



# National Retail Report - Beef

## Advertised Prices for Beef at Major Retail Supermarket Outlets ending during the period of 05/01 thru 05/07

(prices in dollars per pound)

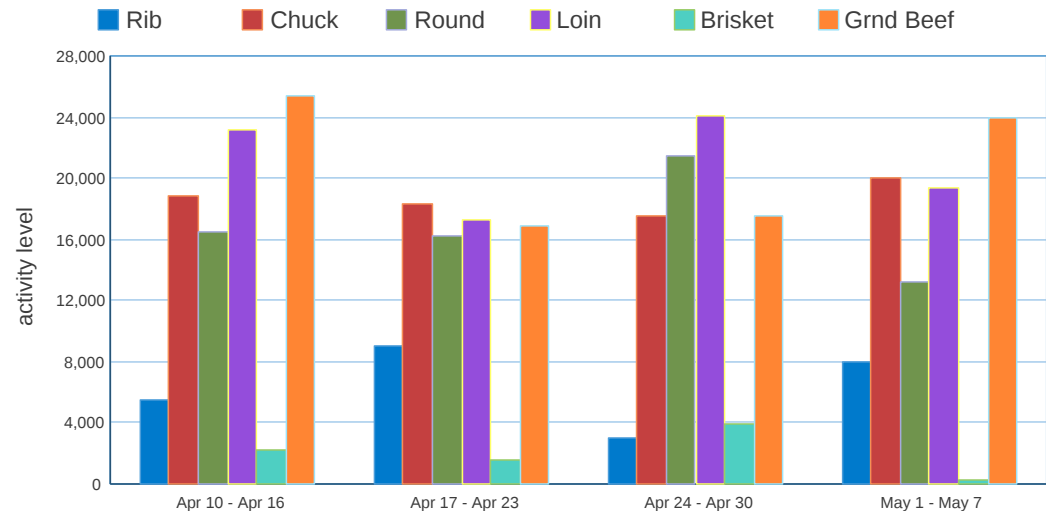
Fri. May 1, 2015

| NATIONAL SUMMARY          |           |         |           |         |           |         |
|---------------------------|-----------|---------|-----------|---------|-----------|---------|
|                           | THIS WEEK |         | LAST WEEK |         | LAST YEAR |         |
| Outlets                   | 29,100    |         | 29,100    |         | 29,400    |         |
| Feature Rate (1/)         | 91.8%     |         | 81.0%     |         | 96.5%     |         |
| Special Rate (2/)         | 12.2%     |         | 18.0%     |         | 26.3%     |         |
| Activity Index (3/)       | 89,530    |         | 94,830    |         | 120,570   |         |
|                           | Stores    | Wtd Avg | Stores    | Wtd Avg | Stores    | Wtd Avg |
| Bone-In Ribeye Roast      | 100       | 12.34   | 170       | 8.21    |           |         |
| Bone-In Ribeye Steak      | 3,400     | 9.68    | 1,550     | 8.99    | 3,670     | 9.62    |
| Bnls Ribeye Roast         | 140       | 7.16    |           |         | 260       | 7.59    |
| Bnls Ribeye Steak         | 4,290     | 8.53    | 1,330     | 8.88    | 3,430     | 8.67    |
| T-Bone Steak              | 2,990     | 8.78    | 6,360     | 8.93    | 8,360     | 7.64    |
| Porterhouse Steak         | 1,390     | 9.04    | 3,790     | 9.00    | 2,050     | 8.12    |
| Tenderloin                | 510       | 14.62   | 800       | 11.16   | 1,580     | 12.85   |
| Filet Mignon              | 240       | 14.11   | 540       | 13.73   | 520       | 13.86   |
| Loin, Bnls                | 40        | 9.20    | 190       | 5.81    | 30        | 7.23    |
| Bone-In Strip Steak       | 1,780     | 7.53    | 460       | 8.08    | 1,390     | 7.87    |
| Bnls New York Strip Steak | 4,950     | 9.39    | 4,440     | 9.32    | 4,340     | 8.55    |
| Beef Backribs             | 520       | 2.20    | 180       | 2.34    | 550       | 1.62    |
| Sirloin Roast             | 140       | 5.55    | 320       | 5.60    | 50        | 4.42    |
| Sirloin Steak             | 360       | 7.19    | 1,140     | 6.72    | 370       | 5.55    |
| Bnls Sirloin Roast        | 510       | 5.79    | 290       | 5.63    | 130       | 3.99    |
| Bnls Sirloin Steak        | 790       | 6.37    | 2,030     | 6.31    | 4,540     | 5.58    |
| Sirloin Tip Roast         | 520       | 4.82    | 2,790     | 5.35    | 920       | 4.61    |
| Sirloin Tip Steak         | 410       | 4.62    | 2,090     | 5.53    | 1,070     | 5.37    |
| Bnls Top Sirloin Roast    | 110       | 7.31    | 90        | 4.80    | 50        | 4.57    |
| Bnls Top Sirloin Steak    | 2,710     | 6.48    | 5,630     | 6.90    | 4,750     | 6.08    |
| Top Round Roast           | 710       | 4.39    | 960       | 4.28    | 610       | 4.11    |
| Top Round Steak           | 1,130     | 4.89    | 600       | 5.25    | 740       | 4.61    |
| Bottom Round Roast        | 3,220     | 4.76    | 3,060     | 4.31    | 2,920     | 3.79    |
| Bottom Round Steak        | 2,010     | 4.12    | 1,480     | 4.88    | 2,960     | 4.06    |
| Eye Of Round Roast        | 850       | 4.50    | 2,120     | 4.90    | 2,040     | 4.31    |
| Eye Of Round Steak        | 180       | 5.16    | 600       | 5.63    | 640       | 5.39    |
| Rump Roast                | 1,290     | 4.65    | 2,060     | 4.52    | 1,220     | 3.88    |
| Rump Steak                | 40        | 4.59    | 30        | 3.99    |           |         |
| Chuck/Shldr/Arm Roast     | 8,200     | 4.44    | 6,380     | 4.60    | 10,570    | 3.87    |
| Chuck/Shldr/Arm Steak     | 7,460     | 4.88    | 4,920     | 4.71    | 9,630     | 4.34    |
| London Broil              | 3,340     | 4.79    | 5,590     | 5.20    | 7,340     | 4.60    |
| Brisket                   | 30        | 3.69    | 180       | 3.68    | 150       | 7.57    |
| Brisket, Flat             | 10        | 3.49    | 1,220     | 7.49    |           |         |
| Corned Beef Brisket       | 170       | 4.21    | 1,270     | 4.56    | 410       | 2.96    |
| Corned Beef Flat          | 110       | 6.31    | 1,210     | 4.89    |           |         |
| Beef Short Ribs           | 1,420     | 4.67    | 680       | 5.08    | 1,370     | 5.10    |
| Flat Iron Steak           | 980       | 6.91    | 600       | 6.42    | 900       | 7.11    |
| Flank Steak               | 1,170     | 8.08    | 800       | 8.34    | 1,330     | 6.88    |
| Minute/Cube Steaks        | 2,590     | 5.17    | 2,630     | 5.16    | 5,520     | 4.80    |
| Stew Meat                 | 2,110     | 5.08    | 4,600     | 4.91    | 6,920     | 4.53    |
| Ground Round              | 840       | 4.34    | 940       | 4.63    | 3,550     | 3.98    |
| Ground Chuck              | 3,580     | 4.42    | 3,630     | 3.82    | 4,980     | 4.34    |
| Ground Sirloin            | 1,830     | 5.70    | 1,630     | 5.72    | 480       | 4.83    |
| Ground Beef 90% Or More   | 3,150     | 5.02    | 2,260     | 5.17    | 4,670     | 4.93    |
| Ground Beef 80-89%        | 6,410     | 4.20    | 5,100     | 4.30    | 6,680     | 3.43    |
| Ground Beef 70-79%        | 2,880     | 3.14    | 2,150     | 2.97    | 2,460     | 2.70    |
| Beef Patties              | 5,330     | 4.48    | 1,840     | 5.21    | 2,100     | 4.37    |
| Tri-Tip                   | 1,310     | 7.50    | 1,520     | 6.52    | 1,050     | 6.04    |
| Skirt Steak               | 1,280     | 7.59    | 560       | 8.60    | 1,270     | 6.78    |

### This week in Beef Retail. ....

Compared to last week, the Feature Rate saw an increase of 10.8 percent; the Special Rate saw a decrease of 5.8 percent, and the Activity Index was lower by 5.5 percent. Rib, Chuck, and Ground Beef items saw more ad space while Round, Loin, and Brisket items saw less. The weekly cattle slaughter under federal inspection saw a 4.0 percent growth when compared to last week.

### Activity Index: 4 Week Comparison



### Explanatory Notes

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

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

USDA-MGC Certified Programs List: <http://www.ams.usda.gov/AMSv1.0/BeefPrograms>



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

Fri. May 1, 2015

| Outlets                   | 5,500        | Explanatory Notes                                                                                                                                                                                                                                               |         |               |        |         |             |        |         |                         |        |         |
|---------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 90.8%        | 5/: <b>BRANDED</b> : Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: <b>NON LABELED/OTHER</b> : Beef cuts advertised without a USDA Quality Grade. |         |               |        |         |             |        |         |                         |        |         |
| Special Rate (1/)         | 5.0%         |                                                                                                                                                                                                                                                                 |         |               |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 19,140       |                                                                                                                                                                                                                                                                 |         |               |        |         |             |        |         |                         |        |         |
|                           | BRANDED(5)   |                                                                                                                                                                                                                                                                 |         | CHOICE        |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |
|                           | Price Range  | Stores                                                                                                                                                                                                                                                          | Wtd Avg | Price Range   | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -            |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Ribeye Steak      | 5.97 - 6.99  | 40                                                                                                                                                                                                                                                              | 6.48    | 9.99 - 12.99  | 110    | 10.12   | -           |        |         | 6.99 - 8.99             | 30     | 8.53    |
| Bnls Ribeye Roast         | -            |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Ribeye Steak         | 9.99 - 14.99 | 20                                                                                                                                                                                                                                                              | 11.51   | -             |        |         | -           |        |         | 5.99 - 5.99             | 200    | 5.99    |
| T-Bone Steak              | 8.97 - 9.99  | 200                                                                                                                                                                                                                                                             | 9.83    | 7.99 - 9.99   | 440    | 8.76    | -           |        |         | 9.99 - 9.99             | 150    | 9.99    |
| Porterhouse Steak         | 8.97 - 12.99 | 210                                                                                                                                                                                                                                                             | 9.91    | 7.99 - 9.99   | 220    | 8.52    | -           |        |         | 9.99 - 9.99             | 150    | 9.99    |
| Tenderloin                | -            |                                                                                                                                                                                                                                                                 |         | 12.99 - 12.99 | 10     | 12.99   | -           |        |         | 14.99 - 14.99           | 400    | 14.99   |
| Filet Mignon              | -            |                                                                                                                                                                                                                                                                 |         | 14.99 - 15.99 | 110    | 15.03   | -           |        |         | 8.69 - 8.99             | 50     | 8.88    |
| Loin, Bnls                | -            |                                                                                                                                                                                                                                                                 |         | 6.99 - 6.99   | 10     | 6.99    | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | 5.88 - 12.99 | 180                                                                                                                                                                                                                                                             | 6.72    | 7.99 - 7.99   | 80     | 7.99    | 9.99 - 9.99 | 60     | 9.99    | 6.99 - 9.99             | 140    | 8.51    |
| Bnls New York Strip Steak | 8.99 - 15.99 | 310                                                                                                                                                                                                                                                             | 10.69   | 5.99 - 9.99   | 600    | 8.42    | -           |        |         | 5.99 - 7.99             | 140    | 7.43    |
| Beef Backribs             | -            |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Roast             | 5.99 - 5.99  | 5                                                                                                                                                                                                                                                               | 5.99    | 5.59 - 6.99   | 10     | 6.13    | -           |        |         | -                       |        |         |
| Sirloin Steak             | 5.99 - 6.99  | 20                                                                                                                                                                                                                                                              | 6.19    | 6.99 - 6.99   | 10     | 6.99    | -           |        |         | -                       |        |         |
| Bnls Sirloin Roast        | -            |                                                                                                                                                                                                                                                                 |         | 3.98 - 3.98   | 10     | 3.98    | -           |        |         | -                       |        |         |
| Bnls Sirloin Steak        | 5.99 - 7.99  | 50                                                                                                                                                                                                                                                              | 7.10    | 6.99 - 6.99   | 340    | 6.99    | -           |        |         | 4.97 - 5.99             | 30     | 5.30    |
| Sirloin Tip Roast         | 4.99 - 5.49  | 40                                                                                                                                                                                                                                                              | 5.07    | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Tip Steak         | 5.19 - 7.99  | 50                                                                                                                                                                                                                                                              | 5.61    | -             |        |         | -           |        |         | 4.99 - 4.99             | 60     | 4.99    |
| Bnls Top Sirloin Roast    | -            |                                                                                                                                                                                                                                                                 |         | 4.49 - 4.49   | 10     | 4.49    | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | 6.99 - 6.99  | 10                                                                                                                                                                                                                                                              | 6.99    | 5.98 - 6.99   | 240    | 6.68    | -           |        |         | 4.99 - 10.99            | 490    | 5.53    |
| Top Round Roast           | 3.99 - 5.99  | 160                                                                                                                                                                                                                                                             | 4.96    | 3.99 - 4.89   | 350    | 4.00    | -           |        |         | -                       |        |         |
| Top Round Steak           | 4.49 - 5.99  | 190                                                                                                                                                                                                                                                             | 5.83    | 3.99 - 5.49   | 310    | 4.69    | -           |        |         | 4.49 - 5.39             | 70     | 5.06    |
| Bottom Round Roast        | 3.99 - 4.79  | 40                                                                                                                                                                                                                                                              | 4.39    | 4.49 - 5.49   | 420    | 4.83    | -           |        |         | 3.69 - 4.99             | 450    | 4.89    |
| Bottom Round Steak        | 6.49 - 6.49  | 10                                                                                                                                                                                                                                                              | 6.49    | 3.99 - 3.99   | 200    | 3.99    | -           |        |         | 3.99 - 5.27             | 30     | 4.83    |
| Eye Of Round Roast        | 4.69 - 5.99  | 40                                                                                                                                                                                                                                                              | 5.02    | 3.99 - 5.49   | 130    | 5.24    | -           |        |         | 3.95 - 4.49             | 80     | 4.03    |
| Eye Of Round Steak        | 4.99 - 6.99  | 20                                                                                                                                                                                                                                                              | 5.47    | -             |        |         | -           |        |         | 6.99 - 6.99             | 30     | 6.99    |
| Rump Roast                | 4.79 - 4.79  | 20                                                                                                                                                                                                                                                              | 4.79    | -             |        |         | -           |        |         | 4.97 - 5.99             | 30     | 5.30    |
| Rump Steak                | -            |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 3.49 - 4.99  | 130                                                                                                                                                                                                                                                             | 3.80    | 2.99 - 5.49   | 380    | 4.38    | -           |        |         | 4.28 - 4.99             | 30     | 4.81    |
| Chuck/Shldr/Arm Steak     | 3.99 - 5.49  | 210                                                                                                                                                                                                                                                             | 4.95    | 3.49 - 6.49   | 740    | 4.92    | -           |        |         | 3.79 - 5.99             | 310    | 4.77    |
| London Broil              | 3.99 - 5.99  | 490                                                                                                                                                                                                                                                             | 4.85    | 2.99 - 5.49   | 1,340  | 4.50    | -           |        |         | 2.98 - 6.49             | 390    | 4.10    |
| Brisket                   | -            |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Brisket, Flat             | -            |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Brisket       | 3.99 - 4.99  | 110                                                                                                                                                                                                                                                             | 4.04    | 3.98 - 3.98   | 10     | 3.98    | -           |        |         | 4.99 - 4.99             | 40     | 4.99    |
| Corned Beef Flat          | 6.99 - 6.99  | 10                                                                                                                                                                                                                                                              | 6.99    | -             |        |         | -           |        |         | 6.99 - 6.99             | 80     | 6.99    |
| Beef Short Ribs           | 5.99 - 6.99  | 20                                                                                                                                                                                                                                                              | 6.68    | 4.99 - 5.99   | 200    | 5.31    | -           |        |         | 3.99 - 5.99             | 140    | 5.78    |
| Flat Iron Steak           | -            |                                                                                                                                                                                                                                                                 |         | 7.99 - 7.99   | 10     | 7.99    | -           |        |         | -                       |        |         |
| Flank Steak               | -            |                                                                                                                                                                                                                                                                 |         | 7.99 - 9.99   | 310    | 8.88    | -           |        |         | 7.99 - 7.99             | 20     | 7.99    |
| Minute/Cube Steaks        | 4.99 - 5.99  | 450                                                                                                                                                                                                                                                             | 5.71    | 4.69 - 6.99   | 300    | 4.86    | -           |        |         | 3.97 - 6.99             | 130    | 5.77    |
| Stew Meat                 | 4.99 - 5.99  | 140                                                                                                                                                                                                                                                             | 5.17    | 3.99 - 5.49   | 490    | 4.97    | -           |        |         | 4.27 - 4.99             | 130    | 4.90    |
| Ground Round              | 4.99 - 5.99  | 20                                                                                                                                                                                                                                                              | 5.69    | -             |        |         | -           |        |         | 3.98 - 4.97             | 230    | 4.48    |
| Ground Chuck              | 2.98 - 2.98  | 10                                                                                                                                                                                                                                                              | 2.98    | -             |        |         | -           |        |         | 2.99 - 3.89             | 30     | 3.30    |
| Ground Sirloin            | -            |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Ground Beef 90% Or More   | 7.99 - 7.99  | 30                                                                                                                                                                                                                                                              | 7.99    | -             |        |         | -           |        |         | 3.77 - 5.99             | 460    | 5.68    |
| Ground Beef 80-89%        | 5.49 - 6.99  | 200                                                                                                                                                                                                                                                             | 5.78    | 2.99 - 2.99   | 10     | 2.99    | -           |        |         | 2.92 - 5.29             | 1,450  | 4.29    |
| Ground Beef 70-79%        | -            |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | 2.88 - 3.99             | 340    | 3.16    |
| Beef Patties              | 4.48 - 7.99  | 370                                                                                                                                                                                                                                                             | 4.96    | -             |        |         | -           |        |         | 3.99 - 7.89             | 680    | 4.60    |
| Tri-Tip                   | -            |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Skirt Steak               | 6.99 - 9.99  | 300                                                                                                                                                                                                                                                             | 9.74    | -             |        |         | -           |        |         | 10.99 - 10.99           | 50     | 10.99   |

| Outlets                   | 7,400         | Explanatory Notes                                                                                                                                                                                                                                             |         |               |        |         |               |        |         |                         |        |         |
|---------------------------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------|--------|---------|---------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 94.3%         | 5/ <b>BRANDED</b> : Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/ <b>NON LABELED/OTHER</b> : Beef cuts advertised without a USDA Quality Grade. |         |               |        |         |               |        |         |                         |        |         |
| Special Rate (1/)         | 20.2%         |                                                                                                                                                                                                                                                               |         |               |        |         |               |        |         |                         |        |         |
| Activity Index (3/)       | 20,685        |                                                                                                                                                                                                                                                               |         |               |        |         |               |        |         |                         |        |         |
|                           | BRANDED(5)    |                                                                                                                                                                                                                                                               |         | CHOICE        |        |         | SELECT        |        |         | NON LABELED / OTHER (6) |        |         |
|                           | Price Range   | Stores                                                                                                                                                                                                                                                        | Wtd Avg | Price Range   | Stores | Wtd Avg | Price Range   | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -             |        |         | -                       |        |         |
| Bone-In Ribeye Steak      | 9.98 - 11.99  | 250                                                                                                                                                                                                                                                           | 10.40   | 9.99 - 9.99   | 1,080  | 9.99    | 10.99 - 10.99 | 50     | 10.99   | 5.27 - 5.27             | 30     | 5.27    |
| Bnls Ribeye Roast         | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -             |        |         | 6.99 - 6.99             | 20     | 6.99    |
| Bnls Ribeye Steak         | 8.99 - 12.99  | 100                                                                                                                                                                                                                                                           | 11.18   | 7.99 - 10.99  | 1,170  | 10.77   | -             |        |         | 5.99 - 9.99             | 660    | 6.30    |
| T-Bone Steak              | 7.98 - 11.99  | 400                                                                                                                                                                                                                                                           | 9.29    | 7.89 - 7.99   | 150    | 7.94    | -             |        |         | 4.79 - 4.99             | 20     | 4.89    |
| Porterhouse Steak         | 8.97 - 8.97   | 210                                                                                                                                                                                                                                                           | 8.97    | 7.99 - 7.99   | 80     | 7.99    | -             |        |         | -                       |        |         |
| Tenderloin                | 14.99 - 14.99 | 50                                                                                                                                                                                                                                                            | 14.99   | -             |        |         | -             |        |         | -                       |        |         |
| Filet Mignon              | -             |                                                                                                                                                                                                                                                               |         | 14.99 - 14.99 | 60     | 14.99   | -             |        |         | -                       |        |         |
| Loin, Bnls                | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -             |        |         | -                       |        |         |
| Bone-In Strip Steak       | -             |                                                                                                                                                                                                                                                               |         | 6.99 - 7.99   | 160    | 7.26    | -             |        |         | 7.99 - 7.99             | 5      | 7.99    |
| Bnls New York Strip Steak | 8.99 - 11.99  | 100                                                                                                                                                                                                                                                           | 10.68   | 5.99 - 9.99   | 1,230  | 8.90    | -             |        |         | 7.99 - 14.99            | 210    | 9.54    |
| Beef Backribs             | 3.99 - 3.99   | 40                                                                                                                                                                                                                                                            | 3.99    | -             |        |         | -             |        |         | -                       |        |         |
| Sirloin Roast             | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -             |        |         | -                       |        |         |
| Sirloin Steak             | 9.99 - 9.99   | 10                                                                                                                                                                                                                                                            | 9.99    | -             |        |         | -             |        |         | 5.99 - 5.99             | 10     | 5.99    |
| Bnls Sirloin Roast        | -             |                                                                                                                                                                                                                                                               |         | 4.99 - 4.99   | 5      | 4.99    | -             |        |         | -                       |        |         |
| Bnls Sirloin Steak        | 5.55 - 8.99   | 20                                                                                                                                                                                                                                                            | 7.06    | 5.99 - 5.99   | 30     | 5.99    | 4.38 - 4.38   | 10     | 4.38    | -                       |        |         |
| Sirloin Tip Roast         | 4.49 - 4.99   | 20                                                                                                                                                                                                                                                            | 4.80    | -             |        |         | 4.88 - 4.88   | 30     | 4.88    | 3.29 - 4.99             | 70     | 3.80    |
| Sirloin Tip Steak         | 4.69 - 4.69   | 10                                                                                                                                                                                                                                                            | 4.69    | 4.99 - 4.99   | 10     | 4.99    | 3.97 - 3.97   | 30     | 3.97    | 3.99 - 4.59             | 60     | 4.19    |
| Bnls Top Sirloin Roast    | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -             |        |         | 5.49 - 5.49             | 10     | 5.49    |
| Bnls Top Sirloin Steak    | 5.65 - 6.99   | 80                                                                                                                                                                                                                                                            | 6.50    | 5.98 - 8.98   | 70     | 7.29    | 5.98 - 5.98   | 30     | 5.98    | -                       |        |         |
| Top Round Roast           | 3.59 - 3.99   | 30                                                                                                                                                                                                                                                            | 3.86    | 3.99 - 4.89   | 40     | 4.04    | -             |        |         | 3.69 - 3.69             | 10     | 3.69    |
| Top Round Steak           | 3.79 - 4.99   | 30                                                                                                                                                                                                                                                            | 4.34    | 4.99 - 4.99   | 5      | 4.99    | 4.98 - 4.98   | 30     | 4.98    | 4.49 - 4.49             | 10     | 4.49    |
| Bottom Round Roast        | 2.98 - 3.99   | 130                                                                                                                                                                                                                                                           | 3.75    | 4.99 - 5.99   | 290    | 5.70    | 3.49 - 3.99   | 50     | 3.79    | 1.99 - 4.99             | 90     | 4.82    |
| Bottom Round Steak        | 3.68 - 4.99   | 50                                                                                                                                                                                                                                                            | 4.04    | 3.99 - 3.99   | 510    | 3.99    | 4.29 - 5.99   | 50     | 4.96    | 3.99 - 3.99             | 10     | 3.99    |
| Eye Of Round Roast        | 3.99 - 4.99   | 70                                                                                                                                                                                                                                                            | 4.12    | -             |        |         | 3.57 - 5.44   | 40     | 5.02    | 3.99 - 3.99             | 10     | 3.99    |
| Eye Of Round Steak        | 4.99 - 4.99   | 5                                                                                                                                                                                                                                                             | 4.99    | -             |        |         | 5.44 - 5.44   | 30     | 5.44    | 4.49 - 4.49             | 10     | 4.49    |
| Rump Roast                | 2.98 - 3.99   | 100                                                                                                                                                                                                                                                           | 3.71    | 3.99 - 4.99   | 10     | 4.30    | 3.99 - 3.99   | 20     | 3.99    | 3.99 - 3.99             | 10     | 3.99    |
| Rump Steak                | -             |                                                                                                                                                                                                                                                               |         | 4.59 - 4.59   | 10     | 4.59    | -             |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 3.79 - 5.78   | 240                                                                                                                                                                                                                                                           | 5.45    | 3.47 - 5.49   | 890    | 4.10    | 3.46 - 4.56   | 60     | 4.01    | 3.48 - 5.49             | 150    | 4.98    |
| Chuck/Shldr/Arm Steak     | 3.49 - 4.97   | 260                                                                                                                                                                                                                                                           | 4.84    | 4.99 - 5.99   | 1,890  | 5.42    | -             |        |         | 3.79 - 5.99             | 40     | 4.88    |
| London Broil              | 3.98 - 5.49   | 10                                                                                                                                                                                                                                                            | 4.68    | 3.99 - 4.99   | 390    | 4.64    | 4.99 - 4.99   | 20     | 4.99    | 3.69 - 3.99             | 20     | 3.92    |
| Brisket                   | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -             |        |         | -                       |        |         |
| Brisket, Flat             | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -             |        |         | -                       |        |         |
| Corned Beef Brisket       | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -             |        |         | -                       |        |         |
| Corned Beef Flat          | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -             |        |         | -                       |        |         |
| Beef Short Ribs           | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -             |        |         | 3.99 - 5.99             | 50     | 4.44    |
| Flat Iron Steak           | 7.99 - 9.99   | 10                                                                                                                                                                                                                                                            | 8.91    | 5.99 - 6.99   | 280    | 6.72    | -             |        |         | -                       |        |         |
| Flank Steak               | -             |                                                                                                                                                                                                                                                               |         | 5.99 - 7.99   | 50     | 7.53    | -             |        |         | -                       |        |         |
| Minute/Cube Steaks        | 3.99 - 4.99   | 110                                                                                                                                                                                                                                                           | 4.31    | 4.89 - 4.89   | 70     | 4.89    | 3.93 - 5.57   | 60     | 5.13    | 3.49 - 5.99             | 260    | 4.94    |
| Stew Meat                 | 5.99 - 5.99   | 10                                                                                                                                                                                                                                                            | 5.99    | 4.99 - 4.99   | 80     | 4.99    | -             |        |         | 4.79 - 5.99             | 190    | 5.01    |
| Ground Round              | 4.99 - 4.99   | 10                                                                                                                                                                                                                                                            | 4.99    | -             |        |         | -             |        |         | 3.97 - 4.69             | 40     | 4.08    |
| Ground Chuck              | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -             |        |         | 2.99 - 5.49             | 1,850  | 4.72    |
| Ground Sirloin            | 5.89 - 5.89   | 10                                                                                                                                                                                                                                                            | 5.89    | 5.99 - 5.99   | 230    | 5.99    | -             |        |         | 4.98 - 5.99             | 540    | 5.93    |
| Ground Beef 90% Or More   | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -             |        |         | 4.99 - 5.49             | 60     | 5.29    |
| Ground Beef 80-89%        | 5.49 - 6.99   | 20                                                                                                                                                                                                                                                            | 6.83    | 2.89 - 2.89   | 70     | 2.89    | -             |        |         | 2.99 - 5.29             | 1,440  | 4.94    |
| Ground Beef 70-79%        | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -             |        |         | 1.99 - 3.69             | 1,320  | 3.51    |
| Beef Patties              | 4.48 - 4.48   | 1,090                                                                                                                                                                                                                                                         | 4.48    | -             |        |         | -             |        |         | 3.29 - 3.75             | 60     | 3.58    |
| Tri-Tip                   | 6.99 - 6.99   | 10                                                                                                                                                                                                                                                            | 6.99    | 6.99 - 6.99   | 5      | 6.99    | -             |        |         | -                       |        |         |
| Skirt Steak               | 6.99 - 6.99   | 210                                                                                                                                                                                                                                                           | 6.99    | -             |        |         | -             |        |         | -                       |        |         |



**MIDWEST**  
(IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)  
(prices in dollars per pound)

Fri. May 1, 2015

| Outlets                   | 6,100         | Explanatory Notes                                                                                                                           |         |              |        |         |             |        |         |                         |        |         |
|---------------------------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 90.4%         | 5/: <b>BRANDED</b> : Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification |         |              |        |         |             |        |         |                         |        |         |
| Special Rate (1/)         | 14.1%         | Branch's Certified Beef Programs. 6/: <b>NON LABELED/OTHER</b> : Beef cuts advertised without a USDA Quality Grade.                         |         |              |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 17,530        |                                                                                                                                             |         |              |        |         |             |        |         |                         |        |         |
|                           | BRANDED(5)    |                                                                                                                                             |         | CHOICE       |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |
|                           | Price Range   | Stores                                                                                                                                      | Wtd Avg | Price Range  | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -             |                                                                                                                                             |         | -            |        |         | -           |        |         | 6.99 - 7.69             | 20     | 7.34    |
| Bone-In Ribeye Steak      | 9.98 - 10.99  | 50                                                                                                                                          | 10.73   | 6.99 - 9.99  | 350    | 8.32    | -           |        |         | 7.99 - 10.99            | 60     | 10.29   |
| Bnls Ribeye Roast         | -             |                                                                                                                                             |         | 6.99 - 9.49  | 110    | 7.32    | -           |        |         | 4.96 - 4.96             | 10     | 4.96    |
| Bnls Ribeye Steak         | 7.99 - 9.99   | 210                                                                                                                                         | 8.25    | 7.99 - 13.00 | 460    | 9.39    | -           |        |         | 4.99 - 8.99             | 720    | 6.30    |
| T-Bone Steak              | 6.98 - 9.99   | 330                                                                                                                                         | 9.30    | 7.89 - 9.99  | 510    | 8.59    | -           |        |         | 5.49 - 9.79             | 120    | 7.11    |
| Porterhouse Steak         | 6.99 - 9.49   | 30                                                                                                                                          | 7.52    | 8.99 - 9.99  | 230    | 9.04    | -           |        |         | -                       |        |         |
| Tenderloin                | -             |                                                                                                                                             |         | -            |        |         | -           |        |         | 7.99 - 12.99            | 30     | 9.81    |
| Filet Mignon              | 18.99 - 18.99 | 20                                                                                                                                          | 18.99   | -            |        |         | -           |        |         | -                       |        |         |
| Loin, Bnls                | 9.99 - 9.99   | 30                                                                                                                                          | 9.99    | 7.99 - 7.99  | 10     | 7.99    | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | 11.99 - 11.99 | 10                                                                                                                                          | 11.99   | 5.99 - 6.99  | 130    | 6.98    | -           |        |         | 6.98 - 7.99             | 10     | 7.77    |
| Bnls New York Strip Steak | 8.00 - 11.99  | 270                                                                                                                                         | 11.07   | 6.99 - 9.99  | 360    | 8.95    | -           |        |         | 4.99 - 9.99             | 320    | 8.07    |
| Beef Backribs             | -             |                                                                                                                                             |         | -            |        |         | -           |        |         | 3.99 - 3.99             | 10     | 3.99    |
| Sirloin Roast             | 6.99 - 6.99   | 20                                                                                                                                          | 6.99    | 4.99 - 5.99  | 30     | 5.84    | -           |        |         | 4.99 - 4.99             | 10     | 4.99    |
| Sirloin Steak             | 6.99 - 8.99   | 80                                                                                                                                          | 7.20    | 5.99 - 7.78  | 70     | 6.75    | -           |        |         | 4.98 - 4.98             | 20     | 4.98    |
| Bnls Sirloin Roast        | -             |                                                                                                                                             |         | -            |        |         | -           |        |         | 3.98 - 5.99             | 30     | 4.84    |
| Bnls Sirloin Steak        | 3.43 - 3.43   | 10                                                                                                                                          | 3.43    | 5.99 - 5.99  | 180    | 5.99    | -           |        |         | -                       |        |         |
| Sirloin Tip Roast         | 3.99 - 5.99   | 40                                                                                                                                          | 5.23    | -            |        |         | -           |        |         | 3.29 - 3.29             | 10     | 3.29    |
| Sirloin Tip Steak         | 3.87 - 5.99   | 30                                                                                                                                          | 5.16    | 3.99 - 4.99  | 20     | 4.44    | -           |        |         | 3.99 - 3.99             | 10     | 3.99    |
| Bnls Top Sirloin Roast    | 7.99 - 7.99   | 20                                                                                                                                          | 7.99    | 6.99 - 6.99  | 10     | 6.99    | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | 5.99 - 7.99   | 190                                                                                                                                         | 6.92    | 4.99 - 8.98  | 270    | 7.46    | -           |        |         | 4.99 - 7.99             | 20     | 6.92    |
| Top Round Roast           | 3.99 - 5.99   | 60                                                                                                                                          | 5.60    | 4.49 - 4.99  | 40     | 4.77    | -           |        |         | 3.98 - 4.49             | 10     | 4.25    |
| Top Round Steak           | 4.39 - 5.99   | 80                                                                                                                                          | 5.46    | 3.99 - 4.99  | 40     | 4.66    | -           |        |         | 3.99 - 4.49             | 10     | 4.26    |
| Bottom Round Roast        | 2.98 - 4.99   | 130                                                                                                                                         | 4.49    | 2.99 - 4.99  | 160    | 3.59    | -           |        |         | 3.89 - 4.99             | 10     | 4.91    |
| Bottom Round Steak        | 3.68 - 4.99   | 100                                                                                                                                         | 4.56    | 3.99 - 4.99  | 620    | 4.00    | -           |        |         | 3.99 - 3.99             | 5      | 3.99    |
| Eye Of Round Roast        | 4.49 - 4.99   | 20                                                                                                                                          | 4.82    | 3.99 - 3.99  | 180    | 3.99    | -           |        |         | 3.89 - 3.99             | 30     | 3.95    |
| Eye Of Round Steak        | 4.69 - 4.99   | 20                                                                                                                                          | 4.89    | 4.49 - 4.49  | 10     | 4.49    | -           |        |         | 3.99 - 3.99             | 20     | 3.99    |
| Rump Roast                | 2.98 - 5.19   | 100                                                                                                                                         | 4.59    | 4.99 - 4.99  | 10     | 4.99    | -           |        |         | -                       |        |         |
| Rump Steak                | -             |                                                                                                                                             |         | -            |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 2.99 - 7.49   | 550                                                                                                                                         | 4.27    | 3.79 - 4.99  | 960    | 4.51    | -           |        |         | 3.98 - 5.49             | 70     | 4.45    |
| Chuck/Shldr/Arm Steak     | 3.69 - 5.99   | 520                                                                                                                                         | 4.47    | 3.69 - 4.99  | 360    | 4.48    | -           |        |         | 3.99 - 5.99             | 340    | 4.64    |
| London Broil              | 4.99 - 6.99   | 80                                                                                                                                          | 5.96    | 4.49 - 5.99  | 50     | 5.14    | -           |        |         | -                       |        |         |
| Brisket                   | -             |                                                                                                                                             |         | -            |        |         | -           |        |         | -                       |        |         |
| Brisket, Flat             | -             |                                                                                                                                             |         | -            |        |         | -           |        |         | 3.49 - 3.49             | 10     | 3.49    |
| Corned Beef Brisket       | -             |                                                                                                                                             |         | 1.99 - 1.99  | 10     | 1.99    | -           |        |         | -                       |        |         |
| Corned Beef Flat          | -             |                                                                                                                                             |         | -            |        |         | -           |        |         | -                       |        |         |
| Beef Short Ribs           | 4.99 - 4.99   | 10                                                                                                                                          | 4.99    | 3.49 - 4.29  | 30     | 3.88    | -           |        |         | 4.89 - 4.99             | 20     | 4.92    |
| Flat Iron Steak           | 4.99 - 5.99   | 120                                                                                                                                         | 5.90    | 5.99 - 6.99  | 280    | 6.98    | -           |        |         | -                       |        |         |
| Flank Steak               | 8.99 - 8.99   | 30                                                                                                                                          | 8.99    | -            |        |         | -           |        |         | -                       |        |         |
| Minute/Cube Steaks        | 4.18 - 5.99   | 380                                                                                                                                         | 5.35    | 4.89 - 5.49  | 60     | 4.98    | -           |        |         | 4.99 - 5.99             | 20     | 5.92    |
| Stew Meat                 | 4.49 - 5.99   | 110                                                                                                                                         | 5.30    | 4.99 - 4.99  | 10     | 4.99    | -           |        |         | 4.79 - 4.99             | 130    | 4.99    |
| Ground Round              | 3.49 - 5.49   | 270                                                                                                                                         | 3.85    | 4.49 - 4.49  | 10     | 4.49    | -           |        |         | 3.98 - 4.99             | 210    | 4.67    |
| Ground Chuck              | 4.00 - 4.00   | 30                                                                                                                                          | 4.00    | -            |        |         | -           |        |         | 2.99 - 4.99             | 1,070  | 4.25    |
| Ground Sirloin            | 4.99 - 5.79   | 30                                                                                                                                          | 5.45    | 4.89 - 4.89  | 10     | 4.89    | -           |        |         | 4.98 - 5.99             | 230    | 5.39    |
| Ground Beef 90% Or More   | 5.79 - 5.79   | 20                                                                                                                                          | 5.79    | -            |        |         | -           |        |         | 3.49 - 14.97            | 660    | 5.58    |
| Ground Beef 80-89%        | 2.99 - 5.49   | 10                                                                                                                                          | 3.20    | 2.89 - 2.89  | 50     | 2.89    | -           |        |         | 2.99 - 5.29             | 1,250  | 3.71    |
| Ground Beef 70-79%        | -             |                                                                                                                                             |         | -            |        |         | -           |        |         | 1.99 - 3.69             | 390    | 2.61    |
| Beef Patties              | 4.48 - 6.99   | 920                                                                                                                                         | 4.55    | -            |        |         | -           |        |         | 2.98 - 6.99             | 350    | 4.98    |
| Tri-Tip                   | -             |                                                                                                                                             |         | 6.99 - 6.99  | 10     | 6.99    | -           |        |         | 7.49 - 7.49             | 20     | 7.49    |
| Skirt Steak               | 6.99 - 8.49   | 30                                                                                                                                          | 8.20    | 4.79 - 6.99  | 120    | 6.40    | -           |        |         | 5.69 - 7.99             | 20     | 6.28    |



**SOUTH CENTRAL**  
(AR, CO, KS, LA, MO, NM, OK, TX)  
(prices in dollars per pound)

Fri. May 1, 2015

| Outlets                   | 4,900       |         | Explanatory Notes                                                                                                                                                                                                                               |         |             |         |        |         |             |        |        |         |                         |         |        |         |
|---------------------------|-------------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------|---------|--------|---------|-------------|--------|--------|---------|-------------------------|---------|--------|---------|
| Feature Rate (1/)         | 90.9%       |         | 5/: BRANDED: Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: NON LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade. |         |             |         |        |         |             |        |        |         |                         |         |        |         |
| Special Rate (1/)         | 11.3%       |         |                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |        |         |                         |         |        |         |
| Activity Index (3/)       | 13,100      |         |                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |        |         |                         |         |        |         |
|                           | BRANDED(5)  |         |                                                                                                                                                                                                                                                 |         | CHOICE      |         |        |         | SELECT      |        |        |         | NON LABELED / OTHER (6) |         |        |         |
|                           | Price Range |         | Stores                                                                                                                                                                                                                                          | Wtd Avg | Price Range |         | Stores | Wtd Avg | Price Range |        | Stores | Wtd Avg | Price Range             |         | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | -           | -      |        |         | -                       | -       |        |         |
| Bone-In Ribeye Steak      | 7.99        | - 8.99  | 120                                                                                                                                                                                                                                             | 8.83    | -           | -       |        |         | -           | -      |        |         | -                       | -       |        |         |
| Bnls Ribeye Roast         | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | -           | -      |        |         | -                       | -       |        |         |
| Bnls Ribeye Steak         | 7.99        | - 10.99 | 200                                                                                                                                                                                                                                             | 9.65    | 9.99        | - 13.00 | 270    | 10.09   | 9.99        | - 9.99 | 10     | 9.99    | 5.99                    | - 9.99  | 230    | 6.99    |
| T-Bone Steak              | 7.98        | - 10.99 | 130                                                                                                                                                                                                                                             | 9.36    | 8.98        | - 8.99  | 30     | 8.98    | 8.95        | - 8.99 | 20     | 8.98    | 7.99                    | - 7.99  | 10     | 7.99    |
| Porterhouse Steak         | 6.99        | - 11.29 | 30                                                                                                                                                                                                                                              | 10.02   | -           | -       |        |         | -           | -      |        |         | -                       | -       |        |         |
| Tenderloin                | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | -           | -      |        |         | -                       | -       |        |         |
| Filet Mignon              | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | -           | -      |        |         | -                       | -       |        |         |
| Loin, Bnls                | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | -           | -      |        |         | -                       | -       |        |         |
| Bone-In Strip Steak       | -           | -       |                                                                                                                                                                                                                                                 |         | 5.99        | - 5.99  | 20     | 5.99    | 8.99        | - 8.99 | 10     | 8.99    | 5.99                    | - 7.99  | 60     | 6.70    |
| Bnls New York Strip Steak | 6.99        | - 14.99 | 70                                                                                                                                                                                                                                              | 11.60   | 7.99        | - 10.99 | 350    | 9.78    | 8.99        | - 8.99 | 10     | 8.99    | 6.99                    | - 15.99 | 70     | 10.72   |
| Beef Backribs             | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | 3.98        | - 3.98 | 10     | 3.98    | 2.99                    | - 2.99  | 110    | 2.99    |
| Sirloin Roast             | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | -           | -      |        |         | -                       | -       |        |         |
| Sirloin Steak             | 5.99        | - 5.99  | 10                                                                                                                                                                                                                                              | 5.99    | -           | -       |        |         | -           | -      |        |         | 5.89                    | - 5.89  | 10     | 5.89    |
| Bnls Sirloin Roast        | -           | -       |                                                                                                                                                                                                                                                 |         | 4.99        | - 4.99  | 70     | 4.99    | -           | -      |        |         | -                       | -       |        |         |
| Bnls Sirloin Steak        | 5.89        | - 5.99  | 40                                                                                                                                                                                                                                              | 5.98    | -           | -       |        |         | -           | -      |        |         | -                       | -       |        |         |
| Sirloin Tip Roast         | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | 4.89        | - 4.89 | 10     | 4.89    | -                       | -       |        |         |
| Sirloin Tip Steak         | 3.49        | - 4.98  | 80                                                                                                                                                                                                                                              | 3.86    | -           | -       |        |         | 4.99        | - 4.99 | 10     | 4.99    | -                       | -       |        |         |
| Bnls Top Sirloin Roast    | -           | -       |                                                                                                                                                                                                                                                 |         | 7.99        | - 7.99  | 5      | 7.99    | 4.79        | - 4.79 | 10     | 4.79    | -                       | -       |        |         |
| Bnls Top Sirloin Steak    | 5.99        | - 5.99  | 10                                                                                                                                                                                                                                              | 5.99    | 4.99        | - 7.99  | 270    | 5.94    | 3.97        | - 4.99 | 50     | 4.26    | 4.99                    | - 6.99  | 60     | 6.06    |
| Top Round Roast           | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | -           | -      |        |         | 3.99                    | - 3.99  | 20     | 3.99    |
| Top Round Steak           | -           | -       |                                                                                                                                                                                                                                                 |         | 5.49        | - 5.49  | 70     | 5.49    | -           | -      |        |         | -                       | -       |        |         |
| Bottom Round Roast        | 3.38        | - 5.99  | 200                                                                                                                                                                                                                                             | 5.40    | 3.88        | - 4.48  | 60     | 4.03    | -           | -      |        |         | 1.99                    | - 3.89  | 160    | 2.43    |
| Bottom Round Steak        | 3.68        | - 4.99  | 70                                                                                                                                                                                                                                              | 4.79    | 3.99        | - 4.49  | 220    | 4.08    | -           | -      |        |         | 3.99                    | - 3.99  | 40     | 3.99    |
| Eye Of Round Roast        | 3.99        | - 5.49  | 140                                                                                                                                                                                                                                             | 5.28    | -           | -       |        |         | -           | -      |        |         | 3.44                    | - 3.48  | 30     | 3.45    |
| Eye Of Round Steak        | 4.69        | - 4.69  | 30                                                                                                                                                                                                                                              | 4.69    | -           | -       |        |         | -           | -      |        |         | -                       | -       |        |         |
| Rump Roast                | 3.38        | - 5.19  | 90                                                                                                                                                                                                                                              | 4.75    | 3.88        | - 4.99  | 220    | 4.64    | 3.49        | - 3.49 | 10     | 3.49    | 3.99                    | - 4.99  | 50     | 4.79    |
| Rump Steak                | -           | -       |                                                                                                                                                                                                                                                 |         | 4.59        | - 4.59  | 40     | 4.59    | -           | -      |        |         | -                       | -       |        |         |
| Chuck/Shldr/Arm Roast     | 3.69        | - 5.99  | 480                                                                                                                                                                                                                                             | 4.77    | 2.99        | - 5.99  | 420    | 4.52    | 2.47        | - 3.99 | 540    | 3.09    | 3.98                    | - 6.99  | 260    | 4.51    |
| Chuck/Shldr/Arm Steak     | 3.89        | - 5.79  | 440                                                                                                                                                                                                                                             | 4.66    | 2.99        | - 5.99  | 330    | 4.83    | 3.98        | - 4.99 | 20     | 4.26    | 2.97                    | - 6.99  | 440    | 4.46    |
| London Broil              | 5.99        | - 5.99  | 120                                                                                                                                                                                                                                             | 5.99    | 5.99        | - 6.99  | 120    | 6.98    | -           | -      |        |         | 3.99                    | - 3.99  | 20     | 3.99    |
| Brisket                   | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | 3.39        | - 3.39 | 10     | 3.39    | 3.49                    | - 3.49  | 10     | 3.49    |
| Brisket, Flat             | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | -           | -      |        |         | 3.49                    | - 3.49  | 10     | 3.49    |
| Corned Beef Brisket       | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | -           | -      |        |         | -                       | -       |        |         |
| Corned Beef Flat          | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | -           | -      |        |         | -                       | -       |        |         |
| Beef Short Ribs           | 4.79        | - 4.79  | 10                                                                                                                                                                                                                                              | 4.79    | 4.99        | - 5.99  | 10     | 5.54    | 2.97        | - 2.97 | 310    | 2.97    | 2.99                    | - 5.99  | 220    | 5.12    |
| Flat Iron Steak           | 4.99        | - 4.99  | 10                                                                                                                                                                                                                                              | 4.99    | 5.99        | - 6.99  | 110    | 6.68    | -           | -      |        |         | -                       | -       |        |         |
| Flank Steak               | -           | -       |                                                                                                                                                                                                                                                 |         | 6.99        | - 6.99  | 70     | 6.99    | -           | -      |        |         | 8.98                    | - 8.98  | 30     | 8.98    |
| Minute/Cube Steaks        | 4.18        | - 5.99  | 280                                                                                                                                                                                                                                             | 5.07    | 4.48        | - 4.99  | 30     | 4.85    | -           | -      |        |         | 4.99                    | - 5.99  | 80     | 5.16    |
| Stew Meat                 | 4.99        | - 4.99  | 10                                                                                                                                                                                                                                              | 4.99    | -           | -       |        |         | -           | -      |        |         | 2.59                    | - 5.99  | 240    | 5.36    |
| Ground Round              | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | -           | -      |        |         | 3.97                    | - 3.99  | 40     | 3.97    |
| Ground Chuck              | 3.33        | - 4.29  | 210                                                                                                                                                                                                                                             | 3.70    | -           | -       |        |         | -           | -      |        |         | 2.99                    | - 6.49  | 140    | 4.50    |
| Ground Sirloin            | 4.99        | - 4.99  | 80                                                                                                                                                                                                                                              | 4.99    | -           | -       |        |         | -           | -      |        |         | 5.99                    | - 5.99  | 130    | 5.99    |
| Ground Beef 90% Or More   | -           | -       |                                                                                                                                                                                                                                                 |         | 5.99        | - 5.99  | 50     | 5.99    | -           | -      |        |         | 3.99                    | - 5.97  | 640    | 4.30    |
| Ground Beef 80-89%        | -           | -       |                                                                                                                                                                                                                                                 |         | -           | -       |        |         | -           | -      |        |         | 2.79                    | - 3.99  | 680    | 3.75    |
| Ground Beef 70-79%        | 3.29        | - 3.29  | 10                                                                                                                                                                                                                                              | 3.29    | -           | -       |        |         | 2.99        | - 2.99 | 10     | 2.99    | 1.99                    | - 3.59  | 290    | 2.55    |
| Beef Patties              | 3.98        | - 4.48  | 990                                                                                                                                                                                                                                             | 4.47    | -           | -       |        |         | 2.99        | - 2.99 | 10     | 2.99    | 1.74                    | - 4.99  | 290    | 2.93    |
| Tri-Tip                   | 6.99        | - 6.99  | 70                                                                                                                                                                                                                                              | 6.99    | 4.99        | - 6.99  | 110    | 6.35    | 4.79        | - 4.79 | 10     | 4.79    | -                       | -       |        |         |
| Skirt Steak               | 5.49        | - 5.49  | 60                                                                                                                                                                                                                                              | 5.49    | -           | -       |        |         | 4.99        | - 4.99 | 210    | 4.99    | 6.49                    | - 8.99  | 40     | 8.33    |

| Outlets                   | 3,800         | Explanatory Notes                                                                                                                                                                                                                                               |         |              |        |         |             |        |         |                         |        |         |
|---------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 91.3%         | 5/: <b>BRANDED</b> : Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: <b>NON LABELED/OTHER</b> : Beef cuts advertised without a USDA Quality Grade. |         |              |        |         |             |        |         |                         |        |         |
| Special Rate (1/)         | 5.6%          |                                                                                                                                                                                                                                                                 |         |              |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 15,110        |                                                                                                                                                                                                                                                                 |         |              |        |         |             |        |         |                         |        |         |
|                           | BRANDED(5)    |                                                                                                                                                                                                                                                                 |         | CHOICE       |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |
|                           | Price Range   | Stores                                                                                                                                                                                                                                                          | Wtd Avg | Price Range  | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 16.99 - 16.99           | 50     | 16.99   |
| Bone-In Ribeye Steak      | 11.99 - 11.99 | 60                                                                                                                                                                                                                                                              | 11.99   | 9.99 - 10.99 | 370    | 10.64   | -           |        |         | 5.99 - 15.99            | 270    | 9.29    |
| Bnls Ribeye Roast         | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Bnls Ribeye Steak         | -             |                                                                                                                                                                                                                                                                 |         | 9.99 - 9.99  | 5      | 9.99    | -           |        |         | 3.99 - 6.99             | 30     | 5.85    |
| T-Bone Steak              | 10.99 - 10.99 | 60                                                                                                                                                                                                                                                              | 10.99   | -            |        |         | -           |        |         | 5.99 - 8.99             | 410    | 7.70    |
| Porterhouse Steak         | 6.99 - 6.99   | 10                                                                                                                                                                                                                                                              | 6.99    | -            |        |         | -           |        |         | 5.99 - 9.49             | 220    | 8.82    |
| Tenderloin                | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Filet Mignon              | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Loin, Bnls                | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | -             |                                                                                                                                                                                                                                                                 |         | 5.88 - 9.99  | 490    | 7.95    | -           |        |         | 5.99 - 7.99             | 220    | 7.17    |
| Bnls New York Strip Steak | 6.99 - 9.99   | 240                                                                                                                                                                                                                                                             | 9.03    | 7.99 - 11.99 | 500    | 10.67   | -           |        |         | 15.99 - 15.99           | 5      | 15.99   |
| Beef Backribs             | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 1.49 - 1.99             | 310    | 1.56    |
| Sirloin Roast             | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 4.99 - 4.99             | 50     | 4.99    |
| Sirloin Steak             | 7.99 - 7.99   | 140                                                                                                                                                                                                                                                             | 7.99    | -            |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Roast        | 6.99 - 6.99   | 140                                                                                                                                                                                                                                                             | 6.99    | 4.99 - 4.99  | 120    | 4.99    | -           |        |         | 5.99 - 5.99             | 140    | 5.99    |
| Bnls Sirloin Steak        | 4.99 - 5.89   | 20                                                                                                                                                                                                                                                              | 5.10    | -            |        |         | -           |        |         | 6.99 - 6.99             | 10     | 6.99    |
| Sirloin Tip Roast         | -             |                                                                                                                                                                                                                                                                 |         | 4.99 - 4.99  | 140    | 4.99    | -           |        |         | 4.99 - 4.99             | 170    | 4.99    |
| Sirloin Tip Steak         | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 4.77 - 5.99             | 40     | 5.08    |
| Bnls Top Sirloin Roast    | -             |                                                                                                                                                                                                                                                                 |         | 7.99 - 7.99  | 60     | 7.99    | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | 6.99 - 6.99   | 140                                                                                                                                                                                                                                                             | 6.99    | 6.99 - 7.99  | 250    | 7.45    | -           |        |         | 4.99 - 4.99             | 170    | 4.99    |
| Top Round Roast           | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Top Round Steak           | 4.49 - 4.49   | 10                                                                                                                                                                                                                                                              | 4.49    | -            |        |         | -           |        |         | 3.99 - 3.99             | 170    | 3.99    |
| Bottom Round Roast        | 4.49 - 4.49   | 60                                                                                                                                                                                                                                                              | 4.49    | 3.99 - 5.99  | 390    | 5.62    | -           |        |         | 1.99 - 1.99             | 80     | 1.99    |
| Bottom Round Steak        | -             |                                                                                                                                                                                                                                                                 |         | 3.99 - 4.49  | 20     | 4.05    | -           |        |         | 3.99 - 3.99             | 10     | 3.99    |
| Eye Of Round Roast        | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.99 - 3.99             | 50     | 3.99    |
| Eye Of Round Steak        | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Rump Roast                | 4.59 - 4.59   | 5                                                                                                                                                                                                                                                               | 4.59    | 4.49 - 4.99  | 280    | 4.96    | -           |        |         | 3.49 - 4.99             | 330    | 4.73    |
| Rump Steak                | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | -             |                                                                                                                                                                                                                                                                 |         | 3.99 - 6.59  | 1,640  | 4.58    | 2.99 - 2.99 | 10     | 2.99    | 2.97 - 4.99             | 600    | 4.60    |
| Chuck/Shldr/Arm Steak     | 4.49 - 4.49   | 10                                                                                                                                                                                                                                                              | 4.49    | 3.99 - 5.99  | 680    | 4.58    | 2.99 - 2.99 | 10     | 2.99    | 2.97 - 5.49             | 450    | 4.02    |
| London Broil              | 4.49 - 4.49   | 10                                                                                                                                                                                                                                                              | 4.49    | 4.99 - 4.99  | 110    | 4.99    | -           |        |         | 4.89 - 4.89             | 10     | 4.89    |
| Brisket                   | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.99 - 3.99             | 20     | 3.99    |
| Brisket, Flat             | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Corned Beef Brisket       | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Corned Beef Flat          | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Beef Short Ribs           | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 2.99 - 5.99             | 340    | 4.46    |
| Flat Iron Steak           | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 7.99 - 7.99             | 30     | 7.99    |
| Flank Steak               | 9.99 - 9.99   | 10                                                                                                                                                                                                                                                              | 9.99    | 6.99 - 6.99  | 120    | 6.99    | -           |        |         | -                       |        |         |
| Minute/Cube Steaks        | -             |                                                                                                                                                                                                                                                                 |         | 4.99 - 4.99  | 10     | 4.99    | -           |        |         | 4.99 - 4.99             | 180    | 4.99    |
| Stew Meat                 | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 2.59 - 6.29             | 420    | 4.99    |
| Ground Round              | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Ground Chuck              | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 2.99 - 4.79             | 190    | 3.65    |
| Ground Sirloin            | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 4.99 - 5.99             | 550    | 5.42    |
| Ground Beef 90% Or More   | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.99 - 5.99             | 770    | 5.04    |
| Ground Beef 80-89%        | -             |                                                                                                                                                                                                                                                                 |         | 4.99 - 5.49  | 20     | 5.24    | -           |        |         | 2.99 - 4.99             | 620    | 3.72    |
| Ground Beef 70-79%        | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | 2.99 - 2.99 | 10     | 2.99    | 1.99 - 3.99             | 500    | 2.91    |
| Beef Patties              | 4.48 - 4.48   | 340                                                                                                                                                                                                                                                             | 4.48    | -            |        |         | -           |        |         | 4.99 - 4.99             | 20     | 4.99    |
| Tri-Tip                   | 6.99 - 8.99   | 140                                                                                                                                                                                                                                                             | 7.06    | 6.99 - 9.99  | 380    | 7.75    | -           |        |         | 3.99 - 6.99             | 30     | 5.76    |
| Skirt Steak               | -             |                                                                                                                                                                                                                                                                 |         | 7.99 - 7.99  | 240    | 7.99    | -           |        |         | 8.99 - 8.99             | 5      | 8.99    |



| Outlets                   | 1,300         | Explanatory Notes                                                                                                                                                                                                                                               |         |              |        |         |             |        |         |                         |        |         |
|---------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 94.2%         | 5/: <b>BRANDED</b> : Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: <b>NON LABELED/OTHER</b> : Beef cuts advertised without a USDA Quality Grade. |         |              |        |         |             |        |         |                         |        |         |
| Special Rate (1/)         | 13.0%         |                                                                                                                                                                                                                                                                 |         |              |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 5,905         |                                                                                                                                                                                                                                                                 |         |              |        |         |             |        |         |                         |        |         |
|                           | BRANDED(5)    |                                                                                                                                                                                                                                                                 |         | CHOICE       |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |
|                           | Price Range   | Stores                                                                                                                                                                                                                                                          | Wtd Avg | Price Range  | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Bone-In Ribeye Steak      | 10.99 - 10.99 | 40                                                                                                                                                                                                                                                              | 10.99   | 7.99 - 7.99  | 290    | 7.99    | -           |        |         | 8.99 - 9.98             | 130    | 9.94    |
| Bnls Ribeye Roast         | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Bnls Ribeye Steak         | -             |                                                                                                                                                                                                                                                                 |         | 9.99 - 14.99 | 20     | 11.66   | -           |        |         | 5.99 - 5.99             | 5      | 5.99    |
| T-Bone Steak              | -             |                                                                                                                                                                                                                                                                 |         | 7.99 - 7.99  | 20     | 7.99    | -           |        |         | -                       |        |         |
| Porterhouse Steak         | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Tenderloin                | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 14.99 - 14.99           | 20     | 14.99   |
| Filet Mignon              | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Loin, Bnls                | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | -             |                                                                                                                                                                                                                                                                 |         | 5.99 - 6.88  | 170    | 6.53    | -           |        |         | 5.99 - 5.99             | 20     | 5.99    |
| Bnls New York Strip Steak | 8.98 - 9.99   | 60                                                                                                                                                                                                                                                              | 9.37    | 8.99 - 9.99  | 80     | 9.93    | -           |        |         | 3.98 - 15.99            | 10     | 5.98    |
| Beef Backribs             | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 1.99 - 1.99             | 30     | 1.99    |
| Sirloin Roast             | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 4.99 - 4.99             | 20     | 4.99    |
| Sirloin Steak             | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Roast        | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Steak        | 4.99 - 4.99   | 30                                                                                                                                                                                                                                                              | 4.99    | -            |        |         | -           |        |         | 4.98 - 5.98             | 30     | 5.59    |
| Sirloin Tip Roast         | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Sirloin Tip Steak         | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Roast    | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | 6.99 - 6.99   | 40                                                                                                                                                                                                                                                              | 6.99    | 4.99 - 6.88  | 120    | 6.72    | -           |        |         | 3.99 - 6.99             | 150    | 6.44    |
| Top Round Roast           | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Top Round Steak           | 3.99 - 5.99   | 100                                                                                                                                                                                                                                                             | 4.71    | -            |        |         | -           |        |         | -                       |        |         |
| Bottom Round Roast        | -             |                                                                                                                                                                                                                                                                 |         | 3.99 - 5.99  | 460    | 5.07    | -           |        |         | -                       |        |         |
| Bottom Round Steak        | -             |                                                                                                                                                                                                                                                                 |         | 3.99 - 4.49  | 70     | 4.47    | -           |        |         | 2.98 - 2.98             | 10     | 2.98    |
| Eye Of Round Roast        | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.48 - 4.49             | 40     | 3.95    |
| Eye Of Round Steak        | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.29 - 3.68             | 20     | 3.49    |
| Rump Roast                | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.49 - 4.99             | 30     | 4.22    |
| Rump Steak                | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 2.98 - 5.99   | 90                                                                                                                                                                                                                                                              | 4.18    | 4.99 - 5.99  | 470    | 5.22    | -           |        |         | 3.99 - 4.99             | 170    | 4.08    |
| Chuck/Shldr/Arm Steak     | 3.99 - 5.19   | 40                                                                                                                                                                                                                                                              | 5.01    | 5.49 - 5.99  | 290    | 5.49    | -           |        |         | 4.39 - 5.49             | 20     | 5.11    |
| London Broil              | 5.98 - 5.99   | 30                                                                                                                                                                                                                                                              | 5.98    | 5.69 - 5.99  | 130    | 5.94    | 4.49 - 4.49 | 10     | 4.49    | -                       |        |         |
| Brisket                   | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Brisket, Flat             | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Corned Beef Brisket       | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Corned Beef Flat          | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Beef Short Ribs           | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Flat Iron Steak           | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 7.99 - 8.99             | 130    | 8.03    |
| Flank Steak               | -             |                                                                                                                                                                                                                                                                 |         | 6.77 - 8.99  | 400    | 8.02    | -           |        |         | 4.99 - 7.99             | 130    | 7.51    |
| Minute/Cube Steaks        | 4.49 - 4.49   | 10                                                                                                                                                                                                                                                              | 4.49    | 4.99 - 4.99  | 170    | 4.99    | -           |        |         | -                       |        |         |
| Stew Meat                 | -             |                                                                                                                                                                                                                                                                 |         | 4.99 - 4.99  | 110    | 4.99    | -           |        |         | -                       |        |         |
| Ground Round              | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.99 - 5.99             | 10     | 5.85    |
| Ground Chuck              | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 2.98 - 2.98             | 40     | 2.98    |
| Ground Sirloin            | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Ground Beef 90% Or More   | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.99 - 4.49             | 410    | 4.00    |
| Ground Beef 80-89%        | 2.79 - 3.99   | 20                                                                                                                                                                                                                                                              | 3.09    | -            |        |         | -           |        |         | 1.99 - 4.99             | 530    | 3.85    |
| Ground Beef 70-79%        | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Beef Patties              | 4.48 - 4.99   | 130                                                                                                                                                                                                                                                             | 4.50    | -            |        |         | -           |        |         | 4.00 - 4.00             | 40     | 4.00    |
| Tri-Tip                   | -             |                                                                                                                                                                                                                                                                 |         | 6.49 - 7.99  | 300    | 7.94    | -           |        |         | 6.99 - 6.99             | 120    | 6.99    |
| Skirt Steak               | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 7.99 - 8.99             | 5      | 8.32    |

| Outlets                   | 100         | Explanatory Notes                                                                                                                                                                                                                               |         |             |        |         |             |        |         |                         |        |         |      |
|---------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|------|
| Feature Rate (1/)         | 84.9%       | 5/: BRANDED: Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: NON LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade. |         |             |        |         |             |        |         |                         |        |         |      |
| Feature Rate (1/)         | 84.9%       |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Activity Index (3/)       | 280         |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
|                           | BRANDED(5)  |                                                                                                                                                                                                                                                 |         | CHOICE      |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |      |
|                           | Price Range | Stores                                                                                                                                                                                                                                          | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |      |
| Bone-In Ribeye Roast      |             |                                                                                                                                                                                                                                                 |         | 8.99        | 8.99   | 20      | 8.99        |        |         | 9.98                    | 9.98   | 10      | 9.98 |
| Bone-In Ribeye Steak      |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Bnls Ribeye Roast         |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Bnls Ribeye Steak         |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| T-Bone Steak              |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Porterhouse Steak         |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Tenderloin                |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Filet Mignon              |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Loin, Bnls                |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Bone-In Strip Steak       |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Bnls New York Strip Steak |             |                                                                                                                                                                                                                                                 |         | 8.99        | 8.99   | 5       | 8.99        |        |         | 9.99                    | 9.99   | 10      | 9.99 |
| Beef Backribs             |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Sirloin Roast             |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Sirloin Steak             |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Bnls Sirloin Roast        |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         | 4.99                    | 4.99   | 10      | 4.99 |
| Bnls Sirloin Steak        |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         | 4.98                    | 5.49   | 10      | 5.30 |
| Sirloin Tip Roast         |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Sirloin Tip Steak         |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Bnls Top Sirloin Roast    |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Bnls Top Sirloin Steak    |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         | 7.99                    | 7.99   | 10      | 7.99 |
| Top Round Roast           |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Top Round Steak           |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Bottom Round Roast        |             |                                                                                                                                                                                                                                                 |         | 5.99        | 5.99   | 20      | 5.99        |        |         |                         |        |         |      |
| Bottom Round Steak        |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Eye Of Round Roast        |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Eye Of Round Steak        |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Rump Roast                |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Rump Steak                |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Chuck/Shldr/Arm Roast     |             |                                                                                                                                                                                                                                                 |         | 5.99        | 5.99   | 20      | 5.99        |        |         | 4.48                    | 4.99   | 10      | 4.88 |
| Chuck/Shldr/Arm Steak     |             |                                                                                                                                                                                                                                                 |         | 6.49        | 6.49   | 20      | 6.49        |        |         |                         |        |         |      |
| London Broil              |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Brisket                   |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Brisket, Flat             |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Corned Beef Brisket       |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Corned Beef Flat          |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Beef Short Ribs           |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         | 5.48                    | 5.48   | 5       | 5.48 |
| Flat Iron Steak           |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Flank Steak               |             |                                                                                                                                                                                                                                                 |         | 8.99        | 8.99   | 20      | 8.99        |        |         |                         |        |         |      |
| Minute/Cube Steaks        |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Stew Meat                 |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Ground Round              |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Ground Chuck              |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         | 5.48                    | 5.48   | 5       | 5.48 |
| Ground Sirloin            |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Ground Beef 90% Or More   |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         | 4.99                    | 6.88   | 20      | 5.23 |
| Ground Beef 80-89%        |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         | 3.99                    | 4.49   | 10      | 4.41 |
| Ground Beef 70-79%        |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |
| Beef Patties              | 4.48        | 4.48                                                                                                                                                                                                                                            | 10      | 4.48        |        |         |             |        |         | 5.33                    | 5.33   | 30      | 5.33 |
| Tri-Tip                   |             |                                                                                                                                                                                                                                                 |         | 8.99        | 8.99   | 20      | 8.99        |        |         | 7.99                    | 7.99   | 10      | 7.99 |
| Skirt Steak               |             |                                                                                                                                                                                                                                                 |         |             |        |         |             |        |         |                         |        |         |      |



**HAWAII**  
(HI)  
(prices in dollars per pound)

Fri. May 1, 2015

| Outlets                   | 100         |       | Explanatory Notes                                                                                                                                                                                                                               |         |             |       |        |         |             |        |         |                         |       |        |         |
|---------------------------|-------------|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------|-------|--------|---------|-------------|--------|---------|-------------------------|-------|--------|---------|
| Feature Rate (1/)         | 91.2%       |       | 5/: BRANDED: Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: NON LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade. |         |             |       |        |         |             |        |         |                         |       |        |         |
| Special Rate (1/)         | 0.0%        |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Activity Index (3/)       | 670         |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
|                           | BRANDED(5)  |       |                                                                                                                                                                                                                                                 |         | CHOICE      |       |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |       |        |         |
|                           | Price Range |       | Stores                                                                                                                                                                                                                                          | Wtd Avg | Price Range |       | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             |       | Stores | Wtd Avg |
| Bone-In Ribeye Roast      |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         | 7.99                    | 16.99 | 40     | 8.72    |
| Bone-In Ribeye Steak      | 10.19       | 13.99 | 40                                                                                                                                                                                                                                              | 13.68   |             |       |        |         |             |        |         | 15.99                   | 15.99 | 5      | 15.99   |
| Bnls Ribeye Roast         |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Bnls Ribeye Steak         |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| T-Bone Steak              |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Porterhouse Steak         |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Tenderloin                |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Filet Mignon              |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Loin, Bnls                |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Bone-In Strip Steak       |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Bnls New York Strip Steak |             |       |                                                                                                                                                                                                                                                 |         | 10.99       | 10.99 | 30     | 10.99   |             |        |         |                         |       |        |         |
| Beef Backribs             |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Sirloin Roast             |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Sirloin Steak             |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Bnls Sirloin Roast        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Bnls Sirloin Steak        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Sirloin Tip Roast         |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Sirloin Tip Steak         |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Bnls Top Sirloin Roast    |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Bnls Top Sirloin Steak    | 8.99        | 8.99  | 30                                                                                                                                                                                                                                              | 8.99    | 9.29        | 9.29  | 20     | 9.29    |             |        |         |                         |       |        |         |
| Top Round Roast           |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Top Round Steak           |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Bottom Round Roast        |             |       |                                                                                                                                                                                                                                                 |         | 6.99        | 6.99  | 30     | 6.99    |             |        |         |                         |       |        |         |
| Bottom Round Steak        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Eye Of Round Roast        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Eye Of Round Steak        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Rump Roast                |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Rump Steak                |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Chuck/Shldr/Arm Roast     | 4.59        | 4.59  | 5                                                                                                                                                                                                                                               | 4.59    | 4.99        | 5.79  | 50     | 5.37    |             |        |         |                         |       |        |         |
| Chuck/Shldr/Arm Steak     | 6.99        | 6.99  | 30                                                                                                                                                                                                                                              | 6.99    | 6.29        | 6.29  | 20     | 6.29    |             |        |         |                         |       |        |         |
| London Broil              |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Brisket                   |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Brisket, Flat             |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Corned Beef Brisket       |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Corned Beef Flat          |             |       |                                                                                                                                                                                                                                                 |         | 3.99        | 3.99  | 20     | 3.99    |             |        |         |                         |       |        |         |
| Beef Short Ribs           |             |       |                                                                                                                                                                                                                                                 |         | 6.49        | 6.49  | 20     | 6.49    |             |        |         | 8.99                    | 8.99  | 30     | 8.99    |
| Flat Iron Steak           |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Flank Steak               |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Minute/Cube Steaks        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Stew Meat                 | 5.99        | 5.99  | 30                                                                                                                                                                                                                                              | 5.99    | 6.29        | 6.29  | 20     | 6.29    |             |        |         |                         |       |        |         |
| Ground Round              |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |
| Ground Chuck              |             |       |                                                                                                                                                                                                                                                 |         | 4.79        | 4.79  | 20     | 4.79    |             |        |         |                         |       |        |         |
| Ground Sirloin            | 7.49        | 7.49  | 30                                                                                                                                                                                                                                              | 7.49    |             |       |        |         |             |        |         |                         |       |        |         |
| Ground Beef 90% Or More   |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         | 5.99                    | 5.99  | 30     | 5.99    |
| Ground Beef 80-89%        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         | 4.49                    | 4.49  | 30     | 4.49    |
| Ground Beef 70-79%        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         | 4.29                    | 4.29  | 5      | 4.29    |
| Beef Patties              | 4.48        | 4.48  | 10                                                                                                                                                                                                                                              | 4.48    |             |       |        |         |             |        |         |                         |       |        |         |
| Tri-Tip                   | 8.99        | 8.99  | 30                                                                                                                                                                                                                                              | 8.99    | 7.59        | 8.99  | 50     | 8.33    |             |        |         |                         |       |        |         |
| Skirt Steak               |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |       |        |         |