



# National Retail Report - Beef

## Advertised Prices for Beef at Major Retail Supermarket Outlets ending during the period of 06/12 thru 06/18

(prices in dollars per pound)

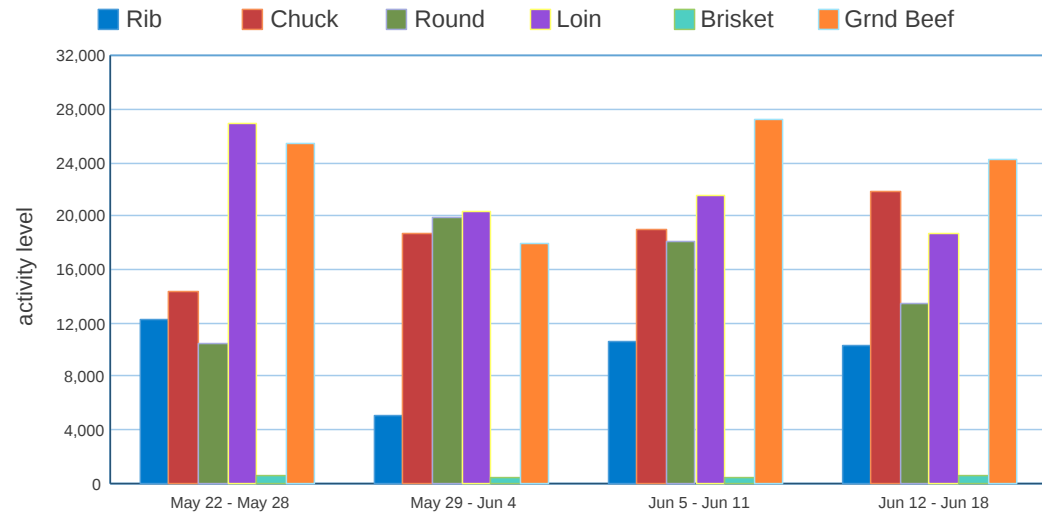
Fri. Jun 12, 2015

| NATIONAL SUMMARY          |           |         |           |         |           |         |
|---------------------------|-----------|---------|-----------|---------|-----------|---------|
|                           | THIS WEEK |         | LAST WEEK |         | LAST YEAR |         |
| Outlets                   | 29,200    |         | 29,200    |         | 29,400    |         |
| Feature Rate (1/)         | 95.5%     |         | 94.1%     |         | 96.0%     |         |
| Special Rate (2/)         | 7.0%      |         | 14.5%     |         | 25.3%     |         |
| Activity Index (3/)       | 94,590    |         | 104,320   |         | 132,610   |         |
|                           | Stores    | Wtd Avg | Stores    | Wtd Avg | Stores    | Wtd Avg |
| Bone-In Ribeye Roast      | 120       | 10.68   | 140       | 9.14    | 260       | 7.87    |
| Bone-In Ribeye Steak      | 3,350     | 9.80    | 3,930     | 10.35   | 7,010     | 7.77    |
| Bnls Ribeye Roast         | 650       | 6.67    | 360       | 7.37    | 260       | 5.99    |
| Bnls Ribeye Steak         | 6,160     | 10.90   | 6,220     | 10.66   | 5,810     | 7.58    |
| T-Bone Steak              | 4,140     | 8.76    | 5,520     | 9.34    | 5,210     | 7.62    |
| Porterhouse Steak         | 1,140     | 8.22    | 2,680     | 9.66    | 1,230     | 7.70    |
| Tenderloin                | 700       | 11.36   | 280       | 10.54   | 2,530     | 12.32   |
| Filet Mignon              | 650       | 14.83   | 1,230     | 13.04   | 4,070     | 11.86   |
| Loin, Bnls                | 130       | 8.13    | 190       | 8.37    | 560       | 6.05    |
| Bone-In Strip Steak       | 2,450     | 9.37    | 2,050     | 7.68    | 3,400     | 7.35    |
| Bnls New York Strip Steak | 2,480     | 10.22   | 4,000     | 9.78    | 12,930    | 9.07    |
| Beef Backribs             | 380       | 3.14    | 620       | 3.02    | 930       | 1.91    |
| Sirloin Roast             | 350       | 5.66    | 30        | 4.16    | 20        | 5.79    |
| Sirloin Steak             | 580       | 6.28    | 670       | 6.27    | 2,120     | 6.39    |
| Bnls Sirloin Roast        | 10        | 5.49    | 90        | 6.85    | 20        | 3.99    |
| Bnls Sirloin Steak        | 1,600     | 6.50    | 930       | 6.24    | 3,390     | 6.56    |
| Sirloin Tip Roast         | 1,040     | 4.63    | 1,420     | 5.25    | 3,310     | 3.83    |
| Sirloin Tip Steak         | 730       | 5.28    | 2,040     | 5.21    | 3,300     | 5.10    |
| Bnls Top Sirloin Roast    | 100       | 6.50    | 80        | 7.31    | 40        | 3.86    |
| Bnls Top Sirloin Steak    | 2,470     | 6.80    | 3,750     | 7.03    | 2,910     | 5.60    |
| Top Round Roast           | 780       | 5.31    | 630       | 4.57    | 1,500     | 4.41    |
| Top Round Steak           | 1,460     | 5.40    | 1,010     | 4.69    | 3,110     | 4.04    |
| Bottom Round Roast        | 2,110     | 4.25    | 2,840     | 4.45    | 1,630     | 3.73    |
| Bottom Round Steak        | 1,380     | 4.38    | 1,400     | 4.49    | 1,940     | 4.35    |
| Eye Of Round Roast        | 1,670     | 4.56    | 1,520     | 5.09    | 1,280     | 4.35    |
| Eye Of Round Steak        | 650       | 5.41    | 1,270     | 5.50    | 860       | 5.06    |
| Rump Roast                | 1,130     | 4.01    | 2,020     | 4.64    | 1,150     | 3.98    |
| Rump Steak                |           |         | 80        | 4.37    | 30        | 3.99    |
| Chuck/Shldr/Arm Roast     | 8,370     | 4.85    | 5,070     | 4.61    | 3,530     | 3.85    |
| Chuck/Shldr/Arm Steak     | 8,530     | 4.86    | 7,360     | 4.61    | 9,690     | 4.56    |
| London Broil              | 4,480     | 4.99    | 5,480     | 4.61    | 7,550     | 4.49    |
| Brisket                   | 510       | 3.05    | 430       | 2.66    | 2,570     | 5.52    |
| Brisket, Flat             | 10        | 4.84    |           |         | 30        | 6.82    |
| Corned Beef Brisket       | 10        | 3.99    |           |         | 260       | 5.49    |
| Corned Beef Flat          | 10        | 4.99    |           |         |           |         |
| Beef Short Ribs           | 1,780     | 5.19    | 760       | 5.15    | 740       | 5.33    |
| Flat Iron Steak           | 410       | 6.54    | 1,120     | 6.42    | 690       | 8.10    |
| Flank Steak               | 480       | 7.83    | 720       | 8.81    | 1,170     | 8.24    |
| Minute/Cube Steaks        | 1,670     | 5.14    | 3,650     | 5.06    | 4,280     | 4.76    |
| Stew Meat                 | 3,860     | 4.63    | 3,770     | 4.65    | 3,240     | 4.84    |
| Ground Round              | 760       | 4.64    | 610       | 4.48    | 3,900     | 4.31    |
| Ground Chuck              | 3,530     | 3.73    | 1,780     | 3.94    | 6,810     | 3.27    |
| Ground Sirloin            | 440       | 5.37    | 1,300     | 5.17    | 1,440     | 4.97    |
| Ground Beef 90% Or More   | 4,250     | 4.83    | 4,130     | 5.24    | 3,300     | 4.50    |
| Ground Beef 80-89%        | 5,660     | 4.09    | 8,680     | 4.11    | 3,820     | 3.47    |
| Ground Beef 70-79%        | 1,770     | 2.97    | 2,750     | 2.82    | 2,020     | 2.61    |
| Beef Patties              | 7,780     | 4.67    | 7,940     | 4.66    | 3,990     | 4.65    |
| Tri-Tip                   | 1,830     | 6.38    | 1,200     | 6.95    | 2,580     | 6.09    |
| Skirt Steak               | 40        | 6.92    | 570       | 8.63    | 190       | 7.86    |

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

Compared to last week, the Feature Rate saw a increase of 1.4 percent; the Special Rate saw a decrease of 7.5 percent, and the Activity Index was lower by 9.3 percent. There was an increased prevalence in grilling cuts as consumers are enjoying meals by the grill this summer. Chuck, Brisket and Rib cuts saw more ad space while Round, Loin, nad Ground Beef items saw less. The weekly cattle slaughter under federal inspection saw a 4.8 percent incline 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. Jun 12, 2015

| Outlets                   | 5,400       |         | Explanatory Notes                                                                                                                                                                                                                               |         |             |         |        |         |             |                         |        |         |       |       |
|---------------------------|-------------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------|---------|--------|---------|-------------|-------------------------|--------|---------|-------|-------|
| Feature Rate (1/)         | 95.0%       |         | 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/)         | 7.1%        |         |                                                                                                                                                                                                                                                 |         |             |         |        |         |             |                         |        |         |       |       |
| Activity Index (3/)       | 21,650      |         |                                                                                                                                                                                                                                                 |         |             |         |        |         |             |                         |        |         |       |       |
|                           | BRANDED(5)  |         |                                                                                                                                                                                                                                                 | CHOICE  |             |         | SELECT |         |             | NON LABELED / OTHER (6) |        |         |       |       |
|                           | Price Range |         | Stores                                                                                                                                                                                                                                          | Wtd Avg | Price Range |         | Stores | Wtd Avg | Price Range |                         | Stores | Wtd Avg |       |       |
| Bone-In Ribeye Roast      | -           |         |                                                                                                                                                                                                                                                 |         | -           |         |        |         | -           |                         |        |         |       |       |
| Bone-In Ribeye Steak      | 8.99        | - 9.99  | 420                                                                                                                                                                                                                                             | 9.94    | 7.99        | - 7.99  | 110    | 7.99    | -           |                         |        |         |       |       |
| Bnls Ribeye Roast         | 8.99        | - 8.99  | 20                                                                                                                                                                                                                                              | 8.99    | 9.99        | - 9.99  | 10     | 9.99    | -           |                         |        |         |       |       |
| Bnls Ribeye Steak         | 9.99        | - 13.99 | 480                                                                                                                                                                                                                                             | 12.04   | 8.99        | - 8.99  | 100    | 8.99    | -           |                         | 5.98   | - 10.99 | 210   | 7.06  |
| T-Bone Steak              | 6.99        | - 9.99  | 240                                                                                                                                                                                                                                             | 7.23    | 5.99        | - 7.99  | 640    | 6.63    | -           |                         | -      |         |       |       |
| Porterhouse Steak         | 9.99        | - 12.99 | 20                                                                                                                                                                                                                                              | 10.62   | 5.99        | - 9.99  | 700    | 7.25    | -           |                         | -      |         |       |       |
| Tenderloin                | -           |         |                                                                                                                                                                                                                                                 |         | 10.99       | - 12.49 | 30     | 12.01   | -           |                         | 7.99   | - 14.99 | 50    | 12.07 |
| Filet Mignon              | -           |         |                                                                                                                                                                                                                                                 |         | 13.99       | - 19.99 | 190    | 14.79   | -           |                         | 8.99   | - 15.99 | 40    | 12.21 |
| Loin, Bnls                | -           |         |                                                                                                                                                                                                                                                 |         | 7.99        | - 7.99  | 10     | 7.99    | -           |                         | 7.99   | - 7.99  | 5     | 7.99  |
| Bone-In Strip Steak       | 7.99        | - 7.99  | 10                                                                                                                                                                                                                                              | 7.99    | 8.88        | - 9.49  | 350    | 9.36    | -           |                         | -      |         |       |       |
| Bnls New York Strip Steak | 5.99        | - 15.99 | 70                                                                                                                                                                                                                                              | 9.46    | 7.99        | - 9.99  | 570    | 9.04    | -           |                         | 6.97   | - 8.99  | 40    | 7.63  |
| Beef Backribs             | -           |         |                                                                                                                                                                                                                                                 |         | -           |         |        |         | -           |                         | -      |         |       |       |
| Sirloin Roast             | -           |         |                                                                                                                                                                                                                                                 |         | -           |         |        |         | -           |                         | -      |         |       |       |
| Sirloin Steak             | -           |         |                                                                                                                                                                                                                                                 |         | 5.99        | - 8.99  | 20     | 6.67    | -           |                         | 5.99   | - 5.99  | 40    | 5.99  |
| Bnls Sirloin Roast        | -           |         |                                                                                                                                                                                                                                                 |         | 5.49        | - 5.49  | 10     | 5.49    | -           |                         | -      |         |       |       |
| Bnls Sirloin Steak        | 5.99        | - 8.99  | 350                                                                                                                                                                                                                                             | 6.95    | 4.99        | - 10.99 | 250    | 7.65    | -           |                         | 5.97   | - 6.99  | 80    | 6.78  |
| Sirloin Tip Roast         | 5.99        | - 5.99  | 10                                                                                                                                                                                                                                              | 5.99    | 3.99        | - 5.99  | 110    | 5.84    | -           |                         | -      |         |       |       |
| Sirloin Tip Steak         | 4.98        | - 5.99  | 60                                                                                                                                                                                                                                              | 5.10    | 4.28        | - 5.99  | 130    | 5.68    | -           |                         | -      |         |       |       |
| Bnls Top Sirloin Roast    | 4.49        | - 4.49  | 20                                                                                                                                                                                                                                              | 4.49    | -           |         |        |         | -           |                         | 3.99   | - 3.99  | 20    | 3.99  |
| Bnls Top Sirloin Steak    | 5.99        | - 6.99  | 410                                                                                                                                                                                                                                             | 6.01    | 7.99        | - 7.99  | 10     | 7.99    | -           |                         | -      |         |       |       |
| Top Round Roast           | 5.99        | - 6.99  | 310                                                                                                                                                                                                                                             | 6.01    | 3.99        | - 5.19  | 50     | 4.46    | -           |                         | 3.88   | - 4.99  | 60    | 4.69  |
| Top Round Steak           | 4.99        | - 6.49  | 640                                                                                                                                                                                                                                             | 6.09    | 4.49        | - 5.99  | 500    | 4.88    | -           |                         | 4.29   | - 5.99  | 110   | 4.91  |
| Bottom Round Roast        | 4.49        | - 4.99  | 240                                                                                                                                                                                                                                             | 4.53    | 3.49        | - 4.99  | 450    | 4.47    | 3.49        | - 3.49                  | 60     | 3.49    | 40    | 3.85  |
| Bottom Round Steak        | 4.49        | - 4.49  | 10                                                                                                                                                                                                                                              | 4.49    | 3.99        | - 5.99  | 170    | 5.70    | -           |                         | 5.27   | - 5.27  | 20    | 5.27  |
| Eye Of Round Roast        | 3.99        | - 4.99  | 10                                                                                                                                                                                                                                              | 4.24    | 2.99        | - 5.99  | 780    | 4.46    | -           |                         | 3.99   | - 4.99  | 80    | 4.22  |
| Eye Of Round Steak        | 3.98        | - 5.29  | 50                                                                                                                                                                                                                                              | 4.06    | 4.48        | - 5.99  | 160    | 5.85    | -           |                         | 5.99   | - 5.99  | 60    | 5.99  |
| Rump Roast                | -           |         |                                                                                                                                                                                                                                                 |         | 3.69        | - 5.19  | 260    | 4.35    | 3.69        | - 3.69                  | 60     | 3.69    | 40    | 4.02  |
| Rump Steak                | -           |         |                                                                                                                                                                                                                                                 |         | -           |         |        |         | -           |                         | -      |         |       |       |
| Chuck/Shldr/Arm Roast     | 3.99        | - 5.99  | 200                                                                                                                                                                                                                                             | 5.74    | 3.49        | - 5.99  | 530    | 5.24    | -           |                         | 3.99   | - 4.97  | 130   | 4.11  |
| Chuck/Shldr/Arm Steak     | 3.49        | - 5.99  | 370                                                                                                                                                                                                                                             | 5.52    | 3.29        | - 5.99  | 970    | 4.80    | -           |                         | 3.99   | - 5.99  | 290   | 4.46  |
| London Broil              | 3.99        | - 6.99  | 610                                                                                                                                                                                                                                             | 5.24    | 3.49        | - 5.99  | 1,030  | 5.11    | -           |                         | 3.97   | - 5.49  | 440   | 4.43  |
| Brisket                   | -           |         |                                                                                                                                                                                                                                                 |         | -           |         |        |         | -           |                         | -      |         |       |       |
| Brisket, Flat             | -           |         |                                                                                                                                                                                                                                                 |         | -           |         |        |         | -           |                         | -      |         |       |       |
| Corned Beef Brisket       | -           |         |                                                                                                                                                                                                                                                 |         | -           |         |        |         | -           |                         | -      |         |       |       |
| Corned Beef Flat          | -           |         |                                                                                                                                                                                                                                                 |         | -           |         |        |         | -           |                         | -      |         |       |       |
| Beef Short Ribs           | -           |         |                                                                                                                                                                                                                                                 |         | 3.99        | - 5.99  | 110    | 5.88    | -           |                         | 3.99   | - 5.99  | 40    | 4.91  |
| Flat Iron Steak           | -           |         |                                                                                                                                                                                                                                                 |         | 5.99        | - 5.99  | 10     | 5.99    | -           |                         | -      |         |       |       |
| Flank Steak               | -           |         |                                                                                                                                                                                                                                                 |         | 8.99        | - 11.99 | 50     | 11.65   | -           |                         | 10.99  | - 10.99 | 10    | 10.99 |
| Minute/Cube Steaks        | 4.99        | - 5.99  | 20                                                                                                                                                                                                                                              | 5.52    | 4.99        | - 5.99  | 440    | 5.35    | -           |                         | 3.97   | - 6.99  | 220   | 6.09  |
| Stew Meat                 | 4.69        | - 5.99  | 60                                                                                                                                                                                                                                              | 5.10    | 4.99        | - 4.99  | 170    | 4.99    | -           |                         | 3.99   | - 4.29  | 340   | 4.18  |
| Ground Round              | 4.99        | - 5.99  | 20                                                                                                                                                                                                                                              | 5.69    | -           |         |        |         | -           |                         | 3.99   | - 5.39  | 40    | 4.51  |
| Ground Chuck              | -           |         |                                                                                                                                                                                                                                                 |         | -           |         |        |         | -           |                         | 3.49   | - 4.27  | 160   | 3.67  |
| Ground Sirloin            | -           |         |                                                                                                                                                                                                                                                 |         | 4.99        | - 4.99  | 10     | 4.99    | -           |                         | 4.49   | - 5.19  | 20    | 4.96  |
| Ground Beef 90% Or More   | 4.99        | - 4.99  | 10                                                                                                                                                                                                                                              | 4.99    | -           |         |        |         | -           |                         | 4.49   | - 5.99  | 1,190 | 5.09  |
| Ground Beef 80-89%        | 2.99        | - 2.99  | 10                                                                                                                                                                                                                                              | 2.99    | -           |         |        |         | -           |                         | 2.99   | - 4.99  | 1,480 | 4.11  |
| Ground Beef 70-79%        | -           |         |                                                                                                                                                                                                                                                 |         | -           |         |        |         | -           |                         | 2.99   | - 3.99  | 220   | 3.24  |
| Beef Patties              | 4.48        | - 7.99  | 360                                                                                                                                                                                                                                             | 4.88    | 3.99        | - 3.99  | 10     | 3.99    | -           |                         | 2.25   | - 7.10  | 1,540 | 5.03  |
| Tri-Tip                   | -           |         |                                                                                                                                                                                                                                                 |         | 6.99        | - 7.99  | 70     | 7.12    | -           |                         | 6.99   | - 6.99  | 20    | 6.99  |
| Skirt Steak               | -           |         |                                                                                                                                                                                                                                                 |         | -           |         |        |         | -           |                         | -      |         |       |       |

| Outlets                   | 7,400       | Explanatory Notes                                                                                                                                                                                                                                               |        |         |             |       |        |         |             |       |                         |         |             |    |        |         |   |       |       |       |
|---------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|---------|-------------|-------|--------|---------|-------------|-------|-------------------------|---------|-------------|----|--------|---------|---|-------|-------|-------|
| Feature Rate (1/)         | 96.3%       | 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/)         | 8.9%        |                                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |       |                         |         |             |    |        |         |   |       |       |       |
| Activity Index (3/)       | 22,565      |                                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |       |                         |         |             |    |        |         |   |       |       |       |
|                           | 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      | 10.69       | -                                                                                                                                                                                                                                                               | 10.69  | 10      | 10.69       | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | -       |   |       |       |       |
| Bone-In Ribeye Steak      | 6.99        | -                                                                                                                                                                                                                                                               | 9.99   | 140     | 9.14        | 9.99  | -      | 9.99    | 1,090       | 9.99  | 8.99                    | -       | 8.99        | 40 | 8.99   | 4.99    | - | 8.99  | 90    | 8.81  |
| Bnls Ribeye Roast         | 8.99        | -                                                                                                                                                                                                                                                               | 8.99   | 210     | 8.99        | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | -       | - | -     | -     | -     |
| Bnls Ribeye Steak         | 9.99        | -                                                                                                                                                                                                                                                               | 12.99  | 810     | 11.26       | 7.88  | -      | 10.99   | 1,170       | 10.83 | -                       | -       | -           | -  | -      | 5.98    | - | 9.99  | 30    | 9.70  |
| T-Bone Steak              | 8.98        | -                                                                                                                                                                                                                                                               | 9.95   | 390     | 9.54        | 6.99  | -      | 9.99    | 700         | 9.35  | 6.99                    | -       | 8.77        | 40 | 8.37   | 4.99    | - | 9.99  | 130   | 6.52  |
| Porterhouse Steak         | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | 7.99  | -      | 7.99    | 40          | 7.99  | -                       | -       | -           | -  | -      | 4.99    | - | 9.99  | 50    | 7.69  |
| Tenderloin                | 12.98       | -                                                                                                                                                                                                                                                               | 16.99  | 200     | 13.12       | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | 9.99    | - | 9.99  | 300   | 9.99  |
| Filet Mignon              | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | 13.99 | -      | 13.99   | 40          | 13.99 | -                       | -       | -           | -  | -      | 12.99   | - | 12.99 | 180   | 12.99 |
| Loin, Bnls                | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | -       | - | -     | -     | -     |
| Bone-In Strip Steak       | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | 8.88  | -      | 9.49    | 270         | 9.44  | -                       | -       | -           | -  | -      | -       | - | -     | -     | -     |
| Bnls New York Strip Steak | 8.99        | -                                                                                                                                                                                                                                                               | 11.99  | 30      | 10.19       | 8.99  | -      | 10.99   | 120         | 10.27 | -                       | -       | -           | -  | -      | 8.99    | - | 9.99  | 20    | 9.49  |
| Beef Backribs             | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | 1.99    | - | 1.99  | 10    | 1.99  |
| Sirloin Roast             | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | 5.49  | -      | 5.49    | 10          | 5.49  | -                       | -       | -           | -  | -      | 4.29    | - | 4.29  | 10    | 4.29  |
| Sirloin Steak             | 4.68        | -                                                                                                                                                                                                                                                               | 4.68   | 30      | 4.68        | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | 3.99    | - | 4.49  | 20    | 4.24  |
| Bnls Sirloin Roast        | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | -       | - | -     | -     | -     |
| Bnls Sirloin Steak        | 5.55        | -                                                                                                                                                                                                                                                               | 8.99   | 80      | 7.00        | -     | -      | -       | -           | -     | 4.93                    | -       | 4.93        | 10 | 4.93   | 4.98    | - | 5.99  | 60    | 5.21  |
| Sirloin Tip Roast         | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | 3.99                    | -       | 4.56        | 30 | 4.51   | 3.98    | - | 3.98  | 200   | 3.98  |
| Sirloin Tip Steak         | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | 5.99                    | -       | 5.99        | 10 | 5.99   | -       | - | -     | -     | -     |
| Bnls Top Sirloin Roast    | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | 3.99    | - | 3.99  | 5     | 3.99  |
| Bnls Top Sirloin Steak    | 5.99        | -                                                                                                                                                                                                                                                               | 5.99   | 10      | 5.99        | 5.99  | -      | 7.99    | 160         | 6.64  | -                       | -       | -           | -  | -      | 4.99    | - | 4.99  | 10    | 4.99  |
| Top Round Roast           | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | 4.99  | -      | 5.19    | 80          | 5.00  | -                       | -       | -           | -  | -      | 3.99    | - | 3.99  | 10    | 3.99  |
| Top Round Steak           | 4.58        | -                                                                                                                                                                                                                                                               | 4.99   | 40      | 4.60        | 4.99  | -      | 5.29    | 10          | 5.04  | -                       | -       | -           | -  | -      | 4.99    | - | 4.99  | 10    | 4.99  |
| Bottom Round Roast        | 2.99        | -                                                                                                                                                                                                                                                               | 3.88   | 70      | 3.79        | 4.49  | -      | 4.99    | 30          | 4.76  | 2.98                    | -       | 3.99        | 60 | 3.58   | -       | - | -     | -     | -     |
| Bottom Round Steak        | 3.49        | -                                                                                                                                                                                                                                                               | 4.49   | 140     | 4.04        | 4.99  | -      | 4.99    | 10          | 4.99  | 3.99                    | -       | 4.29        | 40 | 4.25   | 4.79    | - | 4.79  | 10    | 4.79  |
| Eye Of Round Roast        | 3.66        | -                                                                                                                                                                                                                                                               | 3.99   | 100     | 3.69        | 3.99  | -      | 5.99    | 40          | 5.70  | 2.77                    | -       | 2.77        | 5  | 2.77   | -       | - | -     | -     | -     |
| Eye Of Round Steak        | 4.49        | -                                                                                                                                                                                                                                                               | 4.49   | 10      | 4.49        | 3.99  | -      | 3.99    | 10          | 3.99  | 4.24                    | -       | 4.24        | 30 | 4.24   | -       | - | -     | -     | -     |
| Rump Roast                | 3.19        | -                                                                                                                                                                                                                                                               | 3.69   | 30      | 3.54        | -     | -      | -       | -           | -     | 3.33                    | -       | 3.33        | 10 | 3.33   | 4.49    | - | 4.49  | 10    | 4.49  |
| Rump Steak                | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | -       | - | -     | -     | -     |
| Chuck/Shldr/Arm Roast     | 3.58        | -                                                                                                                                                                                                                                                               | 5.78   | 560     | 4.95        | 2.99  | -      | 5.99    | 2,940       | 5.03  | 3.47                    | -       | 3.98        | 60 | 3.73   | 3.78    | - | 5.99  | 350   | 5.33  |
| Chuck/Shldr/Arm Steak     | 3.98        | -                                                                                                                                                                                                                                                               | 5.45   | 270     | 5.27        | 4.99  | -      | 5.99    | 2,230       | 5.63  | 3.49                    | -       | 4.49        | 70 | 3.83   | 3.79    | - | 4.99  | 680   | 4.18  |
| London Broil              | 3.79        | -                                                                                                                                                                                                                                                               | 5.99   | 260     | 5.66        | 3.99  | -      | 5.49    | 160         | 4.84  | -                       | -       | -           | -  | -      | 3.99    | - | 5.49  | 100   | 4.96  |
| Brisket                   | 3.39        | -                                                                                                                                                                                                                                                               | 3.39   | 10      | 3.39        | -     | -      | -       | -           | -     | 3.95                    | -       | 3.95        | 30 | 3.95   | -       | - | -     | -     | -     |
| Brisket, Flat             | 6.99        | -                                                                                                                                                                                                                                                               | 6.99   | 10      | 6.99        | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | -       | - | -     | -     | -     |
| Corned Beef Brisket       | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | -       | - | -     | -     | -     |
| Corned Beef Flat          | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | -       | - | -     | -     | -     |
| Beef Short Ribs           | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | 4.99                    | -       | 4.99        | 20 | 4.99   | 3.99    | - | 3.99  | 5     | 3.99  |
| Flat Iron Steak           | 9.99        | -                                                                                                                                                                                                                                                               | 9.99   | 10      | 9.99        | 6.99  | -      | 6.99    | 90          | 6.99  | -                       | -       | -           | -  | -      | -       | - | -     | -     | -     |
| Flank Steak               | 9.99        | -                                                                                                                                                                                                                                                               | 9.99   | 10      | 9.99        | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | -       | - | -     | -     | -     |
| Minute/Cube Steaks        | 4.18        | -                                                                                                                                                                                                                                                               | 5.99   | 100     | 4.41        | -     | -      | -       | -           | -     | 4.99                    | -       | 4.99        | 10 | 4.99   | 3.99    | - | 5.57  | 100   | 5.02  |
| Stew Meat                 | 5.45        | -                                                                                                                                                                                                                                                               | 5.45   | 220     | 5.45        | 4.95  | -      | 4.99    | 560         | 4.95  | 3.93                    | -       | 4.98        | 50 | 4.43   | 3.99    | - | 4.99  | 520   | 4.31  |
| Ground Round              | 4.99        | -                                                                                                                                                                                                                                                               | 4.99   | 10      | 4.99        | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | 3.97    | - | 4.79  | 80    | 4.16  |
| Ground Chuck              | 3.39        | -                                                                                                                                                                                                                                                               | 4.99   | 80      | 3.54        | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | 2.99    | - | 3.99  | 1,480 | 3.59  |
| Ground Sirloin            | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | 5.99    | - | 5.99  | 30    | 5.99  |
| Ground Beef 90% Or More   | 5.99        | -                                                                                                                                                                                                                                                               | 5.99   | 10      | 5.99        | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | 3.99    | - | 4.99  | 220   | 4.93  |
| Ground Beef 80-89%        | 5.25        | -                                                                                                                                                                                                                                                               | 5.25   | 720     | 5.25        | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | 2.88    | - | 5.67  | 220   | 4.33  |
| Ground Beef 70-79%        | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | 2.48    | - | 3.69  | 470   | 3.14  |
| Beef Patties              | 3.99        | -                                                                                                                                                                                                                                                               | 4.99   | 1,180   | 4.52        | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | 2.99    | - | 6.89  | 640   | 4.82  |
| Tri-Tip                   | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | -       | - | -     | -     | -     |
| Skirt Steak               | -           | -                                                                                                                                                                                                                                                               | -      | -       | -           | -     | -      | -       | -           | -     | -                       | -       | -           | -  | -      | -       | - | -     | -     | -     |

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

Fri. Jun 12, 2015

| Outlets                   | 6,100         | Explanatory Notes                                                                                                                           |         |               |        |         |             |        |         |                         |        |         |
|---------------------------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 97.6%         | 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/)         | 6.3%          | Branch's Certified Beef Programs. 6/: <b>NON LABELED/OTHER</b> : Beef cuts advertised without a USDA Quality Grade.                         |         |               |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 19,315        |                                                                                                                                             |         |               |        |         |             |        |         |                         |        |         |
|                           | 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      | 9.98 - 16.99  | 10                                                                                                                                          | 13.99   | -             | -      | -       | -           | -      | -       | -                       | -      | -       |
| Bone-In Ribeye Steak      | 9.98 - 16.99  | 160                                                                                                                                         | 10.34   | 9.98 - 9.99   | 10     | 9.99    | -           | -      | -       | 8.99 - 8.99             | 10     | 8.99    |
| Bnls Ribeye Roast         | 9.99 - 9.99   | 30                                                                                                                                          | 9.99    | -             | -      | -       | -           | -      | -       | 3.99 - 6.99             | 50     | 4.52    |
| Bnls Ribeye Steak         | 9.99 - 12.99  | 750                                                                                                                                         | 12.67   | 8.99 - 12.98  | 1,060  | 10.64   | -           | -      | -       | 4.99 - 11.58            | 310    | 7.58    |
| T-Bone Steak              | 8.98 - 12.99  | 240                                                                                                                                         | 10.01   | 7.99 - 11.99  | 440    | 10.45   | 7.99 - 7.99 | 10     | 7.99    | 5.99 - 8.99             | 160    | 6.77    |
| Porterhouse Steak         | 9.49 - 12.99  | 50                                                                                                                                          | 10.94   | 10.99 - 11.99 | 160    | 11.49   | -           | -      | -       | 9.19 - 9.19             | 20     | 9.19    |
| Tenderloin                | 12.00 - 12.00 | 20                                                                                                                                          | 12.00   | -             | -      | -       | -           | -      | -       | 8.99 - 9.99             | 20     | 9.69    |
| Filet Mignon              | 18.99 - 18.99 | 20                                                                                                                                          | 18.99   | 17.31 - 17.31 | 180    | 17.31   | -           | -      | -       | -                       | -      | -       |
| Loin, Bnls                | -             | -                                                                                                                                           | -       | -             | -      | -       | 7.99 - 7.99 | 10     | 7.99    | 3.99 - 3.99             | 40     | 3.99    |
| Bone-In Strip Steak       | 7.99 - 7.99   | 70                                                                                                                                          | 7.99    | 7.99 - 11.99  | 850    | 10.06   | -           | -      | -       | 5.99 - 5.99             | 10     | 5.99    |
| Bnls New York Strip Steak | 9.99 - 10.99  | 80                                                                                                                                          | 10.70   | 8.99 - 13.99  | 390    | 10.92   | 5.99 - 8.99 | 20     | 8.04    | 5.99 - 7.20             | 30     | 6.68    |
| Beef Backribs             | -             | -                                                                                                                                           | -       | 2.49 - 2.49   | 5      | 2.49    | -           | -      | -       | -                       | -      | -       |
| Sirloin Roast             | -             | -                                                                                                                                           | -       | -             | -      | -       | -           | -      | -       | -                       | -      | -       |
| Sirloin Steak             | 5.99 - 5.99   | 190                                                                                                                                         | 5.99    | -             | -      | -       | -           | -      | -       | 6.99 - 6.99             | 5      | 6.99    |
| Bnls Sirloin Roast        | -             | -                                                                                                                                           | -       | -             | -      | -       | -           | -      | -       | -                       | -      | -       |
| Bnls Sirloin Steak        | 4.99 - 7.99   | 330                                                                                                                                         | 6.24    | 5.99 - 5.99   | 20     | 5.99    | -           | -      | -       | 4.98 - 6.99             | 20     | 6.25    |
| Sirloin Tip Roast         | 3.99 - 5.99   | 90                                                                                                                                          | 4.90    | 3.79 - 4.98   | 160    | 4.62    | 3.99 - 3.99 | 5      | 3.99    | -                       | -      | -       |
| Sirloin Tip Steak         | 4.29 - 5.99   | 70                                                                                                                                          | 5.04    | 2.98 - 4.98   | 70     | 4.44    | -           | -      | -       | -                       | -      | -       |
| Bnls Top Sirloin Roast    | -             | -                                                                                                                                           | -       | -             | -      | -       | -           | -      | -       | -                       | -      | -       |
| Bnls Top Sirloin Steak    | 4.99 - 8.99   | 150                                                                                                                                         | 7.12    | 5.99 - 7.99   | 530    | 7.02    | -           | -      | -       | 4.58 - 4.99             | 120    | 4.97    |
| Top Round Roast           | 3.99 - 4.99   | 130                                                                                                                                         | 4.71    | 4.99 - 5.19   | 60     | 5.04    | -           | -      | -       | 5.99 - 5.99             | 5      | 5.99    |
| Top Round Steak           | 4.58 - 4.99   | 110                                                                                                                                         | 4.87    | 4.29 - 5.49   | 40     | 5.06    | -           | -      | -       | -                       | -      | -       |
| Bottom Round Roast        | 3.79 - 5.99   | 290                                                                                                                                         | 4.24    | 3.99 - 3.99   | 10     | 3.99    | 3.89 - 3.89 | 5      | 3.89    | -                       | -      | -       |
| Bottom Round Steak        | 3.79 - 5.29   | 300                                                                                                                                         | 4.37    | 3.99 - 4.99   | 40     | 4.39    | -           | -      | -       | 4.28 - 4.28             | 10     | 4.28    |
| Eye Of Round Roast        | 3.68 - 5.49   | 90                                                                                                                                          | 4.43    | 3.99 - 5.99   | 130    | 5.10    | -           | -      | -       | -                       | -      | -       |
| Eye Of Round Steak        | 3.99 - 5.99   | 50                                                                                                                                          | 5.20    | 4.29 - 5.99   | 120    | 5.33    | -           | -      | -       | 4.99 - 4.99             | 10     | 4.99    |
| Rump Roast                | 3.69 - 4.98   | 120                                                                                                                                         | 4.14    | 3.99 - 4.59   | 130    | 4.54    | -           | -      | -       | -                       | -      | -       |
| Rump Steak                | -             | -                                                                                                                                           | -       | -             | -      | -       | -           | -      | -       | -                       | -      | -       |
| Chuck/Shldr/Arm Roast     | 3.58 - 7.49   | 340                                                                                                                                         | 4.73    | 2.99 - 5.99   | 540    | 4.68    | -           | -      | -       | 3.49 - 4.99             | 90     | 4.09    |
| Chuck/Shldr/Arm Steak     | 3.98 - 7.99   | 250                                                                                                                                         | 4.59    | 3.89 - 5.99   | 780    | 4.78    | -           | -      | -       | 2.98 - 4.19             | 660    | 3.99    |
| London Broil              | 3.79 - 4.99   | 180                                                                                                                                         | 4.78    | 4.99 - 5.49   | 40     | 5.08    | -           | -      | -       | 5.99 - 5.99             | 5      | 5.99    |
| Brisket                   | 4.99 - 6.99   | 20                                                                                                                                          | 6.54    | 5.99 - 5.99   | 20     | 5.99    | -           | -      | -       | -                       | -      | -       |
| Brisket, Flat             | -             | -                                                                                                                                           | -       | -             | -      | -       | -           | -      | -       | -                       | -      | -       |
| Corned Beef Brisket       | -             | -                                                                                                                                           | -       | -             | -      | -       | -           | -      | -       | 3.99 - 3.99             | 10     | 3.99    |
| Corned Beef Flat          | -             | -                                                                                                                                           | -       | -             | -      | -       | -           | -      | -       | 4.99 - 4.99             | 10     | 4.99    |
| Beef Short Ribs           | 4.99 - 4.99   | 20                                                                                                                                          | 4.99    | 3.99 - 5.99   | 50     | 4.62    | -           | -      | -       | 2.99 - 4.99             | 40     | 3.88    |
| Flat Iron Steak           | 6.99 - 6.99   | 10                                                                                                                                          | 6.99    | 4.99 - 7.99   | 160    | 7.33    | -           | -      | -       | -                       | -      | -       |
| Flank Steak               | -             | -                                                                                                                                           | -       | 6.99 - 8.99   | 10     | 7.78    | -           | -      | -       | -                       | -      | -       |
| Minute/Cube Steaks        | 4.18 - 5.99   | 160                                                                                                                                         | 5.22    | 3.99 - 4.99   | 270    | 4.70    | -           | -      | -       | 3.99 - 5.49             | 140    | 5.12    |
| Stew Meat                 | 4.29 - 5.99   | 50                                                                                                                                          | 5.55    | 3.99 - 4.99   | 160    | 4.71    | -           | -      | -       | 4.29 - 5.49             | 670    | 4.44    |
| Ground Round              | 3.99 - 4.99   | 120                                                                                                                                         | 4.12    | 3.99 - 3.99   | 10     | 3.99    | -           | -      | -       | 3.69 - 5.99             | 250    | 4.83    |
| Ground Chuck              | 3.39 - 5.99   | 110                                                                                                                                         | 4.04    | 3.99 - 4.49   | 220    | 4.00    | -           | -      | -       | 2.99 - 4.99             | 690    | 3.72    |
| Ground Sirloin            | 5.49 - 5.49   | 20                                                                                                                                          | 5.49    | 5.99 - 5.99   | 10     | 5.99    | -           | -      | -       | 4.99 - 5.99             | 60     | 5.70    |
| Ground Beef 90% Or More   | 4.94 - 5.99   | 300                                                                                                                                         | 5.87    | 4.99 - 4.99   | 180    | 4.99    | -           | -      | -       | 3.89 - 5.99             | 550    | 5.26    |
| Ground Beef 80-89%        | 3.69 - 3.69   | 20                                                                                                                                          | 3.69    | 3.99 - 3.99   | 10     | 3.99    | -           | -      | -       | 2.49 - 5.67             | 780    | 3.78    |
| Ground Beef 70-79%        | 2.29 - 3.99   | 30                                                                                                                                          | 3.24    | -             | -      | -       | -           | -      | -       | 2.68 - 3.99             | 220    | 3.20    |
| Beef Patties              | 4.29 - 6.99   | 1,060                                                                                                                                       | 4.63    | 4.99 - 4.99   | 110    | 4.99    | -           | -      | -       | 2.99 - 6.99             | 660    | 4.89    |
| Tri-Tip                   | 7.99 - 7.99   | 40                                                                                                                                          | 7.99    | 6.90 - 8.49   | 20     | 7.94    | -           | -      | -       | -                       | -      | -       |
| Skirt Steak               | 6.99 - 8.99   | 20                                                                                                                                          | 7.75    | 5.99 - 5.99   | 10     | 5.99    | -           | -      | -       | 5.99 - 5.99             | 10     | 5.99    |



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

Fri. Jun 12, 2015

| Outlets                   | 4,900       |         | Explanatory Notes                                                                                                                                                                                                                                               |         |             |         |        |         |             |        |                         |         |             |         |        |         |
|---------------------------|-------------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------|---------|--------|---------|-------------|--------|-------------------------|---------|-------------|---------|--------|---------|
| Feature Rate (1/)         | 98.0%       |         | 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/)         | 4.5%        |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         |             |         |        |         |
| Activity Index (3/)       | 13,050      |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         |             |         |        |         |
|                           | 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      | 9.69        | - 9.98  | 30                                                                                                                                                                                                                                                              | 9.78    |             |         |        |         |             |        |                         |         |             |         |        |         |
| Bone-In Ribeye Steak      | 6.99        | - 9.99  | 60                                                                                                                                                                                                                                                              | 8.03    | 6.99        | - 9.99  | 290    | 9.50    |             |        |                         |         | 4.98        | - 4.99  | 120    | 4.99    |
| Bnls Ribeye Roast         |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         | 5.00        | - 5.00  | 10     | 5.00    |
| Bnls Ribeye Steak         | 10.99       | - 14.99 | 280                                                                                                                                                                                                                                                             | 12.86   | 8.99        | - 14.00 | 110    | 11.16   |             |        |                         |         | 5.99        | - 8.99  | 20     | 7.22    |
| T-Bone Steak              | 8.98        | - 9.99  | 100                                                                                                                                                                                                                                                             | 9.79    | 6.88        | - 9.99  | 270    | 9.96    | 7.99        | - 9.99 | 10                      | 9.28    |             |         |        |         |
| Porterhouse Steak         | 10.49       | - 10.49 | 10                                                                                                                                                                                                                                                              | 10.49   | 8.38        | - 8.38  | 5      | 8.38    |             |        |                         |         |             |         |        |         |
| Tenderloin                |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         |             |         |        |         |
| Filet Mignon              |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         | 7.99        | - 7.99 | 10                      | 7.99    |             |         |        |         |
| Loin, Bnls                |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         |             |         |        |         |
| Bone-In Strip Steak       | 7.99        | - 7.99  | 30                                                                                                                                                                                                                                                              | 7.99    | 7.99        | - 9.99  | 440    | 9.20    | 6.99        | - 6.99 | 10                      | 6.99    |             |         |        |         |
| Bnls New York Strip Steak | 12.99       | - 12.99 | 10                                                                                                                                                                                                                                                              | 12.99   | 8.99        | - 10.99 | 220    | 9.82    | 9.97        | - 9.99 | 20                      | 9.98    | 11.18       | - 11.18 | 10     | 11.18   |
| Beef Backribs             | 4.99        | - 4.99  | 50                                                                                                                                                                                                                                                              | 4.99    | 2.49        | - 2.49  | 20     | 2.49    |             |        |                         |         |             |         |        |         |
| Sirloin Roast             |             |         |                                                                                                                                                                                                                                                                 |         | 5.49        | - 5.49  | 70     | 5.49    |             |        |                         |         |             |         |        |         |
| Sirloin Steak             | 5.99        | - 5.99  | 50                                                                                                                                                                                                                                                              | 5.99    |             |         |        |         | 4.99        | - 4.99 | 10                      | 4.99    | 6.99        | - 6.99  | 20     | 6.99    |
| Bnls Sirloin Roast        |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         |             |         |        |         |
| Bnls Sirloin Steak        | 5.49        | - 7.99  | 50                                                                                                                                                                                                                                                              | 5.97    | 6.99        | - 6.99  | 10     | 6.99    |             |        |                         |         | 5.99        | - 5.99  | 60     | 5.99    |
| Sirloin Tip Roast         | 3.99        | - 3.99  | 60                                                                                                                                                                                                                                                              | 3.99    |             |         |        |         | 3.99        | - 3.99 | 40                      | 3.99    | 4.79        | - 4.99  | 60     | 4.83    |
| Sirloin Tip Steak         |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         | 2.99        | - 6.99  | 180    | 5.61    |
| Bnls Top Sirloin Roast    |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         |             |         |        |         |
| Bnls Top Sirloin Steak    | 4.99        | - 8.99  | 210                                                                                                                                                                                                                                                             | 7.47    | 7.99        | - 7.99  | 150    | 7.99    | 5.99        | - 5.99 | 10                      | 5.99    | 6.99        | - 6.99  | 20     | 6.99    |
| Top Round Roast           | 3.99        | - 4.99  | 30                                                                                                                                                                                                                                                              | 4.84    | 4.99        | - 4.99  | 40     | 4.99    |             |        |                         |         | 5.99        | - 5.99  | 20     | 5.99    |
| Top Round Steak           |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         |             |         |        |         |
| Bottom Round Roast        | 3.79        | - 3.99  | 150                                                                                                                                                                                                                                                             | 3.88    |             |         |        |         | 2.98        | - 3.99 | 100                     | 3.50    | 3.99        | - 3.99  | 10     | 3.99    |
| Bottom Round Steak        | 3.89        | - 4.99  | 200                                                                                                                                                                                                                                                             | 4.23    | 3.89        | - 4.49  | 60     | 4.36    | 4.49        | - 4.49 | 40                      | 4.49    | 2.79        | - 4.99  | 220    | 3.57    |
| Eye Of Round Roast        | 2.97        | - 3.99  | 100                                                                                                                                                                                                                                                             | 3.33    | 5.99        | - 5.99  | 120    | 5.99    | 2.77        | - 2.77 | 20                      | 2.77    |             |         |        |         |
| Eye Of Round Steak        | 4.29        | - 4.29  | 10                                                                                                                                                                                                                                                              | 4.29    | 5.99        | - 5.99  | 120    | 5.99    | 4.19        | - 4.19 | 10                      | 4.19    | 3.99        | - 3.99  | 10     | 3.99    |
| Rump Roast                | 3.48        | - 4.29  | 160                                                                                                                                                                                                                                                             | 3.78    | 3.69        | - 4.29  | 60     | 4.16    | 2.97        | - 3.99 | 80                      | 3.06    | 2.77        | - 3.99  | 60     | 3.28    |
| Rump Steak                |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         |             |         |        |         |
| Chuck/Shldr/Arm Roast     | 3.69        | - 5.99  | 300                                                                                                                                                                                                                                                             | 4.90    | 2.99        | - 4.99  | 230    | 4.11    |             |        |                         |         | 2.99        | - 4.49  | 330    | 3.86    |
| Chuck/Shldr/Arm Steak     | 3.99        | - 5.19  | 110                                                                                                                                                                                                                                                             | 4.66    | 3.99        | - 4.99  | 70     | 4.43    | 3.48        | - 4.49 | 50                      | 4.08    | 2.69        | - 5.99  | 540    | 4.15    |
| London Broil              | 3.99        | - 4.99  | 30                                                                                                                                                                                                                                                              | 4.84    | 4.99        | - 5.99  | 180    | 5.79    |             |        |                         |         | 3.99        | - 5.99  | 50     | 4.95    |
| Brisket                   | 3.39        | - 4.99  | 90                                                                                                                                                                                                                                                              | 4.35    | 1.99        | - 2.99  | 140    | 2.19    |             |        |                         |         |             |         |        |         |
| Brisket, Flat             |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         | 2.99        | - 2.99 | 10                      | 2.99    |             |         |        |         |
| Corned Beef Brisket       |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         |             |         |        |         |
| Corned Beef Flat          |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         |             |         |        |         |
| Beef Short Ribs           | 4.49        | - 4.49  | 10                                                                                                                                                                                                                                                              | 4.49    |             |         |        |         | 2.97        | - 4.99 | 320                     | 3.00    | 2.99        | - 4.99  | 230    | 4.04    |
| Flat Iron Steak           |             |         |                                                                                                                                                                                                                                                                 |         | 5.99        | - 5.99  | 20     | 5.99    |             |        |                         |         |             |         |        |         |
| Flank Steak               |             |         |                                                                                                                                                                                                                                                                 |         | 6.99        | - 7.99  | 140    | 7.13    |             |        |                         |         | 5.99        | - 5.99  | 20     | 5.99    |
| Minute/Cube Steaks        | 4.18        | - 5.29  | 30                                                                                                                                                                                                                                                              | 4.57    | 4.29        | - 4.29  | 10     | 4.29    |             |        |                         |         | 4.49        | - 5.99  | 140    | 4.99    |
| Stew Meat                 | 3.99        | - 4.89  | 30                                                                                                                                                                                                                                                              | 4.47    | 3.49        | - 4.95  | 190    | 3.90    |             |        |                         |         | 4.29        | - 5.29  | 460    | 4.72    |
| Ground Round              | 3.98        | - 6.49  | 20                                                                                                                                                                                                                                                              | 5.43    |             |         |        |         |             |        |                         |         | 3.97        | - 4.99  | 200    | 4.84    |
| Ground Chuck              | 3.79        | - 4.29  | 90                                                                                                                                                                                                                                                              | 4.23    |             |         |        |         |             |        |                         |         | 2.99        | - 4.49  | 470    | 3.78    |
| Ground Sirloin            |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         |             |         |        |         |
| Ground Beef 90% Or More   | 4.99        | - 4.99  | 50                                                                                                                                                                                                                                                              | 4.99    |             |         |        |         |             |        |                         |         | 3.49        | - 5.99  | 460    | 4.18    |
| Ground Beef 80-89%        | 5.25        | - 5.25  | 50                                                                                                                                                                                                                                                              | 5.25    | 3.99        | - 3.99  | 10     | 3.99    |             |        |                         |         | 2.68        | - 3.99  | 630    | 3.31    |
| Ground Beef 70-79%        | 2.99        | - 3.29  | 20                                                                                                                                                                                                                                                              | 3.14    |             |         |        |         |             |        |                         |         | 1.99        | - 3.79  | 540    | 2.71    |
| Beef Patties              | 3.98        | - 4.48  | 990                                                                                                                                                                                                                                                             | 4.47    |             |         |        |         |             |        |                         |         | 2.99        | - 5.99  | 430    | 4.49    |
| Tri-Tip                   | 7.99        | - 7.99  | 10                                                                                                                                                                                                                                                              | 7.99    | 6.90        | - 7.99  | 140    | 7.05    |             |        |                         |         |             |         |        |         |
| Skirt Steak               |             |         |                                                                                                                                                                                                                                                                 |         |             |         |        |         |             |        |                         |         |             |         |        |         |

| Outlets                   | 3,900         | Explanatory Notes                                                                                                                                                                                                                                               |         |              |        |         |             |        |         |                         |        |         |
|---------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 88.8%         | 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/)         | 7.5%          |                                                                                                                                                                                                                                                                 |         |              |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 14,635        |                                                                                                                                                                                                                                                                 |         |              |        |         |             |        |         |                         |        |         |
|                           | 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      | 13.99 - 13.99 | 60                                                                                                                                                                                                                                                              | 13.99   | 9.99 - 12.99 | 440    | 11.92   | -           |        |         | 3.99 - 5.99             | 90     | 5.03    |
| Bnls Ribeye Roast         | -             |                                                                                                                                                                                                                                                                 |         | 4.99 - 4.99  | 140    | 4.99    | -           |        |         | 4.99 - 4.99             | 180    | 4.99    |
| Bnls Ribeye Steak         | -             |                                                                                                                                                                                                                                                                 |         | 8.99 - 10.99 | 420    | 10.15   | -           |        |         | 5.99 - 10.99            | 250    | 10.89   |
| T-Bone Steak              | 7.99 - 13.99  | 120                                                                                                                                                                                                                                                             | 10.99   | 6.88 - 10.99 | 320    | 9.36    | -           |        |         | 4.99 - 6.99             | 220    | 6.49    |
| Porterhouse Steak         | -             |                                                                                                                                                                                                                                                                 |         | 8.38 - 10.99 | 70     | 8.64    | -           |        |         | 4.99 - 4.99             | 30     | 4.99    |
| Tenderloin                | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 8.99 - 8.99             | 30     | 8.99    |
| Filet Mignon              | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Loin, Bnls                | 10.99 - 10.99 | 60                                                                                                                                                                                                                                                              | 10.99   | -            |        |         | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | -             |                                                                                                                                                                                                                                                                 |         | 8.99 - 8.99  | 240    | 8.99    | -           |        |         | 7.99 - 7.99             | 180    | 7.99    |
| Bnls New York Strip Steak | 12.99 - 13.99 | 60                                                                                                                                                                                                                                                              | 13.96   | 8.99 - 12.99 | 370    | 11.67   | -           |        |         | 8.99 - 9.99             | 230    | 9.78    |
| Beef Backribs             | 1.99 - 1.99   | 10                                                                                                                                                                                                                                                              | 1.99    | 2.49 - 2.49  | 5      | 2.49    | -           |        |         | 1.99 - 2.49             | 190    | 2.47    |
| Sirloin Roast             | -             |                                                                                                                                                                                                                                                                 |         | 5.49 - 5.99  | 260    | 5.76    | -           |        |         | -                       |        |         |
| Sirloin Steak             | 7.99 - 7.99   | 140                                                                                                                                                                                                                                                             | 7.99    | 4.99 - 4.99  | 20     | 4.99    | -           |        |         | -                       |        |         |
| Bnls Sirloin Roast        | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Steak        | 5.99 - 5.99   | 20                                                                                                                                                                                                                                                              | 5.99    | -            |        |         | -           |        |         | 3.99 - 6.99             | 50     | 5.28    |
| Sirloin Tip Roast         | 4.49 - 4.99   | 10                                                                                                                                                                                                                                                              | 4.53    | -            |        |         | -           |        |         | 3.99 - 4.99             | 230    | 4.78    |
| Sirloin Tip Steak         | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.98 - 4.99             | 110    | 4.35    |
| Bnls Top Sirloin Roast    | 7.99 - 7.99   | 60                                                                                                                                                                                                                                                              | 7.99    | -            |        |         | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | 8.99 - 8.99   | 70                                                                                                                                                                                                                                                              | 8.99    | 6.99 - 7.99  | 360    | 7.32    | -           |        |         | 4.99 - 4.99             | 170    | 4.99    |
| Top Round Roast           | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Top Round Steak           | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | 3.79 - 3.79 | 10     | 3.79    | -                       |        |         |
| Bottom Round Roast        | 2.99 - 2.99   | 60                                                                                                                                                                                                                                                              | 2.99    | 2.99 - 2.99  | 110    | 2.99    | -           |        |         | 3.99 - 3.99             | 110    | 3.99    |
| Bottom Round Steak        | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.29 - 3.99             | 50     | 3.98    |
| Eye Of Round Roast        | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.99 - 4.99             | 190    | 4.91    |
| Eye Of Round Steak        | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Rump Roast                | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.99 - 3.99             | 110    | 3.99    |
| Rump Steak                | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 3.69 - 4.99   | 40                                                                                                                                                                                                                                                              | 4.28    | 3.99 - 4.99  | 120    | 4.01    | -           |        |         | 2.67 - 4.49             | 650    | 3.82    |
| Chuck/Shldr/Arm Steak     | 3.69 - 4.99   | 40                                                                                                                                                                                                                                                              | 4.28    | 3.99 - 6.99  | 250    | 6.90    | -           |        |         | 2.89 - 4.99             | 690    | 3.91    |
| London Broil              | -             |                                                                                                                                                                                                                                                                 |         | 2.99 - 5.99  | 250    | 3.55    | -           |        |         | 3.99 - 5.99             | 530    | 4.90    |
| Brisket                   | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 1.99 - 1.99             | 170    | 1.99    |
| Brisket, Flat             | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Corned Beef Brisket       | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Corned Beef Flat          | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |
| Beef Short Ribs           | 4.99 - 4.99   | 10                                                                                                                                                                                                                                                              | 4.99    | 4.99 - 5.99  | 150    | 5.93    | -           |        |         | 3.49 - 6.99             | 360    | 6.00    |
| Flat Iron Steak           | -             |                                                                                                                                                                                                                                                                 |         | 5.99 - 5.99  | 5      | 5.99    | -           |        |         | 3.49 - 3.49             | 50     | 3.49    |
| Flank Steak               | -             |                                                                                                                                                                                                                                                                 |         | 7.99 - 7.99  | 5      | 7.99    | -           |        |         | 3.99 - 5.97             | 100    | 5.87    |
| Minute/Cube Steaks        | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.99 - 3.99             | 50     | 3.99    |
| Stew Meat                 | 4.49 - 4.49   | 10                                                                                                                                                                                                                                                              | 4.49    | -            |        |         | -           |        |         | 2.99 - 4.99             | 260    | 4.13    |
| Ground Round              | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 4.99 - 4.99             | 5      | 4.99    |
| Ground Chuck              | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.99 - 4.69             | 180    | 4.01    |
| Ground Sirloin            | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 4.79 - 4.99             | 190    | 4.98    |
| Ground Beef 90% Or More   | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | 3.99 - 5.49             | 730    | 4.40    |
| Ground Beef 80-89%        | 4.49 - 4.99   | 20                                                                                                                                                                                                                                                              | 4.69    | -            |        |         | -           |        |         | 2.99 - 4.99             | 1,230  | 3.86    |
| Ground Beef 70-79%        | -             |                                                                                                                                                                                                                                                                 |         | 3.29 - 3.29  | 10     | 3.29    | -           |        |         | 1.99 - 3.99             | 170    | 2.54    |
| Beef Patties              | 3.72 - 4.48   | 360                                                                                                                                                                                                                                                             | 4.45    | -            |        |         | -           |        |         | 3.20 - 3.99             | 30     | 3.25    |
| Tri-Tip                   | -             |                                                                                                                                                                                                                                                                 |         | 4.99 - 9.99  | 960    | 5.92    | -           |        |         | 4.88 - 6.99             | 370    | 5.94    |
| Skirt Steak               | -             |                                                                                                                                                                                                                                                                 |         | -            |        |         | -           |        |         | -                       |        |         |

| Outlets                   | 1,300        | Explanatory Notes                                                                                                                                                                                                                                                  |        |         |               |     |        |         |             |    |                         |         |             |        |         |
|---------------------------|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|---------|---------------|-----|--------|---------|-------------|----|-------------------------|---------|-------------|--------|---------|
| Feature Rate (1/)         | 93.6%        | 5/: <b>BRANDED</b> : Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification<br>Branch's Certified Beef Programs. 6/: <b>NON LABELED/OTHER</b> : Beef cuts advertised without a USDA Quality Grade. |        |         |               |     |        |         |             |    |                         |         |             |        |         |
| Special Rate (1/)         | 8.7%         |                                                                                                                                                                                                                                                                    |        |         |               |     |        |         |             |    |                         |         |             |        |         |
| Activity Index (3/)       | 5,335        |                                                                                                                                                                                                                                                                    |        |         |               |     |        |         |             |    |                         |         |             |        |         |
|                           | 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 | 40     | 8.99    |
| Bone-In Ribeye Steak      | -            |                                                                                                                                                                                                                                                                    |        |         | 7.99 - 10.99  | 180 | 10.31  |         | -           |    |                         |         | 7.99 - 8.99 | 60     | 8.83    |
| Bnls Ribeye Roast         | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Bnls Ribeye Steak         | 9.99 - 12.99 | 100                                                                                                                                                                                                                                                                | 11.03  |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| T-Bone Steak              | 9.99 - 9.99  | 10                                                                                                                                                                                                                                                                 | 9.99   |         | 10.99 - 10.99 | 90  | 10.99  |         | -           |    |                         |         | -           |        |         |
| Porterhouse Steak         | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Tenderloin                | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | 8.99 - 8.99 | 30     | 8.99    |
| Filet Mignon              | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Loin, Bnls                | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Bone-In Strip Steak       | -            |                                                                                                                                                                                                                                                                    |        |         | 7.99 - 7.99   | 10  | 7.99   |         | -           |    |                         |         | -           |        |         |
| Bnls New York Strip Steak | -            |                                                                                                                                                                                                                                                                    |        |         | 9.99 - 9.99   | 120 | 9.99   |         | -           |    |                         |         | 6.99 - 8.99 | 30     | 8.27    |
| Beef Backribs             | -            |                                                                                                                                                                                                                                                                    |        |         | 2.49 - 5.99   | 110 | 3.77   |         | -           |    |                         |         | -           |        |         |
| Sirloin Roast             | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Sirloin Steak             | 5.00 - 5.00  | 40                                                                                                                                                                                                                                                                 | 5.00   |         | -             |     |        |         | -           |    |                         |         | 4.95 - 4.95 | 20     | 4.95    |
| Bnls Sirloin Roast        | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Bnls Sirloin Steak        | 5.99 - 5.99  | 30                                                                                                                                                                                                                                                                 | 5.99   |         | -             |     |        |         | -           |    |                         |         | 4.99 - 4.99 | 160    | 4.99    |
| Sirloin Tip Roast         | 4.49 - 4.99  | 10                                                                                                                                                                                                                                                                 | 4.74   |         | -             |     |        |         | 4.99 - 4.99 | 10 | 4.99                    |         | 3.79 - 3.99 | 20     | 3.92    |
| Sirloin Tip Steak         | 5.00 - 5.00  | 40                                                                                                                                                                                                                                                                 | 5.00   |         | -             |     |        |         | -           |    |                         |         | 4.29 - 4.29 | 10     | 4.29    |
| Bnls Top Sirloin Roast    | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Bnls Top Sirloin Steak    | 8.99 - 8.99  | 5                                                                                                                                                                                                                                                                  | 8.99   |         | 6.99 - 6.99   | 90  | 6.99   |         | -           |    |                         |         | 8.99 - 8.99 | 10     | 8.99    |
| Top Round Roast           | 3.99 - 3.99  | 5                                                                                                                                                                                                                                                                  | 3.99   |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Top Round Steak           | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Bottom Round Roast        | 2.99 - 3.79  | 20                                                                                                                                                                                                                                                                 | 3.26   |         | 3.99 - 5.99   | 140 | 5.63   |         | -           |    |                         |         | 4.99 - 4.99 | 120    | 4.99    |
| Bottom Round Steak        | 2.99 - 3.89  | 20                                                                                                                                                                                                                                                                 | 3.29   |         | 3.99 - 4.99   | 40  | 4.88   |         | -           |    |                         |         | -           |        |         |
| Eye Of Round Roast        | -            |                                                                                                                                                                                                                                                                    |        |         | 5.99 - 5.99   | 10  | 5.99   |         | -           |    |                         |         | -           |        |         |
| Eye Of Round Steak        | -            |                                                                                                                                                                                                                                                                    |        |         | 5.99 - 5.99   | 10  | 5.99   |         | -           |    |                         |         | 3.98 - 3.98 | 10     | 3.98    |
| Rump Roast                | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Rump Steak                | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Chuck/Shldr/Arm Roast     | 3.79 - 4.99  | 60                                                                                                                                                                                                                                                                 | 4.32   |         | 3.99 - 5.99   | 520 | 5.58   |         | -           |    |                         |         | 3.88 - 4.99 | 180    | 4.69    |
| Chuck/Shldr/Arm Steak     | 3.99 - 4.99  | 60                                                                                                                                                                                                                                                                 | 4.43   |         | 3.98 - 4.49   | 100 | 4.35   |         | -           |    |                         |         | 3.48 - 4.49 | 30     | 4.12    |
| London Broil              | 3.99 - 3.99  | 5                                                                                                                                                                                                                                                                  | 3.99   |         | 3.99 - 5.99   | 370 | 5.50   |         | -           |    |                         |         | 3.69 - 4.99 | 210    | 4.51    |
| Brisket                   | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Brisket, Flat             | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Corned Beef Brisket       | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Corned Beef Flat          | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Beef Short Ribs           | -            |                                                                                                                                                                                                                                                                    |        |         | 5.99 - 5.99   | 280 | 5.99   |         | -           |    |                         |         | -           |        |         |
| Flat Iron Steak           | -            |                                                                                                                                                                                                                                                                    |        |         | 5.99 - 5.99   | 70  | 5.99   |         | -           |    |                         |         | -           |        |         |
| Flank Steak               | 9.69 - 9.69  | 5                                                                                                                                                                                                                                                                  | 9.69   |         | 6.99 - 8.99   | 140 | 8.41   |         | -           |    |                         |         | -           |        |         |
| Minute/Cube Steaks        | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Stew Meat                 | -            |                                                                                                                                                                                                                                                                    |        |         | 4.99 - 4.99   | 40  | 4.99   |         | -           |    |                         |         | 4.29 - 4.29 | 5      | 4.29    |
| Ground Round              | 3.79 - 3.79  | 10                                                                                                                                                                                                                                                                 | 3.79   |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Ground Chuck              | 3.99 - 3.99  | 40                                                                                                                                                                                                                                                                 | 3.99   |         | -             |     |        |         | -           |    |                         |         | -           |        |         |
| Ground Sirloin            | 5.00 - 5.00  | 40                                                                                                                                                                                                                                                                 | 5.00   |         | 4.69 - 4.69   | 5   | 4.69   |         | -           |    |                         |         | -           |        |         |
| Ground Beef 90% Or More   | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | 3.99 - 4.69 | 480    | 4.13    |
| Ground Beef 80-89%        | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | 2.88 - 4.99 | 430    | 4.17    |
| Ground Beef 70-79%        | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | 2.49 - 3.29 | 100    | 3.12    |
| Beef Patties              | 4.48 - 4.49  | 170                                                                                                                                                                                                                                                                | 4.48   |         | -             |     |        |         | -           |    |                         |         | 2.99 - 4.99 | 200    | 3.42    |
| Tri-Tip                   | -            |                                                                                                                                                                                                                                                                    |        |         | 6.90 - 7.99   | 110 | 7.79   |         | -           |    |                         |         | -           |        |         |
| Skirt Steak               | -            |                                                                                                                                                                                                                                                                    |        |         | -             |     |        |         | -           |    |                         |         | -           |        |         |



ALASKA  
(AK)  
(prices in dollars per pound)

Fri. Jun 12, 2015

| Outlets                   | 100         | Explanatory Notes                                                                                                                                                                                                                               |        |         |                |              |        |         |                |                         |        |         |
|---------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|---------|----------------|--------------|--------|---------|----------------|-------------------------|--------|---------|
| Feature Rate (1/)         | 97.8%       | 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/)         | 97.8%       |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Activity Index (3/)       | 260         |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
|                           | BRANDED(5)  |                                                                                                                                                                                                                                                 |        | CHOICE  |                |              | SELECT |         |                | NON LABELED / OTHER (6) |        |         |
|                           | Price Range |                                                                                                                                                                                                                                                 | Stores | Wtd Avg | Price Range    |              | Stores | Wtd Avg | Price Range    |                         | Stores | Wtd Avg |
| Bone-In Ribeye Roast      |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Bone-In Ribeye Steak      |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Bnls Ribeye Roast         |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Bnls Ribeye Steak         |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         | 9.98      9.98 |                         | 30     | 9.98    |
| T-Bone Steak              |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         | 8.98      8.98 |                         | 5      | 8.98    |
| Porterhouse Steak         |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Tenderloin                |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Filet Mignon              |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Loin, Bnls                |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Bone-In Strip Steak       |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Bnls New York Strip Steak | 9.99        | 9.99                                                                                                                                                                                                                                            | 10     | 9.99    |                |              |        |         |                |                         |        |         |
| Beef Backribs             |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Sirloin Roast             |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Sirloin Steak             |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Bnls Sirloin Roast        |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Bnls Sirloin Steak        |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         | 5.99      5.99 |                         | 10     | 5.99    |
| Sirloin Tip Roast         |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Sirloin Tip Steak         |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         | 5.99      5.99 |                         | 10     | 5.99    |
| Bnls Top Sirloin Roast    |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Bnls Top Sirloin Steak    |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Top Round Roast           |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Top Round Steak           |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Bottom Round Roast        |             |                                                                                                                                                                                                                                                 |        |         | 3.99      3.99 | 5      3.99  |        |         | 4.39      4.39 |                         | 10     | 4.39    |
| Bottom Round Steak        |             |                                                                                                                                                                                                                                                 |        |         | 3.99      3.99 | 5      3.99  |        |         | 4.59      5.99 |                         | 20     | 5.55    |
| Eye Of Round Roast        |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Eye Of Round Steak        |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Rump Roast                |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         | 4.39      4.39 |                         | 10     | 4.39    |
| Rump Steak                |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Chuck/Shldr/Arm Roast     |             |                                                                                                                                                                                                                                                 |        |         | 5.19      5.19 | 10      5.19 |        |         | 4.88      5.99 |                         | 10     | 5.75    |
| Chuck/Shldr/Arm Steak     |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         | 4.98      4.98 |                         | 5      | 4.98    |
| London Broil              |             |                                                                                                                                                                                                                                                 |        |         | 6.99      6.99 | 30      6.99 |        |         | 5.99      5.99 |                         | 10     | 5.99    |
| Brisket                   |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Brisket, Flat             |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Corned Beef Brisket       |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Corned Beef Flat          |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Beef Short Ribs           |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Flat Iron Steak           |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Flank Steak               |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Minute/Cube Steaks        |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Stew Meat                 |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Ground Round              |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Ground Chuck              |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Ground Sirloin            |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         | 4.99      4.99 |                         | 30     | 4.99    |
| Ground Beef 90% Or More   |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         | 3.99      4.99 |                         | 40     | 4.87    |
| Ground Beef 80-89%        |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Ground Beef 70-79%        |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |
| Beef Patties              | 4.48        | 4.48                                                                                                                                                                                                                                            | 10     | 4.48    |                |              |        |         | 4.99      4.99 |                         | 5      | 4.99    |
| Tri-Tip                   |             |                                                                                                                                                                                                                                                 |        |         | 8.99      8.99 | 10      8.99 |        |         |                |                         |        |         |
| Skirt Steak               |             |                                                                                                                                                                                                                                                 |        |         |                |              |        |         |                |                         |        |         |



**HAWAII**  
(HI)

(prices in dollars per pound)

Fri. Jun 12, 2015

| Outlets                   | 100         | Explanatory Notes                                                                                                                                                                                                                               |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
|---------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|---------|-------------|-------|--------|---------|-------------|--|-------------------------|---------|-------------|--------|---------|-------|
| Feature Rate (1/)         | 92.0%       | 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/)       | 970         |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
|                           | 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      |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         | 11.99       | 11.99  | 30      | 11.99 |
| Bone-In Ribeye Steak      |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Bnls Ribeye Roast         |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Bnls Ribeye Steak         |             |                                                                                                                                                                                                                                                 |        |         | 13.99       | 13.99 | 30     | 13.99   |             |  |                         |         |             |        |         |       |
| T-Bone Steak              |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Porterhouse Steak         |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Tenderloin                |             |                                                                                                                                                                                                                                                 |        |         | 17.99       | 17.99 | 30     | 17.99   |             |  |                         |         |             |        |         |       |
| Filet Mignon              |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Loin, Bnls                |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Bone-In Strip Steak       |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Bnls New York Strip Steak |             |                                                                                                                                                                                                                                                 |        |         | 10.99       | 13.99 | 50     | 12.49   |             |  |                         |         |             |        |         |       |
| Beef Backribs             |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Sirloin Roast             |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Sirloin Steak             |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Bnls Sirloin Roast        |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Bnls Sirloin Steak        | 7.39        | 7.39                                                                                                                                                                                                                                            | 5      | 7.39    |             |       |        |         |             |  |                         |         | 8.99        | 8.99   | 20      | 8.99  |
| Sirloin Tip Roast         |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Sirloin Tip Steak         | 7.49        | 7.49                                                                                                                                                                                                                                            | 30     | 7.49    |             |       |        |         |             |  |                         |         |             |        |         |       |
| Bnls Top Sirloin Roast    |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Bnls Top Sirloin Steak    |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| 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     | 5.99        | 5.99                                                                                                                                                                                                                                            | 70     | 5.99    | 4.39        | 7.99  | 100    | 5.91    |             |  |                         |         |             |        |         |       |
| Chuck/Shldr/Arm Steak     | 3.99        | 7.99                                                                                                                                                                                                                                            | 10     | 5.59    | 5.99        | 5.99  | 20     | 5.99    |             |  |                         |         |             |        |         |       |
| London Broil              |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Brisket                   |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         | 3.79        | 3.79   | 30      | 3.79  |
| Brisket, Flat             |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Corned Beef Brisket       |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Corned Beef Flat          |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Beef Short Ribs           | 6.59        | 6.59                                                                                                                                                                                                                                            | 5      | 6.59    | 6.49        | 8.99  | 100    | 7.52    |             |  |                         |         | 8.99        | 8.99   | 30      | 8.99  |
| Flat Iron Steak           |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Flank Steak               |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Minute/Cube Steaks        |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Stew Meat                 | 4.79        | 5.99                                                                                                                                                                                                                                            | 40     | 5.89    | 6.29        | 6.99  | 50     | 6.66    |             |  |                         |         |             |        |         |       |
| Ground Round              |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Ground Chuck              |             |                                                                                                                                                                                                                                                 |        |         | 4.99        | 4.99  | 20     | 4.99    |             |  |                         |         |             |        |         |       |
| 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%        |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         | 3.99        | 4.29   | 60      | 4.16  |
| Ground Beef 70-79%        |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |
| Beef Patties              | 4.48        | 4.48                                                                                                                                                                                                                                            | 10     | 4.48    |             |       |        |         |             |  |                         |         | 4.99        | 4.99   | 30      | 4.99  |
| Tri-Tip                   | 6.99        | 9.49                                                                                                                                                                                                                                            | 40     | 9.29    | 5.99        | 8.99  | 50     | 7.49    |             |  |                         |         |             |        |         |       |
| Skirt Steak               |             |                                                                                                                                                                                                                                                 |        |         |             |       |        |         |             |  |                         |         |             |        |         |       |