i			8.98						2.88					
	Coborn's	Hereford	C	7.88												
	Family Thrift	Angus Pride	C	7.99				8.99	4.99			5.99				
	Fareway	n/i	C											1.99		
	n/i	C	8.99	9.99		13.99									limit 10 lbs.	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
SD <i>(cont)</i>	Hy-Vee	Angus Reserve	C							2.99						limit 1
		Choice Reserve	C	9.99	12.99					3.99						
	IGA Markets	n/i		7.49					3.29		3.49			3.29	3.29	
	Ken's Super Fair	n/i	C	10.99	9.99											
	Lynn's Dakotamart	Dakotamart Pride	C		8.99							2.79				
	Maynard's	Star Ranch	C							3.49						
		Star Ranch	S	8.49												
	Safeway Denver	n/i	C					5.99	BOGO							
		n/i	C	5.49			9.99	4.99								
	Sunshine Foods	n/i	C		9.99			5.88					3.99			
	SuperValu Stores	Angus Farms	C		9.99									3.59		
Target	Sutton & Dodge	C	7.99			11.99										
Teal's Market	Angus Pride			8.99										3.49		
WI	Affiliated MW	Star Ranch	C	7.99	7.99				2.79	2.69	2.99	3.39	3.49	2.99		limit 1
		n/i	S	6.98						2.89						
	ALDI	Specially Selected	C	5.99							3.49					
	County Market	n/i	C		8.88									2.99		
	Econofoods	Angus Pride	C	7.99				8.99	4.99			5.99				
	Family Fresh Market	Angus Pride	C	7.99					4.99			5.99				
	Festival Foods	Festival's	C	9.98				7.98				3.98				
	Food Pride	Angus Pride		8.99					2.99							
		n/i	C							2.99	3.49		3.49			
	Fox Bros.	Angus	C				7.99			2.69	3.49					
		Angus	C	6.99												
	Fresh Thyme	Angus	C	6.77			10.99									
	Gordon Food Store	Excel			8.99		9.99									
		GFS	C	9.99												
	Gordy's	Tender Ridge			8.98			5.98				3.98				
	Hansen's IGA	Star Ranch	C		8.98				2.98	2.78		3.98		2.98		
	Hy-Vee	Angus Reserve	C							2.99						
		Choice Reserve	C	9.99	12.99					3.99						
Marketplace Foods	Angus Pride			10.98			7.98		3.88	3.48						
Marketplace WI	Hereford	C	7.88													
Meijer	Angus	C	6.99					3.99	3.99			3.99				
Pat's Foods IGA	Angus	C					6.99			3.99		3.99				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
WI (cont)	Pick'n Save/Copps	Black Angus n/i	C	6.88	8.99		19.99 9.99			3.99	3.99		3.99	3.99		w/ store card w/o store card
	Piggly Wiggly MW	Angus n/i	C	6.99 3.99	5.99		7.99			2.69	3.49					
	Quillin's	Quillin's Own Chairman's Reserve			7.99			6.99	3.49							
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
	Sendik's	Sendik's	C	9.99			7.99									
	Sentry Foods	Sentry Angus Sentry Angus	C	8.99 12.89				6.99		3.99	3.99		3.99	3.99		
	Schnuck's	Angus	C		8.99				4.99					5.29		
	Shurfine Food Cntr	n/i	C	7.98			8.99	6.48		2.98	2.98			2.88	3.68	
	Super One Foods	Black Angus	C	8.88				6.96			2.99					
	SuperValu Stores	Angus Farms	C		9.99						3.49	3.99		2.99		
	Tadych's	Angus Pride Nature Source	C	7.99							2.99 4.99					
	Target	Sutton & Dodge	C	7.99			11.99									
	The Fresh Market	n/i n/i	C	9.99 14.99			15.99 19.99									
	Trig's	Angus	C	9.99	9.99		7.99	6.49		3.99		4.99	3.99			
	Whole Foods MW	n/i		11.99	18.99		29.99									
	Woodman's	n/i		8.99	11.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump	
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT															
AR	Albertsons Houston	Open Nature	G						4.99						
		n/i	C						3.99				3.99	3.99	
	ALDI	Specially Selected	C	5.99							3.49				
	Bill's Fresh Market	Angus	C	9.98			12.98							2.98	
	Brookshire's	n/i	S	5.99	5.99										
		Angus	C										4.49		
	Cash Saver TC	n/i			4.78										
		n/i	S		6.98										
	City Market	Angus	C							2.78				2.96	
	Cranford's	n/i	C						2.48						
	Edward's	Angus	C				11.98								
	Food Giant	Black Canyon							2.58	2.98				2.58	
	G&W Foods	n/i	C	8.98			12.98							2.98	
	Harps Foods	Harp's	C						2.99		3.99				
		Angus	C										3.49		
	Hays Supermarket	Angus	C	10.98	10.98				2.98		2.98			2.98	
	Kroger Delta	n/i	C	6.99		14.99	10.99		2.99		3.99		2.99		
	Mac's Fresh Market	n/i	S							2.99			2.79	2.99	
		n/i			3.99										no roll
	Piggly Wiggly Hchn	Black Canyon								2.99					
Rehkopf's	n/i	C	9.99												
Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
Super 1 Foods	n/i	S	5.97										2.97		
Target	Sutton & Dodge	C	7.99			11.99									
TC Grocery	n/i	S		6.99				4.99							
The Fresh Market	n/i	C	9.99			15.99									
	n/i	P	14.99			19.99									
Whole Foods SW	n/i	A	11.99			29.99									
AZ	Affiliated MW	n/i	S	6.98						2.89					
	Albertsons SW	n/i	C	6.77					3.99	3.99	3.99		3.99	3.99	
		n/i	C	5.77				BOG2 4.77							
	Basha's	n/i					6.99								limit 1
		n/i	C	6.97											small end
		n/i	C	5.97											large end
	n/i	C	4.77					BOGO	BOGO	BOGO	2.99			limit 1	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
AZ (cont)	El Super Fry's	n/i	S						2.99							limit 1 limit 1 w/ \$25 purchase; limit 1
		n/i	C	5.77												
		n/i	C					4.77	2.97	2.97	2.97					
	IGA Family	Angus	C											2.99		
	Safeway SW	n/i	C	6.77				4.97	3.99	3.99	3.99					
		n/i	C					3.97								
	Smart & Final	Cattlemen's Finest		5.79												
	Smith's	n/i		6.99				3.99						3.99		
	Sprout's	n/i	C	7.99	7.99											
		n/i	P	12.99												
Target	Sutton & Dodge	C	7.99				11.99									
Whole Foods SthPac	n/i	A	11.99	17.99	29.99	29.99	16.99	6.99	7.99	6.99	9.99					
	n/i	O			33.99	33.99										
CO	Affiliated Foods	n/i							3.29							w/ \$25 purchase; limit 1 limit 1 limit 1
	Affiliated MW	Star Ranch	C	7.99	7.99				2.79	2.69	2.99	3.39	3.49	2.99		
		n/i	S	6.98						2.89						
	Albertsons Mntn	Double R Ranch	C	6.69	8.99		14.99	7.99			4.99		4.99		4.99	
		Double R Ranch	C	5.49												
	Associated Foods	Angus	C	8.99				4.99					3.79	2.99		
		n/i	C	5.99				3.99			3.49					
		Willamette Valley					8.99									
	Clark's	Angus	C					11.99								
	Food King	n/i									2.27					
	King Soopers	n/i	C	5.77				5.77	3.99							
	Lucky's Market	Piedmontese	A	14.99							4.99					
		Pasture One	A								7.99		7.99	7.99		
	Ridley's	Hereford	C					5.98					2.98	2.87		
		Hereford	C	4.97												
	Safeway Denver	n/i	C					5.99	BOGO							
		n/i	C	5.49			9.99	4.99								
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
	Sprout's	n/i	C	7.99	7.99											
		n/i	P	12.99												
Sun Mart	Tender Ridge	C	7.99				8.99	4.99	4.99		5.99					
Target	Sutton & Dodge	C	7.99				11.99									
Whole Foods Mntn	n/i		11.99				29.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
KS	Affiliated Foods	n/i							3.29							
	Affiliated MW	Star Ranch	C	7.99						3.29				2.99		
		n/i	S	6.98						2.89						
	ALDI	Specially Selected	C	5.99							3.49					
	Apple Markets	n/i		8.99										2.99		
	Country Mart	n/i	S	7.98			10.98									
	Dillon's	n/i	C	8.99				5.99	2.99							
	Food Pride	Angus Pride	C		8.99									2.99		
	G&W Foods	n/i	C	8.98			12.98							2.98		
	Harp's	Harp's	C						2.99		3.99					
		Angus	C										3.49			
	Hay's	Angus	C								2.98					
	Hen House	Hereford	C	9.99			13.99	7.99						3.99		
	Hy-Vee	Angus Reserve	C								2.99					
		Choice Reserve	C	9.99	12.99						3.99					
	Pyramid Foods	Angus	C	9.99			14.99							2.99		
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
	Sprout's	n/i	C	7.99	7.99											
		n/i	P	12.99												
	Sun Fresh	n/i		8.99					2.99					2.99		
Target	Sutton & Dodge	C	7.99			11.99										
Thriftway Stores	n/i			7.99				2.99				3.99				
Whole Foods Mntn	n/i		11.99			29.99										
Woods Supermarket	Butcher Pride	C	9.99	11.99		17.99	7.99	3.49						3.99		
LA	AG Baton Rouge	n/i	C	9.99									3.99	2.59		
	Albertsons Houston	Open Nature	G					4.99								
		n/i	C					3.99					3.99		3.99	
	ALDI	Specially Selected	C	5.99							3.49					
	Breaux Mart	Black Angus	C	8.99									3.99			
		n/i	P	9.99												
	Brookshire's	n/i	S	5.99	5.99											
		Angus	C										4.49			
	Brookshire Bros.	Angus Pride	C											3.99		
		Marble Rich	P	6.99												
Kroger Texas	n/i	C	5.77													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
LA (cont)	Mac's Fresh Market	n/i	S							2.99			2.79	2.99		no roll limit 1
	Market Basket	n/i	C		3.99										1.97	
	Market Basket	MB Premium	S											1.97		
	Ramey's	Black Angus	C									3.98				
	Rouses	Black Angus	C											1.99		
		Black Angus	C				11.99						3.99			
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
	Shoppers Value	Angus	C											2.68		
	Super 1 Foods	n/i	S	5.97										2.97		
	Target	Sutton & Dodge	C	7.99												
	The Fresh Market	n/i	C	9.99												
		n/i	P	14.99												
Whole Foods SW	n/i	A	11.99													
Winn-Dixie	n/i	C						3.99	3.99			4.99	3.99			
MO	Affiliated MW	Star Ranch	C	7.99						3.29				2.99		
	ALDI	Specially Selected	C	5.99							3.49					
	Apple Markets	n/i		8.99										2.99		
	C&R Supermarkets	Chairman Reserve	C		7.99					2.79				2.69		
	Cash Saver TC	n/i			4.78											
		n/i	S		6.98											
	County Market NFI	Ranchers Legend	C	9.99					3.99	3.29						
	Country Mart	n/i	S	7.98			10.98									
	Dierberg's	Dierberg's	C							3.97						
	Food Giant	Black Canyon						2.58	2.98					2.58		
	Fresh Thyme	Angus	C	6.77			10.99									
	G&W Foods	n/i	C	8.98			12.98							2.98		
	Gerbe's	n/i	C	8.99					5.99	2.99						
	Gordon Food Store	Excel			8.99		9.99									
		GFS	C	9.99												
	Harps Foods	Harp's	C							2.99		3.99				
		Angus	C										3.49			
Harter House	n/i	C	9.99	10.99		9.99							2.99			
Hays Supermarket	Angus	C	10.98	10.98					2.98		2.98		2.98			
Hen House	Hereford	C	9.99			13.99	7.99						3.99			
Hy-Klas Foods	n/i			7.99					2.99				3.99			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
MO (cont)	Hy-Vee	Angus Reserve	C							2.99						
		Choice Reserve	C	9.99	12.99					3.99						
	IGA Stores IL/IN	IGA TableRite	C								2.99					
	Kroger Central	n/i	C	6.99					3.99	3.99						
		Private Selection	C				10.99									
	Kroger Delta	n/i	C	6.99		14.99	10.99		2.99		3.99		2.99			
	Lucky's Market	n/i		5.99				7.99			3.99		3.99	3.99		
	Moser's	n/i		6.99					2.99						2.99	
	Prenger Foods	n/i	C												2.97	
		Heartland	S	7.88	7.88										2.99	
	Pyramid Foods	Angus	C	9.99			14.99								2.99	
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
	Schnuck's	Angus	C		8.99				4.99						5.29	
	Shop'n Save	Angus Beef	C	7.99	9.99				4.99							
	Sprout's	n/i	C	7.99	7.99											
		n/i	P	12.99												
	Sun Fresh	n/i		8.99					2.99						2.99	
	Target	Sutton & Dodge	C	7.99			11.99									
	TC Grocery	n/i	S		6.99				4.99							
	TC Markets	Angus Pride	C	8.99											3.29	
Thriftway Stores	n/i			7.99									3.99			
Whole Foods MW	n/i		11.99	18.99		29.99										
Woods Supermarket	Butcher Pride	C	9.99	11.99			17.99	7.99	3.49					3.99		
NM	Affiliated Foods	n/i							3.29							
	Albertsons SW	n/i	C	6.77				BOG2	3.99	3.99	3.99		3.99		3.99	
		n/i	C	5.77				4.77								limit 1
	Basha's	n/i					6.99									
		n/i	C	6.97												small end
		n/i	C	5.97												large end
		n/i	C	4.77					BOGO	BOGO	BOGO	2.99				limit 1
	El Super	n/i	S						2.99							
	Food King	n/i									2.27					
	John Brooks	n/i							2.99							
	King Soopers	n/i	C	5.77					5.77	3.99						
	Safeway Denver	n/i	C						5.99	BOGO						
	n/i	C	5.49				9.99	4.99								limit 1

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
NM (cont)	Smith's	n/i		6.99				3.99						3.99			
	Sprout's	n/i	C	7.99	7.99												
		n/i	P	12.99													
	Target	Sutton & Dodge	C	7.99			11.99										
	Whole Foods Mntn	n/i		11.99			29.99										
OK	Affiliated Foods	n/i							3.29								
	Affiliated MW	Star Ranch	C	7.99						3.29				2.99			
	ALDI	Specially Selected	C	5.99							3.49						
	Buy for Le\$\$	Chairman's Reserv	C											2.99	2.99		
		SuKarne			4.47												Mexico
	Country Mart	n/i	S	7.98			10.98										
	Harps Foods	Harp's	C						2.99		3.99						
		Angus	C										3.49				
	Homeland Stores	Angus	C	7.99											3.69		
	Market Square	n/i							2.99								
	Nichol's	n/i	S	9.99				5.99		3.49				2.99			
	Pyramid Foods	Angus	C	9.99			14.99							2.99			
	Reasor's	Angus	C	9.98										2.98			
	Rehkopf's	n/i	C	9.99													
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99				
	Sprout's	n/i	C	7.99	7.99												
		n/i	P	12.99													
	Super C Mart	n/i	C					4.99					3.19				
	The Fresh Market	n/i	C	9.99			15.99										
		n/i	P	14.99			19.99										
United of OK	Red River Ranch	C											3.69				
Target	Sutton & Dodge	C	7.99			11.99											
Whole Foods SW	n/i	A	11.99			29.99											
TX	Affiliated Foods	n/i							3.29								
	Albertsons Houston	Open Nature	G						4.99								
		n/i	C						3.99				3.99		3.99		
	Albertsons SW	n/i	C	6.77				BOG2	3.99	3.99	3.99		3.99		3.99		
		n/i	C	5.77				4.77									
	ALDI	Specially Selected	C	5.99							3.49						
Arlan's Market	n/i	S											2.99		limit 1		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions			
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil		
TX (cont)	Brookshire's	n/i	S	5.99	5.99													
		Angus	C										4.49					
	Brookshire Bros.	Angus Pride	C												3.99			
		Marble Rich	P	6.99														
	Cash Saver TX	n/i							2.46							2.46		
	Diamond IGA	n/i									2.99							
	El Rio Grande	n/i							2.99									
	El Super	n/i	S						2.99									
	Elrod's	n/i		3.49														
	Fiesta Mart	n/i							2.47	2.47	2.47		2.47					
	Foodarama	n/i	S										2.99	2.99				
		n/i		3.99														
	Food King	n/i										1.99						
	Food Town	n/i												2.88				
	H-E-B	n/i	S											2.97	2.97			
		n/i	C	7.97														
		H-E-B Prime 1	P	11.97														
	Kroger Texas	n/i	C	5.77														
	La Fiesta	n/i		3.97														
	Market Basket	MB Premium	C														1.97	
		Market Basket	S													1.97		
	Market Square	n/i								2.99								
	Porter's Grocery	n/i								2.99								
	Randall's	n/i	C	4.77						4.99				3.99				
		Angus	C	5.77						5.99								
		O Organic	O															8.99
		Open Nature	G	10.99														
Rehkopf's	n/i	C	9.99															
Save-a-Lot	n/i	C	5.99						3.99	3.49	3.99		3.99					
Seller Bros	n/i	S							1.99									
Sprout's	n/i	C	7.99	7.99														
	n/i	P	12.99															
Sun Fresh Market	n/i	C	6.97															
Super 1 Foods	n/i	S	5.97												2.97			
Target	Sutton & Dodge	C	7.99															
Tom Thumb	n/i																	

w/ \$10 purchase; limit 2

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
TX (cont)	United Supermarket	Texas Angus		6.97			14.99							4.99		
	Whole Foods SW	n/i	A	11.99			29.99									
UT	Albertsons Mntn	Double R Ranch	C	6.69	8.99		14.99	7.99			4.99		4.99		4.99	w/ \$25 purchase; limit 1
		Double R Ranch	C	5.49												
	Associated Foods	Angus	C	8.99				4.99				3.79	2.99	2.99		
		n/i	C	5.99						3.49						
		Willamette Valley					8.99									
	Clark's	Angus	C					11.99								
	Fresh Market	n/i		7.99									2.99			
		Angus	C					4.99				3.79				
		Willamette Valley					8.99									
	Harmon's	n/i	C	8.99												
	King Soopers	n/i	C	5.77				5.77	3.99							
	Ream's	n/i						4.99					2.59			
	Ridley's	Hereford	C					5.98				2.98	2.87			
		Hereford	C	4.97												
	Smith's	n/i		6.99				3.99					3.99			
	Sprout's	n/i	C	7.99	7.99											
		n/i	P	12.99												
	Stokes Market	Angus	C										3.29			
	n/i		5.99				3.99									
Target	Sutton & Dodge	C	7.99			11.99										
Whole Foods Mntn	n/i		11.99			29.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
SOUTHWESTERN U.S. - CA,HI,NV																
CA	Albertsons SoCal	n/i	C	7.99		15.99				4.99			4.99		3.99	
	ALDI	Specially Selected	C	5.99							3.49					
	Baja Ranch	n/i	S									2.99				
	Big Saver	n/i							2.99	2.89	2.79	2.99	2.99			
	Bristol Farms	n/i	C	14.99												
	Cardenas	n/i					4.99									
	El Super	n/i	S						2.99							
	Food 4 Less	n/i		6.99												
	Holiday Market	Sterling Silver	C	8.99							4.99					
	Island Pacific	n/i								3.99		3.99				
	Jensen's Foods	n/i	P	29.99												
		Angus	C	17.99												
	Jons Marketplace	Angus Pride	C	5.99				7.99	3.99		3.99		3.99			
	K.V. Mart	n/i											3.69			
	Lucky Stores	Angus	C	9.99		16.99			2.99							
		n/i		5.99												
	Lunardi's	n/i						12.99								
	Mar-Val Foods	Harris Ranch	C	7.98											3.99	
	Mollie Stone's	n/i	C	12.99		22.99		9.99								
	Murphy's Markets	n/i	S	6.99												
	Nugget Markets	Angus	C	9.99			18.99									
		Angus	P	15.99												
		Sun Fed Ranch	G								7.99					local
	Pavilions	n/i	C	7.99		14.99				4.99			4.99	3.99		
		n/i	P	14.99												
	R-N Markets	n/i	C	7.99	7.99											
	Raley's	Raley's									4.99				2.77	local
	Ralph's	n/i	C	5.77				4.77								limit 1
	Rancho San Miguel	n/i														
	Ray's Food Place	Angus	C	7.99	7.99			5.99								
	Safeway NorCal	n/i	C	7.99			17.99	7.99	4.99	3.99						
		Open Nature	G												5.99	
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99			
	Save Mart	Angus 43		6.97					2.99					2.99		
	Seafood City	n/i	C							3.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump	
CA <i>(cont)</i>	Select Markets	Signature Angus	C	6.99							3.99			2.99	w/ \$25 purchase; limit 1
	SK Super King	n/i	C									3.49			
		n/i		5.99											
	Smart & Final	Cattlemen's Finest		5.79											
	Sprout's	n/i	C	7.99	7.99										
		n/i	P	12.99											
	Stater Bros.	n/i		4.77			11.99		4.99		4.99		4.99	3.99	
	Super A Foods	Harris Ranch		6.99									3.99		
	Target	Sutton & Dodge	C	7.99			11.99								
	The Fresh Market	n/i	C	9.99			15.99								
		n/i	P	14.99			19.99								
	Vallarta	n/i		4.99											
	Vons	n/i	C		7.99	14.99			4.99		3.99		4.99	3.99	
Whole Foods NorCal	n/i		11.99	16.99		27.99	14.99								
Whole Foods SthPac	n/i	A	11.99	17.99	29.99	29.99	16.99	6.99	7.99	6.99	9.99				
	n/i	O			33.99	33.99									
HI	Don Quijote	Angus Beef	C	7.99				6.79							
	Foodland	Angus Beef	C	7.99											
	Island Grocery	n/i		7.99											
	KTA Super Stores	n/i		8.99											
	Safeway NorCal	n/i	C	7.99			17.99	7.99		4.99					
		Open Nature	G											5.99	
	Seafood City	n/i	C							4.99					
	Target	Sutton & Dodge	C	8.99			11.99								
	Times Supermarket	n/i		6.99	8.99										
	Whole Foods SthPac	n/i	A	11.99	17.99	29.99	29.99	16.99	6.99	7.99	6.99	9.99			
	n/i	O			33.99	33.99									
NV	Albertsons Mntn	Double R Ranch	C	6.69	8.99		14.99	7.99			4.99		4.99	4.99	w/ \$25 purchase; limit 1
		Double R Ranch	C	5.49											
	Albertsons SW	n/i	C	6.77				BOG2	3.99	3.99	3.99		3.99	3.99	
		n/i	C	5.77				4.77							
	Associated Foods	n/i	C					3.99			3.49				
	Cardenas	n/i					4.99								
	El Super	n/i	S						2.99						
	Island Pacific	n/i								3.99		3.99			
Marketon	n/i		5.49												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
NV (cont)	Raley's	Raley's									4.99				2.77	local	
	Ridley's	Hereford	C					5.98					2.98	2.87		limit 1	
		Hereford	C	4.97													
	Safeway NorCal	n/i	C	7.99			17.99	7.99	4.99	3.99							
		Open Nature	G													5.99	
	Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99				
	Save Mart	Angus 43		6.97					2.99						2.99		
	Scolari's	Harris Ranch	C	7.99							3.99					3.99	
		Harris Ranch	S	6.99				10.99									
	Seafood City	n/i	C								3.99						
	Smart & Final	Cattlemen's Finest		5.79													w/ \$25 purchase; limit 1
	Sprout's	n/i	C	7.99	7.99												
		n/i	P	12.99													
	Target	Sutton & Dodge	C	7.99				11.99									
	Vons	n/i	C		7.99	14.99				4.99		3.99		4.99	3.99		
Whole Foods NorCal	n/i		11.99	16.99			27.99	14.99									
Whole Foods SthPac	n/i	A	11.99	17.99	29.99	29.99	16.99	6.99	7.99	6.99	9.99						
	n/i	O				33.99	33.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump	
NORTHWESTERN U.S. - AK, ID, MT, OR, WA, WY															
AK	AC Value Center	n/i											4.58		
		Blackwell Angus		8.48							3.98				
	Alaskan & Proud Carrs/Seattle	n/i	C	5.95	9.99		15.99		4.99	6.99	4.99				w/ \$50 purchase; limit 1
		n/i	C	5.88											
		Open Nature	G	11.99			18.99								
	Fred Meyer	n/i						4.77	3.99						limit 1
		n/i		6.77											limit 2
		n/i							3.49		3.69			3.69	
	IGA Hometown	n/i		7.99					3.49		3.69			3.29	
	Meyers Group IGA Sitka Seasmart	n/i	C	7.99						3.99	3.99				
Three Bears	n/i		4.99	5.59											
ID	Albertsons Mntr	Double R Ranch	C	6.69	8.99		14.99	7.99			4.99		4.99	4.99	
		Double R Ranch	C	5.49											
	Associated Foods	Angus	C	8.99				4.99				3.79	2.99	2.99	w/ \$25 purchase; limit 1
		n/i	C	5.99				3.99			3.49				
		Willamette Valley					8.99								
	Family Foods	n/i									2.59				
	Fred Meyer	n/i						4.77	3.99						
		n/i		5.99											limit 1
		n/i							4.77						limit 2
	Harvest Foods	St Helens	C											3.98	
	IGA Markets	n/i		7.49					3.29		3.49			3.29	3.29
	Ridley's	Hereford	C						5.98			2.98	2.87		
		Hereford	C	4.97											limit 1
	Rosauer's	St Helens	C							2.99	2.79				
		St Helens	C	4.89											limit 16 lbs.
		Wild Sky	G						5.49						
		Painted Hills	A	10.99											
Safeway Seattle	n/i	C		8.99		14.99		3.99	5.99	3.99					
	n/i	C	4.88											w/ \$50 purchase; limit 1	
	Open Nature	G	10.99			17.99									
Smith's	n/i		6.99				3.99					3.99			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions	
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil
ID <i>(cont)</i>	Stokes Market	Angus n/i	C	5.99				3.99						3.29		
	Super 1 Foods	Angus	C							2.88	2.88					
	Target	Sutton & Dodge	C	7.99			11.99									
	Whole Foods Mntn	n/i		11.99			29.99									
	Yoke's Fresh Mrkt	n/i									3.49					
MT	Albertsons Mntn	Double R Ranch	C	6.69	8.99		14.99	7.99			4.99		4.99		4.99	
		Double R Ranch	C	5.49												w/ \$25 purchase; limit 1
	ALDI	Specially Selected	C	5.99							3.49					
	Associated Foods	Angus	C	8.99				4.99					3.79	2.99	2.99	
		n/i	C	5.99				3.99								
		Willamette Valley					8.99									
	Family Foods	n/i									2.59					
	Harvest Foods	St Helens	C													3.98
	IGA Markets	n/i		7.49					3.29		3.49				3.29	3.29
	Lucky's Market	n/i		5.99				7.99			3.99		3.99	3.99		
	Reynold's	Reynold's Own		6.79				4.99			2.99					
		Willamette Valley					8.99									
	Rosauer's	St Helens	C							2.99	2.79					
		St Helens	C	4.89												limit 16 lbs.
		Wild Sky	G						5.49							
		Painted Hills	A	10.99												
	Smith's	n/i		6.99				3.99							3.99	
Stokes Market	Angus	C												3.29		
	n/i		5.99				3.99									
Super 1 Foods	Angus	C								2.88	2.88					
SuperValu Stores	Angus Farms	C		9.99										3.59		
Three Bears	n/i	C	4.49	5.39					2.99							
OR	Albertsons Portland	n/i	C	6.99				4.99	4.99	4.99					4.99	
	Associated Foods	Angus	C	8.99				4.99					3.79	2.99	2.99	
		n/i	C	5.99				3.99			3.49					
		Willamette Valley					8.99									
	CenterPlace Market	St Helens	C	6.98				6.98		4.48	4.48					
Family Foods	n/i									2.59						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions						
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil					
OR (cont)	Fred Meyer	n/i						4.77	3.99												
		n/i		5.99																limit 1	
		n/i						4.77												limit 2	
	Harvest Foods	St Helens	C																		
	IGA Markets	n/i		7.49					3.29		3.49				3.29						
	IGA Market Fresh	n/i									3.99										
		St Helens		5.99					5.88												
	Lamb's Market	Painted Hills	C	11.99							4.99	4.99									ABF; local
		n/i	P	12.99																	
	Market of Choice	Painted Hills	A	11.99										4.99							local
	McKay's Market	Signature Angus	S	5.99					5.99			3.99			3.99		3.99				
	Quality Food Center	Angus	C	9.99				17.99				BOGO									
	Ray's Food Place	Angus	C	7.99	7.99				5.99												
	Red Apple/Thriftway	St Helens	L	12.99							4.99	2.99									
	Rosauer's	St Helens	C								2.99	2.79									
		St Helens	C	4.89																	limit 16 lbs.
		Wild Sky	G							5.49											
		Painted Hills	A	10.99																	
	Roth's	Double R Ranch	L	7.99																	
		Painted Hills	A	12.99																	
Safeway Portland	n/i	C		8.99			14.99		3.99	5.99	3.99										
	n/i	C	4.88																	w/ \$50 purchase; limit 1	
	Open Nature	G	10.99				17.99														
Save-a-Lot	n/i	C	5.99						3.99	3.49	3.99		3.99								
Select Markets	Signature Angus	C	6.99								3.99									2.99	
Stokes Market	Angus	C													3.29						
Target	Sutton & Dodge	C	7.99				11.99														
Whole Foods NW	WFM		11.99	16.99			29.99														
WA	Albertsons Portland	n/i	C	6.99				4.99	4.99	4.99										4.99	
	CenterPlace Market	St Helens	C	6.98				6.98		4.48	4.48										
	Family Foods	n/i									2.59										
	Fred Meyer	n/i						4.77	3.99												
		n/i		5.99																	limit 1
		n/i						4.77													limit 2
	Haggen's	Double R Ranch		6.99			14.99	8.99	3.99	3.99	3.99	6.99	3.99								4.99
	Harvest Foods	St Helens	C																		3.98

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
WA (cont)	IGA Markets	n/i		7.49					3.29		3.49			3.29	3.29	limit 16 lbs. w/ \$50 purchase; limit 1 w/ \$50 purchase; limit 1 w/ \$35 purchase; limit 1	
	IGA Market Fresh	n/i								3.99					2.99		
		St Helens		5.99				5.88									
	Island Pacific	n/i								3.99		3.99					
	Meyers Group IGA	St Helens	C	7.99					2.79		3.29				3.29		
	Metropolitan	n/i	C	18.99				18.99									
	PCC Natural	Country Natural	A						6.99				6.99				
		Sun Fed	G									11.49					
	Quality Food Center	Angus	C	9.99			17.99				BOGO						
	Red Apple/Thriftway	St Helens	L	12.99						4.99	2.99						
	Rosauer's	St Helens	C							2.99	2.79						
		St Helens	C	4.89													
		Wild Sky	G						5.49								
		Painted Hills	A	10.99													
	Saar's	n/i		3.99					2.88								
	Safeway Portland	n/i	C		8.99		14.99		3.99	5.99	3.99						
		n/i	C	4.88													
		Open Nature	G	10.99			17.99										
	Safeway Seattle	n/i	C		8.99		14.99		3.99	5.99	3.99						
		n/i	C	4.88													
	Open Nature	G	10.99			17.99											
Save-a-Lot	n/i	C	5.99					3.99	3.49	3.99		3.99					
Select Markets	Signature Angus	C	6.99							3.99				2.99			
Stokes Market	Angus	C											3.29				
Super 1 Foods	Angus	C							2.88	2.88							
Target	Sutton & Dodge	C	7.99			11.99											
The Markets	Black Angus	C	4.79						3.95	3.98				3.95			
	Black Angus	C					2.99										
Whole Foods NW	WFM		11.99	16.99		29.99											
Yoke's Fresh Mrkt	n/i									3.49							
WY	Affiliated MW	Star Ranch	C	7.99	7.99				2.79	2.69	2.99	3.39	3.49	2.99			
		n/i	S	6.98						2.89							
	Albertsons Mntn	Double R Ranch	C	6.69	8.99		14.99	7.99			4.99		4.99		4.99		
		Double R Ranch	C	5.49													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Rib Roasts		Loin Roasts (bnls)			Round Roasts (boneless)						Conditions		
				Bone In	Bnls	Filet Mignon	Tender loin	Strip Loin	Bottom Round	Top Round	Sirloin Tip	Top Butt	Eye or Round	Rump		London Broil	
WY (cont)	Associated Foods	Angus	C	8.99				4.99					3.79	2.99	2.99		
		n/i	C	5.99				3.99			3.49						
		Willamette Valley					8.99										
	Food Pride	Angus Pride			8.99					2.99		3.49		3.49			2.99
		n/i	C								2.99						
	IGA Markets	n/i		7.49							3.49			3.29	3.29		
	King Soopers	n/i	C	5.77				5.77		3.99							
	Lucky's Market	Piedmontese	A									4.99					
		Pasture One	A								7.99			7.99	7.99		
	Ridley's	Hereford	C						5.98					2.98	2.87		
		Hereford	C		4.97												limit 1
	Safeway Denver	n/i	C						5.99	BOGO							
n/i		C		5.49			9.99	4.99							limit 1		
Smith's	n/i		6.99				3.99						3.99				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT															
CT	AF Basket	n/i	C								4.99			5.99	
	AG New England	n/i	C	2.79								2.99			
	ALDI	ALDI Signature	C		2.99										
	Associated	n/i	C								5.99	2.99			
	Best Market	n/i	C	3.97							5.77	3.97	5.97		
	Bravo	n/i	C			3.99					4.99				
	C-Town	n/i	C			3.99									
	Compare Foods	n/i	C								4.99				
	Fairway Foods	n/i	C										4.99		
		n/i	K										7.99		
	Food Bazaar	n/i									3.99				
	Key Food	n/i	C									3.99			
	Kings Food Markets	Kings	C											6.99	
	Market 32	Angus	C			4.99								7.49	
	Price Chopper	Angus	C			4.99								7.49	
	ShopRite	n/i	C			3.99								3.99	
		Angus	C			4.49									
Stew Leonard's	n/i									3.99			4.99		
Stop & Shop	Angus	C			4.99										
	Nature's Promise	A			5.99										
Whole Foods NATl	n/i									4.99					
Whole Foods NE	n/i									4.99			9.99		
DC	ALDI	ALDI Signature	C		2.99										
	Giant Food	Angus	C		4.99										
		Nature's Promise	A		5.99										
	Harris Teeter	HT Rancher											5.99		
	Safeway Eastern	n/i	C			4.99									
Whole Foods MdAtl	n/i									4.99					
DE	ALDI	ALDI Signature	C		2.99										
	Food Lion	n/i	C		3.49										
	Fresh Grocer	n/i	C		3.99										
	Giant Food	Angus	C		4.99										
		Nature's Promise	A		5.99										
	Great VALU Market	Angus	C	2.99	3.99										
	Harris Teeter	HT Rancher											5.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions	
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat		
DE <i>(cont)</i>	IGA Stores NJ/PA	n/i								4.99						
	Redner's	Angus			3.48							2.88				w/ store card
		Angus			4.98							5.48				w/o store card
	Safeway Eastern	n/i	C			4.99										
	ShopRite	n/i	C		3.99									3.99		
	ShurSave	Angus	C		4.49											
		n/i		3.99					3.29							
MA	AF Basket	n/i	C							4.99					5.99	
	AG New England	n/i	C	2.79								2.99				
	ALDI	ALDI Signature	C		2.99											
	Associated	n/i	C							5.99		2.99				
	Bravo	n/i	C			3.99				4.99						
	C-Town	n/i	C			3.99										
	Compare Foods	n/i	C							4.99						
	Donelan's	Nature Source										5.99				ABF
		n/i	C												5.99	
	Hannaford	n/i	C												6.99	
	Market 32	Angus	C		4.99										7.49	
	Met Foods	n/i	C							5.99					5.99	
	Price Chopper	Angus	C		4.99										7.49	
	Seabra Foods	n/i	C							3.99		2.79				
	Shaw's	n/i	C	3.99						3.99						
	Star Market	n/i	C	3.99						3.99						
Stop & Shop	Angus	C		4.99												
	Nature's Promise	A		5.99												
Wegman's	Wegman's Angus	C			11.49											
	Wegman's				6.79				5.49		4.99					
	Whole Foods NATl	n/i								4.99						
MD	ALDI	ALDI Signature	C		2.99											
	Associated	n/i	C							5.99		2.99				
	Food Lion	n/i	C		3.49											
	Giant Eagle	Market District	C	3.59												
	Giant Food	Angus	C		4.99											
		Nature's Promise	A		5.99											
	Great VALU Market	Angus	C	2.99	3.99											
H-Mart	n/i	C						6.99	6.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
MD <i>(cont)</i>	Harris Teeter	HT Rancher											5.99		w/ store card w/o store card
	Kennie's Market	Angus	C						3.99						
	Martin's Food	Angus	C		4.99										
		Nature's Promise	A		5.99										
	Redner's	Angus			3.48							2.88			
		Angus			4.98							5.48			
	Safeway Eastern	n/i	C			4.99									
	Shop'n Save	n/i			2.88										
	Shopper's Food	n/i	C							4.99					
	ShopRite	n/i	C											3.99	
		Angus	C			4.49									
	ShurSave	n/i		3.99						3.29					
Wegman's	Wegman's Angus	C				11.49									
	Wegman's					6.79					4.99				
	Whole Foods MdAtl	n/i								4.99					
ME	AG New England	n/i	C	2.79								2.99			
	Hannaford	n/i	C										6.99		
	Shaw's	n/i	C	3.99					3.99						
	Whole Foods NATl	n/i								4.99					
NH	AG New England	n/i	C	2.79								2.99			
	ALDI	ALDI Signature	C		2.99										
	Hannaford	n/i	C										6.99		
	Price Chopper	Angus	C		4.99								7.49		
	Shaw's	n/i	C	3.99					3.99						
	Whole Foods NATl	n/i								4.99					
NJ	ALDI	ALDI Signature	C		2.99										
	Associated	n/i	C							5.99		2.99			
	Best Market	n/i	C	3.97						5.77		3.97	5.97		
	Bravo	n/i	C			3.99				4.99					
	C-Town	n/i	C			3.99									
	Compare Foods	n/i	C							4.99					
	Fairway Foods	n/i	C										4.99		
		n/i	K										7.99		
	Fine Fare	n/i			3.99					5.59				5.99	
	Food Bazaar	n/i								3.99		3.99			
Foodtown	Ranchers Legend											4.99	5.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
NJ <i>(cont)</i>	Great VALU Market	Angus	C	2.99	3.99										
	IGA Stores NJ/PA	n/i								4.99					
	Key Food	n/i	C									3.99			
	Kings Food Markets	Kings	C											6.99	
	McCaffrey's	Angus	C										5.99		
	Met Foods	n/i	C							5.99				5.99	
	Morton Williams	n/i	C									3.99			
	Pioneer Foods	n/i	C							5.99			5.99		
	Seabra Foods	n/i		2.99								3.49			
	ShopRite	n/i	C		3.99									3.99	
		Angus	C		4.49										
	Stop & Shop	Angus	C		4.99										
		Nature's Promise	A		5.99										
	Supremo Foods	n/i								4.99					
	Wegman's	Wegman's Angus	C			11.49									
	Wegman's				6.79				5.49		4.99				
Western Beef	n/i		2.99							4.99					
Whole Foods MdAtl	n/i									4.99					
Whole Foods NE	n/i									4.99				9.99	
NY	AF Basket	n/i	C							4.99				5.99	
	AG New England	n/i	C	2.79								2.99			
	ALDI	ALDI Signature	C		2.99										
	Associated	n/i	C							5.99		2.99			
	Best Market	n/i	C	3.97						5.77		3.97	5.97		
	Big M Supermarkets	1893 Premium							3.99						
	Bravo	n/i	C			3.99				4.99					
	C-Town	n/i	C			3.99									
	Compare Foods	n/i	C							4.99					
	DeCiccio Markets	Sterling Silver	C							5.49			5.99	8.99	
	Fairway Foods	n/i	C										4.99		
		n/i	K										7.99		
	Fine Fare	n/i			3.99					5.59				5.99	
	Food Bazaar	n/i								3.99		3.99			
	Foodtown	Ranchers Legend											4.99	5.99	
Giunta's	n/i				3.99										
Hannaford	n/i	C											6.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
NY <i>(cont)</i>	Kennie's Market	Angus	C						3.99						
	Key Food	n/i	C									3.99			
	King Kullen	n/i	C											5.99	
	Kings Food Markets	Kings	C											6.99	
	Market 32	Angus	C		4.99									7.49	
	Met Foods	n/i	C							5.99				5.99	
	Morton Williams	n/i	C									3.99			
	North Shore Farms	n/i	C							4.99					
	Pioneer Foods	n/i	C							5.99			5.99		
	Price Chopper	Angus	C		4.99										7.49
	Shop'n Save	n/i			2.88										
	ShopRite	n/i	C		3.99										3.99
		Angus	C		4.49										
	Stew Leonard's	n/i								3.99			4.99		
	Stop & Shop	Angus	C		4.99										
		Nature's Promise	A		5.99										
Trade Fair	n/i							2.49							
	n/i	H						2.59				3.79			
Wegman's	Wegman's Angus	C				11.49									
	Wegman's					6.79			5.49			4.99			
Western Beef	n/i			2.99											
Whole Foods NE	n/i													9.99	
PA	ALDI	ALDI Signature	C		2.99										
	Associated	n/i	C									2.99			
	Big M Supermarkets	1893 Premium							3.99						
	Boyer's	n/i			4.97										
	Bravo	n/i	C			3.99					4.99				
	C-Town	n/i	C			3.99									
	Family Owned	n/i							3.29						
	Fine Fare	n/i			3.99						5.59			5.99	
	Food Lion	n/i	C		3.49										
	Foodtown	Ranchers Legend										4.99		5.99	
	Fresh Grocer	n/i	C		3.99									4.99	
Giant Eagle	Market District	C	3.59												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions	
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat		
PA <i>(cont)</i>	Giant Food Stores	Angus	C		4.99											
		Nature's Promise	A		5.99											
	Great VALU Market	Angus	C	2.99	3.99											
	IGA SpartanNash	n/i	C		3.49											
	IGA Stores NJ/PA	n/i								4.99						
	Kam's	n/i	C			3.99										
	Key Food	n/i	C									3.99				
	Landis Supermarket	Angus	C					2.99								
	Martin's Food	Angus	C		4.99											
		Nature's Promise	A		5.99											
	McCaffrey's	Angus	C										5.99			
	Pioneer Foods	n/i	C								5.99		5.99			
	Price Chopper	Angus	C		4.99										7.49	
	Redner's	Angus			3.48								2.88			w/ store card
		Angus			4.98								5.48			w/o store card
	Shop'n Save	n/i			2.88											
	ShopRite	n/i	C		3.99										3.99	
		Angus	C		4.49											
	ShurSave	n/i		3.99						3.29						
	ShurSave NE Penn.	Angus	C		3.49											
Sparkle Markets	n/i	C		3.99												
Supremo Foods	n/i								4.99							
Wegman's	Wegman's Angus	C				11.49										
	Wegman's					6.79			5.49			4.99				
Whole Foods MdAtl	n/i									4.99						
RI	ALDI	ALDI Signature	C		2.99											
	Associated	n/i	C							5.99		2.99				
	Bravo	n/i	C			3.99				4.99						
	Compare Foods	n/i	C							4.99						
	Seabra Foods	n/i	C							3.99		2.79				
	Shaw's	n/i	C	3.99					3.99							
	Stop & Shop	Angus	C		4.99											
		Nature's Promise	A		5.99											
	Whole Foods NATl	n/i								4.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
VT	AG New England	n/i	C	2.79								2.99			
	ALDI	ALDI Signature	C		2.99										
	Hannaford	n/i	C											6.99	
	Price Chopper	Angus	C		4.99									7.49	
	Shaw's	n/i	C	3.99						3.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV															
AL	ALDI	ALDI Signature	C		2.99										
	Dollar General Mrkt	n/i			4.50										
	Greer's Market	Black Angus	S						2.81						
	Hometown Market	Angus	C	2.89											
	Ingle's Market	n/i	C						2.98						
	Kroger Atlanta	n/i	C	3.99											
	Lucky's Supermarket	Black Canyon			3.69										
	Piggly Wiggly HAC	n/i	S		3.99										
	Piggly Wiggly Hchns	Black Canyon		2.99											
	Piggly Wiggly Inc.	n/i	C										6.99		
	Price Le\$\$ Foods	IGA Angus	C		4.28										
	Publix	Publix	C	3.99							4.99				5.99
	Ramey's	n/i	C	2.28	3.48										
	Sprout's	n/i			4.99										
	Vowell's	Black Canyon	S		3.59										
	Western Market	Angus	C				3.49		3.29						
Whole Foods South	n/i									4.99				ABF	
Winn-Dixie	n/i			3.99											
FL	ALDI	ALDI Signature	C		2.99										
	Food City	Angus	C						2.99						
	Greer's Market	Black Angus	S						2.81						
	Harris Teeter	HT Rancher											5.99		
	Harvey's	Angus	C		3.48										
	Hitchcock's	Hitchcock's	C		3.99				3.99	4.99					
	IGA Florida	n/i		2.99	3.99			2.99		3.99					
	Lucky's Market	n/i		3.99	3.49										
	Piggly Wiggly Hchns	Black Canyon		2.99											
	Presidente	n/i	C						2.98						
	Publix	Publix	C	3.99						4.99				5.99	
	Sabor Tropical	Angus	C						2.98						
	Safeway Florida	n/i	C			4.99			4.99						
	Scaff's Market	Angus	C	2.99											
	Western Beef	n/i		3.99						3.99		3.99			
	Whole Foods FL	n/i								4.99				6.99	
Winn-Dixie	n/i			3.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions	
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat		
GA	ALDI	ALDI Signature	C		2.99											
	Bi-Lo	n/i			3.49											
	Food City	Angus	C						2.99							
	Food Depot	n/i	S	2.77									2.95			
	Food Lion	n/i	C		3.49											
	Food Pride	n/i			3.69											
	Galaxy Food Center	Tender Ridge	C		3.58											
	Harris Teeter	HT Rancher												5.99		
	Harvey's	Angus	C		3.48											
	H-Mart	n/i	C								4.99					
	IGA Food Stores	Preferred Angus		2.99	3.49											
		Angus	C		3.89											
	IGA Stores SE	Tender Ridge		2.68												
	Ingle's Market	n/i	C						2.98							
	Kroger Atlanta	n/i	C	3.99												
	Lucky's Market	n/i		3.99	3.49											
	Piggly Wiggly Car.	Pig's Pride			3.88											
	Piggly Wiggly HAC	n/i	S		3.99											
	Piggly Wiggly Hchns	Black Canyon		2.99												
	Publix	Publix	C	3.99							4.99				5.99	
Quality Foods	n/i												2.99			
Sprout's	n/i			4.99												
Wayfield's	n/i	C	2.99	2.99												
	n/i	S		2.99												
Whole Foods South	n/i									4.99						
Winn-Dixie	n/i			3.99											ABF	
KY	ALDI	ALDI Signature	C		2.99											
	E.W. James	Black Canyon		2.58												
	Food Fair	Black Canyon					2.88									
	Food Lion	n/i	C		3.49											
	Food Rite	Black Canyon		3.49	3.99											
	Foodland	Star Ranch					2.88									
	Fresh Thyme	n/i			4.99											
	Galaxy Food Center	Tender Ridge	C		3.58											
	IGA Houchen's	IGA	C		3.99											
	IGA SpartanNash	n/i	C		3.49											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions	
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat		
KY <i>(cont)</i>	IGA Stores SE	Tender Ridge		2.68												
	Kroger Delta	n/i		2.99			2.99									
	Kroger Louisville	n/i	C		2.99											
	Kroger MidAtlantic	n/i	C		3.49											
	Lucky's Market	n/i		3.99	3.49											
	Meijer	Angus	C						4.49							
	Piggly Wiggly Hchns	Black Canyon		2.99												
	Price Le\$\$ Foods	IGA Angus	C		4.28											
	SuperValu Stores	Angus Farms	C		3.99											
	TC Grocery	n/i	S		3.79	2.79										
Whole Foods MdAtl	n/i									4.99						
MS	ALDI	ALDI Signature	C		2.99											
	Greer's Market	Black Angus	S						2.81							
	Kroger Delta	n/i		2.99			2.99									
	Mac's Fresh Market	n/i	S	2.99									2.79			
	Piggly Wiggly Hchns	Black Canyon		2.99												
	Ramey's	n/i	C	2.28	3.48											
	Vowell's	Black Canyon	S		3.59											
	Whole Foods South	n/i								4.99						ABF
Winn-Dixie	n/i			3.99												
NC	ALDI	ALDI Signature	C		2.99											
	Bi-Lo	n/i			3.49											
	Carlie C's IGA	n/i		2.48	2.98											
	Compare Foods	n/i			3.99											
	Farm Fresh	Stockman Dakota		2.99	2.99											
	Food Lion	n/i	C		3.49											
	Food Pride	n/i			3.69											
	Galaxy Food Center	Tender Ridge	C		3.58											
	Great VALU Market	n/i	C	2.99	3.99											
	Harris Teeter	HT Rancher											5.99			
	Harvey's	Angus	C		3.48											
	IGA Food Stores	Preferred Angus		2.99	3.49						3.99					
		Angus	C		3.89											
	IGA Stores SE	Tender Ridge		2.68												
Ingle's Market	n/i	C						2.98								
Piggly Wiggly Retail	n/i			3.69												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions		
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat			
NC <i>(cont)</i>	Piggly Wiggly Stores	Preferred Angus			3.79												
	Publix	Publix	C	3.99							4.99				5.99		
	Whole Foods South	n/i									4.99					ABF	
SC	ALDI	ALDI Signature	C		2.99												
	Bi-Lo	n/i			3.49												
	Food Lion	n/i	C		3.49												
	Galaxy Food Center	Tender Ridge	C		3.58												
	Harris Teeter	HT Rancher											5.99				
	Harvey's	Angus	C		3.48												
	IGA Food Stores	Preferred Angus		2.99	3.49							3.99					
		Angus	C		3.89												
	IGA Stores SE	Tender Ridge		2.68													
	Ingle's Market	n/i	C						2.98								
	Kroger Atlanta	n/i	C	3.99													
	Piggly Wiggly Car.	Pig's Pride			3.88												
	Publix	Publix	C	3.99								4.99			5.99		
Whole Foods South	n/i										4.99				ABF		
TN	ALDI	ALDI Signature	C		2.99												
	Cash Saver TC	n/i	C		3.88												
	E.W. James	Black Canyon		2.58													
	Food City	Angus	C						2.99								
	Food Lion	n/i	C		3.49												
	Food Rite	Black Canyon		3.49	3.99												
	H.G. Hill	Black Canyon	C		3.59												
	IGA Houchen's	IGA	C		3.99												
	IGA Stores SE	Tender Ridge		2.68													
	Ingle's Market	n/i	C						2.98								
	Kroger Delta	n/i		2.99			2.99										
	Lucky's Supermarket	Black Canyon			3.69												
	Price Le\$\$ Foods	IGA Angus	C		4.28												
	Publix	Publix	C	3.99							4.99				5.99		
	Quality Foods	n/i											2.99				
	Sprout's	n/i			4.99												
	TC Grocery	n/i	S		3.79	2.79											
Whole Foods South	n/i									4.99					ABF		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions		
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat			
VA	ALDI	ALDI Signature	C		2.99												
	Associated	n/i	C							5.99		2.99					
	Farm Fresh	Stockman Dakota		2.99	2.99												
	Food City	Angus	C						2.99								
	Food Lion	n/i	C		3.49												
	Galaxy Food Center	Tender Ridge	C		3.58												
	Giant Food	Angus	C		4.99												
		Nature's Promise	A		5.99												
	Great VALU Market	n/i	C	2.99	3.99												
	Harris Teeter	HT Rancher											5.99				
	H-Mart	n/i	C						6.99	6.99							
	IGA Stores SE	Tender Ridge		2.68													
	Ingle's Market	n/i	C						2.98								
	Martin's Food	Angus	C		4.99												
		Nature's Promise	A		5.99												
	Piggly Wiggly Retail	n/i			3.69												
	Piggly Wiggly Stores	Preferred Angus			3.79												
	Price Le\$\$ Foods	IGA Angus	C		4.28												
	Publix	Publix	C	3.99							4.99					5.99	
	Safeway Eastern	n/i	C			4.99											
Shop'n Save	n/i			2.88													
Shopper's Food	n/i	C								4.99							
Wegman's	Wegman's Angus	C				11.49											
	Wegman's					6.79			5.49			4.99					
Whole Foods MdAtl	n/i									4.99							
WV	ALDI	ALDI Signature	C		2.99												
	Food Fair	Black Canyon					2.88										
	Food Lion	n/i	C		3.49												
	Foodland	Star Ranch					2.88										
	Galaxy Food Center	Tender Ridge	C		3.58												
	Giant Eagle	Market District	C	3.59													
	Great VALU Market	n/i	C	2.99	3.99												
	IGA Stores SE	Tender Ridge		2.68													
	Kroger Columbus	n/i	C		BOGO												
	Martin's Food	Angus	C		4.99												
	Nature's Promise	A		5.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
WV <i>(cont)</i>	Piggly Wiggly Stores	Preferred Angus	C		3.79										
	Shop'n Save	n/i			2.88										
	Sparkle Markets	n/i			3.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI															
IA	Affiliated MW	n/i	S		3.98										
		Star Ranch			3.69										
	ALDI	ALDI Signature	C		2.99										
	Family Fare	Angus Pride	C		3.49										
	Family Foods	Angus Pride	C						2.99						
	Fareway	n/i	C			3.99	5.99								
	Food Pride	n/i			3.99										
	Fresh Thyme	n/i			4.99										
	Hy-Vee	Choice Reserve	C		4.99										
		Angus Reserve	C			3.99									
	Jewel-Osco	n/i	C		3.99										
	Lucky's Market	n/i		3.99	3.49										
	Maynard's	Star Ranch	C			2.99									
	No Frills	Tender Ridge			3.49										
	Price Chopper	KC Pride				1.99						3.99			
	Quillin's	Chairman Reserve	C		3.99										
Schnuck's	Angus	C	5.79												
Sunshine Foods	n/i	C			2.49										
Super Saver	Omaha Natural	L											4.98		
Thriftway Stores	n/i				2.49						2.99				
Whole Foods MW	n/i								4.99						
IL	Affiliated MW	Star Ranch			3.69										
	ALDI	ALDI Signature	C		2.99										
	Angelo Caputo's	Angus	C		3.99										
	Berkot's	n/i	C		3.89										
	Brookhaven	n/i	C		3.99						2.99				
	Butera Market	Angus	C			3.49				3.99					
		Angus	C			2.99									
	Cermak's	Angus	C				2.99								
	County Market IGA	Ranchers Legend	C			2.99									
	County Market NFI	Rancher's Legend	C			2.99									
	Dierberg's	Dierberg's Angus	C										5.99		
	Fairplay Foods	Angus	C		3.99		3.49	3.99			3.49				
	Fareway	n/i	C			3.99	5.99								
Food 4 Less	n/i			2.97											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions	
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat		
IL (cont)	Food Pride	n/i			3.99											
	Fresh Thyme	n/i			4.99											
	Garden Fresh Mrkt	Black Angus	C								4.99					
	Heinen's	Heinen's			4.99											
	Hy-Vee	Choice Reserve	C		4.99											
		Angus Reserve	C			3.99										
	IGA Houchen's	IGA	C		3.99											
	IGA Stores IL/IN	IGA TableRite		2.69	3.69											
	Jewel-Osco	n/i	C		3.99											
	Jimenez	n/i	C			2.89										
	Kirby Foods IGA	IGA TableRite			3.69											
	Kroger Central	n/i	C		2.99											
	Kroger Louisville	n/i	C		2.99											
	La Chiquita	n/i	C			2.99										
	Mariano's	Black Angus	C		3.00											
	Meijer	Angus	C						4.49							
	Pete's Market	Strauss	G		13.99											
		Black Angus	C		3.99							3.99				
	Piggly Wiggly MW	Angus	C				2.99									
	Price Le\$\$ Foods	IGA Angus	C		4.28											
	Schnuck's	Angus	C	5.79												
	Shop & Save Mrkt	Angus	C			2.99	3.99				5.19					
	Shop'n Save	n/i	C		3.99											
		Angus	C		4.99											
	Strack & VanTil	Angus	C				3.99									
	Tony's Finer Foods	Angus	C								3.99	3.99		4.49		
	Treasure Island	Sterling Silver	C						4.99						7.99	
Ultra Foods	n/i						4.48									
	Angus	C					3.98			4.98						
Valli Produce	n/i	C					3.99			4.69	3.99					
Walt's Food Center	Hereford	C		3.99												
Whole Foods MW	n/i									4.99						
IN	ALDI	ALDI Signature	C		2.99											
	County Market IGA	Ranchers Legend	C			2.99										
	Food 4 Less	n/i			2.97											
	Fresh Thyme	n/i			4.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
IN <i>(cont)</i>	Giant Eagle	Market District	C	3.59											
	Harding's	n/i					3.99								
	Harvest Market	Black Canyon			3.99										
	Holiday Foods	Angus	C			2.99									
	IGA Houchen's	IGA	C		3.99										
	IGA SpartanNash	n/i	C		3.49										
	IGA Stores IL/IN	IGA TableRite		2.69	3.69										
	Jay C Foods	n/i	C		3.49										
	Jewel-Osco	n/i	C		3.99										
	Kirby Foods IGA	IGA TableRite			3.69										
	Kroger Central	n/i	C		2.99										
	Kroger Louisville	n/i	C		2.99										
	Lucky's Market	n/i		3.99	3.49										
	Marsh	Black Angus	C				2.98								
	Meijer	Angus	C						4.49						
	Millers Markets	Hereford	C		3.29										
	New Market	Black Angus	C		BOGO		2.99								
	Price Le\$\$ Foods	IGA Angus	C		4.28										
	Schnuck's	Angus	C	5.79											
	Strack & VanTil	Angus	C				3.99								
Ultra Foods	n/i					4.48									
Walt's Food Center	Angus	C				3.98				4.98					
Walt's Food Center	Hereford	C		3.99											
Whole Foods MW	n/i									4.99					
MI	Affiliated MW	Star Ranch			3.69										
	ALDI	ALDI Signature	C		2.99										
	County Market	Angus	C			3.49									
	D&W Fresh Market	n/i			6.99										ABF
	Family Fare	Tender Ridge			4.99										
	Food Pride	Angus Pride			3.49										
	Fresh Thyme	n/i			4.99										
	Glory Supermarket	n/i			3.99										
	Harding's	n/i					3.99								
	Kroger Central	n/i	C		2.99										
	Kroger Columbus	n/i	C		BOGO										
	Kroger Michigan	n/i	C	BOGO											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
MI <i>(cont)</i>	Lucky's Market	n/i		3.99	3.49										
	Meijer	Angus	C						4.49						
	Millers Markets	Hereford	C		3.29										
	Pat's Foods IGA	Angus	C	3.79											
	Plumbs/Duthlers	Star Ranch							2.99						
	Polly's Market	n/i	C			2.79									
	Spartan Stores	n/i	C		3.99		2.99								
	Valuland	n/i			3.88										
	VG's Grocery	VG's Angus	C		4.99										
	Whole Foods MW	n/i									4.99				
MN	Affiliated MW	n/i	S		3.98										
		Star Ranch	C	2.69	3.89										
	ALDI	ALDI Signature	C		2.99										
	County Market	Angus	C			3.49									
	Family Fare	Angus Pride	C		3.49										
	Family Fresh Market	Angus Pride	C		4.99										
	Fareway	n/i	C			3.99	5.99								
	Festival	Black Angus	C		3.99										
	Food Pride	Angus Pride			3.49										
	Fresh Thyme	n/i			4.99										
	Hornbacher's	Stockman & Dakota		3.99											
	Hy-Vee	Choice Reserve	C		4.99										
		Angus Reserve	C			3.99									
	Kowalski's	n/i	A	5.99											
	Maynard's	Star Ranch	C			2.99									
	Quillin's	Chairman Reserve	C		3.99										
	Sun Mart	Tender Ridge	C		3.49										
	Sunshine Foods	n/i	C			2.49									
	SuperValu Stores	Angus Farms	C	4.79	4.49	3.69									
	Teal's Market	Angus Pride				2.99									
Whole Foods MW	n/i								4.99						
ND	Affiliated MW	Star Ranch			3.69										
	Albertsons Mntn	Double R Ranch	C				3.99	1.99							
		Signature Farms											4.99		
	Family Fare	Angus Pride	C		3.49										
Food Pride	Angus Pride			3.49											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
ND <i>(cont)</i>	Hornbacher's	Stockman & Dakota		3.99											
	SuperValu Stores	Angus Farms	C	4.79	4.49	3.69									
	Teal's Market	Angus Pride				2.99									
NE	Affiliated MW	n/i	S		3.98										
		Star Ranch	C	2.69	3.89										
		ALDI	ALDI Signature	C		2.99								3.99	
		Apple Market	n/i												
		Baker's	n/i	C		2.99									
		Family Fare	Angus Pride	C		3.49									
		Family Fresh Market	Angus Pride	C		4.99									
		Fareway	n/i	C			3.99	5.99							
		Food Pride	Angus Pride			3.49									
		Fresh Thyme	n/i			4.99									
		Hy-Vee	Choice Reserve	C		4.99									
			Angus Reserve	C			3.99								
		No Frills	Tender Ridge			3.49									
		Russ's Market	n/i	C		3.49									
		Safeway Denver	n/i	C	BOGO		5.99	4.99							
		Sun Mart	Tender Ridge	C		3.49									
	Super Saver	Omaha Natural	L											4.98	
	Thriftway Stores	n/i				2.49							2.99		
	Whole Foods MW	n/i								4.99					
OH	Acme Fresh Mrkt	Angus	C		4.99		3.99								w/ store card
		Angus	C		6.49		6.29								w/o store card
		ALDI	ALDI Signature	C		2.99									
		Buehler's	Angus	C			2.99								
		Chief Supermarkets	Angus Beef	C			3.99								
		Dave's Markets	n/i	C		4.99			4.99						
		Fisher's Foods	Black Angus	C			2.99								
		Food Fair	Black Canyon				2.88								
		Fresh Encounter	Angus Beef	C			3.99								
		Fresh Thyme	n/i			4.99									
		Geyer's	Black Angus	C		3.18		2.68							
		Giant Eagle	Market District	C	3.59										
		Heinen's	Heinen's			4.99									
	IGA SpartanNash	n/i	C		3.49										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
OH <i>(cont)</i>	Kroger Central	n/i	C		2.99										
	Kroger Columbus	n/i	C		BOGO										
	Lucky's Market	n/i		3.99	3.49										
	Marsh	Black Angus	C				2.98								
	Meijer	Angus	C						4.49						
	Millers Markets	Hereford	C		3.29										
	Piggly Wiggly Stores	Preferred Angus			3.79										
	Shop'n Save	n/i			2.88										
	Sparkle Markets	n/i	C		3.99										
	SuperValu Stores	Angus Farms	C		3.99										
	Thorne's	Star Ranch	C	2.79	3.99					3.99					
Whole Foods MdAtl	1893 Premium									4.99					
SD	Affiliated MW	n/i	S		3.98										
		Star Ranch	C	2.69	3.89										
	ALDI	ALDI Signature	C		2.99										
	Fareway	n/i	C			3.99	5.99								
	Hy-Vee	Choice Reserve	C		4.99										
		Angus Reserve	C			3.99									
	IGA Markets	n/i		2.59											
	Ken's Super Fair	n/i					2.59								
	Lynns Dakotamart	Dakotamart Pride	C						2.99						
	Maynard's	Star Ranch	C			2.99									
	Safeway Denver	n/i	C	BOGO		5.99	4.99								
	Sunshine Foods	n/i	C			2.99									
	SuperValu Stores	Angus Farms	C		3.99										
Teal's Market	Angus Pride				2.99										
WI	Affiliated MW	n/i	S		3.98										
		Star Ranch	C	2.69	3.89										
	ALDI	ALDI Signature	C		2.99										
	Cermak's	Angus	C				2.99								
	County Market	Angus	C			3.49									
	Family Fresh Market	Angus Pride	C		4.99										
	Fox Bros.	Angus	C				2.99								
	Fresh Thyme	n/i			4.99										
	Gordy's	Tender Ridge			3.98										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
WI (cont)	Hy-Vee	Choice Reserve	C		4.99										
		Angus Reserve	C			3.99									
	Meijer	Angus	C						4.49						
	Pat's Foods IGA	Angus	C	3.79											
	Pick'n Save/Copps	Black Angus	C		3.99										
	Piggly Wiggly MW	Angus	C				2.99								
	Quillin's	Chairman Reserve	C		3.99										
	Schnuck's	Angus	C	5.79											
	Sentry Foods	Sentry Angus	C										4.99		
	SuperValu Stores	Angus Farms	C	4.79	4.49	3.69									
	Trig's	Angus	C		3.99										
	Whole Foods MW	n/i								4.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT															
AR	Albertsons Houston	n/i	C	3.99	3.99					3.99				2.99	
	ALDI	ALDI Signature	C		2.99										
	Cash Saver TC	n/i	C		3.88										
	Cranford's	n/i			2.98										
	G&W Foods	n/i		2.98											
		n/i	C										4.48		
	Harps Foods	Harps Angus	C				4.49								
	Kroger Delta	n/i		2.99			2.99								
	Mac's Fresh Market	n/i	S	2.99									2.79		
	Piggly Wiggly Hchns	Black Canyon		2.99											
	Rehkopf's	n/i	S		3.59										
	Super 1 Foods	n/i									4.27				
	n/i	S							3.47						
TC Grocery	n/i	S		3.79	2.79										
Whole Foods SW	n/i	A								4.99					
AZ	Affiliated MW	n/i	S		3.98										
	Albertsons SW	n/i	C		3.99		3.99			BOG2					
		n/i	C										2.99		limit 2
	Basha's	n/i	C				BOGO						2.99		
	EI Super	n/i	S		2.79			2.89			2.59				
	Food City	n/i					2.27								limit 2
	Fry's	n/i	C	2.97											
	IGA Family	n/i					3.49								
	Los Altos	n/i									2.99				
	Safeway SW	n/i	C				3.99								
	Smart & Final	Cattlemen's Finest			2.99										limit 4
	Smith's	n/i			3.99										
	Sprout's	n/i			4.99										
	Whole Foods SthPac	n/i	A								4.99		9.99		
	n/i	O											9.99		
CO	Affiliated Foods	n/i				3.29				3.49					
	Affiliated MW	n/i	S		3.98										
		Star Ranch	C	2.69	3.89										
	Albertsons Mntn	Double R Ranch	C				3.99	1.99							
	Signature Farms												4.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
CO <i>(cont)</i>	Associated Foods	Angus	C		4.49					2.99					
		n/i	C		3.99										
	Food King	n/i				2.13									
	King Soopers	n/i	C		4.99										
	Ridley's	Hereford	C				3.88								
	Safeway Denver	n/i	C	BOGO		5.99	4.99								
	Sprout's	n/i			4.99										
	Sun Mart	Tender Ridge	C		3.49										
	Whole Foods Mntrn	n/i	A							4.99					
KS	Affiliated Foods	n/i				3.29				3.49					
	Affiliated MW	n/i	S		3.98										
		Star Ranch			3.69										
	ALDI	ALDI Signature	C		2.99										
	Apple Market	n/i											3.99		
	Country Mart	n/i											3.99		
		n/i	S		3.98								2.68		
	Dillon's	n/i	C		2.99										
	Food Pride	n/i			3.99										
	G&W Foods	n/i		2.98											
		n/i	C										4.48		
	Harps Foods	Harps Angus	C				4.49								
	Hen House	Hereford	C											5.99	
	Hy-Vee	Choice Reserve	C		4.99										
		Angus Reserve	C				3.99								
	Price Chopper	KC Pride					1.99							3.99	
	Pyramid Foods	Angus	C		3.99										
	Sprout's	n/i			4.99										
	Sun Fresh	n/i											3.99		
	Thriftway Stores	n/i					2.49						2.99		
	Whole Foods Mntrn	n/i	A							4.99					
	Wood's Supermarket	Butcher's Pride	C		4.79										
LA	Albertsons Houston	n/i	C	3.99	3.99					3.99			2.99		
	ALDI	ALDI Signature	C		2.99										
	Brookshire Bros.	Angus Pride	C	3.99											
		n/i	S										2.88		
	Mac's Fresh Market	n/i	S	2.99									2.79		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
LA <i>(cont)</i>	Market Basket	MB Premium	S	2.99											
	Ramey's	n/i	C	2.28	3.48										
	Shoppers Value	Angus	C	2.68											
	Super 1 Foods	n/i													
	Whole Foods SW	n/i	S						3.47		4.27				
	Winn-Dixie	n/i	A								4.99				
MO	Affiliated MW	Star Ranch			3.69										
	ALDI	ALDI Signature	C		2.99										
	Apple Market	n/i											3.99		
	Cash Saver TC	n/i	C		3.88										
	County Market NFI	Rancher's Legend	C			2.99									
	County Market IGA	Ranchers Legend	C			2.99									
	Country Mart	n/i											3.99		
		n/i	S		3.98								2.68		
	Dierberg's	Dierberg's Angus	C												5.99
	Fresh Thyme	n/i			4.99										
	Gerbe's	n/i	C		2.99										
	G&W Foods	n/i		2.98											
		n/i	C										4.48		
	Harps Foods	Harps Angus	C				4.49								
	Harter House	n/i	C			2.99									
	Hen House	Hereford	C												5.99
	Hy-Klas Foods	n/i				2.49								2.99	
	Hy-Vee	Choice Reserve	C		4.99										
		Angus Reserve	C			3.99									
	IGA Stores IL/IN	IGA TableRite		2.69	3.69										
	Kroger Central	n/i	C		2.99										
	Kroger Delta	n/i		2.99			2.99								
	Lucky's Market	n/i		3.99	3.49										
Moser's	n/i			3.49									3.99		
Prenger Foods	Heartland Pride	S											3.99		
Price Chopper	KC Pride					1.99							3.99		
Pyramid Foods	Angus	C		3.99											
Schnuck's	Angus	C	5.79												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions	
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat		
MO <i>(cont)</i>	Shop'n Save	n/i	C		3.99											
		Angus	C		4.99											
	Sprout's	n/i			4.99											
	TC Grocery	n/i	S		3.79	2.79										
	Thriftway Stores	n/i				2.49									2.99	
	Whole Foods MW	n/i									4.99					
	Wood's Supermarket	Butcher's Pride	C		4.79											
NM	Affiliated Foods	n/i				3.29				3.49						
	Albertsons SW	n/i	C		3.99		3.99			BOG2						
		n/i	C											2.99		limit 2
	Basha's	n/i	C				BOGO							2.99		
	El Super	n/i	S		2.79			2.89				2.59				
	Food King	n/i				2.13										
	John Brooks	n/i				3.29				3.49						
	King Soopers	n/i	C		4.99											
	Lawrence Bros.	n/i				2.69										
	Safeway Denver	n/i	C	BOGO		5.99	4.99									
	Smith's	n/i			3.99											
	Sprout's	n/i			4.99											
Whole Foods Mntn	n/i	A								4.99						
OK	Affiliated Foods	n/i				3.29				3.49						
	Affiliated MW	Star Ranch			3.69											
	ALDI	ALDI Signature	C		2.99											
	Country Mart	n/i												3.99		
		n/i	S		3.98									2.68		
	Harps Foods	Harps Angus	C				4.49									
	Homeland Stores	Angus	C		3.89											
	Market Square	n/i				3.29				3.59						
	Pyramid Foods	Angus	C		3.99											
	Rehkopf's	n/i	S		3.59											
	Sprout's	n/i			4.99											
	Super C Mart	n/i	C	2.29	3.49					2.79						local
	United of OK	Red River Ranch	C	7.99	3.89											
	Warehouse Market	n/i			3.29											
	Whole Foods SW	n/i	A								4.99					
William's	Angus	C		4.39									3.49			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions	
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat		
TX	Affiliated Foods	n/i				3.29				3.49						
	Albertsons Houston	n/i	C	3.99	3.99					3.99				2.99		
	Albertsons SW	n/i	C		3.99		3.99			BOG2				2.99		limit 2
			n/i	C										2.99		
	ALDI	ALDI Signature	C		2.99											
	Arlan's	n/i	S	2.99												
	Brookshire Bros.	Angus Pride	C	3.99										2.88		
			n/i	S												
	Cash Saver TX	n/i					2.39									
	David's	n/i	S	4.49												
	Diamond IGA	n/i			3.59											
	El Rio Grande	n/i										2.49		2.29		
	El Super	n/i	S		2.79				2.89			2.59				
	Elrod's	n/i									2.59					
	Fiesta Mart	n/i		2.47	2.47				2.47	2.47				2.47		
	Foodarama	n/i	S	1.99	1.99									1.97		w/ \$10 purchase; limit 1
	Food King	n/i				2.13								1.69		
	H-E-B	n/i	S	2.97							2.97					
	Junior's	n/i		2.99												
	La Fiesta	n/i		2.47							2.47					
	Lawrence Bros.	n/i				2.69										
	Market Basket	MB Premium	S	2.99												
	Market Square	n/i				3.29					3.59					
	Porter's Grocery	n/i				3.29					3.59					
	Randall's	n/i	C					3.99								
	Rehkopf's	n/i	S		3.59											
	Sellers Bros.	n/i	C	1.99												
	Sprout's	n/i			4.99											
	Sun Fresh Market	n/i	C	2.99		2.99										
	Super 1 Foods	n/i									4.27					
		n/i	S						3.47							
Tom Thumb	n/i	C	4.99	4.99									2.99			
United Supermarkets	Texas Angus				3.99								3.99			
Vista Markets	Hereford	C						2.78								
Whole Foods SW	n/i	A								4.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
UT	Albertsons Mntn	Double R Ranch	C				3.99	1.99							
		Signature Farms													4.99
	Associated Foods	Angus	C		4.49				2.99						
		n/i	C		3.99										
	Fresh Market	n/i							2.99						
		Angus	C			4.49									
	King Soopers	n/i	C		4.99										
	Ridley's	Hereford	C				3.88								
	Smith's	n/i			3.99										
	Sprout's	n/i			4.99										
Stokes Market	Angus Farms	C						3.99							
Whole Foods Mntn	n/i	A								4.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
SOUTHWESTERN U.S. - CA,HI,NV															
CA	Albertsons SoCal	n/i	C		4.99		4.99								
		Open Nature	G		5.99										
	ALDI	ALDI Signature	C		2.99										
	Arteaga	n/i									4.49				
	Baja Ranch	n/i	S	2.99											
	Big Saver	n/i			2.79							3.99	2.19		
	Cardenas	n/i						1.99					2.47		
	Chavez	Harris Ranch										5.99			
	El Super	n/i	S		2.79			2.89					2.59		
	Food 4 Less	n/i			3.99										
	Food Source	n/i			3.48										
	Foodland Mercado	n/i					2.69	2.48							
	Holiday Market	Sterling Silver					3.99								
	Island Pacific	n/i											2.99		
	Jon's Marketplace	Angus	C		3.99							2.99	2.99		
	K.V. Mart	n/i			2.79								2.39		
	La Perla	n/i		2.99											
	Lucky Stores	Angus	C		5.49										
	Lunardi's	n/i												8.99	
	Mar-Val Foods	Harris Ranch	C		2.88										
	Mi Pueblo	n/i			3.79								2.69		
	Northgate	n/i						2.89							
	Nugget Markets	Piedmontese	C										7.99		ABF
	Pavilions	n/i	C		4.99		4.99								
	Raley's	n/i	L				4.99	3.99	4.99						
	Ralph's	n/i	C				4.99			4.99					
	Rancho San Miguel	n/i			3.49				3.59						
	Ray's Food Place	Meyers	A				3.99								
	R-N Markets	n/i	C		2.67		2.27								
	Safeway NorCal	n/i	C		4.99		4.99								
	Save Mart	Angus 43	C		2.99	4.99	2.99			3.99					
	Seafood City	n/i	C									3.99			
	Select Markets	Signature Angus	C				2.99								
	SK Super King	n/i	C							3.99	2.59				
	Smart & Final	Cattlemen's Finest			2.99										limit 4

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions		
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat			
CA <i>(cont)</i>	Sprout's	n/i			4.99												
	Stater Bros.	n/i		3.99	3.99												
	Super A Foods	Harris Ranch	C		3.29			3.69									
		n/i			2.99												
	Superior Grocers	n/i	C									2.49					
		n/i	S		2.99			1.99									
	Vallarta	n/i						2.99				2.49					
	Vons	n/i	C		4.99		4.99										
Whole Foods SthPac	n/i	A								4.99		9.99					
	n/i	O												9.99			
HI	Don Quijote	Angus Beef			4.99		2.99				7.29						
	Foodland	Angus	C		5.99		4.99				8.99						
	KTA Super Stores	n/i	C				3.79										
	Safeway NorCal	n/i	C		5.99		5.99										
	Seafood City	n/i										4.99					
	Tamura's Market	n/i	C		4.39						5.49						
	Times Supermarket	Sterling Silver			5.99		4.79										
	Whole Foods SthPac	n/i	A								4.99		9.99				
	n/i	O												9.99			
NV	Albertsons Mntn	Double R Ranch	C				3.99	1.99									
		Signature Farms													4.99		
	Albertsons SW	n/i	C		3.99		3.99		BOG2								
		n/i	C										2.99			limit 2	
	Associated Foods	n/i	C		3.99												
	Cardenas	n/i						1.99				2.47					
	El Super	n/i	S		2.79			2.89				2.59					
	Food Source	n/i			3.48												
	Marketon	n/i	S					2.99				2.99					
	Raley's	n/i	L				4.99	3.99	4.99								
	Ridley's	Hereford	C				3.88										
	Safeway NorCal	n/i	C		4.99		4.99										
	Save Mart	Angus 43	C		2.99	4.99	2.99				3.99						
	Scolari's	Harris Ranch	C								4.99						
	Seafood City	n/i	C									3.99					
Smart & Final	Cattlemen's Finest			2.99												limit 4	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions		
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat			
NV (cont)	Sprout's	n/i	C A O		4.99												
	Vons	n/i			4.99		4.99										
	Whole Foods SthPac	n/i									4.99				9.99		
		n/i													9.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY															
AK	AC Value Center	Blackwell Angus			4.78		3.78								
	Alaskan & Proud	n/i						3.88							
	Carrs/Seattle	Open Nature	G		7.99										
		n/i	C		5.99										
	Hometown IGA	n/i		2.99											
	Meyers Group IGA	St Helens	C	2.99											
Sitka Seamart	n/i	C		4.99											
ID	Albertsons Mntn	Double R Ranch	C				3.99	1.99							
		Signature Farms												4.99	
	Associated Foods	Angus	C		4.49				2.99						
		n/i	C		3.99										
	Harvest Foods	St Helens	C				2.98							4.98	
	IGA Markets	n/i		2.59											
	Ridley's	Hereford	C				3.88								
	Safeway Seattle	Open Nature	G		6.99										
		n/i	C		4.99										
	Smith's	n/i			3.99										
	Stokes Market	Angus Farms	C						3.99						
Super 1 Foods	Meyer Natural	C		4.98											
Whole Foods Mntn	n/i	A							4.99						
Yoke's Fresh Mrkt	Hereford	C				2.99									
MT	Albertsons Mntn	Double R Ranch	C				3.99	1.99							
		Signature Farms												4.99	
	ALDI	ALDI Signature	C		2.99										
	Associated Foods	Angus	C		4.49				2.99						
		n/i	C		3.99										
	Harvest Foods	St Helens	C				2.98							4.98	
	IGA Markets	n/i		2.59											
	Lucky's Market	n/i		3.99	3.49										
	Reynold's	n/i			3.99										
	Smith's	n/i			3.99										
	Stokes Market	Angus Farms	C						3.99						
Super 1 Foods	Meyer Natural	C		4.98											
SuperValu Stores	Angus Farms	C		3.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions	
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat		
OR	Albertsons Portland	n/i	C		4.99	4.99	4.99	2.99			4.99					
	Associated Foods	Angus	C		4.49					2.99						
		n/i	C		3.99											
	CenterPlace Market	St Helens	C	6.98				6.98			4.48	4.48				
	Harvest Foods	St Helens	C				2.98								4.98	
	IGA Markets	n/i		2.59												
	IGA Market Fresh	n/i					2.99									
	Lamb's Market	Painted Hills	A		3.99											
	Market of Choice	Painted Hills	A	3.99												local
	McKay's Market	Signature Angus	S				3.99									
	New Seasons	n/i	A		5.99											
	Quality Food Center	Angus	C		4.99											
	Ray's Food Place	Meyers	A				3.99									
	Red Apple/Thriftway	St Helens	L		4.99											
	Roth's	Painted Hills	A		3.99											local
	Safeway Portland	Open Nature	G		6.99											
	n/i	C		4.99												
Select Markets	Signature Angus	C				2.99										
Whole Foods NW	n/i	A								4.99						
WA	Albertsons Portland	n/i	C		4.99	4.99	4.99	2.99			4.99					
	CenterPlace Market	St Helens	C	6.98				6.98			4.48	4.48				
	Haggen's	Double R Ranch			3.99						3.99		3.99			
	Harvest Foods	St Helens	C				2.98								4.98	
	IGA Markets	n/i		2.59												
	IGA Market Fresh	n/i					2.99									
	Metropolitan	n/i	C	4.99												local
	Meyers Group IGA	St Helens	C	2.59												
	New Seasons	n/i	A		5.99											
	PCC Natural	Country Natural	A			6.49										
	Quality Food Center	Angus	C		4.99											
	Red Apple/Thriftway	St Helens	L		4.99											
	Safeway Portland	Open Nature	G		6.99											
		n/i	C		4.99											
	Safeway Seattle	Open Nature	G		6.99											
		n/i	C		4.99											
Seafood City	n/i										3.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

BEEF

State	Supermarket	Label	KEY	Chuck Roasts									Brisket		Conditions
				Shoulder	Bnls Chuck	Arm Roast	Cross Rib	7-Bone	Chuck Eye	Short Ribs	Clod	London Broil	Whole	Flat	
WA <i>(cont)</i>	Select Markets	Signature Angus	C				2.99								
	Super 1 Foods	Meyer Natural	C		4.98										
	Town & Country	Angus	C		4.79										
	Whole Foods NW	n/i	A							4.99					
	Yoke's Fresh Mrkt	Hereford	C				2.99								
WY	Affiliated MW	n/i	S		3.98										
		Star Ranch	C	2.69	3.89										
	Albertsons Mntn	Double R Ranch	C				3.99	1.99						4.99	
		Signature Farms													
	Associated Foods	Angus	C		4.49				2.99						
		n/i	C		3.99										
	Food Pride	Angus Pride			3.49										
	IGA Markets	n/i		2.59											
	King Soopers	n/i	C		4.99										
	Ridley's	Hereford	C				3.88								
	Safeway Denver	n/i	C	BOGO		5.99	4.99								
Smith's	n/i			3.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (<i>bone-in</i>)				Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round					
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																					
CT	ACME Market	Open Nature	A		4.99						5.99						12.99				
	Adams Market	Cedar Springs	C	US	4.99									4.99	5.49						
	ALDI	Specially Selected									5.49										
	Best Market	n/i	C	US	3.97		5.97							4.97							
	Big Y	n/i	C	US	4.99	4.99	4.99				5.99		9.99				12.99				
	Bravo	n/i	C	US							8.99		12.99								
	C-Town	n/i	C	US							8.99										
	Key Food	n/i	C	US	3.99	3.99	4.99							4.99							
	Kings Food Market	Kings	C	US				7.99					14.99								
	Market 32	Chiapetti		AU				3.99			4.99		6.99				9.99				
	Price Chopper	Chiapetti		AU				3.99			4.99		6.99				9.99				
	ShopRite	Nature's Reserve	G	AU				4.99									8.99		8.99		
	Stew Leonard's	Stew's Naked	A	US	5.99									9.99			9.99				
	Stop & Shop	Stop & Shop		AU				3.99			4.99								9.99		
	Nature's Promise	A					6.99											19.99			
	The Fresh Market	n/i			6.99																
	Whole Foods NE	n/i		NZ	9.99					12.99							21.99				
DC	ALDI	Specially Selected								5.49											
	Giant Food	Giant		AU			3.99			4.99								9.99			
		Nature's Promise	A				6.99														
	Harris Teeter	n/i	C	US									4.97						ABF		
		n/i	C	US			7.99	7.99													
Safeway Eastern	Open Nature		AU	4.99						5.99						12.99					
Whole Foods MdAtl	n/i		O							9.99					21.99						
	n/i									9.99					19.99	19.99					
DE	ACME Market	Open Nature	A		4.99					5.99						12.99					
	ALDI	Specially Selected								5.49											
	Food Lion	n/i					4.99											w/ store card			
		n/i					6.99											w/o store card			
	Fresh Grocer	Nature's Reserve		AU			5.49														
	Giant Food	Giant		AU			3.99			4.99							9.99				
		Nature's Promise	A				6.99														
	Harris Teeter	n/i	C	US									4.97					ABF			
	n/i	C	US			7.99	7.99														
IGA Stores NJ/PA	Marcho Farms		C	US						8.99		12.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions				
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French		
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round							
DE <i>(cont)</i>	Safeway Eastern	Open Nature		AU	4.99						5.99						12.99						
	ShopRite	Nature's Reserve	G	AU				4.99									8.99		8.99				
	The Fresh Market	n/i			6.99														19.99				
	Weis Markets	Catelli	C	US				3.99									10.99		10.99				
MA	Adams Market	Cedar Springs	C	US	4.99										4.99	5.49							
	ALDI	Specially Selected									5.49												
	Big Y	n/i	C	US	4.99	4.99	4.99				5.99		9.99				12.99						
	Bravo	n/i	C	US							8.99		12.99										
	C-Town	n/i	C	US							8.99												
	Crosby's	n/i	C	US							7.99												
	Hannaford	Hannaford						4.99					15.99									w/ store card	
		Hannaford						6.99					18.99									w/o store card	
	Market 32	Chiapetti		AU				3.99			4.99		6.99				9.99						
	Price Chopper	Chiapetti		AU				3.99			4.99		6.99				9.99						
	Roche Bros.	Shepherd's Pride	A	US				7.99			8.99						20.99						
	Shaw's	Open Nature			5.99												9.99						
	Star Market	Open Nature			5.99												9.99						
	Stop & Shop	Stop & Shop		AU				3.99			4.99									9.99			
		Nature's Promise	A					6.99														19.99	
	The Fresh Market	n/i			6.99																		
Tops Markets	n/i						5.99																
Trucchi's	n/i	C	US	5.49																			
Wegman's	n/i															22.99							
	Thomas Farms																				14.99		
MD	ACME Market	Open Nature	A		4.99						5.99						12.99						
	ALDI	Specially Selected									5.49												
	Food Lion	n/i					4.99															w/ store card	
		n/i					6.99															w/o store card	
	Giant Eagle	Nature's Reserve	A				5.99															w/ store card	
	Giant Food	Giant		AU			3.99			4.99									9.99				
		Nature's Promise	A				6.99																
	Harris Teeter	n/i	C	US										4.97								ABF	
		n/i	C	US					7.99	7.99													
	Martin's Food	Giant		AU			3.99			4.99										9.99			
	Nature's Promise	A				6.99																	
Safeway Eastern	Open Nature		AU	4.99						5.99							12.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round					
MD <i>(cont)</i>	Shop'n Save	Superior Farms	C	US				5.99													
	Shoppers Food	Wild Harvest	A											6.99	6.99						
	ShopRite	Nature's Reserve	G	AU				4.99									8.99		8.99		
	The Fresh Market	n/i			6.99														19.99		
	Wegman's	n/i														22.99					
	Weis Markets	Thomas Farms																	14.99		
	Whole Foods MdAtl	Catelli	C	US				3.99									10.99		10.99		
	n/i	O		8.99						9.99						21.99					
	n/i			7.49						9.99						19.99	19.99				
ME	Hannaford	Hannaford						4.99					15.99								w/ store card
		Hannaford						6.99					18.99								w/o store card
	Shaw's	Open Nature			5.99											9.99					
NH	ALDI	Specially Selected									5.49										
	Hannaford	Hannaford						4.99					15.99								w/ store card
		Hannaford						6.99					18.99								w/o store card
	Price Chopper	Chiapetti		AU				3.99			4.99		6.99			9.99					
	Shaw's	Open Nature			5.99											9.99					
	The Fresh Market	n/i			6.99														19.99		
Whole Foods NE	n/i		NZ	9.99							12.99						21.99				
NJ	ACME Market	Open Nature	A		4.99						5.99					12.99					
	ALDI	Specially Selected									5.49										
	Best Market	n/i	C	US	3.97		5.97							4.97							
	Bravo	n/i	C	US							8.99		12.99								
	C-Town	n/i	C	US							8.99										
	Foodtown	Cedar Springs	C	US	7.99	7.99	5.99				9.99		12.99		4.99	6.59					
	IGA Stores NJ/PA	Marcho Farms	C	US							8.99		12.99								
	Key Food	n/i	C	US	3.99	3.99	4.99								4.99						
	Kings Food Market	Kings	C	US				7.99					14.99								
	ShopRite	Nature's Reserve	G	AU				4.99								8.99			8.99		
	Stop & Shop	Stop & Shop		AU				3.99			4.99								9.99		
		Nature's Promise	A					6.99													
	Supremo Foods	n/i		US			4.99								4.99	4.99					
	The Fresh Market	n/i			6.99															19.99	
	Uncle Giuseppe's	n/i															16.99				
Wegman's	n/i															22.99					
	Thomas Farms																		14.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions			
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French	
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
NJ (cont)	Weis Markets	Catelli	C	US				3.99										10.99		10.99		
	Whole Foods MdAtl	n/i	O		8.99						9.99							21.99				
	Whole Foods NE	n/i		NZ	7.49						9.99							19.99	19.99			
					9.99						12.99							21.99				
NY	ACME Market	Open Nature	A		4.99						5.99							12.99				
	ALDI	Specially Selected									5.49											
	Best Market	n/i	C	US	3.97		5.97										4.97					
	Bravo	n/i	C	US							8.99		12.99									
	C-Town	n/i	C	US							8.99											
	D'Agostino	Cedar Springs	C	US	7.99																	
	DeCiccio Markets	n/i	C	US	5.99	6.39	6.49				9.99		12.99									local
	Foodtown	Cedar Springs	C	US	7.99	7.99	5.99				9.99		12.99			4.99	6.59					
	Gristede's	n/i	G	AU														16.99				
	Hannaford	Hannaford						4.99					15.99									w/ store card
		Hannaford						6.99					18.99									w/o store card
	Key Food	n/i	C	US	3.99	3.99	4.99										4.99					
	Kings Food Market	Kings	C	US				7.99					14.99									
	King Kullen	n/i	C	US	4.89	4.89	4.99				8.99		9.99			5.99						
	Market 32	Chiapetti		AU				3.99			4.99		6.99					9.99				
	North Shore Farms	n/i	C	US	3.99	5.49	5.49															
																		11.99				
	Peck's Market	n/i			4.99																	
	Price Chopper	Chiapetti		AU				3.99			4.99		6.99					9.99				
	Shop'n Save	Superior Farms	C	US				5.99				6.99										
	ShopRite	Nature's Reserve	G	AU				4.99										8.99		8.99		
	Stew Leonard's	Stew's Naked	A	US	5.99									9.99				9.99				
	Stop & Shop	Stop & Shop		AU				3.99			4.99											9.99
	Nature's Promise	A					6.99															
The Fresh Market	n/i			6.99																	19.99	
Tops Markets	n/i						5.99															
Trade Fair	n/i		H	6.39																		
			C	US	4.99								8.99									
Uncle Giuseppe's	n/i																16.99					
Wegman's	n/i																22.99					
	Thomas Farms																				14.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions				
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French		
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round							
NY (cont)	Weis Markets	Catelli	C	US				3.99									10.99		10.99				
	Whole Foods NE	n/i		NZ	9.99						12.99							21.99					
PA	ACME Market	Open Nature	A		4.99						5.99						12.99						
	ALDI	Specially Selected									5.49												
	Bravo	n/i	C	US							8.99		12.99										
	C-Town	n/i	C	US							8.99												
	Food Lion	n/i						4.99														w/ store card	
		n/i						6.99															w/o store card
	Foodtown	Cedar Springs	C	US	7.99	7.99	5.99				9.99		12.99		4.99	6.59							
	Fresh Grocer	Nature's Reserve		AU				5.49															
	Giant Eagle	Nature's Reserve	A					5.99															w/ store card
	Giant Food Stores	Giant		AU				3.99			4.99									9.99			
		Nature's Promise	A					6.99															
	Ideal Market	n/i			4.59						4.59		8.99										
	IGA Stores NJ/PA	Marcho Farms	C	US							8.99		12.99										
	Key Food	n/i	C	US	3.99	3.99	4.99								4.99								
	Kuhn's Markets	n/i	C	US				5.99	5.99	6.19													
	Martin's Food	Giant		AU				3.99			4.99									9.99			
		Nature's Promise	A					6.99															
	Peck's Market	n/i													4.99	5.49							
	Price Chopper	Chiapetti		AU				3.99			4.99		6.99					9.99					
	Shop'n Save	Superior Farms	C	US				5.99				6.99											
ShopRite	Nature's Reserve	G	AU				4.99										8.99		8.99				
Sparkle Markets	n/i						6.99																
Supremo Foods	n/i		US			4.99								4.99	4.99								
The Fresh Market	n/i			6.99																19.99			
Tops Markets	n/i						5.99																
Wegman's	n/i																22.99						
	Thomas Farms																					14.99	
Weis Markets	Catelli	C	US				3.99										10.99		10.99				
Whole Foods MdAtl	n/i		O	8.99						9.99							21.99						
	n/i			7.49						9.99							19.99	19.99					
RI	Adams Market	Cedar Springs	C	US	4.99									4.99	5.49								
	Adams Market	Cedar Springs	C	US	4.99									4.99	5.49								
	ALDI	Specially Selected								5.49													
	Bravo	n/i	C	US						8.99		12.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round					
RI <i>(cont)</i>	Dave's Marketplace	Cedar Springs	C	US				5.99			6.99										
	Shaw's	Open Nature			5.99											9.99					
	Stop & Shop	Stop & Shop		AU				3.99			4.99								9.99		
		Nature's Promise		A				6.99													
VT	ALDI	Specially Selected									5.49										
	Hannaford	Hannaford						4.99					15.99								w/ store card
		Hannaford						6.99					18.99								w/o store card
	Price Chopper	Chiapetti			AU			3.99			4.99		6.99			9.99					
	Shaw's	Open Nature				5.99										9.99					
	Tops Markets	n/i						5.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round					
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV																					
AL	ALDI	Specially Selected								5.49											
	Piggly Wiggly Inc.	Rosen	C	US	5.99																
	Publix	GreenWise	A	AU	5.99					6.49											
	Rouses	n/i	C	US	6.99										15.99						
	Sprout's	n/i	G							6.99											
	The Fresh Market	n/i			6.99													19.99			
	Western Markets	Superior Farms	C	US						6.99	7.99										
	Whole Foods South	n/i		NZ	9.99					10.99					21.99	21.99					
	Winn-Dixie	n/i						5.99													
FL	ALDI	Specially Selected								5.49											
	Bravo	n/i		US										5.99	6.49						
		n/i		AU	3.99	4.49	4.39														
	Harris Teeter	n/i	C	US				7.99	7.99					4.97					ABF		
		n/i	C	US																	
	Hitchcock's	n/i								6.99											
	Lucky's Market	n/i	A	US	5.99																
	Publix	GreenWise	A	AU	5.99					6.49											
	Safeway Florida	Open Nature		AU	4.99			5.99							12.99						
	The Fresh Market	n/i			6.99													19.99			
Whole Foods FL	n/i		AU	8.99																	
Winn-Dixie	n/i						5.99														
GA	ALDI	Specially Selected								5.49											
	Bi-Lo	n/i					5.99														
	Food Lion	n/i					4.99														
		n/i					6.99														
	Harris Teeter	n/i	C	US										4.97					w/ store card		
		n/i	C	US					7.99	7.99									w/o store card		
	Lucky's Market	n/i	A	US	5.99														ABF		
	Piggly Wiggly Car.	n/i					6.99														
	Publix	GreenWise	A	AU	5.99					6.49											
	Sprout's	n/i	G							6.99											
	The Fresh Market	n/i			6.99													19.99			
	Wayfield's	n/i			2.99									3.99							
Whole Foods South	n/i		NZ	9.99					10.99					21.99	21.99						
Winn-Dixie	n/i						5.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (<i>bone-in</i>)				Racks			Breast	Conditions				
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French		
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round							
KY	ALDI	Specially Selected								5.49													
	Cox IGA	n/i	C	US				5.99															
	Food Lion	n/i						4.99															w/ store card
		n/i						6.99															w/o store card
	Fresh Thyme	n/i			5.99	5.99	5.99					7.99											
	Kroger MidAtlantic	Private Selection					5.99																
	Lucky's Market	n/i	A	US	5.99																		
	Meijer	n/i	A					4.99															
The Fresh Market	n/i			6.99																		19.99	
Whole Foods MdAtl	n/i		O	8.99						9.99							21.99						
	n/i			7.49						9.99							19.99	19.99					
MS	ALDI	Specially Selected								5.49													
	Rouses	n/i	C	US	6.99													15.99					
	The Fresh Market	n/i			6.99																	19.99	
	Whole Foods South	n/i		NZ	9.99						10.99						21.99	21.99					
Winn-Dixie	n/i						5.99																
NC	ALDI	Specially Selected								5.49													
	Bi-Lo	n/i						5.99															
	Farm Fresh	n/i	C	US	6.99																		
	Food Lion	n/i						4.99															w/ store card
		n/i						6.99															w/o store card
	Harris Teeter	n/i	C	US										4.97									ABF
		n/i	C	US					7.99	7.99													
	Lowe's Foods	n/i			7.99	7.99																	
Publix	GreenWise	A	AU	5.99						6.49													
The Fresh Market	n/i			6.99																	19.99		
Whole Foods South	n/i		NZ	9.99						10.99							21.99	21.99					
SC	ALDI	Specially Selected								5.49													
	Bi-Lo	n/i						5.99															
	Food Lion	n/i						4.99															w/ store card
		n/i						6.99															w/o store card
	Harris Teeter	n/i	C	US										4.97									ABF
		n/i	C	US					7.99	7.99													
	Lowe's Foods	n/i			7.99	7.99																	
	Piggly Wiggly Car.	n/i			6.99																		
Publix	GreenWise	A	AU	5.99						6.49													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round					
SC (cont)	The Fresh Market	n/i			6.99													19.99			
	Whole Foods South	n/i		NZ	9.99					10.99							21.99	21.99			
TN	ALDI	Specially Selected								5.49											
	Food Lion	n/i					4.99													w/ store card	
		n/i					6.99													w/o store card	
	Publix	GreenWise	A	AU	5.99						6.49										
	Sprout's	n/i	G								6.99										
	The Fresh Market	n/i			6.99														19.99		
	Whole Foods South	n/i		NZ	9.99					10.99							21.99	21.99			
VA	ALDI	Specially Selected								5.49											
	Farm Fresh	n/i	C	US	6.99																
	Food Lion	n/i					4.99													w/ store card	
		n/i					6.99														w/o store card
	Giant Food	Giant		AU			3.99				4.99								9.99		
		Nature's Promise	A				6.99														
	Harris Teeter	n/i	C	US					7.99	7.99				4.97							ABF
		n/i	C	US																	
	Lowe's Foods	n/i			7.99	7.99															
	Martin's Food	Giant		AU			3.99				4.99								9.99		
		Nature's Promise	A				6.99														
	Publix	GreenWise	A	AU	5.99						6.49										
	Safeway Eastern	Open Nature	AU		4.99						5.99						12.99				
	Shop'n Save	Superior Farms	C	US				5.99				6.99									
	Shoppers Food	Wild Harvest	A											6.99	6.99						
The Fresh Market	n/i			6.99															19.99		
Wegman's	n/i															22.99					
	Thomas Farms																			14.99	
Weis Markets	Catelli	C	US			3.99										10.99				10.99	
	n/i		O		8.99					9.99						21.99					
	n/i				7.49					9.99						19.99	19.99				
WV	ALDI	Specially Selected								5.49											
	Food Lion	n/i					4.99														w/ store card
		n/i					6.99														w/o store card
	Giant Eagle	Nature's Reserve	A				5.99														w/ store card
	Martin's Food	Giant		AU			3.99				4.99								9.99		
	Nature's Promise	A				6.99															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (<i>bone-in</i>)				Racks			Breast	Conditions			
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French	
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round						
WV <i>(cont)</i>	Shop'n Save	Superior Farms	C	US				5.99														
	Sparkle Markets	n/i						6.99														
	Weis Markets	Catelli	C	US				3.99									10.99		10.99			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round					
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI																					
IA	ALDI	Specially Selected								5.49											
	Family Fare	n/i					5.49														
	Fresh Thyme	n/i			5.99	5.99	5.99						7.99								
	Hy-Vee	Strauss	C	US					6.99							14.99					
	Jewel-Osco	n/i	C	US	5.99																
	Lucky's Market	n/i	A	US	5.99																
	No Frills	n/i						5.49													
	Price Chopper	n/i	C	US				6.99													
	Super Saver	n/i	C	US				6.98													
	Whole Foods MW	n/i			9.99					12.99						22.99					
IL	ALDI	Specially Selected								5.49											
	Angelo Caputo's	n/i	C	US	4.49	6.49	6.99								4.49	4.79					
	Berkot's	n/i	C	US	4.99																
	Brookhaven	n/i	C	US											4.49	4.79					
	Butera Market	n/i	C	US	5.99	5.99	6.49								4.99	5.39					
	County Market NFI	Rancher's Legend								6.99											
	Fairplay Foods	n/i	C	US				4.99	4.99	4.99			7.99								
	Fresh Thyme	n/i			5.99	5.99	5.99						7.99								
	Garden Fresh	n/i	H	US	4.99									3.99							
	Heinen's	Shepherd's Pride	A	US									12.99								
	Hy-Vee	Strauss	C	US					6.99							14.99					
	Jewel-Osco	n/i	C	US	5.99																
	Mariano's	n/i	C	US				7.00													
	Meijer	n/i	A					4.99													
	Pete's Market	Chiapetti	H	US	4.49		4.49								4.49	4.49					
		Chiapetti	C	US	4.99								7.99						2.99		
	Piggly Wiggly MW	n/i	C	US			5.99	6.99	7.49	7.99			9.99		4.99	5.49					
	Shop & Save Mrkt	n/i	C	US	4.99	4.99	4.99								4.49	4.69					
		n/i	H				3.79								4.69	4.69			3.69		
	Shop'n Save	Wild Harvest	A	US											6.99						
	Strack & VanTil	Chiapetti	C	US	4.99													13.99			
	Sunset Foods	Chiapetti	C	US														19.99			
	The Fresh Market	n/i			6.99													19.99			
	Tony's Finer Foods	Chiapetti	C	US	4.99								7.99		3.99				3.49		
	Treasure Island	n/i		NZ						6.99	6.99							12.99			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round					
IL (cont)	Ultra Foods	Chiapetti	C	US	4.98																
	Valli Produce	n/i	C	US	3.99		4.99												10.99		
	Walt's Food Center	n/i	C	US	4.99			6.99													
	Whole Foods MW	n/i			9.99						12.99						22.99				
IN	ALDI	Specially Selected									5.49										
	Fresh Thyme	n/i			5.99	5.99	5.99						7.99								
	Giant Eagle	Nature's Reserve	A					5.99												w/ store card	
	Jewel-Osco	n/i	C	US	5.99																
	Lucky's Market	n/i	A	US	5.99																
	Marsh	n/i															11.98				
	Martin's Super Mrkt	n/i	C	US				6.99													
	Meijer	n/i	A					4.99													
	Strack & VanTil	Chiapetti	C	US	4.99															13.99	
	The Fresh Market	n/i			6.99															19.99	
	Ultra Foods	Chiapetti	C	US	4.98																
	Walt's Food Center	n/i	C	US	4.99			6.99													
Whole Foods MW	n/i			9.99							12.99						22.99				
MI	ALDI	Specially Selected									5.49										
	D&W Fresh Market	n/i			4.99																
	Family Fare	n/i						4.99													
	Fresh Thyme	n/i			5.99	5.99	5.99						7.99								
	Glory Supermarket	n/i													4.99						
	Hollywood Markets	n/i	C	US				5.99													
	Kroger Michigan	Private Selection			4.99																
	Lucky's Market	n/i	A	US	5.99																
	Martin's Super Mrkt	n/i	C	US				6.99													
	Meijer	n/i	A					4.99													
	Polly's Market	n/i	C	US	5.99																
	Super One Foods	n/i	C	US				7.97						8.88							
	VG's Grocery	n/i			4.99																
Whole Foods MW	n/i			9.99							12.99						22.99				
MN	ALDI	Specially Selected									5.49										
	Econofoods	n/i						5.49													
	Family Fare	n/i						5.49													
	Family Fresh Market	n/i						5.49													
	Festival	n/i						7.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round					
MN (cont)	Fresh Thyme	n/i			5.99	5.99	5.99							7.99							
	Hy-Vee	Strauss	C	US					6.99								14.99				
	Sun Mart	n/i						5.49													
	Super One Foods	n/i	C	US				7.97						8.88							
	Whole Foods MW	n/i			9.99							12.99					22.99				
ND	Albertsons Mntn	Open Nature		AU	5.99									7.99							
	Family Fare	n/i						5.49													
NE	ALDI	Specially Selected									5.49										
	Apple Markets	n/i						6.99													
	Family Fare	n/i						5.49													
	Family Fresh Market	n/i						5.49													
	Fresh Thyme	n/i			5.99	5.99	5.99						7.99								
	Hy-Vee	Strauss	C	US					6.99								14.99				
	Russ's Market	n/i	C	US				6.99													
	Safeway Denver	Open Nature		AU	5.99																
	Sun Mart	n/i						5.49													
Super Saver	n/i	C	US				6.98														
OH	Acme Fresh Market	Cedar Springs	C	US				6.99													w/ store card
		Cedar Springs	C	US				7.99													w/o store card
	ALDI	Specially Selected									5.49										
	Dave's Market	n/i						6.99							5.99	5.99					
	Fisher's Foods	n/i	C	US	5.99																
	Fresh Thyme	n/i			5.99	5.99	5.99						7.99								
	Giant Eagle	Nature's Reserve	A					5.99													w/ store card
	Heinen's	Shepherd's Pride	A	US									12.99								
	Lucky's Market	n/i	A	US	5.99																
	Marsh	n/i															11.98				
	Meijer	n/i	A					4.99													
	Shop'n Save	Superior Farms	C	US				5.99				6.99									
	Sparkle Markets	n/i						6.99													
	The Fresh Market	n/i			6.99																19.99
	Weis Markets	Catelli	C	US				3.99									10.99				10.99
Whole Foods MdAtl	n/i	O		8.99							9.99					21.99					
	n/i			7.49							9.99					19.99	19.99				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round					
SD	ALDI	Specially Selected									5.49										
	Family Thrift	n/i					5.49														
	Hy-Vee	Strauss	C	US				6.99								14.99					
	Safeway Denver	Open Nature		AU	5.99																
WI	ALDI	Specially Selected									5.49										
	Econofoods	n/i					5.49														
	Family Fresh Market	n/i					5.49														
	Festival Foods	n/i	C	US							10.98	10.98								local	
	Fox Bros.	n/i	C	US				6.99	7.49	7.99											
	Fresh Thyme	n/i			5.99	5.99	5.99						7.99								
	Hy-Vee	Strauss	C	US					6.99							14.99					
	Meijer	n/i	A					4.99													
	Pick'n Save/Copps	n/i	C	US				8.99													
	Piggly Wiggly MW	n/i	C	US			5.99	6.99	7.49	7.99			9.99		4.99	5.49					
	Sendik's	Sendik's	C	US									9.99								
	Sentry Foods	Sentry	C	US	5.99	5.99	5.99									5.99					
	Super One Foods	n/i	C	US				7.97					8.88								
	The Fresh Market	n/i			6.99														19.99		
	Trig's	n/i	C	US	6.49																
Whole Foods MW	n/i			9.99							12.99					22.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round					
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																					
AR	ALDI	Specially Selected									5.49										
	G&W Foods	n/i	C	US								7.88									
	The Fresh Market	n/i			6.99													19.99			
	Whole Foods SW	n/i	A		9.99						10.99						22.99	22.99			
AZ	Albertsons SW	Open Nature		AU									7.99				12.99				
		Open Nature		AU													9.99	limit 2			
	Basha's	n/i			7.99	7.99	7.99														
	Safeway SW	Open Nature		AU													12.99				
		Open Nature		AU													9.99	limit 2			
	Smart & Final	Opal Valley									5.99										
Sprout's	n/i	G								6.99											
Whole Foods SthPac	n/i		NZ		8.99											19.99	18.99				
CO	Albertsons Mntn	Open Nature		AU	5.99								7.99				11.99				
	Lucky's Market	n/i	A	US	5.99																
	Safeway Denver	Open Nature		AU	5.99																
	Sprout's	n/i	G								6.99										
	Sun Mart	n/i						5.49													
	Whole Foods Mntn	n/i	A		10.99						13.99						19.99	19.99			
KS	ALDI	Specially Selected									5.49										
	Apple Markets	n/i						6.99													
	G&W Foods	n/i	C	US								7.88									
	Hy-Vee	Strauss	C	US				6.99								14.99					
	Price Chopper	n/i	C	US				6.99													
	Pyramid Foods	n/i						5.99								15.99					
	Sprout's	n/i	G								6.99										
	Sun Fresh	n/i						6.99													
	Whole Foods Mntn	n/i	A		10.99						13.99					19.99	19.99				
	Wood's Supermarket	n/i	C	US				7.99													
LA	ALDI	Specially Selected									5.49										
	Breaux Mart	n/i			3.99																
	Rouses	n/i	C	US	6.99										15.99						
	The Fresh Market	n/i			6.99												19.99				
	Whole Foods SW	n/i	A		9.99						10.99					22.99	22.99				
	Winn-Dixie	n/i						5.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions				
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French		
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round							
MO	ALDI	Specially Selected									5.49												
	Apple Markets	n/i									6.99												
	County Market NFI	Rancher's Legend									6.99												
	Fresh Thyme	n/i			5.99	5.99	5.99																
	G&W Foods	n/i	C	US								7.88											
	Harter House	n/i									6.99												
	Hy-Vee	Strauss	C	US													14.99						
	Lucky's Market	n/i	A	US	5.99																		
	Moser's	n/i																					
	Price Chopper	n/i	C	US																			
	Pyramid Foods	n/i																15.99					
	Shop'n Save	Wild Harvest	A	US																			
	Sprout's	n/i	G									6.99											
	Sun Fresh	n/i										6.99											
Whole Foods MW	n/i										9.99												
Wood's Supermarket	n/i	C	US																				
NM	Albertsons SW	Open Nature		AU													12.99						
		Open Nature		AU													9.99					limit 2	
	Basha's	n/i			7.99	7.99	7.99																
	Safeway Denver	Open Nature		AU	5.99																		
	Sprout's	n/i	G									6.99											
Whole Foods Mntn	n/i	A										10.99					19.99	19.99					
OK	ALDI	Specially Selected										5.49											
	Pyramid Foods	n/i															15.99						
	Sprout's	n/i	G									6.99											
	The Fresh Market	n/i			6.99																	19.99	
	Whole Foods SW	n/i	A		9.99								10.99					22.99	22.99				
TX	Albertsons SW	Open Nature		AU													12.99						
		Open Nature		AU													9.99					limit 2	
	ALDI	Specially Selected										5.49											
	Foodarama	n/i			3.97																		
	Randall's	Open Nature		AU													11.99						
	Sprout's	n/i	G																				
	Sun Fresh Market	n/i																					
	Tom Thumb	Open Nature		AU																			
Whole Foods SW	n/i	A															22.99	22.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (<i>bone-in</i>)				Racks			Breast	Conditions					
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French			
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round								
UT	Albertsons Mntn	Open Nature		AU	5.99																			
	Harmon's	n/i		C	6.99																			
	Sprout's	n/i		G																				
	Whole Foods Mntn	n/i		A	10.99																			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (bone-in)				Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round					
SOUTHWESTERN U.S. - CA,HI,NV																					
CA	Albertsons SoCal	Open Nature		AU	6.99		2.99					7.99		3.99		12.99					
	ALDI	Specially Selected									5.49										
	Baja Ranch	n/i												2.99							
	Foodland Mercado	n/i												2.48							
	Jons Marketplace	n/i			4.99		2.99									5.99					
	Lucky Stores	Nature's Reserve	G			4.99															
	Lunardi's	n/i		US	7.99																
	Nugget Markets	Shepherd's Pride	A	US	5.99		5.99									14.99			local		
	Pavilions	Open Nature		AU							5.00		3.99		12.99						
	Raley's	Shepherd's Pride	C	US			5.99	6.49	6.49	9.99	13.99						14.99				
	Ralph's	n/i		US	5.99																
	Safeway NorCal	Open Nature		AU	6.99						7.99				11.99						
	Save Mart	Superior Farms		US			3.99														
	SK Super King	n/i		NZ										2.99				8.99			
	Smart & Final	Opal Valley								5.99											
	Sprout's	n/i		G						6.99											
	Stater Bros.	Superior Farms		US	5.99																
	The Fresh Market	n/i			6.99													19.99			
Vons	Open Nature		AU	6.99						5.00		3.99		12.99							
Whole Foods NorCal	n/i		NZ	7.99					9.99						22.99	20.99					
Whole Foods SthPac	n/i		NZ	8.99					9.99					19.99	18.99						
HI	Foodland	n/i							7.49						12.99						
	Safeway NorCal	Open Nature		AU						8.99						12.99					
	Whole Foods SthPac	n/i		NZ	8.99				9.99						19.99	18.99					
NV	Albertsons Mntn	Open Nature		AU	5.99						7.99				11.99						
	Albertsons SW	Open Nature		AU							7.99				12.99						
		Open Nature		AU											9.99						
	Raley's	Shepherd's Pride	C	US			5.99	6.49	6.49	9.99	13.99					14.99		limit 2			
	Safeway NorCal	Open Nature		AU							7.99				11.99						
	Save Mart	Superior Farms		US			3.99														
	Scolari's	Superior Farms		US	5.99					7.99											
	Smart & Final	Opal Valley								5.99											
	Sprout's	n/i		G						6.99											
Vons	Open Nature		AU	6.99						5.00		3.99		12.99							

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (<i>bone-in</i>)				Racks			Breast	Conditions					
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French			
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round								
NV (cont)	Whole Foods NorCal	n/i		NZ	7.99						9.99													
	Whole Foods SthPac	n/i		NZ	8.99						9.99						19.99	18.99	20.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Christmas/Hanukkah 2016

prices in \$US per pound unless otherwise noted.

LAMB

State	Supermarket	Label	Key	Origin	Leg Roasts						Chops (<i>bone-in</i>)				Racks			Breast	Conditions		
					Bone-in			Semi-Boneless			Boneless		Loin	Rib	Shoulder		Whole			Crown Roast	French
					Whole	Butt	Shank	Whole	Butt	Shank	Whole	Half			blade	round					
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																					
AK	Carrs/Safeway	Open Nature		AU	7.99			5.99							4.99			12.99			
	Sitka Seamount	n/i	C	US	5.99						8.99						14.99				
ID	Albertsons Mntn	Open Nature		AU	5.99							7.99					11.99				
	Rosauer's	Farmer's Mark	A	US	5.99							7.99									
	Safeway Seattle	Open Nature		AU	6.99			4.99						3.99				11.99			
	Whole Foods Mntn	n/i	A		10.99						13.99						19.99	19.99			
MT	Albertsons Mntn	Open Nature		AU	5.99							7.99					11.99				
	Albertsons Mntn	Open Nature		AU	5.99							7.99					11.99				
	ALDI	Specially Selected									5.49										
	Lucky's Market	n/i	A	US	5.99																
	Rosauer's	Farmer's Mark	A	US	5.99							7.99									
OR	Albertsons Portland	Open Nature		AU				5.99				6.99									
	Lamb's Market	n/i	C	US	6.99						8.99										
	Market of Choice	Anderson Ranches	A	US	10.99	10.99						11.99									
	Quality Food Center	Private Selection						6.99													
	Red Apple/Thriftway	n/i	C	US	5.99							8.99									
	Rosauer's	Farmer's Mark	A	US	5.99							7.99									
	Roth's	Anderson Ranches	G	US		7.99													local		
Safeway Portland	Open Nature		AU	6.99			4.99						3.99				11.99				
WA	Albertsons Portland	Open Nature		AU				5.99				6.99									
	Haggen's	Superior Farms	C	US				8.99			9.99					16.99					
	Metropolitan	n/i	C	US	8.99		5.99														
	Quality Food Center	Private Selection						6.99													
	PCC Natural	Umpqua Valley		US			6.99														
	Red Apple/Thriftway	n/i	C	US	5.99						8.99										
	Rosauer's	Farmer's Mark	A	US	5.99							7.99									
	Safeway Portland	Open Nature		AU	6.99			4.99						3.99				11.99			
	Safeway Seattle	Open Nature		AU	6.99			4.99						3.99				11.99			
	The Markets	Superior Farms	C	US	6.98																
WY	Albertsons Mntn	Open Nature		AU	5.99							7.99					11.99				
	Lucky's Market	n/i	A	US	5.99																
	Safeway Denver	Open Nature		AU	5.99																

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT																		
CT	Adams Market	Perdue							2.59									
	AF Basket	Perdue				1.29			2.49									
		n/i				1.99				1.29								
	ALDI	Honeysuckle				1.79												
	Associated	Maple Leaf											3.99					
		Shady Brook				1.99												
		Perdue					1.49		2.99									
		n/i								1.49								
	Best Market	n/i					1.37											
		Perdue							2.97									
	Big Y	Big Y					1.49											
		Perdue					0.99											
		n/i				1.69												
	Bravo	n/i									1.29			3.69				
		Perdue					1.59		2.89									
	C-Town	Shady Brook			2.99													
		Perdue					1.59		2.89									
		Shady Brook			2.99													
	Compare Foods	n/i												3.69				
		n/i									0.99							
		Shady Brook				1.99												
		Perdue					1.49		2.99									
		Maple Leaf												3.99				
Geissler's	Perdue					1.19												
Highland Park	Plainville Farms		ABF	5.99														
Key Food	n/i							1.99										
	Perdue							2.69										
	Sanderson Farms					1.29							3.49					
Kings Food Market	Maple Leaf																	
	Perdue					1.49												
	n/i								1.49									
Market 32	Kings			3.49														
	Shady Brook					1.99												
	Butterball					2.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
CT <i>(cont)</i>	Market 32 <i>(continued)</i>	Perdue n/i						2.66										
	Price Chopper	Shady Brook Butterball			1.99 2.99								2.99					
	ShopRite	Perdue n/i					2.66						2.99					
	Target	Maple Leaf Butterball			1.19						3.49	3.49						
	Target	Market Pantry			0.99												limit 2	
	The Fresh Market	Perdue n/i	ABF	4.99														
	Walmart	Perdue n/i			1.78													
	Whole Foods NE	Plainville Farms	ABF	5.99														
DC	ALDI	Honeysuckle			1.79													
	Harris Teeter	Perdue n/i							1.29				2.99	4.99	7.49	7.10		
	Safeway Eastern	Pride of the Farm				1.97	1.49	2.66										
		Shady Brook			2.99	1.99												
		Perdue					1.69											
		Tyson						2.49										
	Target	Whetstone n/i											2.99	6.49				
		Butterball				1.19												
		Market Pantry				0.99												limit 2
	Walmart	Perdue n/i			1.78													
Whole Foods MdAtl	Perdue n/i		4.99			6.99					4.99	6.99	6.99	14.99				
DE	ALDI	Honeysuckle			1.79													
	Food Lion	Perdue n/i			1.59													
	Fresh Grocer	Perdue				0.99												
		ShopRite				1.99												
	Great Valu Markets	Perdue				0.88												
		Tyson				0.99												
	Harris Teeter	Pride of the Farm				1.49												
		Perdue n/i							1.29				2.99	4.99	7.49	7.10		
		Perdue				1.49	1.49	2.66										
IGA Stores NJ/PA	Pride of the Farm				1.97													
	Perdue				1.49	1.49	2.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh								
DE <i>(cont)</i>	Safeway Eastern	Shady Brook	ABF	2.99	1.99														
		Tyson																	
	Whetstone																		
	n/i																		
	ShopRite	Maple Leaf																	
	ShurSave	n/i																	
	Target	Shady Brook																	
		Butterball																	
	The Fresh Market	Market Pantry																	
		n/i																	
Walmart	n/i																		
Weis Markets	Shady Brook																		
	Honeysuckle																		
	Perdue																		
		n/i																	
MA	Adams Market	Perdue																	
	AF Basket	Perdue																	
		n/i																	
	ALDI	Honeysuckle																	
		Maple Leaf																	
	Associated	Shady Brook																	
		Perdue																	
		n/i																	
	Big Y	Big Y																	
		Perdue																	
	Bravo	n/i																	
		Perdue																	
	C-Town	Shady Brook																	
		Perdue																	
		Shady Brook																	
	Compare Foods	n/i																	
Shady Brook																			
Perdue																			
		Maple Leaf																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016

MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
MA <i>(cont)</i>	Donelan's	Perdue	kosher			1.49												
		Shady Brook		2.99														
		Empire		5.49														
	Food City Market	Mountaire					0.99											
		Geissler's	Perdue				1.19											
	Hannaford	Shady Brook		kosher	2.49													
		Hannaford						0.99										
	Market 32	n/i					1.99											
		Shady Brook										1.99						
	Met Foods	Butterball					2.99											
		Perdue							2.66									
		n/i											2.99					
	Price Chopper	Perdue					1.49	2.99										
		Maple Leaf												3.99				
		Shady Brook					1.99											
	Roche Bros.	n/i																
		Shady Brook					1.99											
		Butterball					2.99											
	Seabra Foods	Perdue							2.66									
		n/i												2.99				
		Perdue																
	Shaw's	n/i																
		Perdue					1.69											
	Star Market	Perdue																
		n/i					1.69											
	Target	Perdue																
Butterball																		
The Fresh Market	Market Pantry																	
	n/i		ABF	4.99													limit 2	
Tops Markets	Honeysuckle																	
	Jennie-O					1.99												
Trucchi's	Tops																	
	Perdue							1.49										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016

MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
MA <i>(cont)</i>	Walmart	n/i			1.78													
	Wegman's	Wegman's	organic	5.99														
		Wegman's		2.99		0.99												
		Shady Brook		2.29														
		Maple Leaf D'Artagnan	ABF free-range							5.19			4.29					
MD	ALDI	Honeysuckle			1.79													
	Associated	Maple Leaf											3.99					
		Shady Brook			1.99													
		Perdue				1.49	2.99											
		n/i						1.49										
	Food Lion	n/i			1.59													
		Perdue				0.99												
	Giant Eagle	Honeysuckle			1.99													
		Giant Eagle				1.49												
		Tyson						2.66										
		n/i								4.99			3.69	6.99				
	Great Valu Markets	Tyson				0.99												
		Pride of the Farm			1.49													
	Harris Teeter	n/i							1.29				2.99	4.99	7.49	7.10		
		Perdue				1.49		2.66										
		Pride of the Farm			1.97													
	Safeway Eastern	Shady Brook		2.99	1.99													
		Tyson						2.49										
		Whetstone												6.49				
		n/i											2.99					
	Shop'n Save	Gerber's	ABF			1.79												
		Honeysuckle			1.99													
Shoppers Food	Perdue				1.29													
ShopRite	Maple Leaf										3.49	3.49						
ShurSave	n/i				0.77													
	Shady Brook			1.99														
Target	Butterball			1.19														
	Market Pantry			0.99												limit 2		
The Fresh Market	n/i	ABF	4.99															
Walmart	n/i			1.78														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016

MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
MD <i>(cont)</i>	Wegman's	Wegman's	organic	5.99														
		Wegman's		2.99		0.99												
		Shady Brook		2.29														
	Weis Markets	Maple Leaf	ABF										4.29					
		D'Artagnan	free-range							5.19								
		Shady Brook		2.79														
Whole Foods MdAtl	Honeysuckle			1.88														
	Perdue				1.58		1.99						2.49					
		n/i																
		n/i		4.99		6.99						4.99		6.99	6.99	14.99		
ME	ALDI	Honeysuckle			1.79													
		Food City Market				0.99												
		Hannaford		2.49														
	Shaw's	Hannaford				0.99												
		n/i	kosher			1.99												
		Perdue			1.69													
	Target	Butterball			1.19													
		Market Pantry			0.99													limit 2
Walmart	n/i		1.78															
NH	ALDI	Honeysuckle			1.79													
		Hannaford		2.49														
		Hannaford				0.99												
	Price Chopper	n/i	kosher			1.99												
		Shady Brook			1.99													
		Butterball			2.99													
	Shaw's	Perdue					2.66											
		n/i											2.99					
		Perdue			1.69													
	Target	Butterball			1.19													
Market Pantry				0.99													limit 2	
The Fresh Market	n/i	ABF	4.99															
Walmart	n/i		1.78															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NJ	ALDI	Honeysuckle			1.79													
	Associated	Maple Leaf										3.99						
		Shady Brook			1.99													
		Perdue				1.49	2.99											
		n/i							1.49									
	Best Market	n/i				1.37												
		Perdue					2.97											
	Bravo	n/i							1.29									
		Perdue				1.59	2.89											
	C-Town	Shady Brook		2.99														
		Perdue				1.59	2.89											
		Shady Brook		2.99														
		n/i											3.69					
	Compare Foods	n/i							0.99									
		Shady Brook			1.99													
		Perdue				1.49	2.99											
		Maple Leaf											3.99					
	Fine Fare	Perdue				1.49	2.99											
	Foodtown	Perdue				1.49	2.69											
		Foodtown			1.99													
	Great Valu Markets	Tyson				0.99												
		Pride of the Farm			1.49													
	IGA Stores NJ/PA	Perdue				1.49	2.99											
	Key Food	n/i						1.99										
		Perdue					2.69											
		Sanderson Farms				1.29												
		Maple Leaf											3.49					
Kings Food Market	Perdue				1.49													
	n/i								1.49									
	Kings		3.49															
Met Foods	Perdue				1.49	2.99												
	Maple Leaf											3.99						
	Shady Brook			1.99														
	n/i								1.49									
Morton Williams	Perdue				1.59	2.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	fresh	fresh	fresh	fresh	fresh	fresh
NJ <i>(cont)</i>	Pioneer Foods	Perdue				1.49	2.99											
		Shady Brook			1.99													
	Maple Leaf	n/i							1.49					3.99				
		Seabra Foods	Perdue				1.29											
	ShopRite	Maple Leaf										3.49	3.49					
	Supremo Foods	n/i				1.39			1.59		1.49	1.79						
	Target	Butterball				1.19												
		Market Pantry				0.99												limit 2
	The Fresh Market	n/i	ABF	4.99														
	Top Tomato	Shady Brook				1.79												
	Walmart	n/i				1.78												
	Wegman's	Wegman's	organic		5.99													
		Wegman's			2.99		0.99											
		Shady Brook			2.29													
		Maple Leaf	ABF										4.29					
		D'Artagnan	free-range							5.19								
Weis Markets		Shady Brook			2.79													
Honeysuckle	Perdue				1.88													
	n/i					1.58		1.99										
	n/i					0.99	2.99						2.49					
Western Beef	n/i				0.99	2.99												
Whole Foods MdAtl	n/i			4.99			6.99					4.99		6.99	6.99	14.99		
Whole Foods NE	Plainville Farms	ABF		5.99														
NY	AF Basket	Perdue				1.29	2.49											
		n/i			1.99				1.29									
	ALDI	Honeysuckle				1.79												
		Associated	Maple Leaf											3.99				
	Shady Brook	Perdue				1.99												
		Perdue					1.49	2.99										
		n/i								1.49								
	Best Market	n/i					1.37											
		Perdue						2.97										
	Bravo	n/i																
Perdue						1.59	2.89											
Shady Brook					2.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn			fresh						
NY <i>(cont)</i>	C-Town	Perdue	ABF			1.59	2.89												
		Shady Brook		2.99															
	n/i													3.69					
	Compare Foods	n/i								0.99									
		Shady Brook				1.99													
	D'Agostino	Perdue					1.49	2.99											
		Maple Leaf													3.99				
	DeCiccio Markets	D'Artagnan												5.99					
		Shady Brook				2.99													
	Fine Fare	Perdue					1.49	2.99											
		Foodtown					1.49	2.69											
	Foodtown	Foodtown																	
		Shady Brook				1.99													
	Giunta's Farms	Shady Brook				2.49													
	Great American	Mountaire						0.99											
		Perdue							1.99										
	Gristede's	Perdue						1.99											
		n/i				3.99													
	Hannaford	Shady Brook				2.49													
		Hannaford						0.99											
	Key Food	n/i						1.99											
		n/i								1.99									
	Kings Food Market	Perdue							2.69										
		Sanderson Farms						1.29								3.49			
	Kings Food Market	Maple Leaf																	
		Perdue						1.49											
	King Kullen	n/i				3.49						1.49							
Kings																			
Market 32	Mountaire					0.99													
	Perdue					1.29	2.49												
Met Foods	Shady Brook																		
	Butterball				1.99														
Met Foods	Perdue				2.99														
	n/i							2.66						2.99					
	Perdue					1.49	2.99												
	Maple Leaf													3.99					

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016

MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
NY <i>(cont)</i>	Met Foods <i>(continued)</i>	Shady Brook			1.99													
		n/i						1.49										
	Morton Williams	Perdue				1.59	2.99											
	North Shore Farms	Bell & Evans	ABF	2.99														
		Perdue				0.89												
	Peck's	Perdue				1.19	2.59											
	Pioneer Foods	Perdue				1.49	2.99											
		Shady Brook																
		Maple Leaf				1.99								3.99				
		n/i							1.49									
	Price Chopper	Shady Brook				1.99												
		Butterball				2.99												
		Perdue						2.66										
		n/i												2.99				
	Shop'n Save	Gerber's	ABF				1.69											
		Honeysuckle					1.99											
	ShopRite	Maple Leaf										3.49	3.49					
	Target	Butterball					1.19											
		Market Pantry					0.99											
	The Fresh Market	n/i	ABF	4.99														
	Tops Markets	Honeysuckle					1.99											
		Jennie-O					2.99											
		Tops						1.49										
	Top Tomato	Shady Brook					1.79											
	Trade Fair	Perdue						0.99										
	Walmart	n/i						1.78										
	Wegman's	Wegman's	organic	5.99														
		Wegman's		2.99				0.99										
	Shady Brook		2.29															
	Maple Leaf	ABF									4.29							
	D'Artagnan	free-range							5.19									
Weis Markets	Shady Brook		2.79															
	Honeysuckle					1.88												
	Perdue						1.58	1.99										
	n/i											2.49						

limit 2

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
NY	Western Beef	n/i				0.99	2.99											
<i>(cont)</i>	Whole Foods NE	Plainville Farms	ABF	5.99														
PA	ALDI	Honeysuckle			1.79													
	Associated	Maple Leaf										3.99						
		Shady Brook			1.99													
		Perdue				1.49	2.99											
		n/i						1.49										
	Boyer's	n/i			1.47													
	Bravo	n/i						1.29										
		Perdue				1.59	2.89											
		Shady Brook		2.99														
	C-Town	Perdue				1.59	2.89											
		Shady Brook		2.99														
		n/i										3.69						
	Family Owned	n/i			1.69													
	Fine Fare	Perdue				1.49	2.99											
	Food Lion	n/i			1.59													
		Perdue				0.99												
	Foodland	Tyson				1.29		2.29										
		Festive			1.49													
		Honeysuckle			1.99													
	Foodtown	Perdue				1.49	2.69											
		Foodtown			1.99													
	Fresh Grocer	ShopRite			1.99													
		Perdue				0.88												
	Giant Eagle	Honeysuckle			1.99													
		Giant Eagle				1.49												
		Tyson						2.66										
		n/i							4.99			3.69	6.99					
	Gordon Food Stores	n/i										2.99						
	Great Valu Markets	Tyson				0.99												
		Pride of the Farm			1.49													
	Ideal Market	n/i			1.59	1.29												
	IGA SpartanNash	Festive			1.59													
		Gerber's	ABF			1.99												
	IGA Stores NJ/PA	Perdue				1.49	2.99											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016

MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
PA <i>(cont)</i>	Key Food	n/i						1.99										
		Perdue				2.69												
		Sanderson Farms			1.29													
	Kuhn's Market	Maple Leaf											3.49					
		Festive			1.39													
	Landis Supermarkets	n/i												2.99				
		Pride of the Farm			1.99													
	Pioneer Foods	Perdue					1.49	2.99										
		Shady Brook			1.99													
		Maple Leaf											3.99					
	Price Chopper	n/i								1.49								
		Shady Brook			1.99													
		Butterball			2.99													
	Shop'n Save	Perdue							2.66									
		n/i													2.99			
		Gerber's	ABF		1.69													
	ShopRite	Honeysuckle			1.99													
		Maple Leaf											3.49	3.49				
	ShurSave	n/i																
		Shady Brook			1.99													
	ShurSave NE Penn.	Sanderson Farms																
		n/i																
	Sparkle Markets	Tyson							2.66									
		n/i								1.69								
	Supremo Foods	n/i								1.59		1.49	1.79					
		Butterball			1.19													
	Target	Market Pantry			0.99													
n/i		ABF	4.99															
The Fresh Market	Honeysuckle			1.99														
	Jennie-O			2.99														
	Tops							1.49										
Walmart	n/i			1.78														
	Wegman's	organic	5.99															
Wegman's	Wegman's			2.99		0.99												
	Shady Brook			2.29														
	Maple Leaf	ABF										4.29						
	D'Aragnan	free-range								5.19								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
PA <i>(cont)</i>	Weis Markets	Shady Brook		2.79														
		Honeysuckle			1.88													
		Perdue				1.58		1.99										
		n/i											2.49					
	Whole Foods MdAtl	n/i		4.99			6.99					4.99		6.99	6.99	14.99		
RI	Adams Market	Perdue						2.59										
	ALDI	Honeysuckle			1.79													
	Associated	Maple Leaf											3.99					
		Shady Brook			1.99													
		Perdue				1.49	2.99											
		n/i						1.49										
	Bravo	n/i						1.29										
		Perdue				1.59	2.89											
		Shady Brook			2.99													
		Compare Foods	n/i						0.99									
			Shady Brook			1.99												
			Perdue				1.49	2.99										
			Maple Leaf											3.99				
		Dave's Marketplace	Perdue				1.49											
		Seabra Foods	n/i				1.19											
		Perdue					2.39											
	Shaw's	n/i			1.69													
		Perdue				1.29												
	Target	Butterball			1.19													
		Market Pantry			0.99												limit 2	
	Walmart	n/i			1.78													
VT	ALDI	Honeysuckle			1.79													
	Food City Market	Mountaire				0.99												
	Hannaford	Shady Brook		2.49														
		Hannaford				0.99												
		n/i				1.99												
	Price Chopper	Shady Brook			1.99													
		Butterball			2.99													
		Perdue						2.66										
		n/i										2.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
VT <i>(cont)</i>	Shaw's	n/i			1.69													
		Perdue				1.29												
	Tops Markets	Honeysuckle			1.99													
		Jennie-O		2.99														
	Tops					1.49												
	Walmart	n/i			1.78													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV																		
AL	ALDI	Honeysuckle			1.79													
	Bruce's Foodland	Pride of the Farm			1.69													
	Dollar General Mrkt	Jennie-O			0.95													
	Earth Fare	n/i	ABF	5.99														
	Food for Le\$\$	n/i			1.57				0.96									
	Food Giant	Honeysuckle			1.68													
		Tyson						2.65										
		n/i							0.98									
	Gateway Foodland	Pride of the Farm			1.38													
	Greer's Market	n/i			1.38	1.08												
	Ingle's Markets	Honeysuckle			1.68													
		Perdue				1.38												
	Kroger Atlanta	Honeysuckle			1.49													
	Kroger Nashville	Tyson						2.33										
		Honeysuckle			1.39													
	Lucky's Supermarket	Honeysuckle			1.69													
		n/i							1.19									
	Piggly Wiggly Hchn	Honeysuckle			1.69													
		n/i							0.99									
	Piggly Wiggly Inc.	Honeysuckle			1.79													
		n/i							1.19									
	Piggly Wiggly JTM	Honeysuckle			1.79													
	Publix	Publix			1.79													
	Ramey's	n/i							0.99									
		Honeysuckle			1.98													
		Tyson						2.65										
	Rouses	Honeysuckle			1.69													
	Shop-Rite	Pride of the Farm			1.49													
	Target	Butterball			1.19													
		Market Pantry			0.99												limit 2	
	The Fresh Market	n/i	ABF	4.99														
	United Grocery	Honeysuckle			1.69													
	Vowell's	n/i							0.99									
		Honeysuckle			1.69													
	Walmart	n/i			1.78													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
AL <i>(cont)</i>	Western Market	n/i							1.19									
	Whole Foods South	Tyson						2.33										
		n/i	ABF	4.99			4.99					3.99		7.99	7.99			
	Winn-Dixie	Koch	ABF	4.99														
	Winn-Dixie	n/i		1.29														
	Winn-Dixie	n/i			1.39													
FL	ALDI	Honeysuckle			1.79													
	Bravo	n/i			1.99				0.99		0.99	0.89						
	Dollar General Mrkt	Jennie-O			0.95													
	Earth Fare	n/i	ABF	5.99														
	Food Giant	Honeysuckle			1.68													
		Tyson						2.65										
		n/i							0.98									
	Gordon Food Stores	n/i										2.99						
	Greer's Market	n/i			1.38	1.08												
	Harris Teeter	n/i										2.99	4.99	7.49	7.10			
		Perdue					1.49		2.66									
		Pride of the Farm				1.97												
	Harvey's	n/i			1.78													
		Tyson							2.32									
	Hitchcock's	n/i			1.69								2.79					
	IGA Florida	n/i			1.99				2.33				2.99				2.99	
	Piggly Wiggly Hchn	Honeysuckle			1.69													
		n/i																
	Presidente	n/i																
	Publix	Publix				1.79												
	Sabor Tropical	n/i																
	Safeway Florida	Shady Brook			2.99	1.99												
		Tyson							2.49									
	Whetstone												6.49					
	Perdue					1.69												
	n/i											2.99						
Scaff's Market	n/i																	
Sedano's	n/i																	
Target	Butterball				1.19													
	Market Pantry				0.99													

limit 2

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
FL <i>(cont)</i>	The Fresh Market	n/i	ABF	4.99														
	Walmart	n/i			1.78													
	Western Beef	n/i							0.79									
	Whole Foods FL	Plainville Farms	ABF	6.99														
	Winn-Dixie	Mary's					4.99					3.99		9.99				
	Winn-Dixie	n/i			1.29													
						1.39												
GA	ALDI	Honeysuckle			1.79													
	Bi-Lo	n/i			1.29					1.39								
	Dollar General Mrkt	Jennie-O			0.95													
	Earth Fare	n/i	ABF	5.99														
	Food Depot	n/i						2.90										
	Food Giant	Honeysuckle			1.68													
		Tyson						2.65										
		n/i							0.98									
	Food Lion	n/i			1.59													
		Perdue					0.99											
	Food Pride	n/i			1.29					0.99								
		Springer Mntn	ABF				1.29											
	Galaxy Food Center	Perdue					1.58											
		n/i				1.38												
	Harris Teeter	n/i								1.29			2.99	4.99	7.49	7.10		
		Perdue					1.49		2.66									
		Pride of the Farm				1.97												
	Harvey's	n/i			1.78					1.18								
		Tyson							2.32									
	IGA Food Stores	Springer Mntn	ABF				1.19											
	n/i				1.69													
IGA Stores Southeast	Perdue					1.28												
	n/i				1.38													
Ingle's Markets	Honeysuckle				1.68													
	Perdue					1.38												
Kroger Atlanta	Honeysuckle				1.49													
Piggly Wiggly Car.	n/i				1.89						1.59	1.59						
Piggly Wiggly Hchn	Honeysuckle				1.69													
	n/i								0.99									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
GA <i>(cont)</i>	Piggly Wiggly JTM	Honeysuckle			1.79													
	Publix	Publix			1.79													
	Quality Foods	n/i			1.39				0.99									
	Shop-Rite	Pride of the Farm			1.49													
	Target	Butterball			1.19													
		Market Pantry			0.99													
	The Fresh Market	n/i	ABF	4.99														
	United Grocery	Honeysuckle			1.69													
	Walmart	n/i			1.78													
	Wayfield's	Honeysuckle			1.39													
		Tyson						2.00										
		n/i							0.99									
	Whole Foods South	n/i	ABF	4.99			4.99					3.99		7.99	7.99			
		Koch	ABF	4.99														
Winn-Dixie	n/i			1.29														
	Winn-Dixie					1.39												
KY	ALDI	Honeysuckle			1.79													
	Cox IGA	Honeysuckle			1.79													
	Dollar General Mrkt	Jennie-O			0.95													
	E.W. James	Tyson					2.65											
		Honeysuckle			1.58													
		Maple Leaf											2.98					
		n/i							0.98									
	Earth Fare	n/i	ABF	5.99														
	Food Fair	Butterball			3.19													
		Honeysuckle			1.77													
	Food Giant	Honeysuckle			1.68													
		Tyson					2.65											
		n/i							0.98									
	Food Lion	n/i			1.59													
		Perdue					0.99											
	Food Rite	Honeysuckle			1.69													
Foodland	Festive			1.28														
Fresh Thyme	Maple Leaf											2.49						
	Tyson						2.33											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit		
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh								
KY <i>(cont)</i>	Galaxy Food Center	Perdue	ABF			1.58													
		n/i			1.38														
	Gordon Food Stores	n/i											2.99						
	IGA Houchen's	Honeysuckle					1.79												
	IGA SpartanNash	Festive					1.59												
		Gerber's					1.99												
	IGA Stores Southeast	Perdue					1.28												
		n/i					1.38												
	Kroger Cincinnati	Honeysuckle			2.79		1.79												
	Kroger Delta	Tyson							2.33										
		Pride of the Farm				1.49													
	Kroger Louisville	Perdue					0.99												
		Pride of the Farm				1.49													
		Tyson						2.33											
	Kroger MidAtlantic	n/i				1.59													
		Tyson						2.33											
	Kroger Nashville	Tyson						2.33											
		Honeysuckle				1.39													
	Piggly Wiggly Hchn	Honeysuckle				1.69													
		n/i							0.99										
Remke Markets	n/i				1.79														
Target	Butterball				1.19														
	Market Pantry				0.99														
TC Grocery	Best Choice				1.29														
The Fresh Market	n/i		ABF	4.99															
United Grocery	Honeysuckle				1.69														
ValuMarket	Honeysuckle				1.69														
Walmart	n/i				1.78														
Whole Foods MdAtl	n/i			4.99			6.99					4.99		6.99	6.99	14.99			
MS	ALDI	Honeysuckle			1.79														
	Corner Market	Sanderson Farms				0.99													
		n/i			1.69														
	Dollar General Mrkt	Jennie-O			0.95														
	Food Giant	Honeysuckle			1.68														
	Tyson						2.65												
	n/i							0.98											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
MS <i>(cont)</i>	Greer's Market	n/i			1.38	1.08												
	Grocery Depot	Sanderson Farms				0.99												
	Kroger Delta	Tyson						2.33										
		Pride of the Farm				1.49												
	Mac's Fresh Market	n/i							0.99									
	Piggly Wiggly Hchn	Honeysuckle				1.69												
		n/i								0.99								
	Ramey's	n/i								0.99								
		Honeysuckle				1.98												
		Tyson							2.65									
	Rouses	Honeysuckle				1.69												
	Target	Butterball				1.19												
		Market Pantry				0.99												
	The Fresh Market	n/i	ABF	4.99														
	Vowell's	n/i								0.99								
	Honeysuckle				1.69													
Walmart	n/i				1.78													
Whole Foods South	n/i	ABF	4.99				4.99					3.99		7.99	7.99			
	Koch	ABF	4.99															
Winn-Dixie	n/i				1.29													
	Winn-Dixie					1.39												
NC	ALDI	Honeysuckle			1.79													
	Bi-Lo	n/i			1.29				1.39									
	Carlie C's IGA	n/i			1.38													
	Dollar General Mrkt	Jennie-O			0.95													
	Earth Fare	n/i	ABF	5.99														
	Farm Fresh	Pride of the Farm			1.99													
	Food Lion	n/i			1.59													
		Perdue				0.99												
	Food Pride	n/i			1.29				0.99									
		Springer Mntn	ABF			1.29												
	Fresh Foods	n/i							0.99									
		Springer Mntn	ABF			1.29												
Galaxy Food Center	Perdue				1.58													
	n/i				1.38													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NC <i>(cont)</i>	Great Valu Markets	Tyson				0.99												
		Pride of the Farm			1.59													
	Harris Teeter	n/i							1.29				2.99	4.99	7.49	7.10		
		Perdue				1.49		2.66										
		Pride of the Farm			1.97													
	Harvey's	n/i			1.78				1.18									
		Tyson						2.32										
	IGA Food Stores	Springer Mntn	ABF			1.19												
		n/i			1.69													
	IGA Stores Southeast	Perdue				1.28												
		n/i			1.38													
	Ingle's Markets	Honeysuckle			1.68													
		Perdue				1.38												
	Just \$ave Foods	Perdue				1.28												
		n/i			1.58													
	Kroger MidAtlantic	n/i			1.59													
		Tyson						2.33										
	Lowe's Foods	Perdue				1.49												
		Honeysuckle			1.99													
	Piggly Wiggly Retail	Festive			1.39													
		Top Bee								0.99								
		Springer Mntn	ABF				1.29											
	Publix	Publix			1.79													
Target	Butterball			1.19														
	Market Pantry			0.99														
The Fresh Market	n/i	ABF	4.99															
United Grocery	Honeysuckle			1.69														
Walmart	n/i			1.78														
Whole Foods South	n/i	ABF	4.99				4.99					3.99		7.99	7.99			
	Koch	ABF	4.99															
SC	ALDI	Honeysuckle			1.79													
	Bi-Lo	n/i			1.29				1.39									
	Dollar General Mrkt	Jennie-O			0.95													
	Earth Fare	n/i	ABF	5.99														
	Food Lion	n/i			1.59													
		Perdue				0.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
SC <i>(cont)</i>	Galaxy Food Center	Perdue				1.58												
		n/i			1.38													
	Harris Teeter	n/i							1.29				2.99	4.99	7.49	7.10		
		Perdue				1.49		2.66										
		Pride of the Farm			1.97													
	Harvey's	n/i			1.78				1.18									
		Tyson						2.32										
	IGA Food Stores	Springer Mntn	ABF			1.19												
		n/i			1.69													
	IGA Stores Southeast	Perdue				1.28												
		n/i			1.38													
	Ingle's Markets	Honeysuckle			1.68													
		Perdue				1.38												
	Kroger Atlanta	Honeysuckle			1.49													
	Lowe's Foods	Perdue				1.49												
		Honeysuckle			1.99													
	Piggly Wiggly Car.	n/i			1.89							1.59	1.59					
	Publix	Publix			1.79													
	Quality Foods	n/i			1.39				0.99									
Target	Butterball			1.19														
	Market Pantry			0.99														
The Fresh Market	n/i	ABF	4.99															
Walmart	n/i			1.78														
Whole Foods South	n/i	ABF	4.99			4.99						3.99		7.99	7.99			
	Koch	ABF	4.99															
TN	ALDI	Honeysuckle			1.79													
	Dollar General Mrkt	Jennie-O			0.95													
	E.W. James	Tyson						2.65										
		Honeysuckle			1.58													
		Maple Leaf											2.98					
		n/i							0.98									
	Earth Fare	n/i	ABF	5.99														
	Food Giant	Honeysuckle			1.68													
	Tyson						2.65											
	n/i							0.98										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
TN <i>(cont)</i>	Food Lion	n/i			1.59													
	Perdue					0.99												
	Food Rite	Honeysuckle			1.69													
	Gordon Food Stores	n/i											2.99					
	H.G. Hill	n/i								0.99								
		Honeysuckle				1.69												
	IGA Houchen's	Honeysuckle			1.79													
	IGA Stores Southeast	Perdue				1.28												
		n/i				1.38												
	Ingle's Markets	Honeysuckle			1.68													
		Perdue				1.38												
	Kroger Delta	Tyson							2.33									
		Pride of the Farm				1.49												
	Kroger MidAtlantic	n/i			1.59													
		Tyson							2.33									
	Kroger Nashville	Tyson							2.33									
		Honeysuckle				1.39												
	Lucky's Supermarket	Honeysuckle				1.69												
		n/i									1.19							
	Osborne's	Honeysuckle				1.59												
	Publix	Publix				1.79												
	Shop-Rite	Pride of the Farm				1.49												
	Target	Butterball				1.19												
		Market Pantry				0.99												limit 2
		TC Grocery	Best Choice			1.29												
		The Fresh Market	n/i	ABF	4.99													
		Tietgen's	Honeysuckle			1.59												
	United Grocery	Honeysuckle			1.69													
	Walmart	n/i			1.78													
	Whole Foods South	n/i	ABF	4.99			4.99					3.99		7.99	7.99			
	Koch		ABF	4.99														
VA	ALDI	Honeysuckle			1.79													
	Associated	Maple Leaf											3.99					
		Shady Brook			1.99													
		Perdue				1.49	2.99											
		n/i						1.49										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
VA <i>(cont)</i>	Dollar General Mrkt	Jennie-O			0.95													
	Farm Fresh	Pride of the Farm			1.99													
	Food Lion	n/i			1.59													
		Perdue				0.99												
	Galaxy Food Center	Perdue				1.58												
		n/i				1.38												
	Grant's	n/i				1.49												
	Great Valu Markets	Tyson				0.99												
		Pride of the Farm				1.59												
	Harris Teeter	n/i							1.29				2.99	4.99	7.49	7.10		
		Perdue				1.49		2.66										
		Pride of the Farm				1.97												
	IGA Stores Southeast	Perdue				1.28												
		n/i				1.38												
	Ingle's Markets	Honeysuckle				1.68												
		Perdue				1.38												
	Kroger MidAtlantic	n/i				1.59												
		Tyson						2.33										
	Lowe's Foods	Perdue				1.49												
		Honeysuckle				1.99												
	Piggly Wiggly Retail	Festive				1.39												
		Top Bee							0.99									
		Springer Mntn	ABF			1.29												
	Publix	Publix				1.79												
	Safeway Eastern	Shady Brook		2.99	1.99													
		Tyson						2.49										
		Whetstone												6.49				
		n/i											2.99					
	Shop'n Save	Gerber's	ABF			1.69												
		Honeysuckle				1.99												
Shoppers Food	Perdue				1.29													
Target	Butterball				1.19													
	Market Pantry				0.99											limit 2		
The Fresh Market	n/i	ABF	4.99															
Walmart	n/i				1.78													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016

MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
VA <i>(cont)</i>	Wegman's	Wegman's	organic	5.99														
		Wegman's		2.99		0.99												
		Shady Brook		2.29														
		Maple Leaf																
		D'Artagnan	ABF free-range									4.29						
	Weis Markets	Shady Brook		2.79							5.19							
	Honeysuckle			1.88														
	Perdue				1.58		1.99											
	n/i											2.49						
	Whole Foods MdAtl	n/i		4.99			6.99					4.99		6.99	6.99	14.99		
WV	ALDI	Honeysuckle			1.79													
	Dollar General Mrkt	Jennie-O			0.95													
	Food Fair	Butterball		3.19														
		Honeysuckle			1.77													
	Food Lion	n/i			1.59													
		Perdue				0.99												
	Foodland	Festive			1.28													
	Galaxy Food Center	Perdue				1.58												
		n/i			1.38													
	Giant Eagle	Honeysuckle			1.99													
		Giant Eagle				1.49												
		Tyson					2.66											
		n/i									4.99		3.69	6.99				
	Grant's	n/i			1.49													
	Great Valu Markets	Tyson				0.99												
		Pride of the Farm			1.59													
	Kroger Columbus	Tyson						2.33										
	Kroger MidAtlantic	n/i			1.59													
		Tyson						2.33										
	Riesbeck's	Honeysuckle			1.99													
Shop'n Save	Gerber's	ABF			1.69													
	Honeysuckle			1.99														
Sparkle Markets	n/i					1.39		1.69										
	Tyson						2.66											
Target	Butterball			1.19														
	Market Pantry			0.99														

limit 2

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
WV (cont)	Walmart	n/i			1.78													
	Weis Markets	Shady Brook Honeysuckle Perdue n/i		2.79	1.88								2.49					
						1.58		1.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI																		
IA	Affiliated MW	Shurfine			1.69													
		Best Choice			1.79													
	ALDI	Honeysuckle			1.79													
	Family Foods	Festive			1.39													
	Fareway	Fareway			1.68													
	Food Pride	Festive			1.39													
		Maple Leaf											2.99					
		n/i				1.19												
	Fresh Thyme	Maple Leaf											2.49					
		Tyson						2.33										
	Hometown Foods	n/i			1.88													
	Hy-Vee	Hy-Vee				1.48												
		Honeysuckle			1.69													
		n/i											2.99					
	Jewel-Osco	Jennie-O			1.99													
	Price Chopper	Tyson						2.33										
	Quillin's	Festive			1.69													
		Maple Leaf											2.99					
	Schnuck's	Honeysuckle		3.29														
		Maple Leaf										3.79						
Target	Butterball			1.19														
	Market Pantry			0.99														
Walmart	n/i			1.78												limit 2		
Whole Foods MW	n/i	ABF	4.99				5.99											
	n/i	organic	6.99															
	Mary's	ABF										4.99						
IL	Affiliated MW	Shurfine			1.69													
	ALDI	Honeysuckle			1.79													
	Angelo Caputo's	Butterball		3.49														
		Maple Leaf											2.99					
		Perdue				1.39												
	Butera Market	n/i		2.29		0.99				1.29	1.29							
		Jennie-O			1.69													
	Maple Leaf											2.99						
	Tyson						2.55											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn		fresh						
IL <i>(cont)</i>	County Market - NFI	Jennie-O		2.99														
	Fairplay Foods	Tyson						1.82										
		Centrella			1.79													
		Butterball		2.99														
		Maple Leaf											2.99					
	Fareway	Fareway			1.68													
	Food 4 Less	Perdue				0.77												
		Tyson						2.33										
	Food Pride	Festive			1.39													
		Maple Leaf											2.99					
		n/i				1.19												
	Fresh Thyme	Maple Leaf											2.49					
		Tyson						2.33										
	Garden Fresh Market	Tyson						3.49										
		Centrella			1.99													
		Maple Leaf											2.99					
		n/i																
	Gordon Food Stores	n/i											2.99					
	Hy-Vee	Hy-Vee					1.48											
		Honeysuckle			1.69													
		n/i											2.99					
	IGA Houchen's	Honeysuckle			1.79													
	Jewel-Osco	Jennie-O			1.99													
	Kirby Foods IGA	Tyson						2.33										
	Kroger Central	Honeysuckle			1.89													
	Kroger Louisville	Perdue					0.99											
		Pride of the Farm			1.49													
		Tyson						2.33										
Pete's Market	Centrella			1.69														
	Perdue					1.39												
	Maple Leaf											2.99						
Piggly Wiggly MW	n/i		2.49															
	Jennie-O			1.69														
	Maple Leaf											2.99						
	Tyson						2.90											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	fresh	fresh	fresh	fresh	fresh	fresh
IL <i>(cont)</i>	Schnuck's	Honeysuckle		3.29														
		Maple Leaf										3.79						
	Shop & Save Mrkt	n/i			1.99						0.99	0.99						
		Maple Leaf											2.99					
		Jennie-O			1.49													
		Tyson						1.99										
		Whetstone													5.99			
	Shop'n Save	Tyson						2.55										
		Maple Leaf												2.99				
		Honeysuckle				1.99												
	Strack & VanTil	Sanderson Farms					1.49											
		Perdue					1.49											
		Maple Leaf												3.29				
		Centrella				1.99												
	Sullivan's	n/i				1.99												
	Target	Butterball				1.19												
		Market Pantry				0.99												
	The Fresh Market	n/i	ABF		4.99													
	Tony's Finer Foods	Honeysuckle				1.49												
		Centrella				1.99												
		Tyson							3.11									
		Perdue					0.99											
		Maple Leaf												2.99				
		n/i									0.99	0.99						
	Ultra Foods	Sanderson Farms					1.18											
		Patti Jean							1.99									
Valli Produce	Chef's Choice							2.33										
	Maple Leaf												2.99					
	n/i				1.99													
Walmart	n/i				1.78													
Walt's Food Center	n/i				1.79													
Whole Foods MW	n/i	ABF		4.99				5.99										
	n/i	organic		6.99														
	Mary's	ABF										4.99						
IN	Al's Supermarkets	Miller's	ABF			1.59												
	ALDI	Honeysuckle			1.79													

limit 2

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
IN <i>(cont)</i>	Dollar General Mrkt	Jennie-O			0.95													
	Earth Fare	n/i	ABF	5.99														
	Food 4 Less	Perdue				0.77												
		Tyson						2.33										
	Fresh Thyme	Maple Leaf											2.49					
		Tyson						2.33										
	Giant Eagle	Honeysuckle			1.99													
		Giant Eagle				1.49												
		Tyson						2.66										
		n/i								4.99			3.69	6.99				
	Gordon Food Stores	n/i										2.99						
	Holiday Foods	Festive			1.19													
	IGA Houchen's	Honeysuckle			1.79													
	IGA SpartanNash	Festive			1.59													
		Gerber's	ABF			1.99												
	Jay C Food Stores	Private Selection			2.49													
		Butterball			2.89													
	Jewel-Osco	Jennie-O				1.99												
	Kirby Foods IGA	Tyson						2.33										
	Kroger Central	Honeysuckle			1.89													
	Kroger Cincinnati	Honeysuckle			2.79	1.79												
	Kroger Louisville	Perdue					0.99											
		Pride of the Farm				1.49												
		Tyson						2.33										
	Marsh	Honeysuckle			1.99													
	Martin's Super Market	Tyson						2.33										
		Honeysuckle			2.69													
	Schnuck's	Honeysuckle			3.29													
		Maple Leaf										3.79						
	Strack & VanTil	Sanderson Farms					1.49											
	Perdue					1.49												
	Maple Leaf											3.29						
	Centrella				1.99													
Target	Butterball				1.19													
	Market Pantry				0.99												limit 2	
	The Fresh Market	n/i	ABF	4.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
IN <i>(cont)</i>	Ultra Foods	Sanderson Farms				1.18												
		Patti Jean						1.99										
	Walmart	n/i			1.78													
	Walt's Food Center	n/i			1.79													
	Wesselman's	Pilgrim's				1.29												
		Festive				1.69												
	Whole Foods MW	n/i	ABF	4.99			5.99											
		n/i	organic	6.99														
		Mary's	ABF									4.99						
MI	Affiliated MW	Shurfine			1.69													
	ALDI	Honeysuckle			1.79													
	Busch's	Timber Valley		2.99														
	Earth Fare	n/i	ABF	5.99														
	Food Pride	Festive			1.59													
		Tyson					1.99											
		Gerber's	ABF			1.69												
	Fresh Thyme	Maple Leaf											2.49					
		Tyson					2.33											
	Glory Supermarkets	n/i									1.29							
		Holden Farms				1.99												
	Gordon Food Stores	n/i											2.99					
	Hollywood Markets	n/i		3.99														
	Kroger Central	Honeysuckle			1.89													
	Kroger Columbus	Tyson					2.33											
	Kroger Michigan	Honeysuckle			1.79													
	Martin's Super Market	Tyson					2.33											
		Honeysuckle		2.69														
	Pat's Foods IGA	Tyson					2.66											
		n/i			1.79													
	Maple Leaf											3.29						
Ric's Food Center	n/i			1.69														
Super One Foods	Gold'n Plump				1.66													
Tadych's	Maple Leaf											2.69						
	Festive			1.49														
	Gold'n Plump				1.49													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
MI <i>(cont)</i>	Target	Butterball			1.19													
		Market Pantry			0.99													
	Toms/Oleson's	Tyson						3.20										
		Miller's	ABF			1.79												
	VG's Grocery	Spartan			0.99													
	Walmart	n/i			1.78													
	Whole Foods MW	n/i	ABF	4.99				5.99										
	n/i	organic	6.99															
	Mary's	ABF										4.99						
MN	Affiliated MW	Shurfine			1.69													
		Best Choice			1.79													
	ALDI	Honeysuckle			1.79													
	Fareway	Fareway			1.68													
	Food Pride	Festive			1.59													
		Tyson						1.99										
		Gerber's	ABF			1.69												
	Fresh Thyme	Maple Leaf											2.49					
		Tyson						2.33										
	Hugo's	Festive			1.68													
	Hy-Vee	Hy-Vee				1.48												
		Honeysuckle			1.69													
		n/i											2.99					
	Marketplace Foods	Festive			1.58													
	Quillin's	Festive			1.69													
		Maple Leaf											2.99					
	Super One Foods	Gold'n Plump				1.66												
	Target	Butterball			1.19													
		Market Pantry			0.99													
	Teals Market	Festive			1.49													
	Tyson						2.66											
Walmart	n/i			1.78														
Whole Foods MW	n/i	ABF	4.99				5.99											
	n/i	organic	6.99															
	Mary's	ABF										4.99						
ND	Affiliated MW	Shurfine			1.69													
	Albertsons Mntn	Honeysuckle			1.99													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
ND <i>(cont)</i>	Dan's	Our Family			0.99													
	Food Pride	Festive			1.59													
		Tyson						1.99										
	Hugo's	Festive			1.68													
	Leevers Foods	Festive			1.49													
	Marketplace Foods	Festive			1.58													
	Target	Butterball			1.19													
		Market Pantry			0.99													limit 2
	Teals Market	Festive			1.49													
	Tyson							2.66										
	Walmart	n/i			1.78													
NE	Affiliated MW	Shurfine			1.69													
		Best Choice			1.79													
	ALDI	Honeysuckle			1.79													
	Apple Markets	Tyson						2.40										
		Honeysuckle			1.79													
		n/i											3.29					
	Baker's	Tyson						2.00										
		Honeysuckle			BOGO													
	Fareway	Fareway			1.68													
	Food Pride	Festive			1.59													
		Tyson							1.99									
		Gerber's	ABF			1.69												
	Fresh Thyme	Maple Leaf												2.49				
		Tyson							2.33									
	Hy-Vee	Hy-Vee				1.48												
		Honeysuckle			1.69													
		n/i												2.99				
	Safeway Denver	Tyson							2.16									
	Target	Butterball			1.19													
		Market Pantry			0.99													limit 2
	Walmart	n/i		1.78														
	Whole Foods MW	n/i	ABF	4.99				5.99										
		n/i	organic	6.99														
		Mary's	ABF									4.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016

MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
OH	Acme Fresh Mrkt	Acme Fresh			1.89													
		Gerber's	ABF			1.69												
		Tyson						2.33										
	ALDI	Honeysuckle			1.79													
	Buehler's	Honeysuckle			1.49													
	Chief Supermarkets	n/i			1.79													
	Dollar General Mrkt	Jennie-O			0.95													
	Earth Fare	n/i	ABF	5.99														
	Food Fair	Butterball		3.19														
		Honeysuckle			1.77													
	Fresh Encounter	n/i			1.79													
	Fresh Thyme	Maple Leaf											2.49					
		Tyson						2.33										
	Giant Eagle	Honeysuckle			1.99													
		Giant Eagle				1.49												
		Tyson						2.66										
		n/i								4.99			3.69	6.99				
	Gordon Food Stores	n/i										2.99						
	IGA SpartanNash	Festive			1.59													
		Gerber's	ABF			1.99												
	Kroger Central	Honeysuckle			1.89													
	Kroger Cincinnati	Honeysuckle		2.79	1.79													
	Kroger Columbus	Tyson						2.33										
	Kroger MidAtlantic	n/i			1.59													
		Tyson						2.33										
	Marsh	Honeysuckle			1.99													
	Riesbeck's	Honeysuckle			1.99													
	Remke Markets	n/i			1.79													
	Shop'n Save	Gerber's	ABF			1.69												
		Honeysuckle			1.99													
Sparkle Markets	n/i				1.39				1.69									
	Tyson						2.66											
SuperValu Stores	Essential Everyday			1.89														
Target	Butterball			1.19														
	Market Pantry			0.99												limit 2		
	The Fresh Market	n/i	ABF	4.99														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
OH <i>(cont)</i>	Walmart	n/i			1.78													
	Weis Markets	Shady Brook Honeysuckle Perdue		2.79	1.88	1.58		1.99										
	Whole Foods MdAtl	n/i		4.99			6.99					4.99	2.49	6.99	6.99	14.99		
SD	Affiliated MW	Shurfine			1.69													
		Best Choice			1.79													
	ALDI	Honeysuckle			1.79													
	Fareway	Fareway			1.68													
	Hy-Vee	Hy-Vee				1.48												
		Honeysuckle				1.69												
		n/i											2.99					
	Ken's Super Fair	Shurfine			1.69													
		Maple Leaf												2.99				
	Lynn's Dakotamart	Festive			1.59													
	Safeway Denver	Tyson						2.16										
	Target	Butterball				1.19												
	Market Pantry				0.99													
Teals Market	Festive				1.49													
	Tyson						2.66											
Walmart	n/i				1.78													
WI	Affiliated MW	Shurfine			1.69													
		Best Choice			1.79													
	ALDI	Honeysuckle			1.79													
	Food Pride	Festive			1.59													
		Tyson						1.99										
		Gerber's	ABF				1.69											
	Fox Bros.	Jennie-O			1.69													
		Maple Leaf												2.99				
		Tyson						2.90										
	Fresh Thyme	Maple Leaf												2.49				
	Tyson						2.33											
Gordon Food Stores	n/i											2.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn			fresh					
WI <i>(cont)</i>	Hy-Vee	Hy-Vee				1.48												
		Honeysuckle				1.69								2.99				
	Marketplace Foods	n/i																
		Festive					1.58											
	Pat's Foods IGA	Tyson							2.66									
		n/i					1.79											
	Piggly Wiggly MW	Maple Leaf												3.29				
		n/i		2.49														
		Jennie-O					1.69											
	Quillin's	Maple Leaf												2.99				
		Tyson							2.90									
	Schnuck's	Festive					1.69											
		Maple Leaf												2.99				
	Sendik's	Honeysuckle				3.29												
		Maple Leaf											3.79					
	Super One Foods	Honeysuckle					1.99											
		Gold'n Plump								1.66								
	Tadych's	Maple Leaf												2.69				
		Festive					1.49											
	Target	Gold'n Plump								1.49								
Butterball						1.19												
The Fresh Market	Market Pantry					0.99												
	n/i		ABF			4.99												
Trig's	n/i					1.69												
Walmart	n/i					1.78												
Whole Foods MW	n/i		ABF			4.99			5.99									
	n/i		organic			6.99												
	Mary's		ABF									4.99						

limit 2

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT																		
AR	ALDI	Honeysuckle			1.79													
	Bill's Fresh Market	n/i							0.99									
	Brookshire's	Honeysuckle			1.88													
		Southern Hens							0.99									
	Buckley Farms	Tyson			1.99			2.16										
		n/i		2.59														
	City Market	n/i							0.99				1.99					
	Dollar General Mrkt	Jennie-O			0.95													
	Edward's	Honeysuckle			1.78													
		n/i							0.98									
	Food Giant	Honeysuckle			1.68													
		Tyson						2.65										
		n/i							0.98									
	G&W Foods	Maple Leaf											3.28					
		Honeysuckle			1.88													
	Hays Supermarkets	n/i							1.18									
		Honeysuckle			1.98													
	Kroger Delta	Tyson						2.33										
		Pride of the Farm			1.49													
	Mac's Fresh Market	n/i							0.99									
	Piggly Wiggly Hchn	Honeysuckle			1.69													
		n/i							0.99									
	Rehkopf's	Honeysuckle			1.79													
		n/i							1.29									
	Super 1 Foods	Southern Hens							0.97									
	Target	Butterball			1.19													
		Market Pantry			0.99												limit 2	
	TC Grocery	Best Choice			1.29													
	The Fresh Market	n/i	ABF	4.99														
	Walmart	n/i			1.78													
	Whole Foods SW	n/i	ABF	5.99		6.99						5.49		6.99	6.99	14.99		
		n/i	organic	7.99														
AZ	Affiliated MW	Best Choice			1.79													
	Albertsons SW	Honeysuckle			1.69													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
AZ <i>(cont)</i>	El Super Fry's	n/i							0.99									
		n/i		1.49														
	Safeway SW Smith's	Foster Farms		2.49														
		Honeysuckle Tyson						2.00										
	Target	Honeysuckle			1.49													
		Butterball			1.19													
	Walmart Whole Foods SthPac	Market Pantry			0.99													limit 2
		n/i			1.78													
		Mary's	free-range	5.99														
		Mary's	organic	7.99								5.99			7.99			
	Diestel	free-range	5.99															
	Diestel	organic	7.99															
CO	Affiliated MW	Shurfine		1.69														
		Best Choice		1.79														
	Albertsons Mntn Associated Food	Honeysuckle		1.99														
		Honeysuckle		1.69														
	King Soopers	Priide of the Farm		1.69														
		Tyson						2.33										
	Safeway Denver	n/i		1.99														
		Tyson						2.16										
	Target	Butterball			1.19													
		Market Pantry			0.99													limit 2
Walmart	n/i		1.78															
Whole Foods Mntn	n/i	ABF				5.99						5.99		7.99	8.99	15.99		
KS	Affiliated MW	Shurfine		1.69														
		Best Choice		1.79														
	ALDI Apple Markets	Honeysuckle		1.79														
		Tyson						2.40										
		Honeysuckle		1.79														
		n/i											3.29					
	Country Mart Dillon's	Honeysuckle		1.78														
		Tyson						2.00										
Dollar General Mrkt	Honeysuckle		BOGO															
	Jennie-O		0.95															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
KS <i>(cont)</i>	Food Pride	Festive			1.39													
		Maple Leaf											2.99					
		n/i				1.19												
	G&W Foods	Maple Leaf											3.28					
		Honeysuckle				1.88												
	Hen House	n/i											3.49					
		Honeysuckle				1.99												
		Tyson						3.19										
	Hy-Vee	Hy-Vee					1.48											
		Honeysuckle				1.69												
		n/i											2.99					
	Price Chopper	Tyson							2.33									
	Pyramid Foods	Honeysuckle				1.89												
	Sun Fresh	Tyson							3.10									
	Honeysuckle				1.79													
	n/i											3.29						
Target	Butterball				1.19													
	Market Pantry				0.99													
Walmart	n/i				1.78													
Whole Foods Mntn	n/i		ABF					5.99				5.99		7.99	8.99	15.99		
Wood's Supermarket	Honeysuckle				1.99													
LA	ALDI	Honeysuckle			1.79													
	Breaux Mart	n/i											1.99					
	Brookshire's	Southern Hens							0.99									
		Buckley Farms				1.99												
		Tyson						2.16										
		n/i			2.59													
	Brookshire Bros.	Pride of the Farm				1.88												
	Dollar General Mrkt	Jennie-O				0.95												
	Kroger Texas	Private Selection				1.79												
		Tyson						2.00										
	Mac's Fresh Market	n/i							0.99									
	Market Basket	Tip Top							0.67									
	Ramey's	n/i							0.99									
	Honeysuckle				1.98													
	Tyson						2.65											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
LA <i>(cont)</i>	Rouses	Honeysuckle			1.69													
	Shoppers Value	n/i									0.98	0.98						
		Tyson						2.31										
	Super 1 Foods	Southern Hens							0.97									
	Target	Butterball			1.19													
		Market Pantry			0.99												limit 2	
	The Fresh Market	n/i	ABF	4.99														
	Walmart	n/i			1.78													
Whole Foods SW	n/i	ABF	5.99			6.99						5.49		6.99	6.99	14.99		
	n/i	organic	7.99															
Winn-Dixie	n/i			1.29														
	Winn-Dixie					1.39												
MO	Affiliated MW	Shurfine			1.69													
	ALDI	Honeysuckle			1.79													
	Apple Markets	Tyson						2.40										
		Honeysuckle			1.79													
		n/i											3.29					
	C&R Supermarket	Honeysuckle			1.79													
	County Market - NFI	Jennie-O		2.99														
	Country Mart	Honeysuckle			1.78													
	Food Giant	Honeysuckle			1.68													
		Tyson						2.65										
		n/i							0.98									
	Fresh Thyme	Maple Leaf											2.49					
		Tyson						2.33										
	G&W Foods	Maple Leaf											3.28					
		Honeysuckle			1.88													
	Gerbe's	Tyson						2.00										
		Honeysuckle			BOGO													
Gordon Food Stores	n/i											2.99						
Harter House	Tyson						2.33											
	Honeysuckle			1.69														
Hays Supermarkets	n/i							1.18										
	Honeysuckle			1.98														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
MO <i>(cont)</i>	Hen House	n/i											3.49					
		Honeysuckle			1.99													
		Tyson						3.19										
	Hy-Vee	Hy-Vee				1.48												
		Honeysuckle			1.69													
		n/i											2.99					
	Kroger Central	Honeysuckle			1.89													
	Kroger Delta	Tyson						2.33										
		Pride of the Farm			1.49													
	Moser's	Honeysuckle			1.79													
		Tyson						2.92										
		n/i											3.29					
	Prenger Foods	Honeysuckle			1.99													
		Tyson						3.10										
	Price Chopper	Tyson						2.33										
	Pyramid Foods	Honeysuckle			1.89													
	Schnuck's	Honeysuckle		3.29														
		Maple Leaf											3.79					
	Shop'n Save	Tyson						2.55										
		Maple Leaf												2.99				
		Honeysuckle			1.99													
	Sun Fresh	Tyson						3.10										
		Honeysuckle			1.79													
	n/i												3.29					
Target	Butterball			1.19														
	Market Pantry			0.99														
TC Grocery	Best Choice			1.29														
TC Markets	Honeysuckle			1.89														
Walmart	n/i			1.78														
Whole Foods MW	n/i		ABF	4.99			5.99											
	n/i		organic	6.99														
	Mary's		ABF									4.99						
Wood's Supermarket	Honeysuckle			1.99														
NM	Albertsons SW	Honeysuckle			1.69													
	El Super	n/i						0.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NM <i>(cont)</i>	King Soopers	Tyson n/i			1.99			2.33										
	Lawrence Bros.	Southern Hen Honeysuckle			1.89			1.39										
	Safeway Denver	Tyson					2.16											
	Smith's	Tyson Honeysuckle			1.49			2.00										
	Target	Butterball Market Pantry			1.19													
	Walmart	n/i			1.78													
	Whole Foods Mntn	n/i	ABF				5.99					5.99		7.99	8.99	15.99		
	OK	Affiliated MW	Shurfine			1.69												
ALDI		Honeysuckle			1.79													
Country Mart		Honeysuckle			1.78													
Dollar General Mrkt		Jennie-O			0.95													
Nichols		Tyson Honeysuckle			1.99			2.33										
Pyramid Foods		Honeysuckle			1.89													
Reason's		Tyson Honeysuckle			1.78			3.18										
Rehkopf's		Honeysuckle n/i			1.79													
Super C Mart		Honeysuckle			1.79													
Target		Butterball Market Pantry			1.19													
The Fresh Market		n/i	ABF	4.99														
Walmart		n/i			1.78													
Warehouse Market		Honeysuckle			1.69													
Whole Foods SW		n/i	ABF	5.99			6.99					5.49		6.99	6.99	14.99		
			n/i	organic	7.99													
TX	Albertsons SW	Honeysuckle			1.69													
	ALDI	Honeysuckle			1.79													
	Brookshire's	Southern Hens Buckley Farms			1.99			0.99										
		Tyson					2.16											
		n/i			2.59													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
TX <i>(cont)</i>	Brookshire Bros.	Pride of the Farm			1.88													
	Cash Saver TX	Southern Hen							1.27									
		Honeysuckle			1.72													
	David's	Pride of the Farm			1.88													
	Diamond IGA	Honeysuckle			1.79													
		Southern Hen							1.29									
	El Rio Grande	n/i							0.99									
	El Super	n/i							0.99									
	Foodarama	n/i							1.19									
	Food Town	Patti Jean						1.77										
	Fiesta Mart	Southern Hen							1.19									
	Kroger Texas	Private Selection			1.79													
		Tyson						2.00										
	Lawrence Bros.	Southern Hen							1.39									
		Honeysuckle			1.89													
	Market Basket	Tip Top							0.67									
	Randall's	Tyson						1.82										
	Rehkopf's	Honeysuckle			1.79													
		n/i							1.29									
	Sun Fresh Market	n/i							1.49									
Super 1 Foods	Southern Hens							0.97										
Target	Butterball			1.19														
	Market Pantry			0.99														
United Supermarkets	Praters	smoked		3.99													limit 2	
	Honeysuckle		2.99															
Walmart	n/i			1.78														
Whole Foods SW	n/i	ABF	5.99			6.99						5.49		6.99	6.99	14.99		
	n/i	organic	7.99															
UT	Albertsons Mntn	Honeysuckle			1.99													
	Associated Food	Honeysuckle			1.69													
		Pride of the Farm			1.69													
	Harmon's	n/i	local	2.99														
	King Soopers	Tyson					2.33											
		n/i			1.99													
Ream's	Pride of the Farm			1.69														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

**Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY**

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
UT <i>(cont)</i>	Smith's	Tyson						2.00										
		Honeysuckle			1.49													
	Target	Butterball			1.19													
		Market Pantry			0.99													
	Walmart	n/i			1.78												limit 2	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016

MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
SOUTHWESTERN U.S. - CA,HI,NV																		
CA	Albertsons SoCal	Foster Farms		2.99														
		Tyson						2.49										
	ALDI	Honeysuckle			1.79													
	Dollar General Mrkt	Jennie-O			0.95													
	El Super	n/i							0.99									
	Jons Marketplace	Tyson						1.69					1.99					
		n/i																
	Lola's Market	n/i							0.99									
	Mar-Val Foods	Norbest		2.69														
	Mollie Stone's	Mary's	free-range									4.99		9.99				
	Pavilions	Foster Farms		2.99														
	Raley's	Maple Leaf										4.99						
		n/i														8.99	11.99	
	Ralph's	Tyson						2.33										
		Honeysuckle			1.99													
	Ray's Food Place	n/i			1.69													
	Save-a-Lot	Supremas						1.99										
	Save Mart	Tyson						BOGO										
	Select Markets	n/i			1.99													
	Stater Bros.	Honeysuckle			1.79													
		Buckley Farms			1.79													
		Tyson						2.99										
	Target	Butterball			1.19													
		Market Pantry			0.99												limit 2	
	The Fresh Market	n/i	ABF	4.99														
	Vallarta	n/i							1.59									
	Vons	Foster Farms		2.99														
	Walmart	n/i			1.78													
	Whole Foods NorCal	Mary's	ABF				6.99					5.29		9.99				
		Mary's	organic				7.99											
		Diestel	ABF	6.99														
		Diestel	organic	8.49														
	Whole Foods SthPac	Mary's	free-range	5.99										7.99				
		Mary's	organic	7.99								5.99						

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016

MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
CA <i>(cont)</i>	Whole Foods SthPac <i>(continued)</i>	Diestel	free-range	5.99														
		Diestel	organic	7.99														
HI	Target	Butterball			1.19													
		Market Pantry			0.99												limit 2	
	Whole Foods SthPac	Mary's	free-range	5.99											7.99			
		Mary's	organic	7.99								5.99						
		Diestel	free-range	5.99														
Diestel		organic	7.99															
NV	Albertsons Mntr	Honeysuckle			1.99													
	Albertsons SW	Honeysuckle			1.69													
	Dollar General Mrkt	Jennie-O			0.95													
	EI Super	n/i							0.99									
	La Bonita	n/i							1.49									
	Marketon	n/i							2.49									
	Raley's	Maple Leaf										4.99						
		n/i														8.99	11.99	
	Save-a-Lot	Supremas							1.99									
	Save Mart	Tyson							BOGO									
	Target	Butterball				1.19												
		Market Pantry				0.99											limit 2	
	Vons	Foster Farms			2.99													
	Walmart	n/i				1.78												
	Whole Foods NorCal	Mary's	ABF							6.99			5.29		9.99			
		Mary's	organic							7.99								
		Diestel	ABF			6.99												
		Diestel	organic			8.49												
		Whole Foods SthPac	Mary's	free-range			5.99									7.99		
Mary's			organic			7.99						5.99						
Diestel			free-range			5.99												
Diestel			organic			7.99												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016
MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh	fresh	frozen	frsh/frzn	frozen	frozen	frozen	
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																		
AK	Alaskan & Proud	n/i			1.98													
	Fred Meyer	Honeysuckle			1.59													
	Sitka Seamart	n/i			1.99													
	Walmart	n/i			1.78													
ID	Albertsons Mntn	Honeysuckle			1.99													
	Associated Food	Honeysuckle			1.69													
		Priide of the Farm			1.69													
	Fred Meyer	Honeysuckle			1.59													
	Rosauer's	Norbest			1.89													
	Smith's	Tyson					2.00											
		Honeysuckle			1.49													
	Super 1 Foods	Jennie-O			1.68													
	Target	Butterball			1.19													
		Market Pantry			0.99													
	Walmart	n/i			1.78													
	Whole Foods Mntn	n/i	ABF				5.99					5.99		7.99	8.99	15.99	limit 2	
MT	Albertsons Mntn	Honeysuckle			1.99													
	ALDI	Honeysuckle			1.79													
	Associated Food	Honeysuckle			1.69													
		Priide of the Farm			1.69													
	Rosauer's	Norbest			1.89													
	Smith's	Tyson					2.00											
		Honeysuckle			1.49													
	Super 1 Foods	Jennie-O			1.68													
	Walmart	n/i			1.78													
OR	Albertsons Portland	Tyson						2.49										
	Associated Food	Honeysuckle			1.69													
		Priide of the Farm			1.69													
	Fred Meyer	Honeysuckle			1.59													
	Lamb's Market	n/i			1.99													
	Market of Choice	Shelton's	free-range	6.99														
	Quality Food Center	Northwest		2.69														
	Red Apple/Thriftway	n/i			1.99													
	Rosauer's	Norbest			1.89													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Miscellaneous Poultry - prices in \$US per pound unless otherwise noted.

Christmas/Hanukkah 2016

MISCELLANEOUS POULTRY

State	Supermarket	Label	Type (regular unless noted)	Turkey Breast		CHICKEN						Duckling		Goose	Pheasant	Quail	Rabbit	
				bone-in		Roaster	Cornish Hen		Hens	Capon	Liver	Gizzard	fresh	frozen	frsh/frzn	frozen	frozen	frozen
				fresh	frozen	fresh	fresh	frozen	frsh/frzn	frsh/frzn	fresh							
OR <i>(cont)</i>	Roth's	Norbest			1.99													
	Save-a-Lot	Supremas						1.99										
	Select Markets	n/i			1.99													
	Target	Butterball			1.19													
	Walmart	Market Pantry			0.99												limit 2	
	Walmart	n/i			1.78													
WA	Albertsons Portland	Tyson						2.49										
	Fred Meyer	Honeysuckle			1.59													
	Quality Food Center	Northwest		2.69														
	Red Apple/Thriftway	n/i			1.99													
	Rosauer's	Norbest			1.89													
	Saar's	n/i						1.99										
	Save-a-Lot	Supremas						1.99										
	Select Markets	n/i			1.99													
	Super 1 Foods	Jennie-O			1.68													
	Target	Butterball			1.19													
	Walmart	Market Pantry			0.99													
	The Markets	n/i						1.98									limit 2	
	Walmart	n/i			1.78													
WY	Affiliated MW	Shurfine			1.69													
		Best Choice			1.79													
	Albertsons Mntn	Honeysuckle			1.99													
	Associated Food	Honeysuckle			1.69													
		Priide of the Farm			1.69													
	Food Pride	Festive			1.59													
		Tyson							1.99									
	King Soopers	Gerber's	ABF				1.69											
		Tyson							2.33									
		n/i			1.99													
	Safeway Denver	Tyson						2.16										
Smith's	Tyson						2.00											
Walmart	Honeysuckle				1.49													
	n/i				1.78													

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions					
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)							
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.	
DC <i>(cont)</i>	Safeway Eastern	Lucerne			x																					3.99	limit 2 free-range 18-pack		
		Lucerne			x		1.99																						
		Nellie's			x										3.49														
		Open Nature			x										3.99														
		Target	Market Pantry			x		1.09																					
	Whole Foods MdAt	Organic Valley																							3.99	organic			
DE	ACME Markets	O Organics			x																								
		Lucerne					1.99																			2.50		white	
	ALDI	Eggland's Best			x									1.99															
		Goldhen			x		0.79																					limit 6	
	Fresh Grocer	Simply Nature			x																							limit 6	
		Eggland's Best			x									2.50														2 for \$5.00	
	Giant Food	Eggland's Best			x									1.99														limit 4	
		ShopRite			x		1.19																				3.99		
		Eggland's Best			x									2.00														2 for \$4.00	
		Nature's Promise			x									3.49															
		Nature's Promise			x									4.89														18-pack	
	Harris Teeter	Nellie's			x									3.00														free-range	
		Egg Beaters																							3.99				
		Eggland's Best		x											3.50													limit 4	
		Eggland's Best			x									3.00														2 for \$6.00	
		Eggland's Best		x										2.50														2 for \$5.00	
	IGA Stores - NJ/PA	Harris Teeter			x		0.97	1.47						2.77														limit 2	
		Harris Teeter			x			1.79						3.50															
		Harris Teeter																										3.00	
		Nellie's			x									2.99														free-range	
Dutch Farms																								3.49					
Eggland's Best			x										1.99																
Farmers Hen				x																				2.49					
n/i				x			1.49																						
Land O Lakes		x	x																				2.99						
	Safest Choice			x		2.99																					pasteurized		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions						
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)								
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.		
DE <i>(cont)</i>	Redner's	Eggland's Best		x																										
		Eggland's Best			x																									
	Safeway Eastern	Land O Lakes			x																									
		Lucerne			x				1.99																			3.99		
		Lucerne			x				0.99																					
	ShopRite	Nellie's			x																									
		Open Nature			x																									
		ShopRite			x				0.79																					
		ShopRite			x				1.29																				3.99	
		ShopRite			x																								2 for \$5.00	
	ShurSave	Farmers Hen			x																								limit 4	
		Turkey Hill																											4.49	
		Wholesome Pantry			x																								2 for \$5.00	
		Eggland's Best			x																									
	Target	Full Circle			x																									
Best Yet				x				0.77																						
Weis Markets	Best Yet			x				1.29																						
	Market Pantry			x				1.09																						
MA	Adams Market	Eggland's Best																												
		Weis			x																								4.99	
		Hood																											2.50	
		Guida's																											4.99	
		Farmers Hen				x																							2.99	
	AF Basket	Farmers Hen		x																										
		Farmer's Hen			x																									18-pack
		Ideal			x																								2 for \$5.00	
	ALDI	Turkey Hill																												4.99
		Hood																												3.00
n/i					x			1.00																					2 for \$6.00	
Goldhen				x				0.79																					5 for \$5.00	
Simply Nature				x																									limit 6	
Associated	Barnyard			x																									limit 6	
	Eggland's Best			x																									2 for \$5.00	
	Nature's Yoke			x																										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions			
			JM	XL	LG	MD	White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)					
							12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	16 oz.		32 oz.	32 oz.	64 oz.
							12 pack	12	18	12	12 pack	12 pack															
MA (cont)	Market Basket	Market Basket Hood			x		0.69																	or brown			
	Met Foods	n/i					1.00																	5 for \$5.00			
		n/i		x			0.79																				
		Eggland's Best			x							2.50												2 for \$5.00			
		Better'n Eggs																				2.99		whites			
	Price Chopper	Price Chopper PC's			x					2.99																	
		PC's			x		0.99	1.89																3.99			
		Nellie's			x							2.99												free-range			
		Price Chopper			x																						
	Price Rite	Eggland's Best			x								2.77														
	Roche Bros.	Food Club																						whites			
		Egg Beaters																						2 for \$5.00			
		Pete & Gerry's			x																						
		Garelick Farms																						3.99			
		Hood																						4.99			
		Full Circle			x																						
	Seabra Foods	Hood																						2.99			
		Garelick																						2.99			
	Shaw's	Land O Lakes			x																						
		Lucerne			x		1.00																				
		Happy Egg			x																			or brown			
		Happy Egg			x																			free-range			
		Eggland's Best			x																			2 for \$5.00			
	Star Market	Lucerne			x		1.00																	or brown			
		Happy Egg			x																			free-range			
		Happy Egg			x																						
		Eggland's Best			x																			2 for \$5.00			
		Hood																						4.99			
	Stop & Shop	Eggland's Best			x																			2 for \$4.00			
		Nature's Promise			x																						
		Nature's Promise			x																			18-pack			
		Nellie's			x																			free-range			
		Egg Beaters																									
																								3.99			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

**Christmas/Hanukkah 2016
 SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions						
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)								
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.		
MA <i>(cont)</i>	Target	Market Pantry			x					1.09																				
	Tops Market	Eggland's Best Tops			x																						2 for \$4.00			
	Trucchi's	C.F. Burger Eggland's Best			x																						3.99			
		Eggland's Best Hood		x																								2 for \$4.00		
	Wegman's	Eggland's Best Hood		x																							2 for \$4.00			
		Wegman's Wegman's			x					0.89	1.33																	3.99		
		Wegman's Egg Beaters		x						1.39																		whites		
		Wegman's Egg Beaters			x					1.19	1.68																			
	Whole Foods NATl	Organic Valley																										whites		
																												organic		
MD	ACME Markets	O Organics Lucerne			x																							white		
		Lucerne			x																									
	ALDI	Eggland's Best Goldhen			x																									
		Simply Nature			x																								limit 6	
	Associated	Barnyard			x																							limit 6		
		Eggland's Best			x																								2 for \$5.00	
		Nature's Yoke			x																									
		Farmers Hen			x																									
		Better'n Eggs																												
	Giant Eagle	Eggland's Best			x																								2 for \$4.00	
		Nature's Basket			x																									
	Giant Food	Eggland's Best			x																								2 for \$4.00	
		Nature's Promise			x																									
		Nature's Promise			x																								18-pack free-range	
		Nellie's			x																									
		Egg Beaters																												
	Graul's	Better'n Eggs																												
	Harris Teeter	Eggland's Best			x																								limit 4	
	Eggland's Best			x																								2 for \$6.00		
	Eggland's Best			x																								2 for \$5.00		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)		
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.	
MD <i>(cont)</i>	Harris Teeter <i>(continued)</i>	Harris Teeter			x		0.97	1.47					2.77											limit 2
		Harris Teeter			x			1.79					3.50											
		Harris Teeter Nellie's			x								2.99										3.00	free-range
	H-Mart	Sunshine Farms				x											2.50						2 for \$5.00	
	Kennie's Market	Kennie's		x			0.69																	
	Martin's Food	Eggland's Best			x								2.00											2 for \$4.00
		Nature's Promise			x								3.49											
		Nature's Promise			x								4.89											18-pack
	Price Rite	Nellie's			x								3.00											free-range
		Egg Beaters																				3.99		
		Eggland's Best			x									2.77										
	Redner's	Eggland's Best		x									1.99											
		Eggland's Best			x								1.79											
	Safeway Eastern	Land O Lakes			x																1.99			
		Lucerne			x			1.99															3.99	
		Lucerne			x			0.99																limit 2
	Shop'n Save	Nellie's			x								3.49											free-range
		Open Nature			x								3.99											18-pack
		Hillandale			x			1.00																
	Shoppers Food	United																					2.99	
		Essential Everyday			x		0.99	2.49																
	ShopRite	Nellie's			x								3.49											free-range
		ShopRite			x			0.79															3.99	w/ store card
		ShopRite			x			1.29																
	ShurSave	ShopRite			x								2.50											2 for \$5.00
		Farmers Hen			x								1.99											limit 4
		Turkey Hill																					4.49	
		Wholesome Pantry			x														2.50					2 for \$5.00
		Eggland's Best			x									1.99										
	Target	Full Circle			x								2.79											
Best Yet				x			0.77																1 day sale	
	Best Yet			x			1.29																	
	Market Pantry			x		1.09																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions							
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)									
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	16 oz.		32 oz.	32 oz.	64 oz.				
MD (cont)	Weis Markets	Eggland's Best Weis			x																				4.99						
	Whole Foods MdAt	Organic Valley																							3.99	organic					
ME	Food City Market	Hood																							2.50	2 for \$5.00					
	Hannaford	Hannaford			x																					4.29	or brown				
		Hood																								2.79					
	Market Basket	Natures Place			x																										
		Market Basket				x																					3.99	or brown			
	Shaw's	Land O Lakes				x																									
		Lucerne				x																									
		Happy Egg				x																									
	Target	Happy Egg				x																									
		Market Pantry				x																									
Whole Foods NATl	Organic Valley				x																					3.99	organic				
NH	ALDI	Goldhen			x																										
	Hannaford	Simply Nature			x																										
		Hannaford				x																									
		Hannaford																													
	Market Basket	Hood																													
		Natures Place			x																										
	Price Chopper	Market Basket				x																									
		Hood																													
	Price Rite	Price Chopper	Price Chopper				x																								
		PC's	PC's																												
		PC's					x																								
		Nellie's					x																								
	Shaw's	Price Chopper																													
Eggland's Best																															
Shaw's	Land O Lakes																														
	Lucerne																														
	Happy Egg																														

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
			JM	XL	LG	MD	White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
							12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.
NH <i>(cont)</i>	Shaw's <i>(continued)</i> Target Whole Foods NATl	Happy Egg			x												4.99									2 for \$5.00 organic
		Eggland's Best			x									2.50												
		Market Pantry			x		1.09																			
		Organic Valley																						3.99		
NJ	ACME Markets	O Organics			x												3.99					2.50				white
		Lucerne			x			1.99																		
	ALDI	Eggland's Best			x									1.99												limit 6
		Goldhen			x		0.79																			limit 6
	Associated	Simply Nature			x												3.49									2 for \$5.00
		Barnyard			x									2.50												
		Eggland's Best			x											3.99										
	Best Market	Nature's Yoke			x									3.49												
		Farmers Hen			x											3.99										
		Better'n Eggs																		2.99						
	Bravo	Best Market			x			1.77																		2 for \$5.00
		Tuscan																						2.50		2 for \$5.00
	Compare Foods	Farmer's Hen			x												3.99									2 for \$5.00
		Land O Lakes		x																2.50						2 for \$5.00
		Farmland																						2.99		
		Farmer's Hen			x									2.49												
		Eggland's Best			x											2.50										2 for \$5.00
		n/i			x		1.00																			w/\$10 prchse; L1
	C-Town	Farmer's Hen															3.99									
		Eggland's Best			x																					
Eggland's Best				x																			5.99		whites	
Nature's Yoke			x										3.49												5 for \$5.00	
Fairway Foods	n/i		x			1.00																				
	Farmer's Hen			x									2.49													
	Farmland																									
	Eggland's Best			x											2.50										2 for \$5.00	
	Land O Lakes			x																			2.99			
Fairway Foods	Eggland's Best			x											1.99											
	Fairway		x													3.49										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 03-25, 2016

**Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
			JM	XL	LG	MD	White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
							12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.
							12 pack	12	18	12	12 pack	12 pack	16 oz.	32 oz.	32 oz.	64 oz.										
NJ	Fine Fare	Better'n Eggs																		2.99						
(cont)		n/i	x				1.25																			4 for \$5.00
		n/i				x	0.67																			3 for \$2.00
		n/i				x	0.99																			5 for \$4.96
		Nature's Yoke				x							2.99													
	Food Bazaar	Turkey Hill																								4.99
		Better'n Eggs																								
		Nature's Yoke				x							1.67													
	Foodtown	Land O Lakes				x												3.33								
		Eggland's Best				x												2.99								limit 1
		Eggland's Best				x												3.99								
		Greenway				x							2.50													free-range
		Nature's Yoke				x							4.59													pastured
		Eggland's Best			x									3.49												
		Farmers Hen				x							2.50													2 for \$5.00
		Farmers Hen				x												3.99								
		Hood																								5.99
		Turkey Hill																								4.99
		Land O Lakes				x												2.50								2 for \$5.00
	H-Mart	Sunshine Farms				x												2.50								2 for \$5.00
		Farmer's Hen				x												3.00								
	IGA Stores - NJ/PA	Dutch Farms																								3.49
		Eggland's Best				x								1.99												
		Farmers Hen				x												2.49								
		n/i				x																				1.49
		Land O Lakes				x													2.99							
		Safest Choice				x																				2.99
	Key Food	n/i				x																				0.99
		Farmer Hen				x								2.49												
		Farmer Hen				x												4.99								
		Nature's Yoke				x																				
		Nature's Yoke				x													3.49							
		Turkey Hill																								
		Egg Beaters											3.59													
																										2.99

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)		
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.	
NJ (cont)	Kings Food Market	Eggland's Best			x																			2 for \$6.00
		Nest Fresh			x																			
	McCaffrey's	Land O Lakes		x																		3.00		2 for \$6.00
		McCaffrey's			x		0.79																	
	Met Foods	Land O Lakes			x																	1.99		
		Turkey Hill																						4.99
	Morton Williams	n/i				x	1.00																	5 for \$5.00
		n/i		x			0.79																	
	Murphy's Markets	Eggland's Best			x									2.50										2 for \$5.00
		Better'n Eggs																				2.99		whites
	Pioneer Foods	n/i				x	1.00																	3 for \$3.00
		Amish Country			x									2.50										2 for \$5.00
	Price Rite	Egg Beaters																				3.69		
		Better'n Eggs																				2.99		whites
	Seabra Foods	Safest Choice			x		2.99																	pasteurized
		Better'n Eggs																				2.99		whites
	ShopRite	Eggland's Best																					5.99	whites
		Hood																						3.00
	Stop & Shop	Eggland's Best			x									2.77										2 for \$6.00
		n/i		x			1.19																	
	Supremo Food	n/i				x	0.79																	brown
		ShopRite			x				0.79															w/ store card
	Target	ShopRite			x				1.29															3.99
		ShopRite			x									2.50										2 for \$5.00
	Target	Farmers Hen			x									1.99										limit 4
		Turkey Hill																						4.49
	Target	Wholesome Pantry			x													2.50						2 for \$5.00
		Eggland's Best			x									1.99										
	Target	Eggland's Best			x									2.00										2 for \$4.00
		Nature's Promise			x									3.49										
	Target	Nature's Promise			x									4.79										18-pack
		Nellie's			x									3.00										free-range
Target	Egg Beaters																				3.99			
	Essential Everyday				x				1.49															
Target	Market Pantry			x		1.09																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions							
			JM	XL	LG	MD	White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)									
							12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.					
NJ <i>(cont)</i>	Top Tomato	Hillandale		x			0.99																					limit 2			
	Uncle Giuseppe's	Sauder's		x			1.50																					2 for \$3.00			
		Ronnybrook																													
		Hood																											2 for \$5.00		
		Turkey Hill																													
	Weis Markets	Eggland's Best				x							1.99																4.99		
		Weis																											4.99		
Western Beef	n/i					x	1.00																					5 for \$5.00			
Whole Foods MdAt	Organic Valley																											3.99	organic		
Whole Foods NE	Organic Valley																											3.99	organic		
NY	ACME Markets	O Organics			x																										
		Lucerne																													
		Lucerne				x		1.99																						white	
		Eggland's Best				x							1.99																		
	AF Basket	Farmer's Hen				x								3.99															18-pack		
		Ideal				x									2.50														2 for \$5.00		
		Turkey Hill																													
		Hood																												3.00	2 for \$6.00
		n/i					x	1.00																						5 for \$5.00	
	ALDI	Goldhen				x		0.79																						limit 6	
		Simply Nature				x																								limit 6	
	Associated	Barnyard				x									2.50															2 for \$5.00	
		Eggland's Best				x																									
		Nature's Yoke				x										3.49															
		Farmers Hen				x																									
		Better'n Eggs																													
	Best Market	Best Market				x			1.77																						
	Tuscan																													2.50	2 for \$5.00
Big M	Best Yet				x		0.79																								
Bravo	Farmer's Hen				x																										
	Land O Lakes				x																									2 for \$5.00	
	Farmland																													2.99	
	Farmer's Hen				x										2.49																
	Eggland's Best				x																									2 for \$5.00	
	n/i				x		1.00																							w/\$10 prchse; L1	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions				
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)					
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.
												12 pack		12	18	12	12 pack											
NY (cont)	Compare Foods	Farmer's Hen			x																							
		Eggland's Best			x																							
		Eggland's Best																						5.99			whites	
	C-Town	Nature's Yoke			x																							
		n/i	x						1.00																		5 for \$5.00	
		Farmer's Hen			x																							
		Farmland																							2.99		2 for \$5.00	
		Eggland's Best			x								2.50															
	D'Agostino's	Land O Lakes			x														2.99									
		Eggland's Best			x																							
	DeCiccio & Sons	Land O Lakes			x																				3.29			
		Farmer's Hen			x																							
		Eggland's Best			x								2.50														2 for \$5.00	
	DeCiccio Market	Farmland																									2.69	
		Nellie's			x																						free-range	
		Land O Lakes			x																							
		Farmer's Hen			x																							
		Eggland's Best			x								2.50														2 for \$5.00	
	Fairway Foods	Farmland																									2.69	
		Nellie's			x																						free-range	
		Land O Lakes			x																							
	Fine Fare	Eggland's Best			x																							
		Fairway			x																							
	Food Bazaar	Better'n Eggs																										
		n/i	x						1.25																		4 for \$5.00	
		n/i				x			0.67																		3 for \$2.00	
		n/i				x			0.99																		5 for \$4.96	
		Nature's Yoke			x																							
		Turkey Hill																									4.99	
		Better'n Eggs																										
		Nature's Yoke			x																							3 for \$5.00
		Land O Lakes			x																							18-pack
Eggland's Best				x																							limit 1	
Eggland's Best				x																								
Foodtown	Greenway			x																						free-range		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 03-25, 2016

**Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions								
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)										
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.				
												12 pack																				
NY <i>(cont)</i>	<i>(continued)</i>	Nature's Yoke			x																					pastured						
		Eggland's Best		x										4.59																		
		Farmers Hen			x																							2 for \$5.00				
		Farmers Hen			x																											
		Hood																										5.99				
		Turkey Hill																										4.99				
		Land O Lakes			x																							2 for \$5.00				
		Giunta's			x																											
		Giunta's			x						0.79																					
		Eggland's Best			x																											
		Gourmet Garage			x																									3.99		
		Great American																												2.99		
		Gristede's					x																									
		Hannaford					x																									
		Hannaford																												4.29		
		Hannaford																													2.79	
		Natures Place			x																										3.99	
		H-Mart		Sunshine Farms				x																							2.50	
				Farmer's Hen	x																										3.00	
		Kennie's Market		Kennie's		x																									0.69	
		Key Food		n/i	x																										0.99	
				Farmer Hen			x																								2.49	
				Farmer Hen			x																									
				Nature's Yoke			x																									
				Nature's Yoke		x																										3.59
				Turkey Hill																												
				Egg Beaters																												4.99
		King Kullen		Eggland's Best			x																								2.99	
				Land O Lakes		x																										2.99
				Land O Lakes			x																									2.50
				Nature's Yoke			x																									2.50
				Nellie's			x																									3.79
		Farmers Hen			x																									2.99		
		Farmers Hen			x																									2.49		
		Farmers Hen			x																									2.49		
		Safest Choice			x																									3.49		
																														2.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions					
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)							
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.	
NY (cont)	Kings Food Market	Eggland's Best			x																						2 for \$6.00		
		Nest Fresh			x																								
		Land O Lakes			x																							2 for \$6.00	
		Market 32	Price Chopper			x																							
			PC's			x																							3.99
			PC's			x				0.99	1.89																		
			Nellie's			x																							2.99
			Price Chopper			x																							
		Met Foods	n/i																										3.79
			n/i																										
			Eggland's Best																										
			Better'n Eggs																										2.50
		Morton Williams	n/i																										2.99
			Amish Country																										
			Egg Beaters																										2.50
		Net Cost	Sunshine Farms																										1.39
			Sunshine Farms																										2.99
			Sunshine Farms																										1.99
		North Shore Farms	n/i																										3.99
			n/i																										0.79
			Eggland's Best																										0.99
			Hood																										2.99
		Peck's Market	Hood																										2.99
		Pioneer Foods	Safest Choice																										2.99
			Better'n Eggs																										2.99
			Eggland's Best																										2.99
		Hood																										5.99	
	Price Chopper	Price Chopper																										3.00	
		PC's																										3.99	
		PC's							0.99	1.89																			
		Nellie's																										2.99	
		Price Chopper																											
	Price Rite	Eggland's Best																										2.77	
	Shop'n Save	Hillandale																										1.00	
		United																										2.99	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)						
							12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.		
NY <i>(cont)</i>	ShopRite	ShopRite			x			0.79																				w/ store card
		ShopRite			x			1.29																				
		ShopRite			x									2.50														2 for \$5.00
		Farmers Hen			x									1.99														limit 4
		Turkey Hill																										4.49
		Wholesome Pantry			x														2.50									2 for \$5.00
		Eggland's Best			x									1.99														
		Stew Leonard's	Stew's			x													2.50									2 for \$5.00
			Stew's			x													2.99									
			Stew's Naked			x									1.50													2 for \$3.00
			Stew's Naked			x									1.99													
		Stop & Shop	Eggland's Best			x									2.00													2 for \$4.00
			Nature's Promise			x									3.49													
			Nature's Promise			x									4.79													18-pack
			Nellie's			x									3.00													free-range
			Egg Beaters																						3.99			
		Target	Market Pantry			x			1.19																			
		Top Tomato	Hillandale		x				0.99																			limit 2
		Tops Market	Eggland's Best			x									2.00													2 for \$4.00
			Tops			x			0.79																			
			C.F. Burger																									3.99
		Trade Fair	Better'n Eggs																						2.99			
			Trade Fair			x			1.00																			5 for \$5.00
		Turkey Hill																									4.69	
	Uncle Giuseppe's	Sauder's		x				1.50																			2 for \$3.00	
		Ronnybrook																							6.99			
		Hood																							2.50		2 for \$5.00	
		Turkey Hill																									4.99	
	Weis Markets	Eggland's Best			x									1.99													4.99	
		Weis																									4.99	
	Western Beef	n/i				x	1.00																				5 for \$5.00	
	Whole Foods NE	Organic Valley																							3.99		organic	
PA	ACME Markets	O Organics Lucerne			x													3.99						2.50			white	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions			
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)					
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.	
PA <i>(cont)</i>	ACME Markets <i>(continued)</i>	Lucerne			x			1.99																			
		Eggland's Best			x								1.99														
		ALDI Goldhen			x		0.79																				limit 6
	Associated	Simply Nature			x											3.49											limit 6
		Barnyard			x							2.50															2 for \$5.00
		Eggland's Best			x									3.99													
	Big M	Nature's Yoke			x							3.49															
		Farmers Hen			x											3.99											
		Better'n Eggs			x																	2.99					
	Boyer Food Market	Best Yet			x		0.79																				
		Land O Lakes			x																2.00						2 for \$4.00
		Land O Lakes			x								2.97														
	Bravo	Swiss																							2.97		
		Farmer's Hen			x											3.99											
		Land O Lakes		x																2.50							2 for \$5.00
	C-Town	Farmland																							2.99		
		Farmer's Hen			x								2.49														
		Eggland's Best			x									2.50													2 for \$5.00
	Family Owned	Land O Lakes			x																2.99						
		Family Owned			x		0.50																				limit 4
		Family Owned		x			0.99																				
	Fine Fare	Family Owned			x		0.88																				
		Swiss																							2.49		
		Better'n Eggs																				2.99					
	Foodland	n/i	x				1.25																				4 for \$5.00
		n/i				x	0.67																				3 for \$2.00
		n/i				x	0.99																				5 for \$4.96
		Nature's Yoke				x							2.99														
		Turkey Hill																							4.99		
		United																							2.99		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.
PA (cont)	Foodtown	Eggland's Best			x																					limit 1
		Eggland's Best			x																					
		Greenway			x								2.50													free-range
		Nature's Yoke			x								4.59													pastured
		Eggland's Best		x										3.49												
		Farmers Hen			x								2.50													2 for \$5.00
		Farmers Hen			x														3.99							
		Hood																								5.99
		Turkey Hill																								4.99
		Land O Lakes			x																2.50					2 for \$5.00
	Fresh Grocer	Eggland's Best			x									2.50												2 for \$5.00
		Eggland's Best			x									1.99												limit 4
	Giant Eagle	ShopRite			x			1.19																	3.99	
		Eggland's Best			x									2.00												2 for \$4.00
	Giant Food Stores	Nature's Basket			x								1.99													
		Eggland's Best			x									2.00												2 for \$4.00
	Gordon Food	Nature's Promise			x								3.39													
		Nellie's			x								3.00													free-range
	H-Mart	Egg Beaters																					3.99			
		GFS			x				1.99																	
	Ideal Market	Sunshine Farms				x													2.50							2 for \$5.00
		Farmer's Hen	x																3.00							
	Key Food	n/i			x		0.59																			
		Dutch Farms																					3.49			
		Eggland's Best		x										1.99												
		Farmers Hen			x														2.49							
		n/i			x			1.49																		
		Land O Lakes		x	x																2.99					
Safest Choice				x		2.99																			pasteurized	
n/i		x				0.99																				
Farmer Hen				x								2.49														
Nature's Yoke				x														4.99				3.49			18-pack	
Nature's Yoke		x									3.59															

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.
												12 pack		12	18	12	12 pack	12 pack								
PA <i>(cont)</i>	Key Food <i>(continued)</i>	Turkey Hill																						4.99		
		Egg Beaters																				2.99				
		Kuhn's Market																					1.99			
	Martin's Food	Kuhn's			x				1.00																	
		Eggland's Best			x									2.00											2 for \$4.00	
		Nature's Promise			x									3.49												
	McCaffrey's	Nature's Promise			x									4.89											18-pack	
		Nellie's			x									3.00											free-range	
		Egg Beaters																				3.99				
		McCaffrey's			x				0.79																	
		Land O Lakes			x														1.99							
		Turkey Hill																						4.99		
	Net Cost	Sunshine Farms			x									1.39												
		Sunshine Farms				x												2.99								
		Sunshine Farms				x												1.99								
	Pioneer Foods	Safest Choice			x				2.99																pasteurized whites	
		Better'n Eggs																				2.99			whites	
		Eggland's Best Hood																				5.99		3.00	2 for \$6.00	
	Price Chopper	Price Chopper			x						2.99															
		PC's																						3.99		
		PC's			x				0.99	1.89																
		Nellie's			x									2.99											free-range	
		Price Chopper			x													3.79								
	Price Rite	Eggland's Best			x									2.77												
		Redner's			x									1.99												
	Shop'n Save	Eggland's Best			x									1.79												
		Land O Lakes			x														1.99							
		Hillandale			x				1.00																	
		United																								
	ShopRite	United																						2.99		
		ShopRite			x				0.79																w/ store card	
		ShopRite			x				1.29															3.99		
		ShopRite			x									2.50											2 for \$5.00	
Farmers Hen				x									1.99											limit 4		
		Turkey Hill																					4.49			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	16 oz.		32 oz.	32 oz.
PA <i>(cont)</i>	ShopRite <i>(continued)</i> ShurSave ShurSave NE Penn Sparkle Market Supremo Food Target Tops Market Weis Markets Whole Foods MdAt	Wholesome Pantry			x													2.50								2 for \$5.00
		Eggland's Best			x									1.99												
		Full Circle			x									2.79												
		Best Yet			x			0.77																		1 day sale
		Best Yet			x			1.29																		
		Full Circle			x									2.79												
		Best Yet			x			0.77																		limit 1
		Best Yet			x			1.29																		
		Sparkle			x		0.69																			
		Essential Everyday				x				1.49																
		Market Pantry			x		1.09																			
		Eggland's Best			x									2.00												2 for \$4.00
		Tops			x		0.79																			
C.F. Burger																								3.99		
Eggland's Best			x									1.99												4.99		
Weis																								3.99		
Organic Valley																								organic		
RI	Adams Market ALDI Associated Bravo	Hood																					2.50	4.99		
		Guida's																					2.99	3.99		
		Farmers Hen			x											5.99										
		Farmers Hen	x									2.99														
		Goldhen			x		0.79																			
		Simply Nature			x											3.49									limit 6	
		Barnyard			x									2.50											limit 6	
		Eggland's Best			x										3.99										2 for \$5.00	
		Nature's Yoke			x									3.49												
		Farmers Hen			x											3.99										
		Better'n Eggs																			2.99					
		Farmer's Hen			x											3.99										
		Land O Lakes			x													2.50							2 for \$5.00	
Farmland																					2.99					
Farmer's Hen			x									2.49														
Eggland's Best			x										2.50										2 for \$5.00			
n/i			x		1.00																		w/\$10 prchse; L1			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions						
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)							
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.		
RI <i>(cont)</i>	Compare Foods	Farmer's Hen			x								2.69																	
		Eggland's Best			x										3.99															
	Dave's Marketplace	Eggland's Best																								5.99				whites
		Nature's Yoke			x								3.49																	5 for \$5.00
		n/i	x				1.00																							
		Pete & Gerry's			x																									
		Eggland's Best			x										2.50											2.99				2 for \$5.00
		Eggland's Best																												
		Hood																												5.99
		Farmers Hen			x								2.99																	18-pack
		Farmers Hen			x																									
		Nellie's			x								2.99																	free-range
	Price Rite	Eggland's Best			x										2.77															
		Hood																								2.99				
	Seabra Foods	Garelick																								2.99	3.99			
		Land O Lakes			x																									
	Shaw's	Lucerne			x		1.00																							or brown
		Happy Egg			x								3.99																	free-range
		Happy Egg			x												4.99													
		Eggland's Best			x										2.50															2 for \$5.00
Eggland's Best				x										2.00															2 for \$4.00	
Nature's Promise				x								3.49																		
Nature's Promise				x								4.79																	18-pack	
Nellie's				x								3.00																	free-range	
Egg Beaters																									3.99					
Target		Market Pantry			x		1.09																							
Whole Foods NATL	Organic Valley																									3.99			organic	
VT	ALDI	Goldhen			x		0.79																						limit 6	
		Simply Nature			x												3.49												limit 6	
	Food City Market Hannaford	Hood																								2.50			2 for \$5.00	
		Hannaford			x		0.79																						or brown	
		Hood																								2.79				
	Natures Place Hannaford			x												3.99												4.29		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions				
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)						
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.		
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV																												
AL	ALDI	Goldhen			x		0.79																					limit 6
		Simply Nature			x													3.49										limit 6
	Dollar General Mkt	n/i			x		0.75																					limit 6
	Ingle's Market	Egg Beaters																				2.78						
		Nellie's			x									2.98														free-range
		Sealtest																										2.98
	Kroger Atlanta	Simple Truth			x								2.50	2.50														2 for \$5.00
		Simple Truth			x									3.49														18-pack
		Kroger			x		0.99																					must buy 3
		Kroger			x		1.99																					2.99
	Kroger Nashville	Simple Truth			x								2.50	2.50														2 for \$5.00
		Simple Truth												3.49														18-pack
		Simple Truth			x												3.49											must buy 3
		Kroger			x		0.99																					
		Kroger			x		1.49																					2.99
	Lucky's	n/i				x	0.50																					2 for \$1.00
	Piggly Wiggly HAC	Eggland's Best			x									1.99														
	Piggly Wiggly JTM	Country Delight																					1.99					
	Publix	GreenWise			x												3.99											
		Eggland's Best			x									2.00														2 for \$4.00
	Ramey's	Best Choice			x		1.25																					4 for \$5.00; L4
	Rouses	Eggland's Best			x											3.99												
		Browns																										2.88
Sprout's	Eggland's Best			x												2.99												
	Sprout's			x									2.99														18-pack	
Target	Market Pantry			x		1.19																						
Vowell's	Best Choice			x						2.19																		
Whole Foods Sth	Organic Valley																					3.99					organic	
FL	ALDI	Goldhen			x		0.79																				limit 6	
		Simply Nature			x													3.49										limit 6
	Bravo	Eggland's Best			x								2.99															
	Dollar General Mkt	n/i			x		0.75																				limit 6	
	Fresco y Mas	Crystal Springs			x		0.78																					
	Gordon Food	GFS			x						1.99																	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions					
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)							
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.	
FL <i>(cont)</i>	Harris Teeter	Eggland's Best		x																						limit 4			
		Eggland's Best			x																						2 for \$6.00		
		Eggland's Best			x																						2 for \$5.00		
		Harris Teeter				x	0.97	1.47																			limit 2		
		Harris Teeter				x		1.79																					
		Harris Teeter																								3.00			
		Nellie's				x																					free-range		
		Harvey's	Crystal Springs				x	0.78																					
			L&R Farms				x	0.78																					
		Lucky's Market	Lucky's				x																					2 for \$5.00	
	Publix	GreenWise				x																							
		Eggland's Best				x																					2 for \$4.00		
	Sabor Tropical	n/i							1.50																		Small class		
	Safeway Florida	Open Nature				x																					18-pack		
		Lucerne				x		1.99																			3.99		
		Lucerne				x		0.99																			limit 2		
		Nellie's				x																					free-range		
	Sedano's	Eggland's Best				x																					free-range		
		Nellie's				x																					free-range		
	Target	Market Pantry				x	1.09																						
Western Beef	n/i				x	0.79																							
Whole Foods FL	Organic Valley																								3.99	organic			
GA	ALDI	Goldhen				x	0.79																				limit 6		
		Simply Nature				x																						limit 6	
	Dollar General Mkt	n/i				x	0.75																				limit 6		
	Food City	Eggland's Best				x																							
		Food Club				x		1.49																					
		Full Circle				x																							
	Food Depot	Country Delite																									1.89		
	Food Pride	Full Circle				x																							
	Galaxy Food	Eggland's Best				x																						2 for \$5.00	
		Eggland's Best				x																						2 for \$4.00	
Harris Teeter	Eggland's Best				x																						limit 4		
	Eggland's Best					x																					2 for \$6.00		
	Eggland's Best				x																						2 for \$5.00		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Liquid Egg Products				Conditions																
			JM	XL	LG	MD	White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)																	
							12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack		16 oz.	32 oz.	32 oz.	64 oz.												
GA <i>(cont)</i>	Harris Teeter <i>(continued)</i>	Harris Teeter Harris Teeter Harris Teeter Nellie's			x		0.97	1.47																															limit 2
	Harvey's	Crystal Springs L&R Farms			x		0.78																														free-range		
	Ingle's Market	Egg Beaters Nellie's			x																																free-range		
	Kroger Atlanta	Simple Truth Simple Truth Kroger Kroger			x						2.50	2.50																									2 for \$5.00 18-pack must buy 3		
	Lucky's Market	Lucky's			x							2.50																								2 for \$5.00			
	Piggly Wiggly HAC	Eggland's Best			x								1.99																							1.99			
	Piggly Wiggly JTM	Country Delight																																					
	Publix	GreenWise Eggland's Best			x																																		
	Sprout's	Eggland's Best Sprout's			x																																	2 for \$4.00	
	Target	Market Pantry			x																																	18-pack	
	Whole Foods Sth	Organic Valley			x		1.29																														3.99	organic	
KY	ALDI	Goldhen Simply Nature			x		0.79																															limit 6	
	Dollar General Mkt	n/i			x		0.75																															limit 6	
	Food City	Eggland's Best Food Club Full Circle			x																																		limit 6
	Food Rite	n/i			x		0.79																																
	Foodland	United Broughton			x																																		
	Fresh Thyme	Fresh Thyme			x		0.77																																
	Galaxy Food	Eggland's Best Eggland's Best			x																																		2 for \$5.00
	Gordon Food	GFS			x																																	2 for \$4.00	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg		Egg Nog			
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.
												12 pack		12	18	12	12 pack		12 pack							
KY <i>(cont)</i>	IGA Houchen's	IGA			x			0.99																		
	IGA Stores OH/KY	IGA			x			0.99																		
	Kroger Cincinnati	Prairie Farms																				3.29				
		Simple Truth			x						2.50	2.50											2 for \$5.00			
		Simple Truth			x							3.49											18-pack			
		Simple Truth			x											3.49								must buy 3		
	Kroger Delta	Kroger			x			0.99																		
		Kroger			x			1.79															2.99			
		Simple Truth			x						2.50	2.50											2 for \$5.00			
		Simple Truth			x							3.49												18-pack		
	Kroger Louisville	Simple Truth			x																					
		Simple Truth			x																					
		Simple Truth			x												3.49						must buy 3			
		Kroger			x			0.99																2.99		
	Kroger MdAtlantic	Kroger			x			1.49																		
		Simple Truth			x						2.50	2.50											2 for \$5.00			
		Simple Truth			x							3.49											18-pack			
		Simple Truth			x												3.49									
	Kroger Nashville	Kroger			x			0.99															must buy 3			
		Kroger			x			1.99															2.99			
		Simple Truth			x						2.79	2.79											must buy 3			
		Kroger			x			0.99																		
	Kroger Nashville	Kroger			x			1.49															2.99			
		Simple Truth			x						2.50	2.50											2 for \$5.00			
		Simple Truth										3.49											18-pack			
		Simple Truth			x												3.49									
	Lucky's Market	Kroger			x			0.99															must buy 3			
		Kroger			x			1.49															2.99			
		Lucky's			x								2.50										2 for \$5.00			
		Meijer	Meijer			x			0.99																	
	Remke Markets	True Goodness		x													3.69									
		Remke			x			0.68																		
		Eggland's Best			x								2.00										2 for \$4.00			
		Eggland's Best			x								2.00											2 for \$4.00		
	Super Dollar	Reiter																					2.99			
		Food Club			x			0.99																		
	SuperValu Stores	Essential Everyday			x			0.89																		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions								
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)									
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.				
NC <i>(cont)</i>	Harris Teeter <i>(continued)</i>	Harris Teeter			x		0.97	1.47																				limit 2				
		Harris Teeter			x			1.79																								
		Harris Teeter																								3.00						
		Nellie's			x																								free-range			
		Harvey's	Crystal Springs			x		0.78																								
			L&R Farms			x		0.78																								
		Ingle's Market	Egg Beaters																							2.78						
			Nellie's			x																									free-range	
			Sealtest																												2.98	
		Just \$ave Foods	Eggland's Best			x									2.99																	
		Kroger MdAtlantic	Simple Truth			x							2.79	2.79																		
			Kroger			x			0.99																							must buy 3
			Kroger			x			1.49																							2.99
		Lowe's Foods	Nellie's			x									2.99																	free-range
			Eggland's Best			x									2.79																	
		Piggly Wiggly Store	Egg Beaters																							2.99						
	Morning Fresh			x																										1.98		
Publix	GreenWise			x																												
	Eggland's Best			x									2.00																	2 for \$4.00		
Target	Market Pantry			x			1.09																									
Whole Foods Sth	Organic Valley																													3.99	organic	
SC	ALDI	Goldhen			x		0.79																							limit 6		
		Simply Nature			x																										limit 6	
	Dollar General Mkt n/i			x		0.75																									limit 6	
	Galaxy Food	Eggland's Best			x									2.50																		2 for \$5.00
		Eggland's Best			x									2.00																		2 for \$4.00
	Harris Teeter	Eggland's Best			x										3.50																	limit 4
		Eggland's Best			x									3.00																		2 for \$6.00
		Eggland's Best			x									2.50																		2 for \$5.00
		Harris Teeter			x		0.97	1.47																								limit 2
		Harris Teeter			x			1.79																								
		Harris Teeter																														3.00
		Nellie's			x										2.99																	free-range
Harvey's	Crystal Springs			x		0.78																										
	L&R Farms			x		0.78																										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

**Christmas/Hanukkah 2016
 SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.
SC (cont)	Ingle's Market	Egg Beaters																				2.78				free-range
		Nellie's			x								2.98												2.98	
	Kroger Atlanta	Sealtest												2.50	2.50											2 for \$5.00
		Simple Truth			x										3.49											18-pack must buy 3
	Lowe's Foods	Kroger			x			0.99																	2.99	
		Kroger			x			1.99																		free-range
	Publix	Nellie's			x																					
		Eggland's Best			x									2.79												
	Target	GreenWise			x												3.99									
		Eggland's Best			x									2.00												2 for \$4.00
Whole Foods Sth	Market Pantry			x		0.99																				
	Organic Valley																							3.99	organic	
TN	ALDI	Goldhen			x		0.79																		limit 6	
		Simply Nature			x												3.49								limit 6	
	Cash Saver TC	Prairie Farms																							1.82	
		Hiland																							1.82	
	Chappell's	Sauder's			x		0.79																			
	Dollar General Mkt	n/i			x		0.75																		limit 6	
	Food City	Eggland's Best			x										1.99											
		Food Club			x			1.49																		
	Food Country	Full Circle			x										2.49				2.49							
		Dutt & Wagner			x		0.77																			local
	Food Rite	Green Valley	x				1.00																			5 for \$5.00; local
		n/i			x		0.79																			
	Gordon Food	GFS			x						1.99															
	IGA Houchen's	IGA			x			0.99																		
	IGA Stores OH/KY	IGA			x		0.99																			
	Ingle's Market	Prairie Farms																							3.29	
		Egg Beaters																				2.78				
Nellie's				x								2.98													free-range	
Kroger Delta	Sealtest																							2.98		
	Simple Truth			x							2.50	2.50													2 for \$5.00	
	Simple Truth			x								3.49													18-pack	
	Simple Truth			x												3.49										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions															
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)																	
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.											
TN <i>(cont)</i>	Kroger	Kroger			x			0.99																															must buy 3
		Kroger			x			1.49																															
	Kroger MdAtlantic	Simple Truth			x										2.79	2.79																							
		Kroger			x			0.99																															
	Kroger Nashville	Kroger			x			1.49																															
		Simple Truth			x										2.50	2.50																							
		Simple Truth				x																																	
		Simple Truth			x																																		
	Lucky's	Kroger			x			0.99																															
		Kroger			x			1.49																															
	Osborne's	n/i				x	0.50																																
		Egg Beaters																																					
	Publix	Best Choice																																					
		GreenWise			x																																		
	Sprout's	Egglan's Best			x																																		
		Egglan's Best			x																																		
	Super Dollar	Sprout's			x																																		
		Food Club			x			0.99																															
	Target	Market Pantry			x			1.09																															
		Hiland																																					
	TC Grocery	Prairie Farms																																					
		Best Choice			x			0.44																															
Best Choice				x			0.69																																
Egg Beaters																																							
Tietgen's	Best Choice																																						
	Egg Beaters																																						
Whole Foods Sth	Best Choice																																						
	Best Choice																																						
Whole Foods Sth	Organic Valley																																						
	Organic Valley																																						
VA	ALDI	Goldhen			x		0.79																																
		Simply Nature			x																																		
	Associated	Barnyard			x																																		
		Egglan's Best			x																																		
		Nature's Yoke			x																																		
	Dollar General Mrkt	Farmers Hen			x																																		
		Better'n Eggs			x																																		
Dollar General Mrkt	n/i			x		0.75																																	
	n/i			x																																			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions					
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)							
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.	
VA (cont)	Food City	Eggland's Best			x																								
		Food Club			x																								
		Full Circle			x																								
	Food Country	Dutt & Wagner			x																								local
		Green Valley	x																										5 for \$5.00; local
	Galaxy Food	Eggland's Best			x																								2 for \$5.00
		Eggland's Best			x																								2 for \$4.00
	Giant Food	Eggland's Best			x																								2 for \$4.00
		Nature's Promise			x																								
		Nature's Promise			x																								18-pack
	Grant's	Nellie's			x																								free-range
		Egg Beaters																											3.99
		n/i			x																								10 for \$10
	Great VALU Marke	United			x																								5 for \$10
		Essential Everyday			x																								
	Harris Teeter	Eggland's Best			x																								limit 4
		Eggland's Best			x																								2 for \$6.00
		Eggland's Best			x																								2 for \$5.00
		Harris Teeter			x																								limit 2
		Harris Teeter			x																								
		Harris Teeter			x																								3.00
		Nellie's			x																								free-range
	H-Mart	Sunshine Farms				x																							2 for \$5.00
		Egg Beaters																											
	Ingle's Market	Nellie's			x																								free-range
		Sealtest																											2.98
		Simple Truth			x																								
	Kroger MdAtlantic	Kroger			x																								must buy 3
Kroger				x																								2.99	
Kroger				x																									
Lowe's Foods	Nellie's			x																								free-range	
	Eggland's Best			x																									
Martin's Food	Eggland's Best			x																								2 for \$4.00	
	Nature's Promise			x																									
	Nature's Promise			x																								18-pack	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions						
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)								
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	16 oz.		32 oz.	32 oz.	64 oz.			
VA (cont)	Martin's Food (continued)	Nellie's Egg Beaters			x								3.00														free-range			
	Piggly Wiggly Store	Egg Beaters																				2.99	3.99							
	Price Rite	Morning Fresh Eggland's Best			x				1.98																					
	Publix	GreenWise Eggland's Best			x								2.00														2 for \$4.00			
	Safeway Eastern	Lucerne			x				1.99																			3.99		
		Lucerne			x				0.99																				limit 2	
		Nellie's			x									3.49														free-range		
	Shop'n Save	Open Nature			x									3.99															18-pack	
		Hillandale			x				1.00																				2.99	
	Shoppers Food	Essential Everyday			x				0.99	2.49																				
		Nellie's			x									3.49															free-range	
	Super Dollar	Food Club			x				0.99																					
	Target	Market Pantry			x				1.19																					
	Weis Markets	Eggland's Best			x									1.99																
	Whole Foods MdAt	Weis Organic Valley																									4.99		3.99	organic
WV	ALDI	Goldhen Simply Nature			x			0.79																				limit 6		
	Dollar General Mkt	n/i			x			0.75																				limit 6		
	Foodland	United																											1.99	2.99
		Broughton																											1.99	
	Galaxy Food	Eggland's Best			x									2.50																2 for \$5.00
		Eggland's Best			x									2.00																2 for \$4.00
	Giant Eagle	Eggland's Best			x									2.00																2 for \$4.00
		Nature's Basket			x									1.99																
	Grant's	n/i			x				1.00																					10 for \$10
		United			x																									5 for \$10
Great VALU Marke	Essential Everyday			x				0.88																						
Kroger Columbus	Simple Truth			x									2.50	2.50															2 for \$5.00	
	Simple Truth			x										3.49															18-pack	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions				
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)						
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	16 oz.		32 oz.	32 oz.	64 oz.	
WV (cont)	Kroger Columbus	Kroger			x																						must buy 3	
		Kroger			x																							2.99
	Kroger MdAtlantic	Simple Truth			x						2.79	2.79																must buy 3
		Kroger			x																						2.99	
	Martin's Food	Eggland's Best			x								2.00														2 for \$4.00	
			Nature's Promise			x								3.49														
		Nature's Promise			x									4.89													18-pack free-range	
			Nellie's			x								3.00														
	Piggly Wiggly Store	Egg Beaters																					2.99	3.99				
			Morning Fresh			x									1.98													
	Riesbeck's	United																								1.79	2.99	
	Shop'n Save	Hillandale			x																						2.99	
		United																										
	Sparkle Market	Sparkle			x																						0.69	
	Target	Market Pantry			x																						1.09	
	Weis Markets	Eggland's Best			x																							1.99
		Weis																										4.99

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions							
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)									
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.			
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI																															
IA	Affiliated MW	Hiland																										2.29			
		Prairie Farms																											2.29		
		Land O Lakes																											1.99		
	ALDI	Goldhen			x		0.79																								limit 6
		Simply Nature			x													3.49													limit 6
	Family Fare	Our Family			x		0.67																								
	Family Foods	Our Family			x		0.69																								limit 2
		Our Family			x		0.19																								w/\$10 purchase:L1
		Our Family			x		1.90																								
		Kemps																													
	Fareway	Eggland's Best			x																										
		Anderson Erickson											1.99																		
	Fishers Jack & Jill	Our Family			x		0.88																								
	Food Pride	Our Family			x		0.99																								
	Fresh Thyme	Fresh Thyme			x		0.77																								
	Hy-Vee	Anderson Erickson																													
		Hy-Vee			x			0.79																							limit 2
		Hy-Vee			x																		1.99			4.48					
		Organic Valley																													
	Jewel-Osco	O Organics			x																										
		Blue Sky			x																										
		Nellie's			x																										
		Lucerne			x		0.99																								
		Eggland's Best			x																										
		Eggland's Best			x																										
	Lucky's Market	Lucky's			x																										
	Natural Grocers	Horizon																													
	No Frills	Our Family			x		0.99																								
	Price Chopper	Hiland																													
		Anderson Erickson																													
	Sunshine Foods	Land O Lakes																													
	Target	Market Pantry			x		0.89																								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

**Christmas/Hanukkah 2016
 SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions							
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)								
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.			
IL	Affiliated MW	Land O Lakes																									1.99		limit 6		
	ALDI	Goldhen			x		0.79																							limit 6	
		Simply Nature			x												3.49													limit 6	
	Angelo Caputo's	n/i		x			0.50																							limit 4	
	Berkot's	Dutch Farms			x		0.69																							limit 4	
	Brookhaven	Eggland's Best			x									1.67																3 for \$5.00	
		Spartan			x																										3 doz @ \$1.99
		Spartan			x		0.79																								
		Prairie Farms																													2 for \$5.00
	Butera Market	n/i			x		0.39																								limit 2
		n/i				x	0.49																								limit 3
	County Market NFI	County Market			x			0.98																							
	Cub Foods	Cub			x			0.99																							
	Dierberg's	Eggland's Best			x									2.50																	2 for \$5.00
	El Guero	n/i		x			1.50																								limit 6
	Fareway	Eggland's Best			x									1.99																	
		Anderson Erickson																											2.79		
	Fishers Jack & Jill	Our Family			x		0.88																								
	Food 4 Less	Kroger			x			0.99																							must buy 3
		Kroger			x			1.49																							
	Food Pride	Our Family			x		0.99																								
	Fresh Thyme	Fresh Thyme			x		0.77																								
	Garden Fresh	Dutch Farms		x			0.68																								
		n/i			x		0.95																								
	Gordon Food	GFS			x					1.99																					
	Hy-Vee	Anderson Erickson																											2.98		
		Hy-Vee			x		0.79																								limit 2
		Hy-Vee			x																									1.99	4.48
Organic Valley																														4.49	
IGA Houchen's	IGA			x		0.99																									
IGA Stores IL/IN	Prairie Farms																													1.89	
	IGA			x		0.39																								w/\$10 purchase;L2	
Jimenez	Hamilton			x		0.50																							2 for \$1.00		
Kirby Foods IGA	IGA			x		0.39																									
	Prairie Farms																											1.89			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.
IL (cont)	Kroger Central	Simple Truth			x						2.50	2.50														2 for \$5.00
		Simple Truth			x							3.49														18-pack
		Simple Truth			x											3.49										must buy 3
	Kroger Louisville	Kroger			x				0.99																	2.99
		Kroger			x				1.49																	
		Simple Truth			x						2.50	2.50														2 for \$5.00
	Jewel-Osco	Simple Truth			x							3.49														
		Kroger			x				0.99																	must buy 3
		Kroger			x				1.49																	2.99
	Meijer	O Organics			x																					
		Blue Sky			x							3.79														
		Nellie's			x							3.00														free-range
	Pete's Market	Lucerne			x			0.99																		free-range
		Eggland's Best			x									BOGO												
		Eggland's Best			x									3.49												
	Piggly Wiggly MW	Meijer			x			0.99																		
		True Goodness		x												3.69										
		Organic Valley		x	x											3.99										
	Shop & Save Mrkt	Organic Valley				x										3.99										18-pack
		Eggland's Best			x									1.99												
		Dean's																						2.99		
	Shop'n Save	Oberweis																						3.99	5.99	
		Food Club																					1.99			
		Dean's																							3.99	
	Sullivan's	Dutch Farms	x					0.69																		
		Dutch Farms		x	x			0.99																		
		Oberweis																						3.99	5.99	
	Strack & VanTil	Wild Harvest			x							5.49														18-pack
		Dutch Farms			x			0.79																		
		Eggland's Best			x									2.50		2.50										2 for \$5.00
Sullivan's	Dean's																							3.49		
	Better'n Eggs																					4.99				
		Prairie Farms																					2.00		2 for \$4.00	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.
												12 pack					12 pack	12 pack								
IL (cont)	Sunset Foods	Phil's Fresh			x																					
		Blue Sky																								
		Horizon																					3.99			
	Target	Market Pantry			x					0.89																
	Tony's Finer Food	n/i			x					0.88																
		Organic Valley				x																				
		Dutch Farms				x																				
		Oberweis																								
		Dean's																								
	Treasure Island	Dutch Farms			x					0.59																
		Dean's																								
	Ultra Foods	Dutch Farms			x						0.98															
		Dean's																								
	Valli Produce	Dutch Farms		x						0.99																
	Dutch Farms				x																					
	Eggland's Best			x																						
Walt's Food Center	Oberweis																									
IN	Al's Supermarket	Dutch Farms			x					0.59																
	ALDI	Goldhen			x					0.79																
		Simply Nature			x																					
	County Market NFI	County Market			x					0.98																
	Dollar General Mkt	n/i			x					0.75																
	Food 4 Less	Kroger			x					0.99																
		Kroger			x					1.49																
	Fresh Thyme	Fresh Thyme			x					0.77																
	Giant Eagle	Eggland's Best			x																					
		Nature's Basket			x																					
	Gordon Food	GFS			x																					
	Harding's	Country Fresh																								
		Eggland's Best			x																					
	IGA Houchen's	IGA			x					0.99																
	IGA Stores IL/IN	Prairie Farms																								
		IGA			x					0.39																
	IGA Stores OH/KY	IGA			x					0.99																
	Prairie Farms																									

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions									
			JM	XL	LG	MD	White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)								
							12	18	20	30	60	W	B	White	B	W	B	W	B	W	B		16 oz.	32 oz.	32 oz.	64 oz.					
IN (cont)	Jay C Stores	Simple Truth			x							2.50	2.50																2 for \$5.00		
		Simple Truth			x								3.49																18-pack		
		Simple Truth			x																										
	Jewel-Osco	Kroger			x																									must buy 3	
		Kroger			x																									2.99	
		O Organics			x																										
		Blue Sky			x																										free-range
		Nellie's			x																									free-range	
		Lucerne			x					0.99																					
		Eggland's Best			x																										
		Eggland's Best			x																										
		Kirby Foods IGA	IGA			x				0.39																					
		Kroger Central	Prairie Farms																												
	Simple Truth				x								2.50	2.50																	2 for \$5.00
	Simple Truth				x									3.49																	18-pack
	Kroger Cincinnati	Simple Truth			x																										
		Kroger			x					0.99																					must buy 3
		Kroger			x					1.49																					2.99
		Simple Truth			x								2.50	2.50																	2 for \$5.00
		Simple Truth			x									3.49																	18-pack
		Simple Truth			x																										
	Kroger Louisville	Kroger			x					0.99																					must buy 3
		Kroger			x					1.79																					2.99
		Simple Truth			x								2.50	2.50																	2 for \$5.00
		Simple Truth			x									3.49																	18-pack
	Lucky's Market	Simple Truth			x																										
		Kroger			x					0.99																					must buy 3
		Kroger			x					1.49																					2.99
		Lucky's			x									2.50																	2 for \$5.00
	Martin's	Martin's			x					1.00																					10 for \$10
Eggland's Best				x																										2 for \$4.00	
Prairie Farms																														3.99 local	
Meijer	Meijer			x					0.99																						
	True Goodness			x																											

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 03-25, 2016

**Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions				
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)						
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.
IN <i>(cont)</i>	Millers Markets	Essential Everyday			x		0.69																					
		Essential Everyday			x		0.29																					limit 2
		Dutch Farms			x		0.69																					
		Dutch Farms			x		0.29																					limit 2
		Essential Everyday			x		0.50																					4-day sale
		Dutch Farms			x		0.50																					4-day sale
		Smith's																							2.99			
	New Market	Eggland's Best			x									2.69														
		Strack & VanTil																										
	Target	Dutch Farms			x		0.79																					
		Eggland's Best			x									2.50	2.50												2 for \$5.00	
		Dean's																								3.49		
		Better'n Eggs																							4.99			
Ultra Foods	Market Pantry			x		0.89																						
	Dutch Farms			x			0.98																					
Walt's Food Center	Dean's																							3.49	3 day sale			
	Oberweis																						3.99	5.99				
MI	Affiliated MW	Land O Lakes																							1.99			
	ALDI	Goldhen			x		0.79																			limit 6		
		Simply Nature			x																					limit 6		
	Busch's	Eggland's Best			x									2.00					3.49							2 for \$4.00		
		Busch's			x		0.88																			limit 2		
	County Market	C.F. Burger																							2.99			
		Waldbaum			x		0.50																			limit 2		
		D&W Fresh Mrkt	Eggland's Best			x									2.00											2 for \$4.00		
	Family Fare	Spartan			x			0.99																				
		Eggland's Best			x										2.00											2 for \$4.00		
	Food Pride	Our Family			x		0.89																					
		Country Fresh																								3.99		
	Fresh Thyme	Fresh Thyme			x		0.77																					
		Glory Supermrkt	n/i			x			1.00																	5 for \$5.00		
	Gordon Food	n/i		x			1.25																			4 for \$5.00		
Dean's																								2.99				
GFS				x						1.99																		
Harding's		Country Fresh																							2.99			
	Eggland's Best			x									2.00											3.79				
	Eggland's Best			x																				2 for \$4.00				

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions					
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)							
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.	
MI (cont)	Hollywood	Hamilton			x		0.77																						
	Kroger Central	Simple Truth			x								2.50	2.50															2 for \$5.00
		Simple Truth			x									3.49															18-pack
	Kroger Columbus	Simple Truth			x														3.49										must buy 3
		Kroger			x			0.99																					
		Kroger			x			1.49																					2.99
		Simple Truth			x								2.50	2.50															2 for \$5.00
		Simple Truth			x									3.49															18-pack
		Kroger			x			0.99																					must buy 3
	Kroger Michigan	Kroger			x			1.49																					2.99
		Simple Truth			x								2.50	2.50															2 for \$5.00
		Simple Truth			x									3.49															18-pack
		Simple Truth			x														3.49										
		Kroger			x			0.99																					must buy 3
		Kroger			x			1.99																					2.99
	Lucky's Market	Lucky's			x										2.50														2 for \$5.00
		Martin's	Martin's			x			1.00																				10 for \$10
			Eggland's Best			x										2.00													
	Meijer	Prairie Farms																											3.99 local
		Meijer			x			0.99																					
	Millers Markets	True Goodness			x														3.69										
		Essential Everyday			x			0.69																					
		Essential Everyday			x			0.29																					limit 2
		Dutch Farms			x			0.69																					
		Dutch Farms			x			0.29																					limit 2
		Essential Everyday			x			0.50																					4-day sale
		Dutch Farms			x			0.50																					4-day sale
		Smith's																											2.99
	Pat's Foods IGA	Dean's																										2.49	
		Plumbs/Duthlers																											2.99
Polly's Market	Dutch Farms			x			0.79																						
	Country Fresh																											3.79	
	Dutch Farms			x			0.77																						
	Dutch Farms			x			0.37																					w/\$25 purchase; L2	
	Prairie Farms																											1.97	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions			
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)					
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.
MI (cont)	Spartan Stores	Dean's Spartan			x		*																	2.99	2.99	Buy 2, get 3	
	Super One Foods	Land O Lakes																						2.49			
	Tadych's	Dean's																						2.69	4.29		
	Target	Market Pantry			x		1.09																				
	Toms/Olesons	Spartan			x			0.99																			
		Eggland's Best			x								2.00														2 for \$4.00
		Country Fresh																								3.77	2 for \$4.00
	VG's Grocery	Eggland's Best			x							2.00														2 for \$4.00	
MN	Affiliated MW	Hiland																						2.29			
		Prairie Farms																						2.29			
		Land O Lakes																						1.99			
	ALDI	Goldhen			x		0.79																			limit 6	
		Simply Nature			x										3.49												limit 6
	Cash Wise Foods	Food Club			x		0.58																				
	Coborn's	Food Club			x		0.58																				
	County Market	Waldbaum			x		0.50																				limit 2
	Cub Foods	Cub			x			0.99																			
	Family Fare	Our Family			x		0.67																				
	Fareway	Eggland's Best			x								1.99														
		Anderson Erickson																							2.79		
	Food Pride	Our Family			x		0.89																				
		Country Fresh																								3.99	
	Fresh Thyme	Fresh Thyme			x		0.77																				
	Hornbacher's	Hornbacher's			x		0.79																				
		Cass City																							1.99		
	Hugo's	Our Family			x		0.69																				
		Land O Lakes																							1.99		
	Hy-Vee	Anderson Erickson																							2.98		
	Hy-Vee			x			0.79																			limit 2	
	Hy-Vee			x													1.99						4.48				
	Organic Valley																							4.49		organic	
Marketplace Foods	Our Family			x		0.59																				limit 2	
	Our Family			x		0.99																					
	Land O Lakes																							2.49			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
			JM	XL	LG	MD	White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
							12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.
MN <i>(cont)</i>	Natural Grocers	Horizon																						3.79		organic
	Sun Mart	Our Family			x		0.77																	2.19		
	Sunshine Foods	Land O Lakes																						2.49		
	Super One Foods	Land O Lakes																								
	SuperValu Stores	Essential Everyday			x		0.89																			
	Target	Market Pantry			x		0.89																			
ND	Affiliated MW	Land O Lakes																						1.99		limit 2
	Albertsons Mntn	Lucerne			x		0.69																			
		Open Nature			x								2.79													
		O Organics			x												3.50									2 for \$7.00
	Cash Wise Foods	Food Club			x		0.58																			
	Family Fare	Our Family			x		0.67																			
	Food Pride	Our Family			x		0.89																			
		Country Fresh																								3.99
	Hornbacher's	Hornbacher's			x		0.79																			
		Cass City																						1.99		
	Hugo's	Our Family			x		0.69																			
		Land O Lakes																						1.99		
	Leever's Foods	n/i			x		0.59																	2.29		
		Land O Lakes																								
	Marketplace Foods	Our Family			x		0.59																			limit 2
	Our Family			x		0.99																				
	Land O Lakes																						2.49			
Natural Grocers	Horizon																						3.79		organic	
SuperValu Stores	Essential Everyday			x		0.89																				
Target	Market Pantry			x		0.89																				
NE	Affiliated MW	Hiland																						2.29		
		Prairie Farms																						2.29		
		Land O Lakes																						1.99		
	ALDI	Goldhen			x		0.79																			limit 6
		Simply Nature			x												3.49									limit 6
	Baker's	Dillon's			x			0.99																		must buy 3
		Dillon's			x		1.49																			
	Dillon's			x		0.69																			local	
	Simple Truth			x								3.49													18-pack	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 03-25, 2016

**Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions			
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.	
												12 pack					12 pack	12 pack									
NE <i>(cont)</i>	<i>(continued)</i>	Baker's			x																						
		Kroger																							2.99		
		Family Fare					0.67																				
		Fareway													1.99												
		Anderson Erickson																							2.79		
		Food Pride					0.89																			3.99	
		Fresh Thyme					0.77																				
		Hy-Vee																								2.98	
		Hy-Vee						0.79																		limit 2	
		Hy-Vee																	1.99			4.48					
		Organic Valley																							4.49	organic	
		Natural Grocers																							3.79	organic	
		No Frills					0.99																				
		Russ's Market				x													3.59								
		Safeway Denver																									
		Safeway Denver																									
		Safeway Denver																									
		Safeway Denver																									
		Safeway Denver																									
		Safeway Denver																									
Safeway Denver																											
Safeway Denver																											
Sun Mart						0.77																					
Target						0.89																					
OH	Acme Fresh Mrkt	Full Circle			x																				2 for \$5.00		
		C.F. Burger																								2 for \$3.00	
		Acme Fresh					0.88																				
		ALDI					0.79																				
		Simply Nature																	3.49							limit 6	
		Buehler's					0.79																			limit 6	
		Buehler's																								local	
		Smith's																								3.99	
		Chief Supermarkets																								2.69	
		Reiter																									
n/i						0.79																			limit 4		
n/i						0.99																					
Dave's Markets																									3.00		
Dave's Markets																									2 for \$3.00		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Liquid Egg Products				Conditions			
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack		12 pack	16 oz.	32 oz.
OH	Dollar General Mkt	n/i			x																					limit 6
(cont)	Fresh Encounter	Reiter																							2.69	limit 4
		n/i			x																					
		n/i			x																					
	Fresh Thyme	Fresh Thyme			x																					
	Geyer's	Essential Everyday			x																					
	Giant Eagle	Eggland's Best			x								2.00													2 for \$4.00
		Nature's Basket			x									1.99												
	Gordon Food	GFS			x				1.99																	
	IGA Stores OH/KY	IGA			x			0.99																		
		Prairie Farms																							3.29	
	Kroger Central	Simple Truth			x							2.50	2.50													2 for \$5.00
		Simple Truth			x								3.49													18-pack
		Simple Truth			x											3.49										
		Kroger			x			0.99																		must buy 3
		Kroger			x			1.49																		2.99
	Kroger Cincinnati	Simple Truth			x							2.50	2.50													2 for \$5.00
		Simple Truth			x								3.49													18-pack
		Simple Truth			x											3.49										
		Kroger			x			0.99																		must buy 3
		Kroger			x			1.79																		2.99
	Kroger Columbus	Simple Truth			x							2.50	2.50													2 for \$5.00
		Simple Truth			x								3.49													18-pack
		Kroger			x			0.99																		must buy 3
		Kroger			x			1.49																		2.99
	Kroger MdAtlantic	Simple Truth			x							2.79	2.79													
		Kroger			x			0.99																		must buy 3
		Kroger			x			1.49																		2.99
	Lucky's Market	Lucky's			x								2.50													2 for \$5.00
	Marc's	Dairymen																								2.99
		Eggland's Best			x								2.00													2 for \$4.00
	Meijer	Meijer			x			0.99																		
		True Goodness			x											3.69										
	Millers Markets	Essential Everyday			x			0.69																		
		Essential Everyday			x			0.29																		limit 2

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions						
			JM	XL	LG	MD	White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)								
							12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	16 oz.		32 oz.	32 oz.	64 oz.			
OH (cont)	Millers Markets (continued)	Dutch Farms			x		0.69																					limit 2 4-day sale 4-day sale		
		Dutch Farms			x		0.29																							
		Essential Everyday			x		0.50																							
		Dutch Farms			x		0.50																							
		Smith's																												
		Piggly Wiggly Store	Egg Beaters																						2.99		2.99			
			Morning Fresh			x						1.98																		
		Remke Markets	Remke			x		0.68																						
			Eggland's Best			x																								
			Eggland's Best				x																							
			Reiter																											
		Riesbeck's	United																											
		Shop'n Save	Hillandale			x						1.00																		
			United																											
		Sparkle Market	Sparkle			x		0.69																						
		SuperValu Stores	Essential Everyday			x		0.89																						
			Morning Fresh			x		0.79																						
		Target	Market Pantry			x		1.09																						
		The Andersons	Essential Everyday			x		0.69																						
Weis Markets	Eggland's Best			x																										
	Weis																													
	Whole Foods MdAt	Organic Valley																												
SD	Affiliated MW	Hiland																										limit 6 limit 6		
		Prairie Farms																												
		Land O Lakes																												
		ALDI	Goldhen			x		0.79																						
			Simply Nature			x																								
		Coborn's	Food Club			x		0.58																						
		Fareway	Eggland's Best			x																								
			Anderson Erickson																											
		Hy-Vee	Anderson Erickson																											
			Hy-Vee			x						0.79																		
			Hy-Vee			x																								
	Organic Valley																													
IGA Markets	IGA			x		0.79																								

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions	
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)			
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.
WI <i>(cont)</i>	Marketplace Foods	Our Family			x		0.59																		limit 2
		Our Family			x		0.99																		
	Marketplace WI	Land O Lakes																					2.49		
		Food Club			x		0.58																		
	Meijer	Meijer			x		0.99																		
		True Goodness				x											3.69								
	Pat's Foods IGA	Dean's																					2.49		
	Pick'n Save/Copps	J.R. Watkins																						2.49	
		Kemp's																						2.29	
	Piggly Wiggly MW	Simple Truth				x							2.50												
		Roundy's				x	0.79																		
		Roundy's				x	0.99																		
		Food Club																				1.99			
	Sendik's	Dean's																						3.99	
		Shurfine				x	0.69																		
		Eggland's Best				x								1.66											
		Sendik's				x							1.50												
	Sentry Foods	Kemp's																					2.50		
		C.F. Burger																					3.49		
	Shurfine Food Cntr	Dean's																						3.99	
		Shurfine				x	0.48																		
	Super One Foods	Land O Lakes																						2.49	
	SuperValu Stores	Essential Everyday				x	0.89																		
	Tadych's	Dean's																						2.69	
	Target	Market Pantry				x	0.89																	4.29	
	Trig's	Essential Everyday				x	0.79																		
	Woodman's	Kemp's																						2.50	
		Dean's																						3.19	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 03-25, 2016

**Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
			JM	XL	LG	MD	White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
							12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.
							12 pack	12	18	12	12 pack	12 pack	16 oz.	32 oz.	32 oz.	64 oz.										
AR (cont)	TC Grocery (continued)	Best Choice Best Choice			x		0.44																		limit 2	
	Whole Foods SW	Organic Valley			x		0.69																3.99		organic	
AZ	Affiliated MW	Hiland																						2.29		
	Albertsons SW	Prairie Farms																						2.29		
		Pete & Gerry's			x											3.99										
		Nellie's			x						2.99															free-range
		Born Free			x						4.99															pastured
		Born Free			x										4.99											
		Land O Lakes			x													2.99								
		Egg Beaters																		2.99						
		O Organics			x											3.50										2 for \$7.00
		Lucerne			x			1.27																		limit 2
		Lucerne			x			1.49																		limit 4
		Lucerne			x			1.89																		
		Shamrock Farms																					2.49			limit 2
	Basha's	Basha's			x		0.99																			
	El Super	n/i			x				1.87																	
		n/i				x			1.97																	
	Food City	Food City				x																				
	Fry's	Fry's			x			0.99																		must buy 3
		Fry's			x			1.49																		
		Fry's			x			0.77																		limit 2
		Kroger																						2.99		
		Simple Truth			x							2.50	2.50													2 for \$5.00
	IGA Family	Shamrock Farms																					2.99	3.99		
		Hickman's				x	0.67																			limit 6
	Los Altos	Sunshine				x	0.50																			2 for \$1.00
	Lowe's Stores	Plains																							3.29	
	Natural Grocers	Horizon																						3.79		organic
	Safeway SW	Pete & Gerry's			x											3.99										
		Nellie's			x											2.99										free-range
		Born Free			x											4.99										pastured
		Born Free			x																					
		Born Free			x											4.99										
		Born Free			x											2.99										

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions						
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)							
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.		
AZ <i>(cont)</i>	Safeway SW <i>(continued)</i>	Lucerne			x		0.49																				limit 2			
		Lucerne			x		0.99																							
		Lucerne			x		1.25																					4 for \$5.00		
		Smart & Final	First Street		x			1.49																						
		Smith's	Simple Truth		x							2.50	2.50															2 for \$5.00		
		Smith's	Smith's		x			0.99																						
		Kroger	Kroger																							2.99				
		Sprout's	Eggland's Best		x												2.99													
		Sprout's	Sprout's		x									2.99														18-pack		
		Target	Market Pantry		x			0.99																						
	Hickman's		x			0.99																								
	Whole Foods SPac	Organic Valley																							3.99		organic			
CO	Affiliated MW	Hiland																									2.29			
		Prairie Farms																										2.29		
		Land O Lakes																										1.99		
	Albertsons Mntn	Lucerne			x		0.69																						limit 2	
		Open Nature			x								2.79																	
		O Organics			x												3.50												2 for \$7.00	
	Associated Foods	Western Family			x		0.89																							
		Western Family			x		0.88																							
	King Soopers	Simple Truth			x																								2 for \$5.00	
		Simple Truth			x																								18-pack	
		Simple Truth			x													3.49												
	Kroger	Kroger			x			1.49																					2.99	
		Kroger			x			0.99																					must buy 3	
	Lowe's Stores	Plains																										3.29		
	Lucky's Market	Lucky's			x												2.50											2 for \$5.00		
	Natural Grocers	Horizon																										3.79		
	Ridley's	Meadow Gold																										1.93		
	Safeway Denver	Western Family			x		0.84																							
		Nellie's			x																									
		Pete & Gerry's			x																									
Lucerne				x		0.67																						limit 2		
Lucerne				x			0.99																					limit 2		
	Lucerne			x		1.50																						2 for \$3.00		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions					
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)						
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.	
CO <i>(cont)</i>	Safeway Denver <i>(continued)</i>	Lucerne																											
		Eggland's Best		x									2.50												1.99	3.99	2 for \$5.00		
		Sprout's			x												2.99									18-pack			
		Sun Mart	Our Family			x			0.77																				
		Target	Market Pantry			x			1.69																				
	Whole Foods Mntn	Organic Valley																							3.99	organic			
KS	Affiliated MW	Hiland																								2.29			
		Prairie Farms																								2.29			
		Land O Lakes																								1.99			
		ALDI	Goldhen			x			0.79																			limit 6	
			Simply Nature			x																					3.49	limit 6	
		Dillon's	Dillon's			x			0.99																			must buy 3	
			Dillon's			x			1.49																				
			Dillon's			x			0.69																			local	
			Simple Truth			x								3.49														18-pack	
			Simple Truth			x																							
			Kroger																								2.99		
		Dollar General Mkt	n/i			x			0.75																			limit 6	
		Food Pride	Our Family			x			0.99																				
		G&W Foods	Hiland																								2.99		
			Prairie Farms																								2.99		
			Eggland's Best			x								2.49															
		Harp's Foods	Hiland																								1.99		
			Prairie Farms																								1.99		
		Hen House	Anderson Erickson																								2.69		
			Land O Lakes																							2.29			
	Hy-Vee	Anderson Erickson																								2.98			
		Hy-Vee			x			0.79																			limit 2		
		Hy-Vee			x																				1.99	4.48			
		Organic Valley																								4.49	organic		
	Lowe's Stores	Plains																									3.29		
	Natural Grocers	Horizon																								3.79	organic		
	Price Chopper	Hiland																								1.99			
		Anderson Erickson																								2.69			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions				
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)					
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.
KS <i>(cont)</i>	Pyramid Foods	Hiland																								2.00	3.29	18-pack
	Sprout's	Eggland's Best			x												2.99											
	Target	Market Pantry			x		0.89																					
	Whole Foods Mntn	Organic Valley																								3.99		
LA	Albertsons Houston	Farmhouse			x								3.00															limit 2 free-range free-range organic limit 6 limit 6 2 for \$4.00 2 for \$3.00 2 for \$5.00 2 for \$3.00 limit 6 2 for \$5.00 18-pack must buy 3 2.99 4 for \$5.00; L4
		Eggland's Best		x			0.79							3.00												4.49		
		Lucerne			x																							
		Happy Egg			x								4.99															
		Born Free			x								2.99															
		Horizon																								4.49		
	ALDI	Goldhen			x		0.79																					
		Simply Nature			x												3.49											
	Brookshires	Eggland's Best			x									2.00														
		Brookshire's			x			1.50																		2.50		
		Brookshire's																								2.50		
	Brookshire Bros.	Brookshire Bros.			x			1.50																			3.99	
		Oak Farms																										
	Dollar General Mkt	n/i			x		0.75																				limit 6	
	Kroger Texas	Simple Truth			x							2.50	2.50														2 for \$5.00	
		Simple Truth			x								3.49														18-pack	
		Simple Truth			x											3.49	3.49											
		Kroger			x			0.99																			must buy 3	
		Kroger			x			1.99																		2.99		
	Mac's Fresh Marke	Best Choice			x		0.98																					
	Jordan			x		0.98																						
Ramey's	Best Choice			x			1.25																			4 for \$5.00; L4		
Rouses	Eggland's Best			x									3.99															
	Browns																								2.88			
Target	Market Pantry			x		1.09																						
Whole Foods SW	Organic Valley																								3.99	organic		
MO	Affiliated MW	Land O Lakes																								1.99		limit 6 limit 6
	ALDI	Goldhen			x		0.79																					
		Simply Nature			x											3.49												

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions					
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)						
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.	
MO (cont)	Cash Saver TC	Prairie Farms																								1.82			
		Hiland																								1.82			
	County Market NFI	County Market			x																					0.98			
	Dierberg's	Eggland's Best			x																					2.50		2 for \$5.00	
	Fresh Thyme	Fresh Thyme			x																					0.77			
	Gerbe's	Dillon's			x																						0.99		must buy 3
		Dillon's			x																						1.49		
		Dillon's			x																						0.69		local
		Simple Truth			x																						3.49		18-pack
		Simple Truth			x																						3.49		
		Kroger																											2.99
	G&W Foods	Hiland																											2.99
		Prairie Farms																											2.99
		Eggland's Best			x																						2.49		
	Gordon Food	GFS			x																						1.99		
	Harps Foods	Hiland																											1.99
		Prairie Farms																											1.99
	Harter House	Hiland																											3.39
		Best Choice			x																						0.69		
	Hen House	Anderson Erickson																											2.69
		Land O Lakes																											2.29
	Hy-Vee	Anderson Erickson																											2.98
		Hy-Vee			x																						0.79		
	Hy-Vee			x																								1.99	
	Organic Valley																											4.48	
IGA Stores IL/IN	Prairie Farms																											4.49	
	IGA			x																						0.39		1.89	
Kroger Central	Simple Truth			x																						2.50	2.50	w/\$10 purchase;L2	
	Simple Truth			x																						3.49		2 for \$5.00	
	Simple Truth			x																								18-pack	
	Kroger			x																						0.99		must buy 3	
	Kroger			x																						1.49		2.99	
Kroger Delta	Simple Truth			x																						2.50	2.50	2 for \$5.00	
	Simple Truth			x																						3.49		18-pack	
	Simple Truth			x																						3.49			

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

**Christmas/Hanukkah 2016
 SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs						Liquid Egg Products				Conditions							
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)			Egg Nog (non-alcoholic)						
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B		12 pack	12 pack	16 oz.	32 oz.	32 oz.	64 oz.	
NM <i>(cont)</i>	King Soopers <i>(continued)</i>	Simple Truth			x																								
		Kroger			x			1.49																			2.99		
		Kroger			x			0.99																					
		Lawrence Bros.	Gandy's																									4.49	
		Lowe's Stores	Plains																									3.29	
		Natural Grocers	Horizon																							3.79		organic	
		Safeway Denver	Nellie's			x								3.99															
			Pete & Gerry's			x												4.99											
			Lucerne			x		0.67																					
			Lucerne			x			0.99																				
			Lucerne			x			1.50																				
			Lucerne																						1.99	3.99		2 for \$3.00	
			Eggland's Best		x										2.50														
			Smith's	Simple Truth			x						2.50	2.50															
			Smith's	Smith's			x			0.99																			
			Kroger																									2.99	
			Sprout's	Eggland's Best			x											2.99											
			Sprout's	Sprout's			x							2.99															
	Target	Market Pantry			x		0.89																						
	Whole Foods Mntn	Organic Valley																							3.99			organic	
OK	Affiliated MW	Land O Lakes																							1.99				
	ALDI	Goldhen			x		0.79																					limit 6	
		Simply Nature			x											3.49												limit 6	
	Buy for Le\$\$	Best Choice			x		0.58																						
	Dollar General Mkt	n/i			x		0.75																					limit 6	
	Harps Foods	Hiland																							1.99				
		Prairie Farms																							1.99				
	Homeland Stores	Best Choice			x		0.79																						
		Hiland																							2.00			2 for \$4.00	
	Market Square	Plains																									3.29		
	Natural Grocers	Horizon																							3.79			organic	
	Pyramid Foods	Hiland																							2.00	3.29			
	Reasor's	Best Choice			x		0.79																						
		Hiland																							2.00			2 for \$4.00	
Rehkopf's	Oak Farms																									3.00		2 for \$6.00	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions			
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.
TX (cont)	Tom Thumb	Lucerne																							2.49		
		Eggland's Best			x																						2 for \$6.00
		Farmhouse			x																						2 for \$6.00
		Vital Farms			x								5.49														pastured
		United Supermrkts	Lucerne			x		0.97																		3.97	
	Whole Foods SW	Organic Valley																						3.99		organic	
UT	Albertsons Mntn	Lucerne			x		0.69																				limit 2
		Open Nature			x								2.79														
		O Organics			x												3.50										2 for \$7.00
	Associated Foods	Western Family			x		0.89																				
		Western Family			x		0.88																				
	Fresh Market	Western Family			x		0.89																				
	Harmon's	Harmon's			x												3.50										2 for \$7.00
		Nellie's			x								3.99														free-range
		Pete & Gerry's			x												3.99										
	King Soopers	Simple Truth			x								2.50														2 for \$5.00
		Simple Truth			x								3.49														18-pack
		Simple Truth			x												3.49										
	Kroger	Kroger			x			1.49																	2.99		
		Kroger			x			0.99																			must buy 3
		Natural Grocers	Horizon																						3.79		organic
	Ream's	Western Family			x		0.89																				
	Ridley's	Meadow Gold																							1.93		
		Western Family			x		0.84																				
	Smith's	Simple Truth			x							2.50	2.50														2 for \$5.00
		Smith's			x			0.99																			
Kroger	Kroger																							2.99			
	Sprout's	Eggland's Best			x											2.99											
Sprout's	Sprout's			x												2.99										18-pack	
	Target	Market Pantry			x		1.29																				
Hickman's	Hickman's			x		1.29																					
	Whole Foods Mntn	Organic Valley																						3.99		organic	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs							Liquid Egg Products				Conditions	
			JM	XL	LG	MD	White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)		
							12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.		32 oz.
SOUTHWESTERN U.S. - CA,HI,NV																								
CA	Albertsons SoCal	Lucerne			x		1.99																limit 2	
		Lucerne			x		2.50																	2 for \$5.00
	ALDI	Goldhen			x		0.79																	limit 6
		Simply Nature			x											3.49								limit 6
	Baja Ranch	Trafficanda			x		1.50																brown	
	Barons Market	Alta Dena																			2.99			
	Big Saver	Farmers Gems		x			1.79																	
	Cardenas	California Ranch			x		free																w/purchase	
	Chavez Markets	Chavez			x		2.29																	
	Dollar General Mkt	n/i			x		1.50																	
	El Super	n/i			x		1.87																	
		n/i				x	1.97																	
	Food 4 Less	Kroger			x		0.99																	must buy 3
		Kroger			x		1.49															2.99		
	Food Source	NuLaid				x					2.98													limit 1
		NuLaid				x					3.98													
	Gelson's	Broguiere's																			7.99		local	
	Grocery Outlet	Happy Egg										2.50												free-range
	Holiday Market	Nulaid			x		2.50																	2 for \$5.00
	Jons Marketplace	Eggland's Best			x							2.50												2 for \$5.00
	Lucky Stores	Happy Egg			x							2.99												free-range
		Eggland's Best			x									3.49										
		Barnstar			x							3.49												
		Market Essentials			x		1.50																	2 for \$3.00
	Lunardi's	Clover																				2.99		
	Mar-Val Foods	Egg Beaters																			2.99			
		Mar-Val			x		1.25																	4 for \$5.00
		Nulaid			x		1.99																	
Mi Pueblo	California Ranch			x		1.79																		
Mollie Stone's	Santa Rosa			x		2.50																	2 for \$5.00	
Murphy's Markets	Humboldt																				3.29		organic	
	Petaluma			x		1.69																		
Northgate	Gonzales			x		2.00																	2 for \$4.00	
	Gonzales			x		1.49																	1 day sale	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 03-25, 2016

**Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions												
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)													
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.								
CA <i>(cont)</i>	Vons	Lucerne			x		1.69																									limit 2				
		Lucerne			x		2.50																									2 for \$5.00				
	Whole Foods SPac	Organic Valley																													3.99	organic				
HI	Don Quijote	Ka Lei		x			4.19																									island				
		Ka Lei			x		4.29																									island				
	Foodland	Farm Pack			x			2.88																								Mainland				
	KTA Super Stores	Willamette			x		2.00																									Mainland				
	Safeway NorCal	Lucerne																														3.00	3.99			
		Meadow Gold																															local			
		Eggland's Best			x								4.99																				Mainland			
	Target	Ka Lei			x		4.99																										Island			
	Times Supermarket	Market Pantry			x		3.49																													
	Whole Foods SPac	Crystal Farms																															4.99			
NV	Albertsons Mntn	Lucerne			x		0.69																										limit 2			
		Open Nature			x									2.79																						
		O Organics			x																													2 for \$7.00		
	Albertsons SW	Pete & Gerry's			x																															
		Nellie's			x																													free-range		
		Born Free			x																													pastured		
		Born Free			x																															
		Land O Lakes			x																															
		Egg Beaters																																		
		O Organics			x																														2 for \$7.00	
		Lucerne			x			1.27																											limit 2	
		Lucerne			x			1.89																												
		Shamrock Farms																																		
	Associated Foods	Western Family			x			0.88																												
	Cardenas	California Ranch			x																														w/purchase	
	Dollar General Mkt	n/i			x			0.75																											limit 6	
	El Super	n/i			x																															
		n/i				x																														
	Food Source	NuLaid				x																													limit 1	
		NuLaid				x																														
Grocery Outlet	Happy Egg																																	free-range		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)				
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.
												12 pack					12 pack	12 pack								
NV (cont)	Natural Grocers	Horizon																					3.79		organic	
	Ridley's	Meadow Gold																					1.93			
	Safeway NorCal	Western Family				x				0.84														2.50	2.99	
		Lucerne																								
	Save Mart	Eggland's Best				x								3.49												
		O Organics					x										5.00									18-pack
		Vital Farms					x						5.99													pastured
	Scolari's	Sunnyside Farms					x			1.78															3.48	
		Eggland's Best					x								3.98											
	Smart & Final	Willamette					x			0.79																4.99
		Model																								
	Smith's	First Street				x				1.49																
		Simple Truth					x						2.50	2.50												2 for \$5.00
	Sprout's	Smith's					x			0.99																2.99
		Kroger																								
		Eggland's Best					x										2.99									18-pack
	Target	Sprout's					x																			
		Market Pantry					x			1.29																
Vons	Hickman's					x			1.29																	
	Lucerne					x			1.69																limit 2	
Whole Foods SPac	Lucerne					x			2.50																2 for \$5.00	
	Organic Valley																						3.99		organic	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions				
			JM	XL	LG	MD	White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)						
							12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.	32 oz.	64 oz.
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY																												
AK	AC Value Center	Essential Everyday			x			2.50																				2 for \$5.00
		Essential Everyday			x			1.67																				3 for \$5.00
		Eggland's Best			x								2.98														2.98	
		Darigold																										
		Egg Beaters																							3.50			2 for \$7.00
		Egg Beaters																								3.98		
	Alaskan & Proud	Western Family			x			1.98																				
		Western Family			x			BOGO																				
	Carrs/Safeway	Better'n Eggs																								5.98		whites
		O Organics			x												4.49											
		Darigold																									4.69	
	Fred Meyer	Lucerne			x			0.99																				limit 2
		Lucerne																									3.49	
		Darigold																									3.99	
		Simple Truth			x								2.50	2.50														
	Hometown IGA	Simple Truth			x									4.49														18-pack
		IGA			x			1.39																				
	Meyers Group IGA	IGA			x			1.39																				
IGA				x			1.39																					
Sitka Seamart	Cherry Lane			x			2.50																				brown	
	Organic Valley			x												2.99											6-pack	
	Organic Valley			x												4.99												
Three Bears	Darigold																									4.95		
	KS Organic			x												4.25											2 for \$8.49	
ID	Albertsons Mntn	Lucerne			x			0.69																			limit 2	
		Open Nature			x									2.79														
		O Organics			x														3.50									2 for \$7.00
	Associated Foods	Western Family			x			0.89																				
		Western Family			x			0.88																				
	Fred Meyer	Darigold																									3.99	
		Simple Truth			x								2.50	2.50					3.49									
		Simple Truth			x									3.49														18-pack
	Grocery Outlet	Happy Egg												2.50														free-range
		IGA			x			0.79																				
	Natural Grocers	Horizon																									3.79	organic

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions		
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)			
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	12 pack	12 pack		16 oz.	32 oz.
ID (cont)	Ridley's	Meadow Gold																						1.93		
		Western Family			x		0.84																			
	Rosauer's	Naturally Omega			x									2.00												2 for \$4.00
		Darigold																						3.79		
	Safeway Seattle	Happy Egg			x								5.49													pastured
		Darigold																						4.59		
		Lucerne			x		0.99																			limit 2
		Lucerne																						3.49		
	Smith's	Simple Truth			x							2.50	2.50													2 for \$5.00
		Smith's			x		0.99																			
Target	Kroger																						2.99			
	Market Pantry			x		1.29																				
	Hickman's			x		1.29																				
	Whole Foods Mntn	Organic Valley																						3.99		organic
MT	Albertsons Mntn	Lucerne			x		0.69																			limit 2
		Open Nature			x								2.79													
		O Organics			x											3.50										2 for \$7.00
	ALDI	Goldhen			x		0.79																			limit 6
		Simply Nature			x											3.49										limit 6
	Associated Foods	Western Family			x		0.89																			
		Western Family			x		0.88																			
	IGA Markets	IGA			x		0.79																			
	Lucky's Market	Lucky's			x								2.50													2 for \$5.00
	Natural Grocers	Horizon																						3.79		organic
	Rosauer's	Naturally Omega			x									2.00												2 for \$4.00
		Darigold																						3.79		
	Smith's	Simple Truth			x							2.50	2.50													2 for \$5.00
		Smith's			x		0.99																			
	Kroger																						2.99			
SuperValu Stores	Essential Everyday			x		0.89																				
Three Bears	KS Organic			x												3.75									2 for \$7.49	
OR	Albertsons Portlnd	Happy Egg			x								4.99													pastured
		Darigold																						4.49		
		Old Fashioned																						4.49		
		Open Nature																				3.99				whites; cage-free

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Prices in \$US per unit, effective December 03-25, 2016

**Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS**

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions					
							White					Cage-Free		Omega-3			Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)						
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.			
OR (cont)	Albertsons Portlnd (continued)	Open Nature			x						4.99																18-pack		
		O Organics			x																								
		Eggland's Best			x									3.49															
		Associated Foods	Western Family			x					0.89																		
			Western Family			x					0.88																		
		Fred Meyer	Darigold																								3.99		
			Simple Truth			x						2.50	2.50																
			Simple Truth			x								3.49															18-pack
		Grocery Outlet	Happy Egg											2.50															free-range
		IGA Markets	IGA			x					0.79																		
		IGA Market Fresh	IGA			x					0.79																		limit 2
			IGA			x					1.29																		
			Better'n Eggs																							4.99			whites
		Lamb's Market	Willamette			x					0.88																		local; L 2
			Organic Valley			x																							local
			Organic Valley			x																							local; 6-pack
		McKay's	Natural Directions			x								3.29															
			Umpqua																									2.00	2 for \$4.00
		Natural Grocers	Horizon																									3.79	organic
		New Seasons	New Seasons																									2.99	
		Quality Food Cntr	Simple Truth			x						2.50	2.50																2 for \$5.00
			Alfresco			x								4.99															pastured
			Mountain Dairy																										3.49
		Ray's Food Place	Umpqua																									2.49	local
			Eberhard's																									2.49	local
Red Apple/Thriftwa	n/i			x					0.99																		local		
	Western Family			x					0.89																			local	
Rosauer's	Naturally Omega			x									2.00														2 for \$4.00		
	Darigold																										3.79		
Roth's	Willamette			x				1.50																			local		
	Eggland's Best			x									2.00														2 for \$4.00		
Safeway Portland	Happy Egg			x								5.49															pastured		
	Darigold																										4.59		
	Lucerne																										3.49		
	Lucerne			x				0.99																			limit 2		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
 SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions			
							White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)					
			JM	XL	LG	MD	12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.		32 oz.	64 oz.	
												12 pack		12	18	12	12 pack	12 pack									
OR (cont)	Select Markets	Western Family			x																						
		Better'n Eggs																			4.99			whites			
	Target	Market Pantry			x																						
WA	Albertsons Portlnd	Happy Egg			x																				pastured		
		Darigold																							4.49		
		Old Fashioned																							4.49		
		Open Nature																							whites; cage-free		
		Open Nature			x						4.99															18-pack	
		O Organics			x																						
		Eggland's Best			x																						
		Fred Meyer	Darigold																							3.99	
			Simple Truth			x						2.50	2.50														
			Simple Truth			x							3.49														18-pack
		Grocery Outlet	Happy Egg																								free-range
		Haggen's	Organic Valley			x																					
			Haggen			x																					local
		IGA Markets	IGA			x																					
		IGA Market Fresh	IGA			x																					limit 2
			IGA			x																					
			Better'n Eggs																								whites
		Metropolitan	Wilcox																								
			Egg Beaters																								3.49
			Twin Brook																								5.99
			Natural Directions			x																					
		Meyers Group IGA	IGA			x																					0.79
		Natural Grocers	Horizon																								3.79
		New Seasons	New Seasons																								2.99
		PCC Natural	Pasture Verde			x																					pastured
		Quality Food Cntr	Simple Truth			x																					2 for \$5.00
			Alfresco			x																					pastured
			Mountain Dairy																								3.49
		Red Apple/Thriftwa	n/i			x																					local
		Western Family			x																					0.89	
	Rosauer's	Naturally Omega			x																					2 for \$4.00	
		Darigold																								3.79	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS
 Prices in \$US per unit, effective December 03-25, 2016

Christmas/Hanukkah 2016
SHELL EGGS & LIQUID EGG PRODUCTS

State	Supermarket	Label	Egg Size				Conventional Shell Eggs					Specialty Shell Eggs								Liquid Egg Products				Conditions
			JM	XL	LG	MD	White					Cage-Free		Omega-3		Organic		Veg-Fed		Liquid Egg (cartoned)		Egg Nog (non-alcoholic)		
							12	18	20	30	60	W	B	White	B	W	B	W	B	W	B	16 oz.	32 oz.	
WY (cont)	Natural Grocers	Horizon																				3.79		organic
	Ridley's	Meadow Gold																				1.93		
	Safeway Denver	Western Family			x		0.84																	
		Nellie's			x								3.99											
		Pete & Gerry's			x												4.99							
		Lucerne			x		0.67																	
		Lucerne			x			0.99																
	Smith's	Lucerne			x			1.50																
		Lucerne			x																	1.99	3.99	limit 2
		Eggland's Best		x										2.50										limit 2
		Simple Truth			x							2.50	2.50											2 for \$3.00
		Smith's			x			0.99																2 for \$5.00
	Kroger																					2.99	2 for \$5.00	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
NORTHEASTERN U.S. - CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT								
CT	Market 32 by Price Chopper	Price Chopper	5	boneless ham	39.99	6-8	3	Ham Dinner
	Price Chopper	Price Chopper	5	boneless ham	39.99	6-8	3	Ham Dinner
	ShopRite	Plainville Farms	10-12	ABF whole turkey	89.99	8-10	6	All Natural Turkey Dinner
	Stop & Shop Supermarket	Stop & Shop	7-9	spiral-cut ham	59.99	4-6	7	Holiday Ham Dinner
		n/i	9-11	whole turkey	59.99	4-6	9	Holiday Turkey Dinner
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
	Whole Foods North Atlantic	n/i	2-3	boneless turkey breast	69.99	4	4	Turkey Breast Meal for 4
		n/i	2.5	beef brisket	89.99	4	4	Traditional Brisket Dinner for 4
	Whole Foods Northeast	n/i	14-16	whole turkey/ham	399.99	16-18	12	Grand Feast
		n/i	2	boneless turkey breast	59.99	2	6	Signature Turkey Dinner for 2
		n/i	7-10	ABF whole turkey	99.99	4	6	Signature Turkey Dinner for 4
		n/i	10-12	ABF whole turkey	164.99	8	6	Signature Turkey Dinner for 8
		n/i	14-16	ABF whole turkey	259.99	12	6	Signature Turkey Dinner for 12
		n/i	10-12	organic whole turkey	199.99	8	6	Signature Organic Turkey Dinner for 8
		n/i	13-16	organic whole turkey	279.99	12	6	Signature Organic Turkey Dinner for 12
		n/i	10-12	smoked whole turkey	174.99	8	6	Signature Smoked Turkey Dinner for 8
		n/i	4	glazed ham	169.99	8	3	Ham Dinner for 8
		n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
n/i	4	beef brisket	199.99	8	8	Brisket Dinner		
DC	Giant Food	Giant	7-9	spiral-cut ham	59.99	4-6	7	Holiday Ham Dinner
		n/i	9-11	whole turkey	59.99	4-6	9	Holiday Turkey Dinner
	Harris Teeter	Harris Teeter	7-9	spiral-cut ham	49.99	8-10	3	Ham Dinner
		n/i	4	beef prime rib	49.99	6-8	3	Prime Rib Dinner
		Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner
	Safeway - Eastern	Jennie-O	10-12	whole turkey	49.99	4-6	4	Traditional Oven-Roasted Turkey Dinner
		Smithfield	6-8	spiral-cut ham	59.99	4-6	3	Spiral Cut Ham Dinner
		n/i	4.5	beef prime rib	79.99	4-6	3	Prime Rib Dinner
	Whole Foods Mid-Atlantic	n/i	10	organic whole turkey	99.00	6-8	6	Organic Turkey Dinner
		n/i	13	whole turkey	89.00	6-8	6	Turkey Dinner
		n/i	16	whole turkey	169.00	12-16	6	Turkey Dinner
		n/i	1.5	boneless turkey breast	45.00	2	6	Turkey Dinner for 2
		n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Dinner for 4
		n/i	7-9	spiral-cut ham	119.99	6-8	4	Spiral Ham Dinner
	n/i	2.5	boneless leg of lamb	89.99	4	5	Roast Lamb Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
DC <i>(cont)</i>	Whole Foods Mid-Atlantic	n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner	
	<i>(continued)</i>	n/i	2.5	beef brisket	99.99	6-8	5	Hanukkah Dinner	
DE	Fresh Grocer	n/i	10-12	whole turkey	54.99	6-8	7	Roasted Turkey Dinner	
		n/i	12-14	whole turkey	64.99	10-12	7	Roasted Turkey Dinner	
		n/i	4	boneless ham	54.99	14-16	5	Boneless Ham Dinner	
		n/i	1-2	beef filet mignon	99.99	6	4	Deluxe Filet Mignon Dinner	
		n/i	2	CC pork loin	49.99	6-8	4	Deluxe Roasted Pork Dinner	
		Perdue	2-3	roaster chicken	29.99	4-6	3	Perdue Oven Stuffer Chicken Dinner	
	Giant Food	Giant	7-9	spiral-cut ham	59.99	4-6	7	Holiday Ham Dinner	
		n/i	9-11	whole turkey	59.99	4-6	9	Holiday Turkey Dinner	
	Harris Teeter	Harris Teeter	7-9	spiral-cut ham	49.99	8-10	3	Ham Dinner	
		n/i	4	beef prime rib	49.99	6-8	3	Prime Rib Dinner	
	Safeway - Eastern	Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner	
		Jennie-O	10-12	whole turkey	49.99	4-6	4	Traditional Oven-Roasted Turkey Dinner	
		Smithfield	6-8	spiral-cut ham	59.99	4-6	3	Spiral Cut Ham Dinner	
		n/i	4.5	beef prime rib	79.99	4-6	3	Prime Rib Dinner	
		ShopRite	Plainville Farms	10-12	ABF whole turkey	89.99	8-10	6	All Natural Turkey Dinner
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner	
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner	
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings	
		Weis Markets	Weis	6-7	spiral-cut ham	59.99	8-10	5	Complete Ham Dinner
		Butterball	10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner	
	Butterball	10-12	whole turkey	59.99	8-10	4	Original Turkey Dinner		
	Butterball	3-4	bone-in turkey breast	54.99	6-8	4	Original Turkey Breast Dinner		
MA	Demoulas Market Basket	Butterball	10-12	whole turkey	59.99	8-10	7	Complete Turkey Dinner	
		n/i	7-9	spiral-cut ham	59.99	8-10	5	Complete Ham Dinner	
	Hannaford	Butterball	10-12	whole turkey	59.99	6-8	5	Holiday Turkey Dinner	
		Carando	7-9	spiral-cut ham	59.99	6-8	5	Holiday Ham Dinner	
	Market 32 by Price Chopper	Price Chopper	5	boneless ham	39.99	6-8	3	Ham Dinner	
	Price Chopper	Price Chopper	5	boneless ham	39.99	6-8	3	Ham Dinner	
	Roche Bros.	Plainville Farms	3-4	ABF boneless turkey breast	89.00	4-6	5	Boneless Turkey Breast Dinner	
		Plainville Farms	10-12	ABF whole turkey	125.00	8-10	7	Oven Roasted Turkey Dinner	
		Plainville Farms	14-16	ABF whole turkey	135.00	10-12	7	Oven Roasted Turkey Dinner	
		n/i	7-9	spiral-cut ham	99.00	10	6	Spiral Cut Ham Dinner	
	Shaw's	n/i	7-9	spiral-cut ham	49.99	6-8	5	Spiral Ham Dinner	
	Star Market	n/i	7-9	spiral-cut ham	49.99	6-8	5	Spiral Ham Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
MA <i>(cont)</i>	Stop & Shop Supermarket	Stop & Shop	7-9	spiral-cut ham	59.99	4-6	7	Holiday Ham Dinner
		n/i	9-11	whole turkey	59.99	4-6	9	Holiday Turkey Dinner
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
	Tops Markets	Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
		Butterball	10-12	whole turkey	79.99	8-10	8	Turkey Dinner
	Trucchi's Supermarkets	n/i	9	spiral-cut ham	79.99	8-10	6	Ham Dinner
		n/i	10-12	whole turkey	69.99	6-8	7	Traditional Turkey Dinner
	Wegman's	n/i	1.5-2	bone-in turkey breast	32.99	2-3	7	Mini Turkey Dinner
		Dietz & Watson	4.5-5	boneless ham	59.99	6-8	5	Holiday Ham Dinner
	Whole Foods North Atlantic	Dietz & Watson	2	boneless ham	32.99	2-3	5	Mini Holiday Ham Dinner
		n/i	2-3	glatt kosher brisket	190.00	8-10	8	Sliced Beef Brisket Dinner
	Wegman's	n/i	10-12	kosher whole turkey	175.00	8-10	8	Turkey Dinner
		n/i	12-14	whole turkey	109.00	10-12	6	Classic Turkey Dinner
	Wegman's	n/i	12-14	whole turkey	209.00	10-12	6	Hand-Carved Roasted Turkey Dinner
		Plainville Farms	12-14	ABF whole turkey	145.00	10-12	6	Premium Turkey Dinner
	Whole Foods North Atlantic	n/i	7-8	spiral-cut ham	135.00	10-12	4	Ham Dinner
		n/i	2-3	boneless turkey breast	69.99	4	4	Turkey Breast Meal for 4
	Whole Foods North Atlantic	n/i	2.5	beef brisket	89.99	4	4	Traditional Brisket Dinner for 4
		Giant Eagle	n/i	12	whole turkey	89.99	6-8	7
Giant Eagle	Smith's		6	boneless 1/2 ham	89.99	6-8	6	Christmas Ham Dinner
	Giant Food	Giant	7-9	spiral-cut ham	59.99	4-6	7	Holiday Ham Dinner
Giant Food		n/i	9-11	whole turkey	59.99	4-6	9	Holiday Turkey Dinner
	Harris Teeter	Harris Teeter	7-9	spiral-cut ham	49.99	8-10	3	Ham Dinner
Harris Teeter		n/i	4	beef prime rib	49.99	6-8	3	Prime Rib Dinner
	Safeway - Eastern	Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner
Safeway - Eastern		Jennie-O	10-12	whole turkey	49.99	4-6	4	Traditional Oven-Roasted Turkey Dinner
	Safeway - Eastern	Smithfield	6-8	spiral-cut ham	59.99	4-6	3	Spiral Cut Ham Dinner
Safeway - Eastern		n/i	4.5	beef prime rib	79.99	4-6	3	Prime Rib Dinner
	ShopRite	Plainville Farms	10-12	ABF whole turkey	89.99	8-10	6	All Natural Turkey Dinner
The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner	
	n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner	
Wegman's	Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings	
	n/i	2-3	glatt kosher brisket	190.00	8-10	8	Sliced Beef Brisket Dinner	
Wegman's	n/i	10-12	kosher whole turkey	175.00	8-10	8	Turkey Dinner	
	n/i	12-14	whole turkey	109.00	10-12	6	Classic Turkey Dinner	
Wegman's	n/i	12-14	whole turkey	209.00	10-12	6	Hand-Carved Roasted Turkey Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
MD <i>(cont)</i>	Wegman's <i>(continued)</i>	Plainville Farms	12-14	ABF whole turkey	145.00	10-12	6	Premium Turkey Dinner	
		n/i	7-8	spiral-cut ham	135.00	10-12	4	Ham Dinner	
	Weis Markets	Weis	6-7	spiral-cut ham	59.99	8-10	5	Complete Ham Dinner	
		Butterball	10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner	
		Butterball	10-12	whole turkey	59.99	8-10	4	Original Turkey Dinner	
		Butterball	3-4	bone-in turkey breast	54.99	6-8	4	Original Turkey Breast Dinner	
		Whole Foods Mid-Atlantic	n/i	10	organic whole turkey	99.00	6-8	6	Organic Turkey Dinner
			n/i	13	whole turkey	89.00	6-8	6	Turkey Dinner
			n/i	16	whole turkey	169.00	12-16	6	Turkey Dinner
			n/i	1.5	boneless turkey breast	45.00	2	6	Turkey Dinner for 2
			n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Dinner for 4
			n/i	7-9	spiral-cut ham	119.99	6-8	4	Spiral Ham Dinner
			n/i	2.5	boneless leg of lamb	89.99	4	5	Roast Lamb Dinner
			n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
			n/i	2.5	beef brisket	99.99	6-8	5	Hanukkah Dinner
			ME	Demoulas Market Basket	Butterball	10-12	whole turkey	59.99	8-10
n/i	7-9	spiral-cut ham			59.99	8-10	5	Complete Ham Dinner	
Hannaford	Butterball	10-12		whole turkey	59.99	6-8	5	Holiday Turkey Dinner	
	Carando	7-9		spiral-cut ham	59.99	6-8	5	Holiday Ham Dinner	
Shaw's	n/i	7-9		spiral-cut ham	49.99	6-8	5	Spiral Ham Dinner	
Whole Foods North Atlantic	n/i	2-3		boneless turkey breast	69.99	4	4	Turkey Breast Meal for 4	
	n/i	2.5		beef brisket	89.99	4	4	Traditional Brisket Dinner for 4	
NH	Demoulas Market Basket	Butterball		10-12	whole turkey	59.99	8-10	7	Complete Turkey Dinner
		n/i	7-9	spiral-cut ham	59.99	8-10	5	Complete Ham Dinner	
	Hannaford	Butterball	10-12	whole turkey	59.99	6-8	5	Holiday Turkey Dinner	
		Carando	7-9	spiral-cut ham	59.99	6-8	5	Holiday Ham Dinner	
	Price Chopper	Price Chopper	5	boneless ham	39.99	6-8	3	Ham Dinner	
	Shaw's	n/i	7-9	spiral-cut ham	49.99	6-8	5	Spiral Ham Dinner	
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner	
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner	
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings	
	Whole Foods North Atlantic	n/i	2-3	boneless turkey breast	69.99	4	4	Turkey Breast Meal for 4	
		n/i	2.5	beef brisket	89.99	4	4	Traditional Brisket Dinner for 4	
NJ	McCaffrey's Food Markets	n/i	6-7	beef prime rib	199.99	6-8	6	Classic Roasted Prime Rib Dinner	
		n/i	16-18	whole turkey	169.99	14-16	9	Gourmet Turkey Dinner	
		n/i	7-8	spiral-cut ham	110.99	8-10	6	Spiral Ham Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
NJ (cont)	McCaffrey's Food Markets	n/i	12-14	kosher whole turkey	85.99	8-10	2	Kosher Whole Turkey Dinner
	(continued)	n/i	3	kosher brisket	99.99	8-10	6	Kosher Family Brisket Dinner
	Murphy's Marketplace	Butterball	10-12	whole turkey	99.99	8-10	5	Christmas Dinner
		n/i	7-9	spiral-cut ham	99.99	8-10	5	Christmas Dinner
		n/i	4-5	pork roast	99.99	8-10	5	Christmas Dinner
	ShopRite	Plainville Farms	10-12	ABF whole turkey	89.99	8-10	6	All Natural Turkey Dinner
	Stop & Shop Supermarket	Stop & Shop	7-9	spiral-cut ham	59.99	4-6	7	Holiday Ham Dinner
		n/i	9-11	whole turkey	59.99	4-6	9	Holiday Turkey Dinner
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
	Wegman's	n/i	2-3	glatt kosher brisket	190.00	8-10	8	Sliced Beef Brisket Dinner
		n/i	10-12	kosher whole turkey	175.00	8-10	8	Turkey Dinner
		n/i	12-14	whole turkey	109.00	10-12	6	Classic Turkey Dinner
		n/i	12-14	whole turkey	209.00	10-12	6	Hand-Carved Roasted Turkey Dinner
		Plainville Farms	12-14	ABF whole turkey	145.00	10-12	6	Premium Turkey Dinner
		n/i	7-8	spiral-cut ham	135.00	10-12	4	Ham Dinner
	Weis Markets	Weis	6-7	spiral-cut ham	59.99	8-10	5	Complete Ham Dinner
		Butterball	10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner
		Butterball	10-12	whole turkey	59.99	8-10	4	Original Turkey Dinner
		Butterball	3-4	bone-in turkey breast	54.99	6-8	4	Original Turkey Breast Dinner
	Whole Foods Mid-Atlantic	n/i	10	organic whole turkey	99.00	6-8	6	Organic Turkey Dinner
		n/i	13	whole turkey	89.00	6-8	6	Turkey Dinner
		n/i	16	whole turkey	169.00	12-16	6	Turkey Dinner
		n/i	1.5	boneless turkey breast	45.00	2	6	Turkey Dinner for 2
		n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Dinner for 4
		n/i	7-9	spiral-cut ham	119.99	6-8	4	Spiral Ham Dinner
		n/i	2.5	boneless leg of lamb	89.99	4	5	Roast Lamb Dinner
		n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
		n/i	2.5	beef brisket	99.99	6-8	5	Hanukkah Dinner
	Whole Foods Northeast	n/i	14-16	whole turkey/ham	399.99	16-18	12	Grand Feast
		n/i	2	boneless turkey breast	59.99	2	6	Signature Turkey Dinner for 2
		n/i	7-10	ABF whole turkey	99.99	4	6	Signature Turkey Dinner for 4
		n/i	10-12	ABF whole turkey	164.99	8	6	Signature Turkey Dinner for 8
		n/i	14-16	ABF whole turkey	259.99	12	6	Signature Turkey Dinner for 12
		n/i	10-12	organic whole turkey	199.99	8	6	Signature Organic Turkey Dinner for 8
		n/i	13-16	organic whole turkey	279.99	12	6	Signature Organic Turkey Dinner for 12

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
NJ (cont)	Whole Foods Northeast (continued)	n/i	10-12	smoked whole turkey	174.99	8	6	Signature Smoked Turkey Dinner for 8
		n/i	4	glazed ham	169.99	8	3	Ham Dinner for 8
		n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
		n/i	4	beef brisket	199.99	8	8	Brisket Dinner
NY	DeCiccio & Sons	n/i	10-12	ABF whole turkey	199.00	8-10	5	Fresh Turkey Gourmet Dinner
		n/i	12-14	ABF whole turkey	249.00	14-16	5	Fresh Larger Turkey Gourmet Dinner
		n/i	3-4	ABF bone-in turkey brst	199.00	8-10	5	Bone-in Turkey Breast Dinner
		n/i	3-5	beef tenderloin	259.00	6-8	5	Beef Tenderloin Dinner
		n/i	4-5	beef prime rib	259.00	6-8	5	Prime Rib Roast Dinner
		n/i	3-5	spiral-cut 1/2 ham	199.00	10-12	5	Spiral Half Ham Dinner
		n/i	4	beef brisket	199.00	8	4	Brisket Dinner
		DeCiccio Family Market	Plainville Farms	18-20	ABF whole turkey	239.99	16-20	6
	n/i		8-10	whole glazed ham	199.99	10-12	5	Ham Dinner
	n/i		4-5	beef filet mignon	275.99	6-8	5	Filet Mignon Dinner
	n/i		4-5	beef prime rib	275.99	6-8	5	Rib Roast Dinner
	Hannaford	Butterball	10-12	whole turkey	59.99	6-8	5	Holiday Turkey Dinner
		Carando	7-9	spiral-cut ham	59.99	6-8	5	Holiday Ham Dinner
	Market 32 by Price Chopper	Price Chopper	5	boneless ham	39.99	6-8	3	Ham Dinner
		Price Chopper	5	boneless ham	39.99	6-8	3	Ham Dinner
	ShopRite	Plainville Farms	10-12	ABF whole turkey	89.99	8-10	6	All Natural Turkey Dinner
	Stop & Shop Supermarket	Stop & Shop	7-9	spiral-cut ham	59.99	4-6	7	Holiday Ham Dinner
		n/i	9-11	whole turkey	59.99	4-6	9	Holiday Turkey Dinner
		n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
	The Fresh Market	n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
		Tops Markets	Butterball	10-12	whole turkey	79.99	8-10	8
	n/i		9	spiral-cut ham	79.99	8-10	6	Ham Dinner
	Wegman's	n/i	2-3	glatt kosher brisket	190.00	8-10	8	Sliced Beef Brisket Dinner
		n/i	10-12	kosher whole turkey	175.00	8-10	8	Turkey Dinner
		n/i	12-14	whole turkey	109.00	10-12	6	Classic Turkey Dinner
		n/i	12-14	whole turkey	209.00	10-12	6	Hand-Carved Roasted Turkey Dinner
		Plainville Farms	12-14	ABF whole turkey	145.00	10-12	6	Premium Turkey Dinner
	Weis Markets	n/i	7-8	spiral-cut ham	135.00	10-12	4	Ham Dinner
		Weis	6-7	spiral-cut ham	59.99	8-10	5	Complete Ham Dinner
		Butterball	10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner
		Butterball	10-12	whole turkey	59.99	8-10	4	Original Turkey Dinner
Butterball		3-4	bone-in turkey breast	54.99	6-8	4	Original Turkey Breast Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
NY <i>(cont)</i>	Whole Foods Northeast	n/i	14-16	whole turkey/ham	399.99	16-18	12	Grand Feast
		n/i	2	boneless turkey breast	59.99	2	6	Signature Turkey Dinner for 2
		n/i	7-10	ABF whole turkey	99.99	4	6	Signature Turkey Dinner for 4
		n/i	10-12	ABF whole turkey	164.99	8	6	Signature Turkey Dinner for 8
		n/i	14-16	ABF whole turkey	259.99	12	6	Signature Turkey Dinner for 12
		n/i	10-12	organic whole turkey	199.99	8	6	Signature Organic Turkey Dinner for 8
		n/i	13-16	organic whole turkey	279.99	12	6	Signature Organic Turkey Dinner for 12
		n/i	10-12	smoked whole turkey	174.99	8	6	Signature Smoked Turkey Dinner for 8
		n/i	4	glazed ham	169.99	8	3	Ham Dinner for 8
		n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
		n/i	4	beef brisket	199.99	8	8	Brisket Dinner
PA	Fresh Grocer	n/i	10-12	whole turkey	54.99	6-8	7	Roasted Turkey Dinner
		n/i	12-14	whole turkey	64.99	10-12	7	Roasted Turkey Dinner
		n/i	4	boneless ham	54.99	14-16	5	Boneless Ham Dinner
		n/i	1-2	beef filet mignon	99.99	6	4	Deluxe Filet Mignon Dinner
		n/i	2	CC pork loin	49.99	6-8	4	Deluxe Roasted Pork Dinner
		Perdue	2-3	roaster chicken	29.99	4-6	3	Perdue Oven Stuffer Chicken Dinner
	Giant Eagle	n/i	12	whole turkey	89.99	6-8	7	Whole Turkey Dinner
		Smith's	6	boneless 1/2 ham	89.99	6-8	6	Christmas Ham Dinner
	Giant Food Stores	Giant	7-9	spiral-cut ham	59.99	4-6	7	Holiday Ham Dinner
		n/i	9-11	whole turkey	59.99	4-6	9	Holiday Turkey Dinner
	McCaffrey's Food Markets	n/i	6-7	beef prime rib	199.99	6-8	6	Classic Roasted Prime Rib Dinner
		n/i	16-18	whole turkey	169.99	14-16	9	Gourmet Turkey Dinner
		n/i	7-8	spiral-cut ham	110.99	8-10	6	Spiral Ham Dinner
		n/i	12-14	kosher whole turkey	85.99	8-10	2	Kosher Whole Turkey Dinner
		n/i	3	kosher brisket	99.99	8-10	6	Kosher Family Brisket Dinner
	Price Chopper	Price Chopper	5	boneless ham	39.99	6-8	3	Ham Dinner
	ShopRite	Plainville Farms	10-12	ABF whole turkey	89.99	8-10	6	All Natural Turkey Dinner
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
	Tops Markets	Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
		Butterball	10-12	whole turkey	79.99	8-10	8	Turkey Dinner
	Wegman's	n/i	9	spiral-cut ham	79.99	8-10	6	Ham Dinner
		n/i	2-3	glatt kosher brisket	190.00	8-10	8	Sliced Beef Brisket Dinner
n/i		10-12	kosher whole turkey	175.00	8-10	8	Turkey Dinner	
n/i		12-14	whole turkey	109.00	10-12	6	Classic Turkey Dinner	
n/i	12-14	whole turkey	209.00	10-12	6	Hand-Carved Roasted Turkey Dinner		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
PA <i>(cont)</i>	Wegman's	Plainville Farms	12-14	ABF whole turkey	145.00	10-12	6	Premium Turkey Dinner
	<i>(continued)</i>	n/i	7-8	spiral-cut ham	135.00	10-12	4	Ham Dinner
	Weis Markets	Weis	6-7	spiral-cut ham	59.99	8-10	5	Complete Ham Dinner
		Butterball	10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner
		Butterball	10-12	whole turkey	59.99	8-10	4	Original Turkey Dinner
		Butterball	3-4	bone-in turkey breast	54.99	6-8	4	Original Turkey Breast Dinner
	Whole Foods Mid-Atlantic	n/i	10	organic whole turkey	99.00	6-8	6	Organic Turkey Dinner
		n/i	13	whole turkey	89.00	6-8	6	Turkey Dinner
		n/i	16	whole turkey	169.00	12-16	6	Turkey Dinner
		n/i	1.5	boneless turkey breast	45.00	2	6	Turkey Dinner for 2
		n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Dinner for 4
		n/i	7-9	spiral-cut ham	119.99	6-8	4	Spiral Ham Dinner
		n/i	2.5	boneless leg of lamb	89.99	4	5	Roast Lamb Dinner
		n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
		n/i	2.5	beef brisket	99.99	6-8	5	Hanukkah Dinner
RI	Shaw's	n/i	7-9	spiral-cut ham	49.99	6-8	5	Spiral Ham Dinner
	Stop & Shop Supermarket	Stop & Shop	7-9	spiral-cut ham	59.99	4-6	7	Holiday Ham Dinner
		n/i	9-11	whole turkey	59.99	4-6	9	Holiday Turkey Dinner
	Whole Foods North Atlantic	n/i	2-3	boneless turkey breast	69.99	4	4	Turkey Breast Meal for 4
		n/i	2.5	beef brisket	89.99	4	4	Traditional Brisket Dinner for 4
VT	Hannaford	Butterball	10-12	whole turkey	59.99	6-8	5	Holiday Turkey Dinner
		Carando	7-9	spiral-cut ham	59.99	6-8	5	Holiday Ham Dinner
	Price Chopper	Price Chopper	5	boneless ham	39.99	6-8	3	Ham Dinner
	Shaw's	n/i	7-9	spiral-cut ham	49.99	6-8	5	Spiral Ham Dinner
	Tops Markets	Butterball	10-12	whole turkey	79.99	8-10	8	Turkey Dinner
		n/i	9	spiral-cut ham	79.99	8-10	6	Ham Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
SOUTHEASTERN U.S. - AL,FL,GA,KY,MS,NC,SC,TN,VA,WV								
AL	Bruce's Foodland	Butterball	10-12	whole turkey	59.99	6-8	3	Butterball Turkey Dinner
		n/i	7-10	spiral-cut ham	59.99	6-8	3	Spiral Sliced Half Ham Dinner
	Earth Fare	n/i	12-14	ABF whole turkey	129.99	6-8	5	Classic Turkey Dinner
	Food Giant	n/i	10-12	whole turkey	54.99	8-10	6	Deluxe Turkey Dinner
		n/i	10-12	whole turkey	41.99	6-8	3	Turkey Dinner
		n/i	5-6	spiral-cut ham	39.99	6-8	3	Spiral Ham Dinner
	Greer's Market	Honeysuckle	10-12	whole turkey	43.85	6-8	3	Turkey Dinner
		Hormel	7-9	spiral-cut ham	46.85	6-8	3	Spiral Sliced Ham Dinner
	Ingle's Markets	Butterball	10-12	whole turkey	55.98	6-8	4	Deluxe Turkey Dinner
		Butterball	10-12	whole turkey	45.98	6-8	2	Basic Turkey Dinner
		Butterball	4-6	bone-in turkey breast	55.98	4-6	4	Bone-in Breast Dinner
	Kroger - Atlanta	n/i	6-8	pit ham	45.98	6-8	3	Pit Ham Dinner
		Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Kroger - Nashville	Private Selection	7-9	spiral-cut ham	44.99	8	4	Ham Dinner
		Piggly Wiggly Houchen's	Wilson	4	boneless ham	29.98	6-8	3
	Wilson		4	boneless ham	39.98	6-8	6	Pit Ham Dinner
	Rouses Supermarket	n/i	10-12	whole turkey	59.98	6-8	6	Deluxe Turkey Dinner
		n/i	10-12	whole turkey	49.98	6-8	3	Holiday Turkey Dinner
		n/i	10-12	whole turkey	79.99	4-6	10	Premium Dinner
		n/i	18-20	whole turkey	89.99	6-8	10	Premium Dinner
		n/i	8-10	bone-in turkey breast	79.99	4-6	10	Premium Dinner
		n/i	4-6	beef prime rib	139.99	4-6	10	Premium Dinner
		n/i	4-6	crown pork roast	119.99	4-6	10	Premium Dinner
		n/i	10-12	whole turkey	59.99	4-6	7	Traditional Dinner
		n/i	18-20	whole turkey	69.99	6-8	7	Traditional Dinner
		n/i	8-10	bone-in turkey breast	59.99	4-6	7	Traditional Dinner
		n/i	4-6	beef prime rib	119.99	4-6	7	Traditional Dinner
		n/i	4-6	crown pork roast	99.99	4-6	7	Traditional Dinner
		n/i	10-12	whole turkey	99.99	4-6	12	Deluxe Dinner
		n/i	18-20	whole turkey	109.99	6-8	12	Deluxe Dinner
		n/i	8-10	bone-in turkey breast	99.99	4-6	12	Deluxe Dinner
	n/i	4-6	beef prime rib	159.99	4-6	12	Deluxe Dinner	
	n/i	4-6	crown pork roast	139.99	4-6	12	Deluxe Dinner	
n/i	10-12	spiral-cut ham	84.99	4-6	10	Premium Ham Dinner		
n/i	10-12	spiral-cut ham	64.99	4-6	7	Traditional Ham Dinner		
n/i	10-12	spiral-cut ham	104.99	4-6	12	Deluxe Ham Dinner		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
AL (cont)	Rouses Supermarket	n/i	10-12	whole turkey	79.99	4-6	11	Premium Holiday Dinner
	Sprout's Farmers Market	n/i	10-12	ABF whole turkey	69.99	6-8	6	All-Natural Turkey Meal
		n/i	7-9	spiral-cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	Choice beef prime rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	3-3.5	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
	Western Market	Butterball	10-12	whole turkey	69.99	8-10	5	Deluxe Turkey Dinner
		n/i	8-10	spiral-cut ham	64.99	8-10	5	Deluxe Spiral Ham Dinner
		n/i	7	rotisserie turkey breast	39.99	2-4	3	Rotisserie Turkey Breast Dinner
	Whole Foods South	n/i	10	organic whole turkey	139.99	6-8	4	Organic Turkey Dinner
		n/i	10	smoked whole turkey	119.99	6-8	5	Smoked Turkey Dinner
		n/i	7	whole turkey	89.99	4	5	Turkey Dinner for 4
		n/i	14	whole turkey	149.99	10-12	5	Turkey Dinner for 10-12
		n/i	12	whole turkey	119.99	6-8	5	Turkey Dinner for 6-8
		n/i	2.5-3	boneless turkey breast	69.99	4	4	Roasted Turkey Breast Dinner
		n/i	4	beef prime rib	179.99	6-8	3	Prime Rib Dinner
		n/i	7	spiral-cut ham	119.99	6-8	5	Spiral Sliced Ham Dinner
		Winn-Dixie	Butterball	10-12	whole turkey	39.99	6-8	3
		Savannah Classics	7-9	spiral-cut ham	45.99	6-8	3	Spiral Sliced Ham Dinner
FL	Earth Fare	n/i	12-14	ABF whole turkey	129.99	6-8	5	Classic Turkey Dinner
	Food Giant	n/i	10-12	whole turkey	54.99	8-10	6	Deluxe Turkey Dinner
		n/i	10-12	whole turkey	41.99	6-8	3	Turkey Dinner
		n/i	5-6	spiral-cut ham	39.99	6-8	3	Spiral Ham Dinner
	Greer's Market	Honeysuckle	10-12	whole turkey	43.85	6-8	3	Turkey Dinner
		Hormel	7-9	spiral-cut ham	46.85	6-8	3	Spiral Sliced Ham Dinner
	Harris Teeter	Harris Teeter	7-9	spiral-cut ham	49.99	8-10	3	Ham Dinner
		n/i	4	beef prime rib	49.99	6-8	3	Prime Rib Dinner
		Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner
	Harvey's Supermarkets	n/i	10-12	whole turkey	38.98	6-8	4	Turkey Dinner
		n/i	7-9	spiral-cut ham	44.98	6-8	4	Spiral Ham Dinner
	Hitchcock's Markets	Butterball	10-12	whole turkey	45.99	6-8	2	Traditional Turkey Dinner
		Butterball	10-12	whole turkey	65.99	8-10	5	Deluxe Turkey Dinner
		Butterball	4	bone-in turkey breast	55.99	6-8	6	Deluxe Turkey Breast Dinner
		n/i	6	boneless ham	49.99	6-8	3	Holiday Sliced Ham Dinner
	n/i	6-7	spiral-cut ham	49.99	6-8	3	Holiday Spiral Ham Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
FL <i>(cont)</i>	Piggly Wiggly Houchen's	Wilson	4	boneless ham	29.98	6-8	3	Deluxe Pit Ham Dinner
		Wilson	4	boneless ham	39.98	6-8	6	Pit Ham Dinner
		n/i	10-12	whole turkey	59.98	6-8	6	Deluxe Turkey Dinner
		n/i	10-12	whole turkey	49.98	6-8	3	Holiday Turkey Dinner
	Safeway - Florida	Jennie-O	10-12	whole turkey	49.99	4-6	4	Traditional Oven-Roasted Turkey Dinner
		Smithfield	6-8	spiral-cut ham	59.99	4-6	3	Spiral Cut Ham Dinner
		n/i	4.5	beef prime rib	79.99	4-6	3	Prime Rib Dinner
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
	Whole Foods FL	n/i	5	beef prime rib	179.99	6-8	4	Prime Rib Meal
		n/i	2.5	boneless turkey breast	69.99	4	4	Roasted Turkey Breast Meal for 4
	Winn-Dixie	Butterball	10-12	whole turkey	39.99	6-8	3	Turkey Dinner
		Savannah Classics	7-9	spiral-cut ham	45.99	6-8	3	Spiral Sliced Ham Dinner
	GA	Bi-Lo	Butterball	10-12	whole turkey	39.99	6-8	3
Savannah Classics			7-9	spiral-cut ham	45.99	6-8	3	Spiral Sliced Ham Dinner
Earth Fare		n/i	12-14	ABF whole turkey	129.99	6-8	5	Classic Turkey Dinner
Food City		Boar's Head	5	boneless ham	49.99	6-8	4	Boneless Smoked Ham Dinner
		n/i	7-9	spiral-cut ham	39.99	6-8	3	Spiral Ham Dinner
		Boar's Head	3.75	bone-in turkey breast	49.99	6-8	4	Turkey Breast Dinner
		Butterball	4-7	bone-in turkey breast	44.99	6-8	4	Turkey Breast Dinner
		Butterball	10-12	whole turkey	49.99	6-8	4	Gourmet Turkey Dinner
		Butterball	8-10	whole turkey	44.99	6-8	4	Premium Turkey Dinner
Food Giant		n/i	10-12	whole turkey	54.99	8-10	6	Deluxe Turkey Dinner
		n/i	10-12	whole turkey	41.99	6-8	3	Turkey Dinner
		n/i	5-6	spiral-cut ham	39.99	6-8	3	Spiral Ham Dinner
Food Pride		n/i	10-12	whole turkey	49.99	4-6	3	Turkey Dinner
		n/i	10-12	whole turkey	64.99	8-10	5	Deluxe Turkey Dinner
		n/i	6	baked sliced ham	59.99	4-6	4	Ham Dinner
Galaxy Food Centers		n/i	5	rotisserie turkey breast	39.99	4-6	5	Rotisserie Turkey Breast Meal
		n/i	8-10	whole turkey	42.99	4-6	4	Turkey Dinner
		n/i	10-12	whole turkey	53.99	6-8	6	Deluxe Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Complete Ham Dinner
		n/i	3	rotisserie chicken	22.99	2-4	4	Rotisserie Chicken Dinner
Harris Teeter		Harris Teeter	7-9	spiral-cut ham	49.99	8-10	3	Ham Dinner
	n/i	4	beef prime rib	49.99	6-8	3	Prime Rib Dinner	
	Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
GA <i>(cont)</i>	Harvey's Supermarkets	n/i	10-12	whole turkey	38.98	6-8	4	Turkey Dinner
		n/i	7-9	spiral-cut ham	44.98	6-8	4	Spiral Ham Dinner
	IGA Food Stores	n/i	6-8	spiral-cut ham	44.99	6-8	5	Spiral Sliced Ham Dinner
		n/i	8-10	whole turkey	44.99	6-8	6	Fully Cooked Turkey Dinner
	Ingle's Markets	Butterball	10-12	whole turkey	55.98	6-8	4	Deluxe Turkey Dinner
		Butterball	10-12	whole turkey	45.98	6-8	2	Basic Turkey Dinner
		Butterball	4-6	bone-in turkey breast	55.98	4-6	4	Bone-in Breast Dinner
		n/i	6-8	pit ham	45.98	6-8	3	Pit Ham Dinner
	Kroger - Atlanta	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Piggly Wiggly - Atlanta	n/i	12-14	whole turkey	44.99	6-8	5	Turkey Dinner
		n/i	8	butt spiral-cut ham	54.99	6-8	5	Ham Dinner
	Piggly Wiggly Carolina	Butterball	10-12	whole turkey	49.99	6-8	4	Traditional Turkey Dinner
	Piggly Wiggly Houchen's	Wilson	4	boneless ham	29.98	6-8	3	Deluxe Pit Ham Dinner
		Wilson	4	boneless ham	39.98	6-8	6	Pit Ham Dinner
	Sprout's Farmers Market	n/i	10-12	whole turkey	59.98	6-8	6	Deluxe Turkey Dinner
		n/i	10-12	whole turkey	49.98	6-8	3	Holiday Turkey Dinner
		n/i	10-12	ABF whole turkey	69.99	6-8	6	All-Natural Turkey Meal
		n/i	7-9	spiral-cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	Choice beef prime rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	3-3.5	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
	Whole Foods South	Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
		n/i	10	organic whole turkey	139.99	6-8	4	Organic Turkey Dinner
		n/i	10	smoked whole turkey	119.99	6-8	5	Smoked Turkey Dinner
		n/i	7	whole turkey	89.99	4	5	Turkey Dinner for 4
		n/i	14	whole turkey	149.99	10-12	5	Turkey Dinner for 10-12
		n/i	12	whole turkey	119.99	6-8	5	Turkey Dinner for 6-8
		n/i	2.5-3	boneless turkey breast	69.99	4	4	Roasted Turkey Breast Dinner
		n/i	4	beef prime rib	179.99	6-8	3	Prime Rib Dinner
		n/i	7	spiral-cut ham	119.99	6-8	5	Spiral Sliced Ham Dinner
		Winn-Dixie	Butterball	10-12	whole turkey	39.99	6-8	3
Savannah Classics	7-9		spiral-cut ham	45.99	6-8	3	Spiral Sliced Ham Dinner	
KY	Cox IGA Supermarkets	n/i	4-5	boneless ham	39.99	8-12	5	Traditional Ham Dinner
		n/i	8-10	spiral-cut ham	79.99	12-16	5	Deluxe Ham Dinner
		n/i	10-12	whole turkey	59.99	8-12	6	Traditional Turkey Dinner
		n/i	16-18	whole turkey	89.99	12-16	6	Deluxe Turkey Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
KY (cont)	Earth Fare	n/i	12-14	ABF whole turkey	129.99	6-8	5	Classic Turkey Dinner	
	Food City	Boar's Head	5	boneless ham	49.99	6-8	4	Boneless Smoked Ham Dinner	
		n/i	7-9	spiral-cut ham	39.99	6-8	3	Spiral Ham Dinner	
		Boar's Head	3.75	bone-in turkey breast	49.99	6-8	4	Turkey Breast Dinner	
		Butterball	4-7	bone-in turkey breast	44.99	6-8	4	Turkey Breast Dinner	
		Butterball	10-12	whole turkey	49.99	6-8	4	Gourmet Turkey Dinner	
		Butterball	8-10	whole turkey	44.99	6-8	4	Premium Turkey Dinner	
		Food Giant	n/i	10-12	whole turkey	54.99	8-10	6	Deluxe Turkey Dinner
	n/i		10-12	whole turkey	41.99	6-8	3	Turkey Dinner	
	n/i		5-6	spiral-cut ham	39.99	6-8	3	Spiral Ham Dinner	
	Foodland	n/i	10-12	whole turkey	69.99	10-12	6	Holiday Dinner 1	
		n/i	10-12	whole turkey	54.99	8-10	6	Holiday Dinner 2	
		n/i	5-7	bone-in turkey breast	44.99	6-8	5	Holiday Dinner 3	
	Fresh Thyme Farmers Market	n/i	7-9	spiral-cut ham	59.99	6-8	4	Ham Dinner	
	Galaxy Food Centers	n/i	5	rotisserie turkey breast	39.99	4-6	5	Rotisserie Turkey Breast Meal	
		n/i	8-10	whole turkey	42.99	4-6	4	Turkey Dinner	
		n/i	10-12	whole turkey	53.99	6-8	6	Deluxe Turkey Dinner	
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Complete Ham Dinner	
		n/i	3	rotisserie chicken	22.99	2-4	4	Rotisserie Chicken Dinner	
		IGA - Houchen's	n/i	7-9	spiral-cut ham	49.99	8-10	5	IGA Deluxe Spiral Ham Dinner
			n/i	10-12	whole turkey	39.99	8-10	4	IGA Classic Turkey Dinner
	n/i		10-12	whole turkey	49.99	8-10	6	IGA Deluxe Turkey Dinner	
	Kroger - Cincinnati	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Kroger - Delta	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Kroger - Louisville	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Kroger - MidAtlantic	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Kroger - Nashville	Private Selection	7-9	spiral-cut ham	44.99	8	4	Ham Dinner	
	Meijer	n/i	7-9	spiral-cut ham	49.99	6-8	5	Deluxe Ham Dinner	
		n/i	10-12	whole turkey	49.99	6-8	5	Deluxe Turkey Dinner	
	Piggly Wiggly Houchen's	Wilson	4	boneless ham	29.98	6-8	3	Deluxe Pit Ham Dinner	
		Wilson	4	boneless ham	39.98	6-8	6	Pit Ham Dinner	
		n/i	10-12	whole turkey	59.98	6-8	6	Deluxe Turkey Dinner	
		n/i	10-12	whole turkey	49.98	6-8	3	Holiday Turkey Dinner	
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner	
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner	
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
FL <i>(cont)</i>	Whole Foods Mid-Atlantic	n/i	10	organic whole turkey	99.00	6-8	6	Organic Turkey Dinner
		n/i	13	whole turkey	89.00	6-8	6	Turkey Dinner
		n/i	16	whole turkey	169.00	12-16	6	Turkey Dinner
		n/i	1.5	boneless turkey breast	45.00	2	6	Turkey Dinner for 2
		n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Dinner for 4
		n/i	7-9	spiral-cut ham	119.99	6-8	4	Spiral Ham Dinner
		n/i	2.5	boneless leg of lamb	89.99	4	5	Roast Lamb Dinner
		n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
		n/i	2.5	beef brisket	99.99	6-8	5	Hanukkah Dinner
MS	Greer's Market	Honeysuckle	10-12	whole turkey	43.85	6-8	3	Turkey Dinner
		Hormel	7-9	spiral-cut ham	46.85	6-8	3	Spiral Sliced Ham Dinner
	Kroger - Delta	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
		Piggly Wiggly Houchen's	Wilson	4	boneless ham	29.98	6-8	3
	Wilson		4	boneless ham	39.98	6-8	6	Pit Ham Dinner
	Rouses Supermarket	n/i	10-12	whole turkey	59.98	6-8	6	Deluxe Turkey Dinner
		n/i	10-12	whole turkey	49.98	6-8	3	Holiday Turkey Dinner
		n/i	10-12	whole turkey	79.99	4-6	10	Premium Dinner
		n/i	18-20	whole turkey	89.99	6-8	10	Premium Dinner
		n/i	8-10	bone-in turkey breast	79.99	4-6	10	Premium Dinner
		n/i	4-6	beef prime rib	139.99	4-6	10	Premium Dinner
		n/i	4-6	crown pork roast	119.99	4-6	10	Premium Dinner
		n/i	10-12	whole turkey	59.99	4-6	7	Traditional Dinner
		n/i	18-20	whole turkey	69.99	6-8	7	Traditional Dinner
		n/i	8-10	bone-in turkey breast	59.99	4-6	7	Traditional Dinner
		n/i	4-6	beef prime rib	119.99	4-6	7	Traditional Dinner
		n/i	4-6	crown pork roast	99.99	4-6	7	Traditional Dinner
		n/i	10-12	whole turkey	99.99	4-6	12	Deluxe Dinner
		n/i	18-20	whole turkey	109.99	6-8	12	Deluxe Dinner
		n/i	8-10	bone-in turkey breast	99.99	4-6	12	Deluxe Dinner
		n/i	4-6	beef prime rib	159.99	4-6	12	Deluxe Dinner
		n/i	4-6	crown pork roast	139.99	4-6	12	Deluxe Dinner
	Superior Foods	Hormel Cure 81	10-12	spiral-cut ham	84.99	4-6	10	Premium Ham Dinner
		Hormel Cure 81	10-12	spiral-cut ham	64.99	4-6	7	Traditional Ham Dinner
		Hormel Cure 81	10-12	spiral-cut ham	104.99	4-6	12	Deluxe Ham Dinner
		n/i	6-8	spiral-cut ham	49.99	8-10	5	Our Traditional Ham Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
MS (cont)	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
	Whole Foods South	Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
		n/i	10	organic whole turkey	139.99	6-8	4	Organic Turkey Dinner
		n/i	10	smoked whole turkey	119.99	6-8	5	Smoked Turkey Dinner
		n/i	7	whole turkey	89.99	4	5	Turkey Dinner for 4
		n/i	14	whole turkey	149.99	10-12	5	Turkey Dinner for 10-12
		n/i	12	whole turkey	119.99	6-8	5	Turkey Dinner for 6-8
		n/i	2.5-3	boneless turkey breast	69.99	4	4	Roasted Turkey Breast Dinner
		n/i	4	beef prime rib	179.99	6-8	3	Prime Rib Dinner
	Winn-Dixie	n/i	7	spiral-cut ham	119.99	6-8	5	Spiral Sliced Ham Dinner
		Butterball	10-12	whole turkey	39.99	6-8	3	Turkey Dinner
		Savannah Classics	7-9	spiral-cut ham	45.99	6-8	3	Spiral Sliced Ham Dinner
NC	Bi-Lo	Butterball	10-12	whole turkey	39.99	6-8	3	Turkey Dinner
		Savannah Classics	7-9	spiral-cut ham	45.99	6-8	3	Spiral Sliced Ham Dinner
	Carlie C's IGA	n/i	9-11	whole turkey	35.99		2	Basic Holiday Dinner
		n/i	7-9	boneless ham	35.99		2	Basic Holiday Dinner
		n/i	9-11	whole turkey	49.99		4	Classic Holiday Dinner
		n/i	7-9	boneless ham	49.99		4	Classic Holiday Dinner
		n/i	9-11	whole turkey & ham	69.99		4	Deluxe Holiday Dinner
		n/i	12-14	ABF whole turkey	129.99	6-8	5	Classic Turkey Dinner
	Earth Fare	n/i						
	Farm Fresh	Boar's Head	5	boneless ham	49.99	8-10	6	Holiday Ham Dinner
	Food Pride	n/i	10-12	whole turkey	49.99	4-6	3	Turkey Dinner
		n/i	10-12	whole turkey	64.99	8-10	5	Deluxe Turkey Dinner
	Galaxy Food Centers	n/i	6	baked sliced ham	59.99	4-6	4	Ham Dinner
		n/i	5	rotisserie turkey breast	39.99	4-6	5	Rotisserie Turkey Breast Meal
		n/i	8-10	whole turkey	42.99	4-6	4	Turkey Dinner
		n/i	10-12	whole turkey	53.99	6-8	6	Deluxe Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Complete Ham Dinner
		n/i	3	rotisserie chicken	22.99	2-4	4	Rotisserie Chicken Dinner
	Harris Teeter	Harris Teeter	7-9	spiral-cut ham	49.99	8-10	3	Ham Dinner
		n/i	4	beef prime rib	49.99	6-8	3	Prime Rib Dinner
		Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner
	Harvey's Supermarkets	n/i	10-12	whole turkey	38.98	6-8	4	Turkey Dinner
n/i		7-9	spiral-cut ham	44.98	6-8	4	Spiral Ham Dinner	
IGA Food Stores	n/i	6-8	spiral-cut ham	44.99	6-8	5	Spiral Sliced Ham Dinner	
	n/i	8-10	whole turkey	44.99	6-8	6	Fully Cooked Turkey Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
NC (cont)	Ingle's Markets	Butterball	10-12	whole turkey	55.98	6-8	4	Deluxe Turkey Dinner	
		Butterball	10-12	whole turkey	45.98	6-8	2	Basic Turkey Dinner	
		Butterball	4-6	bone-in turkey breast	55.98	4-6	4	Bone-in Breast Dinner	
		n/i	6-8	pit ham	45.98	6-8	3	Pit Ham Dinner	
	Kroger - MidAtlantic	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Lowe's Foods	Butterball	8-10	whole turkey	44.99	6-8	4	Premium Turkey Dinner	
		Butterball	4-7	bone-in turkey breast	44.99	4-6	3	Turkey Breast Dinner	
		Butterball	10-12	whole turkey	49.99	8-10	4	Gourmet Turkey Dinner	
	The Fresh Market	Boar's Head	3.75	boneless turkey breast	49.99	4-6	4	Boar's Head Turkey Breast Dinner	
		Boar's Head	5	boneless ham	49.99	4-6	4	Boar's Head Smoked Ham Dinner	
		n/i	7-9	spiral-cut ham	39.99	4-6	3	Spiral Ham Dinner	
		n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner	
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner	
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings	
		Whole Foods South	n/i	10	organic whole turkey	139.99	6-8	4	Organic Turkey Dinner
			n/i	10	smoked whole turkey	119.99	6-8	5	Smoked Turkey Dinner
	n/i		7	whole turkey	89.99	4	5	Turkey Dinner for 4	
	n/i		14	whole turkey	149.99	10-12	5	Turkey Dinner for 10-12	
	n/i		12	whole turkey	119.99	6-8	5	Turkey Dinner for 6-8	
	n/i		2.5-3	boneless turkey breast	69.99	4	4	Roasted Turkey Breast Dinner	
n/i	4		beef prime rib	179.99	6-8	3	Prime Rib Dinner		
n/i	7	spiral-cut ham	119.99	6-8	5	Spiral Sliced Ham Dinner			
SC	Bi-Lo	Butterball	10-12	whole turkey	39.99	6-8	3	Turkey Dinner	
		Savannah Classics	7-9	spiral-cut ham	45.99	6-8	3	Spiral Sliced Ham Dinner	
	Earth Fare	n/i	12-14	ABF whole turkey	129.99	6-8	5	Classic Turkey Dinner	
	Galaxy Food Centers	n/i	5	rotisserie turkey breast	39.99	4-6	5	Rotisserie Turkey Breast Meal	
		n/i	8-10	whole turkey	42.99	4-6	4	Turkey Dinner	
		n/i	10-12	whole turkey	53.99	6-8	6	Deluxe Turkey Dinner	
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Complete Ham Dinner	
		n/i	3	rotisserie chicken	22.99	2-4	4	Rotisserie Chicken Dinner	
	Harris Teeter	Harris Teeter	7-9	spiral-cut ham	49.99	8-10	3	Ham Dinner	
		n/i	4	beef prime rib	49.99	6-8	3	Prime Rib Dinner	
		Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner	
	Harvey's Supermarkets	n/i	10-12	whole turkey	38.98	6-8	4	Turkey Dinner	
		n/i	7-9	spiral-cut ham	44.98	6-8	4	Spiral Ham Dinner	
	IGA Food Stores	n/i	6-8	spiral-cut ham	44.99	6-8	5	Spiral Sliced Ham Dinner	
n/i		8-10	whole turkey	44.99	6-8	6	Fully Cooked Turkey Dinner		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
SC (cont)	Ingle's Markets	Butterball	10-12	whole turkey	55.98	6-8	4	Deluxe Turkey Dinner
		Butterball	10-12	whole turkey	45.98	6-8	2	Basic Turkey Dinner
		Butterball	4-6	bone-in turkey breast	55.98	4-6	4	Bone-in Breast Dinner
		n/i	6-8	pit ham	45.98	6-8	3	Pit Ham Dinner
	Kroger - Atlanta	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Lowe's Foods	Butterball	8-10	whole turkey	44.99	6-8	4	Premium Turkey Dinner
		Butterball	4-7	bone-in turkey breast	44.99	4-6	3	Turkey Breast Dinner
		Butterball	10-12	whole turkey	49.99	8-10	4	Gourmet Turkey Dinner
		Boar's Head	3.75	boneless turkey breast	49.99	4-6	4	Boar's Head Turkey Breast Dinner
	Piggly Wiggly Carolina	Boar's Head	5	boneless ham	49.99	4-6	4	Boar's Head Smoked Ham Dinner
		n/i	7-9	spiral-cut ham	39.99	4-6	3	Spiral Ham Dinner
		Butterball	10-12	whole turkey	49.99	6-8	4	Traditional Turkey Dinner
		The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5
	Whole Foods South	n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
		n/i	10	organic whole turkey	139.99	6-8	4	Organic Turkey Dinner
		n/i	10	smoked whole turkey	119.99	6-8	5	Smoked Turkey Dinner
		n/i	7	whole turkey	89.99	4	5	Turkey Dinner for 4
		n/i	14	whole turkey	149.99	10-12	5	Turkey Dinner for 10-12
		n/i	12	whole turkey	119.99	6-8	5	Turkey Dinner for 6-8
n/i		2.5-3	boneless turkey breast	69.99	4	4	Roasted Turkey Breast Dinner	
	n/i	4	beef prime rib	179.99	6-8	3	Prime Rib Dinner	
	n/i	7	spiral-cut ham	119.99	6-8	5	Spiral Sliced Ham Dinner	
TN	Earth Fare	n/i	12-14	ABF whole turkey	129.99	6-8	5	Classic Turkey Dinner
	Food City	Boar's Head	5	boneless ham	49.99	6-8	4	Boneless Smoked Ham Dinner
		n/i	7-9	spiral-cut ham	39.99	6-8	3	Spiral Ham Dinner
		Boar's Head	3.75	bone-in turkey breast	49.99	6-8	4	Turkey Breast Dinner
		Butterball	4-7	bone-in turkey breast	44.99	6-8	4	Turkey Breast Dinner
	Food Country USA	Butterball	10-12	whole turkey	49.99	6-8	4	Gourmet Turkey Dinner
		Butterball	8-10	whole turkey	44.99	6-8	4	Premium Turkey Dinner
		Honeysuckle	10-12	whole turkey	46.99	8-10	5	Heat and Serve Turkey Dinner
		Honeysuckle	10-12	whole turkey	61.99	8-10	5	Hot Turkey Dinner
		n/i	4	bone-in turkey breast	39.99	6-8	5	Heat and Serve Turkey Breast Dinner
		n/i	4	bone-in turkey breast	54.99	6-8	5	Hot Turkey Breast Dinner
		n/i	2-3	rotisserie chicken	24.99	4-6	4	Heat and Serve Rotisserie Chicken Dinner
	n/i	2-3	rotisserie chicken	24.99	4-6	4	Hot Rotisserie Chicken Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
TN <i>(cont)</i>	Food Giant	n/i	10-12	whole turkey	54.99	8-10	6	Deluxe Turkey Dinner
		n/i	10-12	whole turkey	41.99	6-8	3	Turkey Dinner
		n/i	5-6	spiral-cut ham	39.99	6-8	3	Spiral Ham Dinner
	IGA - Houchen's	n/i	7-9	spiral-cut ham	49.99	8-10	5	IGA Deluxe Spiral Ham Dinner
		n/i	10-12	whole turkey	39.99	8-10	4	IGA Classic Turkey Dinner
		n/i	10-12	whole turkey	49.99	8-10	6	IGA Deluxe Turkey Dinner
	Ingle's Markets	Butterball	10-12	whole turkey	55.98	6-8	4	Deluxe Turkey Dinner
		Butterball	10-12	whole turkey	45.98	6-8	2	Basic Turkey Dinner
		Butterball	4-6	bone-in turkey breast	55.98	4-6	4	Bone-in Breast Dinner
		n/i	6-8	pit ham	45.98	6-8	3	Pit Ham Dinner
	Kroger - Delta	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Kroger - MidAtlantic	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Kroger - Nashville	Private Selection	7-9	spiral-cut ham	44.99	8	4	Ham Dinner
	Sprout's Farmers Market	n/i	10-12	ABF whole turkey	69.99	6-8	6	All-Natural Turkey Meal
		n/i	7-9	spiral-cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	Choice beef prime rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	3-3.5	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
		n/i	6-8	spiral-cut ham	49.99	8-10	5	Our Traditional Ham Dinner
	Superior Foods	n/i	6-8	spiral-cut ham	49.99	8-10	5	Our Traditional Ham Dinner
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
	Whole Foods South	Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
		n/i	10	organic whole turkey	139.99	6-8	4	Organic Turkey Dinner
		n/i	10	smoked whole turkey	119.99	6-8	5	Smoked Turkey Dinner
		n/i	7	whole turkey	89.99	4	5	Turkey Dinner for 4
		n/i	14	whole turkey	149.99	10-12	5	Turkey Dinner for 10-12
		n/i	12	whole turkey	119.99	6-8	5	Turkey Dinner for 6-8
n/i		2.5-3	boneless turkey breast	69.99	4	4	Roasted Turkey Breast Dinner	
n/i		4	beef prime rib	179.99	6-8	3	Prime Rib Dinner	
n/i		7	spiral-cut ham	119.99	6-8	5	Spiral Sliced Ham Dinner	
VA	Farm Fresh	Boar's Head	5	boneless ham	49.99	8-10	6	Holiday Ham Dinner
	Food City	Boar's Head	5	boneless ham	49.99	6-8	4	Boneless Smoked Ham Dinner
		n/i	7-9	spiral-cut ham	39.99	6-8	3	Spiral Ham Dinner
		Boar's Head	3.75	bone-in turkey breast	49.99	6-8	4	Turkey Breast Dinner
		Butterball	4-7	bone-in turkey breast	44.99	6-8	4	Turkey Breast Dinner
		Butterball	10-12	whole turkey	49.99	6-8	4	Gourmet Turkey Dinner
		Butterball	8-10	whole turkey	44.99	6-8	4	Premium Turkey Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
VA (cont)	Food Country USA	Honeysuckle	10-12	whole turkey	46.99	8-10	5	Heat and Serve Turkey Dinner
		Honeysuckle	10-12	whole turkey	61.99	8-10	5	Hot Turkey Dinner
		n/i	4	bone-in turkey breast	39.99	6-8	5	Heat and Serve Turkey Breast Dinner
		n/i	4	bone-in turkey breast	54.99	6-8	5	Hot Turkey Breast Dinner
		n/i	2-3	rotisserie chicken	24.99	4-6	4	Heat and Serve Rotisserie Chicken Dinner
		n/i	2-3	rotisserie chicken	24.99	4-6	4	Hot Rotisserie Chicken Dinner
	Galaxy Food Centers	n/i	5	rotisserie turkey breast	39.99	4-6	5	Rotisserie Turkey Breast Meal
		n/i	8-10	whole turkey	42.99	4-6	4	Turkey Dinner
		n/i	10-12	whole turkey	53.99	6-8	6	Deluxe Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Complete Ham Dinner
		n/i	3	rotisserie chicken	22.99	2-4	4	Rotisserie Chicken Dinner
		Giant Food	Giant	7-9	spiral-cut ham	59.99	4-6	7
	n/i		9-11	whole turkey	59.99	4-6	9	Holiday Turkey Dinner
	Harris Teeter	Harris Teeter	7-9	spiral-cut ham	49.99	8-10	3	Ham Dinner
		n/i	4	beef prime rib	49.99	6-8	3	Prime Rib Dinner
	Ingle's Markets	Butterball	9-12	whole turkey	49.99	8-10	5	Turkey Dinner
		Butterball	10-12	whole turkey	55.98	6-8	4	Deluxe Turkey Dinner
		Butterball	10-12	whole turkey	45.98	6-8	2	Basic Turkey Dinner
		Butterball	4-6	bone-in turkey breast	55.98	4-6	4	Bone-in Breast Dinner
		n/i	6-8	pit ham	45.98	6-8	3	Pit Ham Dinner
	Kroger - MidAtlantic	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Lowe's Foods	Butterball	8-10	whole turkey	44.99	6-8	4	Premium Turkey Dinner
		Butterball	4-7	bone-in turkey breast	44.99	4-6	3	Turkey Breast Dinner
		Butterball	10-12	whole turkey	49.99	8-10	4	Gourmet Turkey Dinner
		Boar's Head	3.75	boneless turkey breast	49.99	4-6	4	Boar's Head Turkey Breast Dinner
		Boar's Head	5	boneless ham	49.99	4-6	4	Boar's Head Smoked Ham Dinner
		n/i	7-9	spiral-cut ham	39.99	4-6	3	Spiral Ham Dinner
	Safeway - Eastern	Jennie-O	10-12	whole turkey	49.99	4-6	4	Traditional Oven-Roasted Turkey Dinner
		Smithfield	6-8	spiral-cut ham	59.99	4-6	3	Spiral Cut Ham Dinner
		n/i	4.5	beef prime rib	79.99	4-6	3	Prime Rib Dinner
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
	Wegman's	n/i	2-3	glatt kosher brisket	190.00	8-10	8	Sliced Beef Brisket Dinner
		n/i	10-12	kosher whole turkey	175.00	8-10	8	Turkey Dinner
		n/i	12-14	whole turkey	109.00	10-12	6	Classic Turkey Dinner
		n/i	12-14	whole turkey	209.00	10-12	6	Hand-Carved Roasted Turkey Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
VA (cont)	Wegman's (continued)	Plainville Farms	12-14	ABF whole turkey	145.00	10-12	6	Premium Turkey Dinner
		n/i	7-8	spiral-cut ham	135.00	10-12	4	Ham Dinner
	Weis Markets	Weis	6-7	spiral-cut ham	59.99	8-10	5	Complete Ham Dinner
		Butterball	10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner
		Butterball	10-12	whole turkey	59.99	8-10	4	Original Turkey Dinner
		Butterball	3-4	bone-in turkey breast	54.99	6-8	4	Original Turkey Breast Dinner
		n/i	10	organic whole turkey	99.00	6-8	6	Organic Turkey Dinner
	Whole Foods Mid-Atlantic	n/i	13	whole turkey	89.00	6-8	6	Turkey Dinner
		n/i	16	whole turkey	169.00	12-16	6	Turkey Dinner
		n/i	1.5	boneless turkey breast	45.00	2	6	Turkey Dinner for 2
		n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Dinner for 4
		n/i	7-9	spiral-cut ham	119.99	6-8	4	Spiral Ham Dinner
		n/i	2.5	boneless leg of lamb	89.99	4	5	Roast Lamb Dinner
		n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
		n/i	2.5	beef brisket	99.99	6-8	5	Hanukkah Dinner
	WV	Foodland	n/i	10-12	whole turkey	69.99	10-12	6
n/i			10-12	whole turkey	54.99	8-10	6	Holiday Dinner 2
n/i			5-7	bone-in turkey breast	44.99	6-8	5	Holiday Dinner 3
Galaxy Food Centers		n/i	5	rotisserie turkey breast	39.99	4-6	5	Rotisserie Turkey Breast Meal
		n/i	8-10	whole turkey	42.99	4-6	4	Turkey Dinner
		n/i	10-12	whole turkey	53.99	6-8	6	Deluxe Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Complete Ham Dinner
		n/i	3	rotisserie chicken	22.99	2-4	4	Rotisserie Chicken Dinner
Giant Eagle		n/i	12	whole turkey	89.99	6-8	7	Whole Turkey Dinner
		Smith's	6	boneless 1/2 ham	89.99	6-8	6	Christmas Ham Dinner
Kroger - Columbus		Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
Kroger - MidAtlantic		Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
Riesbeck's Food Markets		n/i	10-12	whole turkey	69.99	8-10	6	Holiday Turkey Dinner
		Albert's	5	tavern ham	69.99	8-10	6	Holiday Ham Dinner
		n/i	4-5	beef prime rib	119.99	8-10	6	Holiday Prime Rib Dinner
		n/i	6-7	bone-in turkey breast	49.99	4	7	Holiday Small Turkey Dinner
		n/i	2-3	ham	49.99	4	7	Holiday Small Ham Dinner
Weis Markets		Weis	6-7	spiral-cut ham	59.99	8-10	5	Complete Ham Dinner
	Butterball	10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner	
	Butterball	10-12	whole turkey	59.99	8-10	4	Original Turkey Dinner	
	Butterball	3-4	bone-in turkey breast	54.99	6-8	4	Original Turkey Breast Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
MIDWESTERN U.S. - IA,IL,IN,MI,MN,ND,NE,OH,SD,WI								
IA	Family Fare	Open Acres	7-9	spiral-cut ham	59.99	6-8	5	Traditional Spiral Ham Dinner
		Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		n/i	2.25	boneless spiral ham	19.99	2	4	Ham Dinner for Two
	Fresh Thyme Farmers Market	n/i	7-9	spiral-cut ham	59.99	6-8	4	Ham Dinner
		Jewel-Osco	n/i	8-9	spiral-cut ham	59.99	6-8	3
	No Frills Supermarkets	Butterball	10-12	whole turkey	59.99	6-8	4	Classic Turkey Dinner
		Butterball	10-12	whole turkey	79.99	6-8	6	Ultimate Turkey Dinner
		Open Acres	7-9	spiral-cut ham	59.99	6-8	5	Traditional Spiral Ham Dinner
	Whole Foods - Midwest	Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		n/i	2.25	boneless spiral ham	19.99	2	4	Ham Dinner for Two
		n/i	2.5	boneless turkey breast	69.99	4	4	Turkey Dinner For Four
		n/i	6	petite whole turkey	89.99	6	5	Family Turkey Dinner
		n/i	10	whole turkey	159.99	8	9	Deluxe Turkey Dinner
		n/i	10	organic whole turkey	169.99	6	5	Organic Turkey Dinner
	Wellshire Farms	n/i	8	ABF spiral-cut ham	119.99	6-8	4	Classic Ham Dinner
n/i		4.5	beef prime rib	179.99	8	4	Prime Rib Dinner	
IL	County Foods - NFI	Kretschmar	6	spiral-cut ham	35.00	4	6	Ham Dinner for 4
		Kretschmar	6	spiral-cut ham	70.00	6-8	6	Ham Dinner
	Cub Foods	n/i	6-8	boneless ham	69.99	8-10	4	Classic Ham Dinner
		Dierberg's	n/i	3.5	beef prime rib	99.99	4	4
	n/i		7	beef prime rib	199.99	8	4	Succulent Prime Rib Meal - Large
	Bob's Smokehouse		3-5	bnls glazed ham	57.99	4	4	Bob's Smokehouse Signature Glazed Ham Meal - Small
	Fresh Thyme Farmers Market	Bob's Smokehouse	7-9	bnls glazed ham	114.99	8	4	Bob's Smokehouse Signature Glazed Ham Meal - Large
		n/i	3-5	boneless ham	57.99	4	4	Boneless Sliced Ham Meal - Small
		n/i	3-5	boneless ham	114.99	8	4	Boneless Sliced Ham Meal - Large
		n/i	7-9	spiral-cut ham	59.99	6-8	4	Ham Dinner
	IGA - Houchen's	n/i	7-9	spiral-cut ham	49.99	8-10	5	IGA Deluxe Spiral Ham Dinner
		n/i	10-12	whole turkey	39.99	8-10	4	IGA Classic Turkey Dinner
		n/i	10-12	whole turkey	49.99	8-10	6	IGA Deluxe Turkey Dinner
	Jewel-Osco	n/i	8-9	spiral-cut ham	59.99	6-8	3	Classic Ham Dinner
		Butterball	10-12	whole turkey	59.99	6-8	4	Classic Turkey Dinner
		Butterball	10-12	whole turkey	79.99	6-8	6	Ultimate Turkey Dinner
	Jimenez	n/i	8-9	baked ham	79.99	10-15	5	Holiday Ham Dinner
		n/i	8	pork rib meat	79.99	10-15	5	Pork Carnitas Dinner
n/i		14-16	baked pork leg	79.99	10-15	4	Baked Pork Leg Dinner	
Kroger - Central	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
IL <i>(cont)</i>	Kroger - Louisville	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Mariano's Fresh Market	Butterball	10-12	whole turkey	65.00	6-8	7	Holiday Turkey Dinner
		n/i	8-10	spiral-cut ham	65.00	6-8	6	Holiday Ham Dinner
	Meijer	n/i	7-9	spiral-cut ham	49.99	6-8	5	Deluxe Ham Dinner
		n/i	10-12	whole turkey	49.99	6-8	5	Deluxe Turkey Dinner
	Pete's Market	n/i	15-17	whole ham	79.99	8-10	5	Whole Ham Dinner
		n/i	7-8	spiral-cut ham	49.99	8-10	5	Spiral Ham Dinner
		n/i	5	beef prime rib	99.99	8-10	5	Prime Rib Dinner
		n/i	5-6	leg of lamb	89.99	8-10	5	Leg of Lamb Dinner
		n/i	4-5	crown pork roast	49.99	8-10	5	Crown Pork Dinner
	Strack & VanTil	Butterball	10-12	whole turkey	79.99	8-10	7	Our Premium Holiday Dinner
		n/i	8-10	spiral-cut ham	79.99	8-10	7	Our Premium Holiday Dinner
		Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Smithfield	8	spiral-cut ham	59.99	6-8	5	Traditional Spiral Ham Dinner
		Butterball	3	boneless turkey breast	39.99	6	4	Turkey Breast Dinner
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
	Tony's Finer Foods	Butterball	10-12	whole turkey	54.99	6-8	6	Turkey Dinner
	Ultra Foods	Butterball	3	bone-in turkey breast	34.99	6	4	Turkey Breast Dinner
		Butterball	10-12	whole turkey	54.99	6-8	6	Traditional Turkey Dinner
	Indiana Kitchen	Butterball	8	spiral-cut ham	54.99	6-8	6	Traditional Spiral Ham Dinner
		Butterball	10-12/8	turkey/ham	74.99	8-10	8	Our Premium Holiday Dinner
		Butterball	10-12	whole turkey	45.95	6	4	Walt's Fresh Traditional Turkey Dinner
	Walt's Food Center	n/i	7-8	spiral-cut ham	49.95	6	4	Spiral Sliced Ham Dinner
		Whole Foods - Midwest	n/i	2.5	boneless turkey breast	69.99	4	4
	Whole Foods - Midwest	n/i	6	petite whole turkey	89.99	6	5	Family Turkey Dinner
		n/i	10	whole turkey	159.99	8	9	Deluxe Turkey Dinner
		n/i	10	organic whole turkey	169.99	6	5	Organic Turkey Dinner
		Wellshire Farms	8	ABF spiral-cut ham	119.99	6-8	4	Classic Ham Dinner
n/i		4.5	beef prime rib	179.99	8	4	Prime Rib Dinner	
IN	Al's Supermarkets	n/i	10-12	whole turkey	69.99	6-8	5	Holiday Turkey Dinner
		n/i	7-8	spiral-cut ham	69.99	6-8	5	Holiday Ham Dinner
	Earth Fare	n/i	12-14	ABF whole turkey	129.99	6-8	5	Classic Turkey Dinner
	Fresh Thyme Farmers Market	n/i	7-9	spiral-cut ham	59.99	6-8	4	Ham Dinner
	Giant Eagle	n/i	12	whole turkey	89.99	6-8	7	Whole Turkey Dinner
		Smith's	6	boneless 1/2 ham	89.99	6-8	6	Christmas Ham Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
IN (cont)	IGA - Houchen's	n/i	7-9	spiral-cut ham	49.99	8-10	5	IGA Deluxe Spiral Ham Dinner	
		n/i	10-12	whole turkey	39.99	8-10	4	IGA Classic Turkey Dinner	
		n/i	10-12	whole turkey	49.99	8-10	6	IGA Deluxe Turkey Dinner	
	Jay C Food Stores	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
		Jewel-Osco	n/i	8-9	spiral-cut ham	59.99	6-8	3	Classic Ham Dinner
		Butterball	10-12	whole turkey	59.99	6-8	4	Classic Turkey Dinner	
		Butterball	10-12	whole turkey	79.99	6-8	6	Ultimate Turkey Dinner	
	Kroger - Central	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Kroger - Cincinnati	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Kroger - Louisville	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Marsh	Butterball	10-12	whole turkey	49.99	6-8	3	Complete Holiday Dinners	
		Hormel	7-9	spiral-cut ham	49.99	6-8	3	Complete Holiday Dinners	
	Martin's Super Markets	Butterball	10-12	whole turkey	65.95	8	6	Premium Turkey Dinner	
		Butterball	12-14	whole turkey	99.95	14	8	Extra Large Turkey Dinner	
		n/i	1.5	rotisserie turkey breast	29.95	4	3	Premium Rotisserie Turkey Dinner	
		Fireglazed	5	spiral-cut ham	85.95	10	4	Fireglazed Spiral Ham Dinner	
		Smokehouse	5	boneless ham	89.95	10	3	Smokehouse Ham Dinner	
		n/i	1	rotisserie turkey breast	16.95	2	2	Turkey Breast Dinner for Two	
		Meijer	n/i	7-9	spiral-cut ham	49.99	6-8	5	Deluxe Ham Dinner
		n/i	10-12	whole turkey	49.99	6-8	5	Deluxe Turkey Dinner	
		Strack & VanTil	Butterball	10-12	whole turkey	79.99	8-10	7	Our Premium Holiday Dinner
		n/i	8-10	spiral-cut ham	79.99	8-10	7	Our Premium Holiday Dinner	
		Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner	
		Smithfield	8	spiral-cut ham	59.99	6-8	5	Traditional Spiral Ham Dinner	
		Butterball	3	boneless turkey breast	39.99	6	4	Turkey Breast Dinner	
		The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
	Ultra Foods	n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner	
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings	
		Butterball	3	bone-in turkey breast	34.99	6	4	Turkey Breast Dinner	
		Butterball	10-12	whole turkey	54.99	6-8	6	Traditional Turkey Dinner	
		Indiana Kitchen	8	spiral-cut ham	54.99	6-8	6	Traditional Spiral Ham Dinner	
	Walt's Food Center	Butterball	10-12/8	turkey/ham	74.99	8-10	8	Our Premium Holiday Dinner	
		Butterball	10-12	whole turkey	45.95	6	4	Walt's Fresh Traditional Turkey Dinner	
	Wesselman's	n/i	7-8	spiral-cut ham	49.95	6	4	Spiral Sliced Ham Dinner	
		n/i	10-12	whole turkey	44.99	6-8	6	Turkey Dinner	
		n/i	8	spiral-cut ham	46.99	6-8	4	Spiral Sliced Ham Dinner	
			n/i	2.5-3	boneless turkey breast	29.99	4-6	6	Turkey Breast Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
IN <i>(cont)</i>	Whole Foods - Midwest	n/i	2.5	boneless turkey breast	69.99	4	4	Turkey Dinner For Four	
		n/i	6	petite whole turkey	89.99	6	5	Family Turkey Dinner	
		n/i	10	whole turkey	159.99	8	9	Deluxe Turkey Dinner	
		n/i	10	organic whole turkey	169.99	6	5	Organic Turkey Dinner	
		Wellshire Farms	8	ABF spiral-cut ham	119.99	6-8	4	Classic Ham Dinner	
		n/i	4.5	beef prime rib	179.99	8	4	Prime Rib Dinner	
MI	D&W Fresh Market	Open Acres	7-9	spiral-cut ham	54.99	6-8	5	Deluxe Spiral Ham Dinner	
		n/i	3.5-4	SE beef prime rib	69.99	6-8	4	Prime Rib Dinner	
	Earth Fare	n/i	12-14	ABF whole turkey	129.99	6-8	5	Classic Turkey Dinner	
		Family Fare	Open Acres	7-9	spiral-cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
	Butterball		10-12	whole turkey	49.99	6-8	5	Traditional Turkey Dinner	
	n/i		2.25	boneless spiral ham	19.99	2	4	Ham Dinner for Two	
	Fresh Thyme Farmers Market	n/i	7-9	spiral-cut ham	59.99	6-8	4	Ham Dinner	
	Kroger - Central	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Kroger - Columbus	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Kroger - Michigan	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Martin's Super Markets	Butterball	10-12	whole turkey	65.95	8	6	Premium Turkey Dinner	
		Butterball	12-14	whole turkey	99.95	14	8	Extra Large Turkey Dinner	
		n/i	1.5	rotisserie turkey breast	29.95	4	3	Premium Rotisserie Turkey Dinner	
		Fireglazed	5	spiral-cut ham	85.95	10	4	Fireglazed Spiral Ham Dinner	
		Smokehouse	5	boneless ham	89.95	10	3	Smokehouse Ham Dinner	
		n/i	1	rotisserie turkey breast	16.95	2	2	Turkey Breast Dinner for Two	
	Meijer	n/i	7-9	spiral-cut ham	49.99	6-8	5	Deluxe Ham Dinner	
		n/i	10-12	whole turkey	49.99	6-8	5	Deluxe Turkey Dinner	
	Plumb's/Duthler's Family Foods	n/i	10-12	whole turkey	49.99	6-8	7	Deluxe Turkey Dinner	
		n/i	7-9	spiral-cut ham	49.99	6-8	5	Deluxe Spiral Ham Dinner	
		Spartan Stores	Winter's	7-8	spiral-cut ham	59.99	6-8	6	Ham Dinner
		Tom's Market/Oleson's	Open Acres	7-9	spiral-cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner
	Butterball		10-12	whole turkey	49.99	6-8	5	Traditional Turkey Dinner	
	n/i		2.25	boneless spiral ham	19.99	2	4	Ham Dinner for Two	
	VG's Grocery	Open Acres	7-9	spiral-cut ham	49.99	6-8	5	Traditional Spiral Ham Dinner	
		Butterball	10-12	whole turkey	49.99	6-8	5	Traditional Turkey Dinner	
		n/i	3.5-4	beef prime rib	69.99	6-8	4	Prime Rib Dinner	
	Whole Foods - Midwest	n/i	2.5	boneless turkey breast	69.99	4	4	Turkey Dinner For Four	
		n/i	6	petite whole turkey	89.99	6	5	Family Turkey Dinner	
		n/i	10	whole turkey	159.99	8	9	Deluxe Turkey Dinner	
n/i		10	organic whole turkey	169.99	6	5	Organic Turkey Dinner		

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
MI <i>(cont)</i>	Whole Foods - Midwest <i>(continued)</i>	Wellshire Farms	8	ABF spiral-cut ham	119.99	6-8	4	Classic Ham Dinner
		n/i	4.5	beef prime rib	179.99	8	4	Prime Rib Dinner
MN	Coborn's	Jennie-O	10-12	whole turkey	59.99	6-8	3	Basic Turkey Dinner
		Jennie-O	10-12	whole turkey	79.99	8-10	6	Deluxe Turkey Dinner
	Cub Foods	n/i	6-8	boneless ham	69.99	8-10	4	Classic Ham Dinner
		Econofoods	Butterball	10-12	whole turkey	59.99	6-8	6
	Family Fare	Kretschmar	5-6	boneless spiral-cut ham	59.99	6-8	6	Traditional Boneless Spiral Ham Dinner
		Jennie-O	1.75	boneless turkey breast	19.99	2	4	Turkey Dinner for Two
		Open Acres	7-9	spiral-cut ham	59.99	6-8	5	Traditional Spiral Ham Dinner
		Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		n/i	2.25	boneless spiral ham	19.99	2	4	Ham Dinner for Two
	Family Fresh Markets	Butterball	10-12	whole turkey	59.99	6-8	6	Traditional Turkey Dinner
		Kretschmar	5-6	boneless spiral-cut ham	59.99	6-8	6	Traditional Boneless Spiral Ham Dinner
		Jennie-O	1.75	boneless turkey breast	19.99	2	4	Turkey Dinner for Two
		John Morrell	2	boneless ham	19.99	2	4	Ham Dinner for Two
		Fresh Thyme Farmers Market	n/i	7-9	spiral-cut ham	59.99	6-8	4
	Hugo's	n/i	4	bone-in ham	54.99	6-8	3	Traditional Ham Dinner
		n/i	4	bone-in ham	69.99	8-10	7	Deluxe Traditional Ham Dinner
		n/i	1.5	bone-in ham	24.99	2	5	Christmas Dinner for Two
	Kowalski's	Kowalski's	7-9	spiral-cut ham	119.99	8	5	Kowalski's Spiral-Cut Ham Dinner
		Kowalski's	10-12	ABF whole turkey	159.99	10-12	8	Kowalski's Turkey Dinner
	Lunds and Byerlys	n/i	3.5	bone-in turkey breast	79.99	3-5	7	Turkey Dinner for 3-5
		n/i	11-13	whole turkey	139.99	8-10	8	Turkey Dinner for 8-10
		n/i	7	beef prime rib	169.99	8-10	7	Prime Rib Dinner
	Sun Mart	Butterball	10-12	whole turkey	59.99	6-8	6	Traditional Turkey Dinner
		Kretschmar	5-6	boneless spiral-cut ham	59.99	6-8	6	Traditional Boneless Spiral Ham Dinner
		Jennie-O	1.75	boneless turkey breast	19.99	2	4	Turkey Dinner for Two
	Whole Foods - Midwest	n/i	2.5	boneless turkey breast	69.99	4	4	Turkey Dinner For Four
		n/i	6	petite whole turkey	89.99	6	5	Family Turkey Dinner
n/i		10	whole turkey	159.99	8	9	Deluxe Turkey Dinner	
n/i		10	organic whole turkey	169.99	6	5	Organic Turkey Dinner	
Wellshire Farms		8	ABF spiral-cut ham	119.99	6-8	4	Classic Ham Dinner	
n/i		4.5	beef prime rib	179.99	8	4	Prime Rib Dinner	
ND	Albertsons - Intermountain	Jennie-O	11-13	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Smithfield	7-9	spiral-cut ham	69.99	6-8	4	Spiral Cut Ham Dinner
		n/i	4-5	beef prime rib	79.99	6-8	4	Prime Rib Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
ND <i>(cont)</i>	Dan's	Open Acres	7-9	spiral-cut ham	59.99	6-8	5	Traditional Spiral Ham Dinner	
		Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner	
		n/i	2.25	boneless spiral ham	19.99	2	4	Ham Dinner for Two	
	Family Fare	Open Acres	7-9	spiral-cut ham	59.99	6-8	5	Traditional Spiral Ham Dinner	
		Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner	
		n/i	2.25	boneless spiral ham	19.99	2	4	Ham Dinner for Two	
	Hugo's	n/i	4	bone-in ham	54.99	6-8	3	Traditional Ham Dinner	
		n/i	4	bone-in ham	69.99	8-10	7	Deluxe Traditional Ham Dinner	
		n/i	1.5	bone-in ham	24.99	2	5	Christmas Dinner for Two	
NE	Baker's	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Family Fare	Open Acres	7-9	spiral-cut ham	59.99	6-8	5	Traditional Spiral Ham Dinner	
		Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner	
		n/i	2.25	boneless spiral ham	19.99	2	4	Ham Dinner for Two	
		Family Fresh Markets	Butterball	10-12	whole turkey	59.99	6-8	6	Traditional Turkey Dinner
	Fresh Thyme Farmers Market	Kretschmar	5-6	boneless spiral-cut ham	59.99	6-8	6	Traditional Boneless Spiral Ham Dinner	
		Jennie-O	1.75	boneless turkey breast	19.99	2	4	Turkey Dinner for Two	
		John Morrell	2	boneless ham	19.99	2	4	Ham Dinner for Two	
		n/i	7-9	spiral-cut ham	59.99	6-8	4	Ham Dinner	
		No Frills Supermarkets	Open Acres	7-9	spiral-cut ham	59.99	6-8	5	Traditional Spiral Ham Dinner
			Butterball	10-12	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
			n/i	2.25	boneless spiral ham	19.99	2	4	Ham Dinner for Two
	Russ's Market	n/i	12-14	whole turkey	75.00	8	5	Holiday Turkey Dinner	
		n/i	7-9	spiral-cut ham	75.00	8	5	Holiday Ham Dinner	
		n/i	2-3	boneless turkey breast	55.00	4	5	Holiday Boneless Turkey Dinner	
	Safeway - Denver	n/i	10-11	whole turkey	59.99	6-8	6	Traditional Turkey Dinner	
		n/i	4-5	beef prime rib	79.99	6-8	5	Prime Rib Dinner	
		n/i	7-9	spiral cut ham	59.99	8-10	5	Spiral Ham Dinner	
		n/i	3-3.5	boneless turkey breast	49.99	6-8	5	Boneless Turkey Breast Dinner	
	Sun Mart	Butterball	10-12	whole turkey	59.99	6-8	6	Traditional Turkey Dinner	
		Kretschmar	5-6	boneless spiral-cut ham	59.99	6-8	6	Traditional Boneless Spiral Ham Dinner	
Jennie-O		1.75	boneless turkey breast	19.99	2	4	Turkey Dinner for Two		
OH	Buehler Food Markets	Honeysuckle	10-12	whole turkey	69.99	8-10	7	Complete Holiday Dinner	
		n/i	3-4	bone-in turkey breast	24.99	2	5	Christmas Dinner for Two	
	Earth Fare	n/i	12-14	ABF whole turkey	129.99	6-8	5	Classic Turkey Dinner	
	Fresh Thyme Farmers Market	n/i	7-9	spiral-cut ham	59.99	6-8	4	Ham Dinner	
	Giant Eagle	n/i	12	whole turkey	89.99	6-8	7	Whole Turkey Dinner	
		Smith's	6	boneless 1/2 ham	89.99	6-8	6	Christmas Ham Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
OH <i>(cont)</i>	Kroger - Central	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Kroger - Cincinnati	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Kroger - Columbus	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Kroger - MidAtlantic	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner	
	Marsh	Butterball		10-12	whole turkey	49.99	6-8	3	Complete Holiday Dinners
		Hormel		7-9	spiral-cut ham	49.99	6-8	3	Complete Holiday Dinners
	Meijer	n/i		7-9	spiral-cut ham	49.99	6-8	5	Deluxe Ham Dinner
		n/i		10-12	whole turkey	49.99	6-8	5	Deluxe Turkey Dinner
	Riesbeck's Food Markets	n/i		10-12	whole turkey	69.99	8-10	6	Holiday Turkey Dinner
		Albert's		5	tavern ham	69.99	8-10	6	Holiday Ham Dinner
		n/i		4-5	beef prime rib	119.99	8-10	6	Holiday Prime Rib Dinner
		n/i		6-7	bone-in turkey breast	49.99	4	7	Holiday Small Turkey Dinner
		n/i		2-3	ham	49.99	4	7	Holiday Small Ham Dinner
		The Fresh Market	n/i		10-12	whole turkey	79.99	8-10	5
	Weis Markets	n/i		11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
		Jennie-O		4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
		Weis		6-7	spiral-cut ham	59.99	8-10	5	Complete Ham Dinner
		Butterball		10-12	whole turkey	69.99	8-10	8	Complete Turkey Dinner
		Butterball		10-12	whole turkey	59.99	8-10	4	Original Turkey Dinner
		Butterball		3-4	bone-in turkey breast	54.99	6-8	4	Original Turkey Breast Dinner
	Whole Foods Mid-Atlantic	n/i		10	organic whole turkey	99.00	6-8	6	Organic Turkey Dinner
		n/i		13	whole turkey	89.00	6-8	6	Turkey Dinner
		n/i		16	whole turkey	169.00	12-16	6	Turkey Dinner
		n/i		1.5	boneless turkey breast	45.00	2	6	Turkey Dinner for 2
		n/i		2.5-3	boneless turkey breast	69.99	4	4	Turkey Dinner for 4
		n/i		7-9	spiral-cut ham	119.99	6-8	4	Spiral Ham Dinner
		n/i		2.5	boneless leg of lamb	89.99	4	5	Roast Lamb Dinner
		n/i		4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
SD	Coborn's	Jennie-O	10-12	whole turkey	59.99	6-8	3	Basic Turkey Dinner	
		Jennie-O	10-12	whole turkey	79.99	8-10	6	Deluxe Turkey Dinner	
	Family Thrift	Butterball	10-12	whole turkey	59.99	6-8	6	Traditional Turkey Dinner	
		Kretschmar	5-6	boneless spiral-cut ham	59.99	6-8	6	Traditional Boneless Spiral Ham Dinner	
	Safeway - Denver	Jennie-O	1.75	boneless turkey breast	19.99	2	4	Turkey Dinner for Two	
		n/i	10-11	whole turkey	59.99	6-8	6	Traditional Turkey Dinner	
		n/i	4-5	beef prime rib	79.99	6-8	5	Prime Rib Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
SD <i>(cont)</i>	Safeway - Denver	n/i	7-9	spiral cut ham	59.99	8-10	5	Spiral Ham Dinner
	<i>(continued)</i>	n/i	3-3.5	boneless turkey breast	49.99	6-8	5	Boneless Turkey Breast Dinner
WI	Econofoods	Butterball	10-12	whole turkey	59.99	6-8	6	Traditional Turkey Dinner
		Kretschmar	5-6	boneless spiral-cut ham	59.99	6-8	6	Traditional Boneless Spiral Ham Dinner
		Jennie-O	1.75	boneless turkey breast	19.99	2	4	Turkey Dinner for Two
	Family Fresh Markets	Butterball	10-12	whole turkey	59.99	6-8	6	Traditional Turkey Dinner
		Kretschmar	5-6	boneless spiral-cut ham	59.99	6-8	6	Traditional Boneless Spiral Ham Dinner
		Jennie-O	1.75	boneless turkey breast	19.99	2	4	Turkey Dinner for Two
		John Morrell	2	boneless ham	19.99	2	4	Ham Dinner for Two
	Festival Foods	n/i	1.75	bee prime rib	34.99	2	3	Prime Rib Small Dinner
		n/i	3.5	bee prime rib	68.99	4	3	Prime Rib Medium Dinner
		n/i	7	bee prime rib	129.99	8	3	Prime Rib Large Dinner
		n/i	2	boneless turkey breast	29.99	2-3	5	Turkey Small Dinner
		n/i	5-6	boneless turkey breast	54.99	4-5	5	Turkey Medium Dinner
		n/i	10-12	whole turkey	84.99	8-10	5	Turkey Large Dinner
		n/i	1.5	sliced baked ham	29.99	2-3	5	Ham Small Dinner
		n/i	3.5	sliced baked ham	54.99	4-5	5	Ham Medium Dinner
		n/i	7	sliced baked ham	84.99	8-10	5	Ham Large Dinner
		Fresh Thyme Farmers Market	n/i	7-9	spiral-cut ham	59.99	6-8	4
	Meijer	n/i	7-9	spiral-cut ham	49.99	6-8	5	Deluxe Ham Dinner
		n/i	10-12	whole turkey	49.99	6-8	5	Deluxe Turkey Dinner
	Pick'n Save/Copps	n/i	7-9	spiral-cut ham	65.00	6-8	6	Ham Dinner
		Butterball	10-12	whole turkey	65.00	6-8	6	Turkey Dinner
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
	Trig's	n/i	10-12	whole turkey	109.00	12-15	7	Signature Turkey Dinner
		n/i	7-9	spiral-cut ham	109.00	12-15	7	Signature Ham Dinner
		n/i	10-12	whole turkey	89.00	8-10	7	Signature Turkey Dinner
n/i		7-9	spiral-cut ham	89.00	8-10	7	Signature Ham Dinner	
n/i		10-12	whole turkey	49.00	3-4	7	Signature Turkey Dinner	
n/i		7-9	spiral-cut ham	49.00	3-4	7	Signature Ham Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
WI <i>(cont)</i>	Whole Foods - Midwest	n/i	2.5	boneless turkey breast	69.99	4	4	Turkey Dinner For Four
		n/i	6	petite whole turkey	89.99	6	5	Family Turkey Dinner
		n/i	10	whole turkey	159.99	8	9	Deluxe Turkey Dinner
		n/i	10	organic whole turkey	169.99	6	5	Organic Turkey Dinner
		Wellshire Farms	8	ABF spiral-cut ham	119.99	6-8	4	Classic Ham Dinner
		n/i	4.5	beef prime rib	179.99	8	4	Prime Rib Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
SOUTH CENTRAL U.S. - AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT								
AR	Albertsons Houston	n/i	10-12	whole turkey	49.99	6-8	5	Turkey Holiday Dinner
		n/i	10-12	Cajun whole turkey	59.99	6-8	5	Cajun Turkey Holiday Dinner
		n/i	8-9	spiral-cut ham	49.99	6-8	3	Spiral Sliced Holiday Dinner
		n/i	4-5	beef prime rib	79.99	4-5	4	Prime Rib Holiday Dinner
	Brookshire Grocery Company	n/i	6-7	spiral-cut ham	59.99	6-8	4	Ham Dinner
		n/i	9-11	smoked whole turkey	59.99	6-8	5	Smoked Turkey Dinner
		n/i	9-11	Cajun whole turkey	59.99	6-8	5	Cajun Smoked Turkey Dinner
	Food Giant	n/i	10-12	whole turkey	54.99	8-10	6	Deluxe Turkey Dinner
		n/i	10-12	whole turkey	41.99	6-8	3	Turkey Dinner
		n/i	5-6	spiral-cut ham	39.99	6-8	3	Spiral Ham Dinner
	Kroger - Delta	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Harp's Food Stores	Honeysuckle	10-12	whole turkey	85.95	8-10	6	Martha Harp's Feast Holiday Dinner
	Piggly Wiggly Houchen's	Wilson	4	boneless ham	29.98	6-8	3	Deluxe Pit Ham Dinner
		Wilson	4	boneless ham	39.98	6-8	6	Pit Ham Dinner
	Super 1 Foods	n/i	10-12	whole turkey	59.98	6-8	6	Deluxe Turkey Dinner
		n/i	10-12	whole turkey	49.98	6-8	3	Holiday Turkey Dinner
		n/i	6-7	spiral-cut ham	56.99	6-8	4	Ham Dinner
		n/i	9-11	smoked whole turkey	56.99	6-8	5	Smoked Turkey Dinner
		n/i	9-11	Cajun whole turkey	56.99	6-8	4	Cajun Smoked Turkey Dinner
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
	Whole Foods Southwest	Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
		n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Breast Dinner For 4
		n/i	10-12	whole turkey	99.99	6-8	4	Classic Turkey Dinner
		n/i	10-12	smoked whole turkey	99.99	6-8	4	Classic Smoked Turkey Dinner
		n/i	10-12	organic whole turkey	119.99	6-8	4	Classic Organic Turkey Dinner
		n/i	6-10	whole turkey	79.99	4	4	Classic Turkey Dinner
n/i		4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner	
n/i		2.6	leg of lamb	89.99	4	3	Roasted Leg Of Lamb Dinner For 4	
Wellshire Farms		7	ABF spiral-cut ham	109.99	6-8	4	Glazed Ham Dinner	
n/i		6-7	four half chickens	79.99	6-8	5	Hanukkah Dinner	
AZ	Albertsons - Southwest	n/i	10-12	whole turkey	59.99	6-8	5	Deluxe Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Spiral Cut Ham Dinner
		n/i	3-4	boneless turkey breast	49.99	6-8	5	Rotisserie Turkey Breast Dinner
		n/i	4-5	beef prime rib	69.99	6-8	4	Prime Rib Dinner
	Fry's Food Stores	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
AZ <i>(cont)</i>	Safeway - Southwest	n/i	10-12	whole turkey	59.99	6-8	5	Deluxe Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Spiral Cut Ham Dinner
		n/i	3-4	boneless turkey breast	49.99	6-8	5	Rotisserie Turkey Breast Dinner
		n/i	4-5	beef prime rib	69.99	6-8	4	Prime Rib Dinner
	Smith's Food & Drug	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Sprout's Farmers Market	n/i	10-12	ABF whole turkey	69.99	6-8	6	All-Natural Turkey Meal
		n/i	7-9	spiral-cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	Choice beef prime rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
	Whole Foods Southern Pacific	n/i	3-3.5	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
		Diestel	10-12	organic whole turkey	129.99	8	4	Organic Roasted Turkey Meal
		Diestel	10-12	ABF whole turkey	99.99	8	4	Roasted Turkey Meal
		Diestel	12-14	ABF whole turkey	109.99	8	4	Roasted Turkey Meal
		Diestel	14-16	ABF whole turkey	119.99	8	4	Roasted Turkey Meal
		Diestel	16-18	ABF whole turkey	129.99	8	4	Roasted Turkey Meal
		Diestel	12-14	ABF smoked whole turkey	109.99	8	4	Smoked Turkey Meal
		Diestel	12-14	heirloom whole turkey	139.99	8	4	Heirloom Organic Roasted Turkey Meal
		n/i	2-3	bone-in turkey breast	69.99	4	4	Turkey Breast Meal for 4
n/i		4-5	beef prime rib	179.99	6-8	4	Prime Rib Meal	
n/i	3-4	leg of lamb	89.99	4	3	Leg of Lamb Meal		
CO	Albertsons - Intermountain	Jennie-O	11-13	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Smithfield	7-9	spiral-cut ham	69.99	6-8	4	Spiral Cut Ham Dinner
		n/i	4-5	beef prime rib	79.99	6-8	4	Prime Rib Dinner
	King Soopers Marketplace	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Safeway - Denver	n/i	10-11	whole turkey	59.99	6-8	6	Traditional Turkey Dinner
		n/i	4-5	beef prime rib	79.99	6-8	5	Prime Rib Dinner
	Sprout's Farmers Market	n/i	7-9	spiral cut ham	59.99	8-10	5	Spiral Ham Dinner
		n/i	3-3.5	boneless turkey breast	49.99	6-8	5	Boneless Turkey Breast Dinner
		n/i	10-12	ABF whole turkey	69.99	6-8	6	All-Natural Turkey Meal
		n/i	7-9	spiral-cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	Choice beef prime rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
	Sun Mart	n/i	3-3.5	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
		Butterball	10-12	whole turkey	59.99	6-8	6	Traditional Turkey Dinner
		Kretschmar	5-6	boneless spiral-cut ham	59.99	6-8	6	Traditional Boneless Spiral Ham Dinner
	Whole Foods Rocky Mountain	Jennie-O	1.75	boneless turkey breast	19.99	2	4	Turkey Dinner for Two
		Diestel	6-10	ABF whole turkey	84.99	4	5	Natural Turkey Dinner (small)
		Diestel	10-12	ABF whole turkey	149.99	8	5	Natural Turkey Dinner (large)
Diestel		6-10	organic whole turkey	119.99	4	5	Organic Turkey Dinner (small)	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
CO <i>(cont)</i>	Whole Foods Rocky Mountain <i>(continued)</i>	Diestel	10-12	organic whole turkey	189.99	8	5	Organic Turkey Dinner (large)
		n/i	6-10	smoked whole turkey	99.99	4	6	Down Home Smoked Turkey Dinner (small)
		n/i	10-12	smoked whole turkey	159.99	8	6	Down Home Smoked Turkey Dinner (large)
		n/i	3-4	bone-in turkey breast	69.99	4	4	Turkey Breast Dinner
		n/i	1	boneless turkey breast	39.99	2	5	Turkey Breast Dinner
		American Homestead	7-8	ABF spiral-cut ham	99.99	4	5	Bourbon Ham Dinner
		n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
KS	Dillon's	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Harp's Food Stores	Honeysuckle	10-12	whole turkey	85.95	8-10	6	Martha Harp's Feast Holiday Dinner
	Pyramid Foods	Butterball	10-12	whole turkey	69.99	6-8	6	Deluxe Turkey Dinner
	Sprout's Farmers Market	n/i	7-9	spiral-cut ham	69.99	6-8	4	Spiral Ham Dinner
		n/i	10-12	ABF whole turkey	69.99	6-8	6	All-Natural Turkey Meal
		n/i	7-9	spiral-cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	Choice beef prime rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	3-3.5	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
	Whole Foods Rocky Mountain	Diestel	6-10	ABF whole turkey	84.99	4	5	Natural Turkey Dinner (small)
		Diestel	10-12	ABF whole turkey	149.99	8	5	Natural Turkey Dinner (large)
		Diestel	6-10	organic whole turkey	119.99	4	5	Organic Turkey Dinner (small)
		Diestel	10-12	organic whole turkey	189.99	8	5	Organic Turkey Dinner (large)
		n/i	6-10	smoked whole turkey	99.99	4	6	Down Home Smoked Turkey Dinner (small)
		n/i	10-12	smoked whole turkey	159.99	8	6	Down Home Smoked Turkey Dinner (large)
		n/i	3-4	bone-in turkey breast	69.99	4	4	Turkey Breast Dinner
		n/i	1	boneless turkey breast	39.99	2	5	Turkey Breast Dinner
		American Homestead	7-8	ABF spiral-cut ham	99.99	4	5	Bourbon Ham Dinner
n/i		4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner	
LA	Albertsons Houston	n/i	10-12	whole turkey	49.99	6-8	5	Turkey Holiday Dinner
		n/i	10-12	Cajun whole turkey	59.99	6-8	5	Cajun Turkey Holiday Dinner
		n/i	8-9	spiral-cut ham	49.99	6-8	3	Spiral Sliced Holiday Dinner
		n/i	4-5	beef prime rib	79.99	4-5	4	Prime Rib Holiday Dinner
	Brookshire Grocery Company	n/i	6-7	spiral-cut ham	59.99	6-8	4	Ham Dinner
		n/i	9-11	smoked whole turkey	59.99	6-8	5	Smoked Turkey Dinner
		n/i	9-11	Cajun whole turkey	59.99	6-8	5	Cajun Smoked Turkey Dinner
	Kroger - Dallas/Houston	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Market Basket	n/i	10-12	whole turkey	64.99	5-7	4	Roasted Turkey Dinner
		n/i	10-12	smoked whole turkey	64.99	5-7	4	Smoked Turkey Dinner
n/i		6-8	spiral-cut ham	54.99	5-7	4	Spiral Cut Ham Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
LA (cont)	Rouses Supermarket	n/i	10-12	whole turkey	79.99	4-6	10	Premium Dinner	
		n/i	18-20	whole turkey	89.99	6-8	10	Premium Dinner	
		n/i	8-10	bone-in turkey breast	79.99	4-6	10	Premium Dinner	
		n/i	4-6	beef prime rib	139.99	4-6	10	Premium Dinner	
		n/i	4-6	crown pork roast	119.99	4-6	10	Premium Dinner	
		n/i	10-12	whole turkey	59.99	4-6	7	Traditional Dinner	
		n/i	18-20	whole turkey	69.99	6-8	7	Traditional Dinner	
		n/i	8-10	bone-in turkey breast	59.99	4-6	7	Traditional Dinner	
		n/i	4-6	beef prime rib	119.99	4-6	7	Traditional Dinner	
		n/i	4-6	crown pork roast	99.99	4-6	7	Traditional Dinner	
		n/i	10-12	whole turkey	99.99	4-6	12	Deluxe Dinner	
		n/i	18-20	whole turkey	109.99	6-8	12	Deluxe Dinner	
		n/i	8-10	bone-in turkey breast	99.99	4-6	12	Deluxe Dinner	
		n/i	4-6	beef prime rib	159.99	4-6	12	Deluxe Dinner	
		n/i	4-6	crown pork roast	139.99	4-6	12	Deluxe Dinner	
		n/i	Hormel Cure 81	10-12	spiral-cut ham	84.99	4-6	10	Premium Ham Dinner
		n/i	Hormel Cure 81	10-12	spiral-cut ham	64.99	4-6	7	Traditional Ham Dinner
		n/i	Hormel Cure 81	10-12	spiral-cut ham	104.99	4-6	12	Deluxe Ham Dinner
	n/i	Super 1 Foods	n/i	6-7	spiral-cut ham	56.99	6-8	4	Ham Dinner
	n/i		n/i	9-11	smoked whole turkey	56.99	6-8	5	Smoked Turkey Dinner
	n/i		n/i	9-11	Cajun whole turkey	56.99	6-8	4	Cajun Smoked Turkey Dinner
	n/i	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
	n/i		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
	n/i		Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
	n/i	Whole Foods Southwest	n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Breast Dinner For 4
	n/i		n/i	10-12	whole turkey	99.99	6-8	4	Classic Turkey Dinner
	n/i		n/i	10-12	smoked whole turkey	99.99	6-8	4	Classic Smoked Turkey Dinner
	n/i		n/i	10-12	organic whole turkey	119.99	6-8	4	Classic Organic Turkey Dinner
	n/i		n/i	6-10	whole turkey	79.99	4	4	Classic Turkey Dinner
	n/i		n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
	n/i		n/i	2.6	leg of lamb	89.99	4	3	Roasted Leg Of Lamb Dinner For 4
	n/i		Wellshire Farms	7	ABF spiral-cut ham	109.99	6-8	4	Glazed Ham Dinner
n/i		n/i	6-7	four half chickens	79.99	6-8	5	Hanukkah Dinner	
n/i	Winn-Dixie	Butterball	10-12	whole turkey	39.99	6-8	3	Turkey Dinner	
n/i		Savannah Classics	7-9	spiral-cut ham	45.99	6-8	3	Spiral Sliced Ham Dinner	
MO	County Foods - NFI	Kretschmar	6	spiral-cut ham	35.00	4	6	Ham Dinner for 4	
		Kretschmar	6	spiral-cut ham	70.00	6-8	6	Ham Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
MO <i>(cont)</i>	Dierberg's	n/i	3.5	beef prime rib	99.99	4	4	Succulent Prime Rib Meal - Small
		n/i	7	beef prime rib	199.99	8	4	Succulent Prime Rib Meal - Large
		Bob's Smokehouse	3-5	bnls glazed ham	57.99	4	4	Bob's Smokehouse Signature Glazed Ham Meal - Small
		Bob's Smokehouse	7-9	bnls glazed ham	114.99	8	4	Bob's Smokehouse Signature Glazed Ham Meal - Large
		n/i	3-5	boneless ham	57.99	4	4	Boneless Sliced Ham Meal - Small
		n/i	3-5	boneless ham	114.99	8	4	Boneless Sliced Ham Meal - Large
	Food Giant	n/i	10-12	whole turkey	54.99	8-10	6	Deluxe Turkey Dinner
		n/i	10-12	whole turkey	41.99	6-8	3	Turkey Dinner
		n/i	5-6	spiral-cut ham	39.99	6-8	3	Spiral Ham Dinner
	Fresh Thyme Farmers Market	n/i	7-9	spiral-cut ham	59.99	6-8	4	Ham Dinner
	Gerbe's	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Harp's Food Stores	Honeysuckle	10-12	whole turkey	85.95	8-10	6	Martha Harp's Feast Holiday Dinner
	Kroger - Central	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Kroger - Delta	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Pyramid Foods	Butterball	10-12	whole turkey	69.99	6-8	6	Deluxe Turkey Dinner
		n/i	7-9	spiral-cut ham	69.99	6-8	4	Spiral Ham Dinner
	Sprout's Farmers Market	n/i	10-12	ABF whole turkey	69.99	6-8	6	All-Natural Turkey Meal
		n/i	7-9	spiral-cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	Choice beef prime rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	3-3.5	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
	Whole Foods - Midwest	n/i	2.5	boneless turkey breast	69.99	4	4	Turkey Dinner For Four
		n/i	6	petite whole turkey	89.99	6	5	Family Turkey Dinner
		n/i	10	whole turkey	159.99	8	9	Deluxe Turkey Dinner
n/i		10	organic whole turkey	169.99	6	5	Organic Turkey Dinner	
Wellshire Farms		8	ABF spiral-cut ham	119.99	6-8	4	Classic Ham Dinner	
n/i	4.5	beef prime rib	179.99	8	4	Prime Rib Dinner		
NM	Albertsons - Southwest	n/i	10-12	whole turkey	59.99	6-8	5	Deluxe Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Spiral Cut Ham Dinner
		n/i	3-4	boneless turkey breast	49.99	6-8	5	Rotisserie Turkey Breast Dinner
		n/i	4-5	beef prime rib	69.99	6-8	4	Prime Rib Dinner
	King Soopers Marketplace	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Safeway - Denver	n/i	10-11	whole turkey	59.99	6-8	6	Traditional Turkey Dinner
		n/i	4-5	beef prime rib	79.99	6-8	5	Prime Rib Dinner
		n/i	7-9	spiral cut ham	59.99	8-10	5	Spiral Ham Dinner
		n/i	3-3.5	boneless turkey breast	49.99	6-8	5	Boneless Turkey Breast Dinner
	Smith's Food & Drug	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
NM <i>(cont)</i>	Sprout's Farmers Market	n/i	10-12	ABF whole turkey	69.99	6-8	6	All-Natural Turkey Meal
		n/i	7-9	spiral-cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	Choice beef prime rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	3-3.5	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
	Whole Foods Rocky Mountain	Diestel	6-10	ABF whole turkey	84.99	4	5	Natural Turkey Dinner (small)
		Diestel	10-12	ABF whole turkey	149.99	8	5	Natural Turkey Dinner (large)
		Diestel	6-10	organic whole turkey	119.99	4	5	Organic Turkey Dinner (small)
		Diestel	10-12	organic whole turkey	189.99	8	5	Organic Turkey Dinner (large)
		n/i	6-10	smoked whole turkey	99.99	4	6	Down Home Smoked Turkey Dinner (small)
		n/i	10-12	smoked whole turkey	159.99	8	6	Down Home Smoked Turkey Dinner (large)
		n/i	3-4	bone-in turkey breast	69.99	4	4	Turkey Breast Dinner
		n/i	1	boneless turkey breast	39.99	2	5	Turkey Breast Dinner
		American Homestead	7-8	ABF spiral-cut ham	99.99	4	5	Bourbon Ham Dinner
		n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
OK	Harp's Food Stores	Honeysuckle	10-12	whole turkey	85.95	8-10	6	Martha Harp's Feast Holiday Dinner
	Homeland Stores	Honeysuckle	10-12	whole turkey	69.99	10-12	7	Premium Turkey Dinner
		Honeysuckle	10-12	whole turkey	49.99	6-8	2	Traditional Turkey
		n/i	2-3	rotisserie turkey breast	34.99	2-4	3	Boneless Rotisserie Turkey Breast Dinner
		Kretschmar	6	boneless spiral-cut ham	59.99	10-12	4	Kretschmar Spiral Recipe Ham Dinner
	Pyramid Foods	n/i	4	beef prime rib	119.99	6-8	5	Deluxe Prime Rib Dinner
		Butterball	10-12	whole turkey	69.99	6-8	6	Deluxe Turkey Dinner
		n/i	7-9	spiral-cut ham	69.99	6-8	4	Spiral Ham Dinner
		Reasor's	n/i	3-4	bone-in turkey breast	29.95	2-3	4
	Sprout's Farmers Market	Honeysuckle	10-12	whole turkey	47.95	6-8	2	Basic Turkey Dinner
		Honeysuckle	10-12	whole turkey	74.95	10-12	6	Deluxe Turkey Dinner
		n/i	7-9	spiral-cut ham	59.95	10-12	5	Deluxe Ham Dinner
		n/i	4-6	beef prime rib	119.95	6-8	4	Basic Prime Rib Dinner
		n/i	4-6	beef prime rib	139.95	6-8	6	Deluxe Prime Rib Dinner
		n/i	10-12	ABF whole turkey	69.99	6-8	6	All-Natural Turkey Meal
		n/i	7-9	spiral-cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	Choice beef prime rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
	The Fresh Market	n/i	3-3.5	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
		n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner
	Whole Foods Southwest	Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings
n/i		2.5-3	boneless turkey breast	69.99	4	4	Turkey Breast Dinner For 4	
n/i		10-12	whole turkey	99.99	6-8	4	Classic Turkey Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
OK (cont)	Whole Foods Southwest (continued)	n/i	10-12	smoked whole turkey	99.99	6-8	4	Classic Smoked Turkey Dinner
		n/i	10-12	organic whole turkey	119.99	6-8	4	Classic Organic Turkey Dinner
		n/i	6-10	whole turkey	79.99	4	4	Classic Turkey Dinner
		n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
		n/i	2.6	leg of lamb	89.99	4	3	Roasted Leg Of Lamb Dinner For 4
		Wellshire Farms	7	ABF spiral-cut ham	109.99	6-8	4	Glazed Ham Dinner
		n/i	6-7	four half chickens	79.99	6-8	5	Hanukkah Dinner
TX	Albertsons Houston	n/i	10-12	whole turkey	49.99	6-8	5	Turkey Holiday Dinner
		n/i	10-12	Cajun whole turkey	59.99	6-8	5	Cajun Turkey Holiday Dinner
		n/i	8-9	spiral-cut ham	49.99	6-8	3	Spiral Sliced Holiday Dinner
		n/i	4-5	beef prime rib	79.99	4-5	4	Prime Rib Holiday Dinner
	Albertsons - Southwest	n/i	10-12	whole turkey	59.99	6-8	5	Deluxe Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Spiral Cut Ham Dinner
		n/i	3-4	boneless turkey breast	49.99	6-8	5	Rotisserie Turkey Breast Dinner
		n/i	4-5	beef prime rib	69.99	6-8	4	Prime Rib Dinner
	Brookshire Grocery Company	n/i	6-7	spiral-cut ham	59.99	6-8	4	Ham Dinner
		n/i	9-11	smoked whole turkey	59.99	6-8	5	Smoked Turkey Dinner
		n/i	9-11	Cajun whole turkey	59.99	6-8	5	Cajun Smoked Turkey Dinner
	Fiesta Mart	n/i	5.5	stuffed pork loin	59.00	8	3	Holiday Meal
	Kroger - Dallas/Houston	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Market Basket	n/i	10-12	whole turkey	64.99	5-7	4	Roasted Turkey Dinner
		n/i	10-12	smoked whole turkey	64.99	5-7	4	Smoked Turkey Dinner
		n/i	6-8	spiral-cut ham	54.99	5-7	4	Spiral Cut Ham Dinner
	Randalls	n/i	8-10	whole turkey	49.99	6-8	4	Homestyle Turkey Dinner
		n/i	8-10	Cajun whole turkey	49.99	6-8	4	Homestyle Cajun Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	3	Spiral Ham Dinner
		n/i	4-5	beef prime rib	89.99	4-5	4	Prime Rib Dinner
	Sprout's Farmers Market	n/i	10-12	ABF whole turkey	69.99	6-8	6	All-Natural Turkey Meal
		n/i	7-9	spiral-cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	Choice beef prime rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	3-3.5	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
	Super 1 Foods	n/i	6-7	spiral-cut ham	56.99	6-8	4	Ham Dinner
		n/i	9-11	smoked whole turkey	56.99	6-8	5	Smoked Turkey Dinner
		n/i	9-11	Cajun whole turkey	56.99	6-8	4	Cajun Smoked Turkey Dinner
	Tom Thumb	n/i	10-12	whole turkey	49.99	6-8	5	Turkey Holiday Dinner
n/i		10-12	Cajun whole turkey	59.99	6-8	5	Cajun Turkey Holiday Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
TX (cont)	Tom Thumb (continued)	n/i	8-9	spiral-cut ham	49.99	6-8	3	Spiral Sliced Holiday Dinner
		n/i	4-5	beef prime rib	79.99	4-5	4	Prime Rib Holiday Dinner
	United Supermarkets	n/i	10-12	whole turkey	59.99	8-10	5	Baked Turkey Holiday Dinner
		n/i	3-5	bone-in turkey breast	54.99	6-8	4	Turkey Breast Holiday Dinner
		n/i	10-12	smoked whole turkey	59.99	8-10	4	Smoked Turkey Holiday Dinner
		n/i	7-9	spiral-cut ham	69.99	8-10	5	Spiral Cut Ham
		n/i	2.5-3	boneless turkey breast	69.99	4	4	Turkey Breast Dinner For 4
	Whole Foods Southwest	n/i	10-12	whole turkey	99.99	6-8	4	Classic Turkey Dinner
		n/i	10-12	smoked whole turkey	99.99	6-8	4	Classic Smoked Turkey Dinner
		n/i	10-12	organic whole turkey	119.99	6-8	4	Classic Organic Turkey Dinner
		n/i	6-10	whole turkey	79.99	4	4	Classic Turkey Dinner
		n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner
		n/i	2.6	leg of lamb	89.99	4	3	Roasted Leg Of Lamb Dinner For 4
		Wellshire Farms	7	ABF spiral-cut ham	109.99	6-8	4	Glazed Ham Dinner
		n/i	6-7	four half chickens	79.99	6-8	5	Hanukkah Dinner
	UT	Albertsons - Intermountain	Jennie-O	11-13	whole turkey	59.99	6-8	5
Smithfield			7-9	spiral-cut ham	69.99	6-8	4	Spiral Cut Ham Dinner
n/i			4-5	beef prime rib	79.99	6-8	4	Prime Rib Dinner
Harmon's		n/i	8-10	bone-in turkey breast	180.00	6-8	7	Traditional Turkey Breast Dinner
		n/i	12	whole turkey	150.00	6-8	7	Traditional Turkey Dinner (Medium)
		n/i	12	whole turkey	200.00	10-12	7	Traditional Turkey Dinner (Large)
		n/i	8-10	spiral-cut ham	150.00	6-8	7	Traditional Ham Dinner (Medium)
		n/i	8-10	spiral-cut ham	200.00	10-12	7	Traditional Ham Dinner (Large)
		n/i	8-10	spiral-cut ham	130.00	6-8	4	Deluxe Ham Dinner
		n/i	12	beef prime rib	225.00	6-8	4	Prime Rib Dinner
King Soopers Marketplace		Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
Smith's Food & Drug		Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
Sprout's Farmers Market		n/i	10-12	ABF whole turkey	69.99	6-8	6	All-Natural Turkey Meal
		n/i	7-9	spiral-cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	Choice beef prime rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	3-3.5	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
Whole Foods Rocky Mountain		Diestel	6-10	ABF whole turkey	84.99	4	5	Natural Turkey Dinner (small)
		Diestel	10-12	ABF whole turkey	149.99	8	5	Natural Turkey Dinner (large)
		Diestel	6-10	organic whole turkey	119.99	4	5	Organic Turkey Dinner (small)
		Diestel	10-12	organic whole turkey	189.99	8	5	Organic Turkey Dinner (large)
	n/i	6-10	smoked whole turkey	99.99	4	6	Down Home Smoked Turkey Dinner (small)	
	n/i	10-12	smoked whole turkey	159.99	8	6	Down Home Smoked Turkey Dinner (large)	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
UT <i>(cont)</i>		n/i	3-4	bone-in turkey breast	69.99	4	4	Turkey Breast Dinner
		n/i	1	boneless turkey breast	39.99	2	5	Turkey Breast Dinner
		American Homestead	7-8	ABF spiral-cut ham	99.99	4	5	Bourbon Ham Dinner
		n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
SOUTHWESTERN U.S. - CA,HI,NV								
CA	Albertsons Sthrn California	n/i	10-12	whole turkey	49.99	6-8	4	Classic Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	3	Ham Dinner
	Gelson's Markets	n/i	4-5	beef prime rib	69.99	6-8	3	Prime Rib Dinner
		n/i	10-14	whole turkey	178.99	12	7	Jumbo Turkey Dinner
		n/i	10-14	whole turkey	130.99	8	7	Roasted Turkey Dinner
		n/i	7-9	spiral-cut ham	122.99	6	5	Spiral-cut Ham Dinner
		n/i	4-5	boneless rib roast	152.99	6	5	Boneless Rib Roast Dinner
		n/i	2-4	Cornish hens	47.99	2	7	Cornish Game Hen Dinner for 2
		n/i	5-6	rotisserie chicken	69.99	4	5	Rotisserie Chicken Dinner-Hanukkah
		n/i	4-5	beef brisket	79.99	4	6	Beef Brisket Dinner-Hanukkah
		n/i	5-6	free range chicken	69.99	4	6	Free Range Chicken Dinner - Hanukkah
		n/i	5-6	BBQ chicken	69.99	4	6	BBQ Chicken Dinner-Hanukkah
		Lunardi's	Diestel	12-13	free-range whole turkey	119.00	8-10	6
	Mar-Val Food Stores	Butterball	10	whole turkey	59.99	6	7	Butterball Turkey Dinner
		n/i	8	glazed ham	59.99	6	5	Mar-Val's Honey Glazed Ham Dinner
		n/i	4	beef prime rib	79.99	6	4	Mar-Val's Prime Rib Dinner
	Mollie Stones	Mollie's	12-14	free-range whole turkey	149.99	10-12	8	Holiday Dinner
	Nugget Markets	n/i	10-12	whole turkey	99.99	4-6	7	Small Turkey Dinner
		n/i	10-12	whole turkey	169.99	8-10	7	Large Turkey Dinner
	Pavilions	n/i	10-12	whole turkey	49.99	6-8	4	Classic Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	3	Ham Dinner
		n/i	4-5	beef prime rib	69.99	6-8	3	Prime Rib Dinner
	Ralph's Grocery Company	Private Selection	10-13	whole turkey	49.99	6	5	Express Turkey Dinner
		Private Selection	10-13	whole turkey	69.99	8	7	Deluxe Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	8	6	Spiral Sliced Ham Dinner
		n/i	4-5	beef prime rib	69.99	8	6	Prime Rib Dinner
	Safeway - Nrthrn California	n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	3	Spiral Ham Dinner
		n/i	4-5	beef prime rib	69.99	4-5	3	Prime Rib Dinner
	Sprout's Farmers Market	n/i	10-12	ABF whole turkey	69.99	6-8	6	All-Natural Turkey Meal
		n/i	7-9	spiral-cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	Choice beef prime rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
		n/i	3-3.5	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
	Stater Bros.	Zacky Farms	10-12	whole turkey	59.99	8	5	Turkey Dinner
		Zacky Farms	14-16	whole turkey	114.99	16	5	Giant Turkey Feast

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
CA <i>(cont)</i>	Stater Bros. <i>(continued)</i>	Hormel	7-9	spiral cut ham	59.99	8	5	Spiral-Sliced Ham Dinner	
		n/i	4-5	beef rib roast	79.99	5-6	5	Prime Rib Dinner	
	The Fresh Market	n/i	10-12	whole turkey	79.99	8-10	5	Traditional Holiday Dinner	
		n/i	11-13	whole turkey	139.99	12-14	8	Deluxe Holiday Dinner	
	Vons	Jennie-O	4-5	bone-in turkey breast	49.99	4-6	5	Holiday Meal for Smaller Gatherings	
		n/i	10-12	whole turkey	49.99	6-8	4	Classic Turkey Dinner	
		n/i	7-9	spiral-cut ham	49.99	6-8	3	Ham Dinner	
	Whole Foods - N. California	n/i	4-5	beef prime rib	69.99	6-8	3	Prime Rib Dinner	
		n/i	4	beef brisket	119.99	8	7	Hanukkah Dinner	
		Diestel	10	ABF whole turkey	119.99	8	7	Hanukkah Dinner	
		n/i	6	organic chickens	119.99	8	7	Hanukkah Dinner	
		Diestel	10	ABF whole turkey	99.99	8	6	Traditional Turkey Dinner	
		Diestel	10	organic whole turkey	159.99	8	6	Traditional Organic Turkey Dinner	
		Diestel	16	heirloom whole turkey	289.99	12	9	Large Heirloom Turkey Dinner	
		Diestel	14	ABF whole turkey	129.99	8	6	Traditional Turkey Dinner	
		Diestel	6	ABF whole turkey	84.99	4	6	Intimate Turkey Dinner	
		Diestel	6	organic whole turkey	99.99	4	6	Intimate Organic Turkey Dinner	
		Diestel	14	ABF whole turkey	159.99	12	6	Large Turkey Dinner	
		Diestel	14	ABF whole turkey	159.99	12	6	Large Smoked Turkey Dinner	
		n/i	2.5	boneless turkey breast	69.99	4	4	Intimate Turkey Breast Dinner	
		n/i	2.5	boneless turkey breast	79.99	4	6	Intimate Turkey Breast Dinner	
		n/i	4.5-5	beef prime rib	179.99	8	4	Roasted Prime Rib Dinner	
		n/i	4.5-5	beef prime rib	199.99	8	6	Roasted Prime Rib Dinner	
		n/i	8	spiral-cut ham	129.99	8	6	Spiral Cut Ham Dinner	
		Whole Foods Southern Pacific	Diestel	10-12	organic whole turkey	129.99	8	4	Organic Roasted Turkey Meal
			Diestel	10-12	ABF whole turkey	99.99	8	4	Roasted Turkey Meal
			Diestel	12-14	ABF whole turkey	109.99	8	4	Roasted Turkey Meal
			Diestel	14-16	ABF whole turkey	119.99	8	4	Roasted Turkey Meal
			Diestel	16-18	ABF whole turkey	129.99	8	4	Roasted Turkey Meal
			Diestel	12-14	ABF smoked whole turkey	109.99	8	4	Smoked Turkey Meal
	Diestel		12-14	heirloom whole turkey	139.99	8	4	Heirloom Organic Roasted Turkey Meal	
	n/i		2-3	bone-in turkey breast	69.99	4	4	Turkey Breast Meal for 4	
	n/i		4-5	beef prime rib	179.99	6-8	4	Prime Rib Meal	
n/i	3-4		leg of lamb	89.99	4	3	Leg of Lamb Meal		
HI	Foodland Super Market	n/i and Farmer John	4-6/7-9	beef rib/spiral ham	119.99	12-14	6	Supreme Dinner	
		n/i	4-6	beef prime rib	72.99	6-8	4	Angus Beef Prime Rib Dinner	
		Farmer John	7-9	spiral-cut ham	56.99	6-8	5	Spiral Ham Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
HI (cont)	Safeway - Nrthrn California	n/i	10-12	whole turkey	59.99	6-8	4	Turkey Dinner
		n/i	7-9	spiral-cut ham	59.99	6-8	3	Spiral Ham Dinner
		n/i	4-5	beef prime rib	79.99	4-5	3	Prime Rib Dinner
	Whole Foods Southern Pacific	Diestel	10-12	organic whole turkey	129.99	8	4	Organic Roasted Turkey Meal
		Diestel	10-12	ABF whole turkey	99.99	8	4	Roasted Turkey Meal
		Diestel	12-14	ABF whole turkey	109.99	8	4	Roasted Turkey Meal
		Diestel	14-16	ABF whole turkey	119.99	8	4	Roasted Turkey Meal
		Diestel	16-18	ABF whole turkey	129.99	8	4	Roasted Turkey Meal
		Diestel	12-14	ABF smoked whole turkey	109.99	8	4	Smoked Turkey Meal
		Diestel	12-14	heirloom whole turkey	139.99	8	4	Heirloom Organic Roasted Turkey Meal
		n/i	2-3	bone-in turkey breast	69.99	4	4	Turkey Breast Meal for 4
		n/i	4-5	beef prime rib	179.99	6-8	4	Prime Rib Meal
		n/i	3-4	leg of lamb	89.99	4	3	Leg of Lamb Meal
NV	Albertsons - Intermountain	Jennie-O	11-13	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Smithfield	7-9	spiral-cut ham	69.99	6-8	4	Spiral Cut Ham Dinner
		n/i	4-5	beef prime rib	79.99	6-8	4	Prime Rib Dinner
	Albertsons - Southwest	n/i	10-12	whole turkey	59.99	6-8	5	Deluxe Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Spiral Cut Ham Dinner
		n/i	3-4	boneless turkey breast	49.99	6-8	5	Rotisserie Turkey Breast Dinner
	Safeway - Nrthrn California	n/i	4-5	beef prime rib	69.99	6-8	4	Prime Rib Dinner
		n/i	10-12	whole turkey	49.99	6-8	4	Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	3	Spiral Ham Dinner
	Scolari's	n/i	4-5	beef prime rib	69.99	4-5	3	Prime Rib Dinner
		Butterball	10-12	whole turkey	49.99	4-5	5	Regular Turkey Dinner
		Butterball	10-12	whole turkey	59.99	6-8	5	Deluxe Turkey Dinner
		n/i	7-8	spiral-cut ham	29.99	4-5	3	Regular Ham Dinner
	Smith's Food & Drug	n/i	7-8	spiral-cut ham	39.99	6-8	3	Deluxe Ham Dinner
		Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Sprout's Farmers Market	n/i	10-12	ABF whole turkey	69.99	6-8	6	All-Natural Turkey Meal
		n/i	7-9	spiral-cut ham	69.99	6-8	6	Spiral Sliced Ham Meal
		n/i	4-5	Choice beef prime rib	79.99	6-8	3	USDA Choice Boneless Rib Roast Meal
	Vons	n/i	3-3.5	boneless turkey breast	29.99	2	6	Boneless Turkey Breast Meal
		n/i	10-12	whole turkey	49.99	6-8	4	Classic Turkey Dinner
n/i		7-9	spiral-cut ham	49.99	6-8	3	Ham Dinner	
n/i		4-5	beef prime rib	69.99	6-8	3	Prime Rib Dinner	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions	
NV (cont)	Whole Foods - N. California	n/i	4	beef brisket	119.99	8	7	Hanukkah Dinner	
		Diestel	10	ABF whole turkey	119.99	8	7	Hanukkah Dinner	
		n/i	6	organic chickens	119.99	8	7	Hanukkah Dinner	
		Diestel	10	ABF whole turkey	99.99	8	6	Traditional Turkey Dinner	
		Diestel	10	organic whole turkey	159.99	8	6	Traditional Organic Turkey Dinner	
		Diestel	16	heirloom whole turkey	289.99	12	9	Large Heirloom Turkey Dinner	
		Diestel	14	ABF whole turkey	129.99	8	6	Traditional Turkey Dinner	
		Diestel	6	ABF whole turkey	84.99	4	6	Intimate Turkey Dinner	
		Diestel	6	organic whole turkey	99.99	4	6	Intimate Organic Turkey Dinner	
		Diestel	14	ABF whole turkey	159.99	12	6	Large Turkey Dinner	
		Diestel	14	ABF whole turkey	159.99	12	6	Large Smoked Turkey Dinner	
		n/i	2.5	boneless turkey breast	69.99	4	4	Intimate Turkey Breast Dinner	
		n/i	2.5	boneless turkey breast	79.99	4	6	Intimate Turkey Breast Dinner	
		n/i	4.5-5	beef prime rib	179.99	8	4	Roasted Prime Rib Dinner	
		n/i	4.5-5	beef prime rib	199.99	8	6	Roasted Prime Rib Dinner	
		n/i	8	spiral-cut ham	129.99	8	6	Spiral Cut Ham Dinner	
		Whole Foods Southern Pacific	Diestel	10-12	organic whole turkey	129.99	8	4	Organic Roasted Turkey Meal
			Diestel	10-12	ABF whole turkey	99.99	8	4	Roasted Turkey Meal
	Diestel		12-14	ABF whole turkey	109.99	8	4	Roasted Turkey Meal	
	Diestel		14-16	ABF whole turkey	119.99	8	4	Roasted Turkey Meal	
	Diestel		16-18	ABF whole turkey	129.99	8	4	Roasted Turkey Meal	
	Diestel		12-14	ABF smoked whole turkey	109.99	8	4	Smoked Turkey Meal	
	Diestel		12-14	heirloom whole turkey	139.99	8	4	Heirloom Organic Roasted Turkey Meal	
	n/i		2-3	bone-in turkey breast	69.99	4	4	Turkey Breast Meal for 4	
	n/i		4-5	beef prime rib	179.99	6-8	4	Prime Rib Meal	
	n/i		3-4	leg of lamb	89.99	4	3	Leg of Lamb Meal	

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
NORTHWESTERN U.S. - AK,ID,MT,OR,WA,WY								
AK	Carrs/Safeway - Seattle	n/i	10-12	whole turkey	59.99	6-8	5	Homestyle Turkey Dinner
		n/i	7-9	spiral-cut ham	59.99	6-8	4	Spiral Ham Dinner
	Fred Meyer	Private Selection	7-9	spiral-cut ham	49.99	8	5	Spiral Sliced Ham Dinner
		Private Selection	10-13	whole turkey	69.99	6	7	Deluxe Turkey Dinner
ID	Albertsons - Intermountain	Jennie-O	11-13	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Smithfield	7-9	spiral-cut ham	69.99	6-8	4	Spiral Cut Ham Dinner
		n/i	4-5	beef prime rib	79.99	6-8	4	Prime Rib Dinner
	Fred Meyer	Private Selection	7-9	spiral-cut ham	49.99	8	5	Spiral Sliced Ham Dinner
		Private Selection	10-13	whole turkey	69.99	6	7	Deluxe Turkey Dinner
	Rosauers Supermarkets	Norbest	10-12	whole turkey	54.99	6-8	6	Turkey Dinner
		Longhorn Barbecue	7.5	spiral-cut ham	54.99	6-8	5	Spiral Ham Dinner
		Ameristar	4.5-5	beef prime rib	74.99	6-8	5	prime Rib Dinner
	Safeway - Seattle	n/i	10-12	whole turkey	49.99	6-8	5	Homestyle Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Spiral Ham Dinner
	Smith's Food & Drug	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Whole Foods Rocky Mountain	Diestel	6-10	ABF whole turkey	84.99	4	5	Natural Turkey Dinner (small)
		Diestel	10-12	ABF whole turkey	149.99	8	5	Natural Turkey Dinner (large)
		Diestel	6-10	organic whole turkey	119.99	4	5	Organic Turkey Dinner (small)
		Diestel	10-12	organic whole turkey	189.99	8	5	Organic Turkey Dinner (large)
		n/i	6-10	smoked whole turkey	99.99	4	6	Down Home Smoked Turkey Dinner (small)
		n/i	10-12	smoked whole turkey	159.99	8	6	Down Home Smoked Turkey Dinner (large)
		n/i	3-4	bone-in turkey breast	69.99	4	4	Turkey Breast Dinner
n/i	1	boneless turkey breast	39.99	2	5	Turkey Breast Dinner		
American Homestead	7-8	ABF spiral-cut ham	99.99	4	5	Bourbon Ham Dinner		
n/i	4.5-5	beef prime rib	179.99	6-8	4	Prime Rib Dinner		
MT	Albertsons - Intermountain	Jennie-O	11-13	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Smithfield	7-9	spiral-cut ham	69.99	6-8	4	Spiral Cut Ham Dinner
		n/i	4-5	beef prime rib	79.99	6-8	4	Prime Rib Dinner
	Rosauers Supermarkets	Norbest	10-12	whole turkey	54.99	6-8	6	Turkey Dinner
		Longhorn Barbecue	7.5	spiral-cut ham	54.99	6-8	5	Spiral Ham Dinner
		Ameristar	4.5-5	beef prime rib	74.99	6-8	5	prime Rib Dinner
	Smith's Food & Drug	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
OR	Albertsons - Portland	n/i	10-12	whole turkey	49.99	6-8	5	Homestyle Turkey Dinner
		n/i	4-5	boneless turkey breast	49.99	6-8	5	Rotisserie Boneless Turkey Dinner
		n/i	7-9	spiral-cut ham	59.99	6-8	4	Spiral Ham Dinner
		n/i	4-5	beef prime rib	79.99	6-8	4	Prime Rib Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
OR <i>(cont)</i>	Fred Meyer	Private Selection	7-9	spiral-cut ham	49.99	8	5	Spiral Sliced Ham Dinner
		Private Selection	10-13	whole turkey	69.99	6	7	Deluxe Turkey Dinner
	Quality Food Centers	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
		Norbest	10-12	whole turkey	54.99	6-8	6	Turkey Dinner
	Rosauers Supermarkets	Longhorn Barbecue	7.5	spiral-cut ham	54.99	6-8	5	Spiral Ham Dinner
		Ameristar	4.5-5	beef prime rib	74.99	6-8	5	prime Rib Dinner
		n/i	4	brined turkey roast	69.99	6-8	6	Full Brined Turkey Roast Dinner
	Roth's	n/i	2	brined 1/2 turkey roast	34.99	4-5	3	Half Brined Turkey Roast Dinner
		n/i	10-12	whole turkey	49.99	6-8	5	Homestyle Turkey Dinner
	Safeway - Portland	n/i	7-9	spiral-cut ham	49.99	6-8	4	Spiral Ham Dinner
		Whole Foods - Northwest	Diestel	10-12	organic whole turkey	149.99	8	7
		Diestel	10-12	ABF whole turkey	129.99	8	7	Traditional Holiday Dinner
		Diestel	10-12	ABF whole turkey	149.99	8	7	Traditional Holiday Smoked Turkey Dinner
		Diestel	6-8	organic whole turkey	99.99	4	7	Intimate Holiday Dinner For 4 with Organic Turkey
		Diestel	6-8	whole turkey	89.99	4	7	Intimate Holiday Dinner For 4
		n/i	2.5-3	turkey breast	69.99	4	4	Essentials Turkey Breast Meal for Four
		n/i	4.5-5	beef prime rib	179.99	6-8	6	Traditional Holiday Dinner with Boneless Prime Rib Roast
	Wellshire Farms	7	ABF spiral-cut ham	129.99	8	8	Spiral Cut Honey Glazed Ham Dinner	
WA	Albertsons - Portland	n/i	10-12	whole turkey	49.99	6-8	5	Homestyle Turkey Dinner
		n/i	4-5	boneless turkey breast	49.99	6-8	5	Rotisserie Boneless Turkey Dinner
		n/i	7-9	spiral-cut ham	59.99	6-8	4	Spiral Ham Dinner
		n/i	4-5	beef prime rib	79.99	6-8	4	Prime Rib Dinner
	Fred Meyer	Private Selection	7-9	spiral-cut ham	49.99	8	5	Spiral Sliced Ham Dinner
		Private Selection	10-13	whole turkey	69.99	6	7	Deluxe Turkey Dinner
	Metropolitan Markets	n/i	10-12	free-range whole turkey	159.99	6-8	7	Complete Turkey Dinner
		n/i	3-4	bone-in turkey breast	99.99	4-6	7	Turkey Breast Dinner
		n/i	4	beef prime rib	189.99	6-8	7	Prime Rib Dinner
		n/i	3-4	Kurobuta ham	149.99	6-8	5	Kurobuta Half Ham Dinner
		n/i	4	rotisserie lamb leg	189.99	6-8	6	Leg of Lamb Dinner
	Quality Food Centers	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Rosauers Supermarkets	Norbest	10-12	whole turkey	54.99	6-8	6	Turkey Dinner
		Longhorn Barbecue	7.5	spiral-cut ham	54.99	6-8	5	Spiral Ham Dinner
		Ameristar	4.5-5	beef prime rib	74.99	6-8	5	prime Rib Dinner
	Safeway - Portland	n/i	10-12	whole turkey	49.99	6-8	5	Homestyle Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Spiral Ham Dinner
	Safeway - Seattle	n/i	10-12	whole turkey	49.99	6-8	5	Homestyle Turkey Dinner
		n/i	7-9	spiral-cut ham	49.99	6-8	4	Spiral Ham Dinner

U.S. SUPERMARKET FEATURE ADVERTISING DURING KEY MARKETING EVENTS

Dinners - prices in US\$ per complete dinner unless otherwise noted

**Christmas/Hanukkah 2016
STORE-PREPARED HOLIDAY DINNERS**

State	Supermarket	Brand	Weight (lb.)	Meat Item	Price	Serves	Sides	Conditions
WA <i>(cont)</i>	Whole Foods - Northwest	Diestel	10-12	organic whole turkey	149.99	8	7	Traditional Holiday Organic Turkey Dinner
		Diestel	10-12	ABF whole turkey	129.99	8	7	Traditional Holiday Dinner
		Diestel	10-12	ABF whole turkey	149.99	8	7	Traditional Holiday Smoked Turkey Dinner
		Diestel	6-8	organic whole turkey	99.99	4	7	Intimate Holiday Dinner For 4 with Organic Turkey
		Diestel	6-8	whole turkey	89.99	4	7	Intimate Holiday Dinner For 4
		n/i	2.5-3	turkey breast	69.99	4	4	Essentials Turkey Breast Meal for Four
		n/i	4.5-5	beef prime rib	179.99	6-8	6	Traditional Holiday Dinner with Boneless Prime Rib Roast
		Wellshire Farms	7	ABF spiral-cut ham	129.99	8	8	Spiral Cut Honey Glazed Ham Dinner
WY	Albertsons - Intermountain	Jennie-O	11-13	whole turkey	59.99	6-8	5	Traditional Turkey Dinner
		Smithfield	7-9	spiral-cut ham	69.99	6-8	4	Spiral Cut Ham Dinner
		n/i	4-5	beef prime rib	79.99	6-8	4	Prime Rib Dinner
	King Soopers Marketplace	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner
	Safeway - Denver	n/i	10-11	whole turkey	59.99	6-8	6	Traditional Turkey Dinner
		n/i	4-5	beef prime rib	79.99	6-8	5	Prime Rib Dinner
		n/i	7-9	spiral cut ham	59.99	8-10	5	Spiral Ham Dinner
		n/i	3-3.5	boneless turkey breast	49.99	6-8	5	Boneless Turkey Breast Dinner
	Smith's Food & Drug	Private Selection	7-9	spiral-cut ham	49.99	8	4	Ham Dinner