



# National Retail Report - Beef

## Advertised Prices for Beef at Major Retail Supermarket Outlets ending during the period of 06/19 thru 06/25

(prices in dollars per pound)

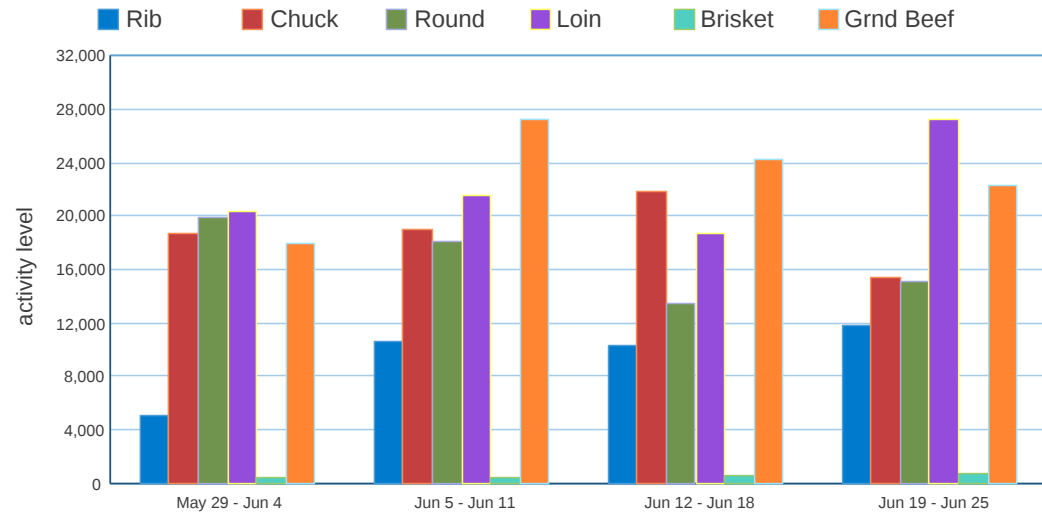
Fri. Jun 19, 2015

| NATIONAL SUMMARY          |           |         |           |         |           |         |
|---------------------------|-----------|---------|-----------|---------|-----------|---------|
|                           | THIS WEEK |         | LAST WEEK |         | LAST YEAR |         |
| Outlets                   | 29,200    |         | 29,200    |         | 20,500    |         |
| Feature Rate (1/)         | 83.2%     |         | 95.5%     |         | 95.8%     |         |
| Special Rate (2/)         | 15.4%     |         | 7.0%      |         | 15.1%     |         |
| Activity Index (3/)       | 95,260    |         | 94,590    |         | 83,090    |         |
|                           | Stores    | Wtd Avg | Stores    | Wtd Avg | Stores    | Wtd Avg |
| Bone-In Ribeye Roast      | 210       | 7.91    | 120       | 10.68   |           |         |
| Bone-In Ribeye Steak      | 5,290     | 8.38    | 3,350     | 9.80    | 3,930     | 9.47    |
| Bnls Ribeye Roast         | 250       | 8.62    | 650       | 6.67    | 130       | 5.99    |
| Bnls Ribeye Steak         | 6,130     | 9.02    | 6,160     | 10.90   | 3,340     | 10.51   |
| T-Bone Steak              | 4,210     | 8.24    | 4,140     | 8.76    | 3,290     | 9.03    |
| Porterhouse Steak         | 1,620     | 8.18    | 1,140     | 8.22    | 1,560     | 9.43    |
| Tenderloin                | 2,880     | 12.71   | 700       | 11.36   | 370       | 11.70   |
| Filet Mignon              | 2,880     | 14.42   | 650       | 14.83   | 220       | 13.57   |
| Loin, Bnls                | 480       | 8.94    | 130       | 8.13    | 250       | 6.39    |
| Bone-In Strip Steak       | 2,780     | 7.33    | 2,450     | 9.37    | 1,390     | 8.13    |
| Bnls New York Strip Steak | 6,080     | 9.71    | 2,480     | 10.22   | 5,010     | 8.38    |
| Beef Backribs             | 460       | 2.44    | 380       | 3.14    | 330       | 1.90    |
| Sirloin Roast             | 10        | 4.99    | 350       | 5.66    | 40        | 4.48    |
| Sirloin Steak             | 1,000     | 7.31    | 580       | 6.28    | 260       | 7.11    |
| Bnls Sirloin Roast        | 240       | 4.06    | 10        | 5.49    |           |         |
| Bnls Sirloin Steak        | 730       | 6.12    | 1,600     | 6.50    | 3,170     | 5.44    |
| Sirloin Tip Roast         | 1,170     | 4.94    | 1,040     | 4.63    | 1,600     | 4.23    |
| Sirloin Tip Steak         | 520       | 5.04    | 730       | 5.28    | 2,320     | 4.06    |
| Bnls Top Sirloin Roast    | 20        | 4.29    | 100       | 6.50    |           |         |
| Bnls Top Sirloin Steak    | 5,190     | 6.83    | 2,470     | 6.80    | 3,940     | 6.38    |
| Top Round Roast           | 560       | 4.48    | 780       | 5.31    | 500       | 4.01    |
| Top Round Steak           | 1,390     | 4.75    | 1,460     | 5.40    | 640       | 4.07    |
| Bottom Round Roast        | 1,940     | 4.84    | 2,110     | 4.25    | 1,690     | 3.94    |
| Bottom Round Steak        | 2,230     | 4.33    | 1,380     | 4.38    | 1,200     | 3.82    |
| Eye Of Round Roast        | 1,100     | 4.43    | 1,670     | 4.56    | 2,280     | 4.09    |
| Eye Of Round Steak        | 690       | 5.13    | 650       | 5.41    | 1,690     | 4.55    |
| Rump Roast                | 290       | 3.94    | 1,130     | 4.01    | 760       | 3.43    |
| Rump Steak                | 50        | 4.37    |           |         |           |         |
| Chuck/Shldr/Arm Roast     | 4,150     | 4.61    | 8,370     | 4.85    | 3,550     | 3.87    |
| Chuck/Shldr/Arm Steak     | 4,540     | 5.05    | 8,530     | 4.86    | 6,710     | 4.38    |
| London Broil              | 6,050     | 5.21    | 4,480     | 4.99    | 6,580     | 3.62    |
| Brisket                   | 580       | 4.09    | 510       | 3.05    | 370       | 8.29    |
| Brisket, Flat             | 180       | 4.30    | 10        | 4.84    |           |         |
| Corned Beef Brisket       |           |         | 10        | 3.99    | 50        | 4.50    |
| Corned Beef Flat          |           |         | 10        | 4.99    | 40        | 5.99    |
| Beef Short Ribs           | 1,790     | 5.51    | 1,780     | 5.19    | 530       | 5.48    |
| Flat Iron Steak           | 650       | 6.46    | 410       | 6.54    | 240       | 6.36    |
| Flank Steak               | 340       | 9.08    | 480       | 7.83    | 440       | 7.96    |
| Minute/Cube Steaks        | 1,210     | 5.31    | 1,670     | 5.14    | 3,610     | 4.85    |
| Stew Meat                 | 1,380     | 4.94    | 3,860     | 4.63    | 1,630     | 4.50    |
| Ground Round              | 600       | 4.29    | 760       | 4.64    | 1,840     | 3.96    |
| Ground Chuck              | 3,020     | 3.91    | 3,530     | 3.73    | 2,000     | 3.65    |
| Ground Sirloin            | 1,670     | 5.85    | 440       | 5.37    | 540       | 4.48    |
| Ground Beef 90% Or More   | 4,590     | 5.50    | 4,250     | 4.83    | 4,180     | 4.77    |
| Ground Beef 80-89%        | 8,220     | 3.83    | 5,660     | 4.09    | 4,660     | 3.33    |
| Ground Beef 70-79%        | 1,380     | 3.33    | 1,770     | 2.97    | 1,600     | 3.10    |
| Beef Patties              | 2,790     | 4.78    | 7,780     | 4.67    | 3,370     | 4.10    |
| Tri-Tip                   | 1,560     | 7.14    | 1,830     | 6.38    | 1,190     | 6.45    |
| Skirt Steak               | 160       | 7.65    | 40        | 6.92    | 50        | 11.73   |

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

Compared to last week, the Feature Rate saw a decrease of 12.3 percent; the Special Rate saw a increase of 8.4 percent, and the Activity Index was lower by .7 percent. Some retailers are turning their attention to the July 4th holiday and gearing up for a big grilling weekend. Rib, Round, Loin, and Brisket saw more ad space while Chuck and ground beef items saw less. The weekly cattle slaughter under federal inspection saw a 1.3 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 19, 2015

| Outlets                   | 5,400       |         | Explanatory Notes                                                                                                                                                                                                                                               |         |               |  |        |         |             |                         |        |         |               |  |        |         |
|---------------------------|-------------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------|--|--------|---------|-------------|-------------------------|--------|---------|---------------|--|--------|---------|
| Feature Rate (1/)         | 89.4%       |         | 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/)         | 17.3%       |         |                                                                                                                                                                                                                                                                 |         |               |  |        |         |             |                         |        |         |               |  |        |         |
| Activity Index (3/)       | 20,950      |         |                                                                                                                                                                                                                                                                 |         |               |  |        |         |             |                         |        |         |               |  |        |         |
|                           | 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 |                         | 10     | 8.99    | -             |  |        |         |
| Bone-In Ribeye Steak      | 10.99       | - 12.99 | 170                                                                                                                                                                                                                                                             | 11.26   | 7.99 - 9.99   |  | 230    | 8.28    | 8.99 - 8.99 |                         | 10     | 8.99    | 5.88 - 9.99   |  | 70     | 7.86    |
| Bnls Ribeye Roast         | -           |         |                                                                                                                                                                                                                                                                 |         | 9.99 - 9.99   |  | 10     | 9.99    | -           |                         |        |         | -             |  |        |         |
| Bnls Ribeye Steak         | 7.99        | - 10.99 | 10                                                                                                                                                                                                                                                              | 9.19    | 9.99 - 12.99  |  | 470    | 10.82   | 9.99 - 9.99 |                         | 60     | 9.99    | 5.99 - 11.96  |  | 390    | 8.75    |
| T-Bone Steak              | 7.99        | - 13.99 | 140                                                                                                                                                                                                                                                             | 8.20    | 5.98 - 7.99   |  | 450    | 6.02    | 6.99 - 6.99 |                         | 40     | 6.99    | 6.98 - 8.99   |  | 190    | 7.25    |
| Porterhouse Steak         | 12.99       | - 12.99 | 20                                                                                                                                                                                                                                                              | 12.99   | 5.98 - 13.99  |  | 510    | 6.31    | 6.99 - 6.99 |                         | 40     | 6.99    | 6.98 - 6.99   |  | 170    | 6.98    |
| Tenderloin                | 11.99       | - 12.99 | 530                                                                                                                                                                                                                                                             | 12.57   | 9.99 - 13.99  |  | 220    | 13.34   | 9.99 - 9.99 |                         | 300    | 9.99    | 11.99 - 12.99 |  | 20     | 12.59   |
| Filet Mignon              | 14.99       | - 19.99 | 340                                                                                                                                                                                                                                                             | 15.80   | 12.99 - 17.99 |  | 610    | 14.81   | -           |                         |        |         | 8.97 - 12.99  |  | 110    | 11.87   |
| Loin, Bnls                | 9.99        | - 9.99  | 20                                                                                                                                                                                                                                                              | 9.99    | 7.49 - 7.49   |  | 10     | 7.49    | -           |                         |        |         | -             |  |        |         |
| Bone-In Strip Steak       | 9.99        | - 9.99  | 5                                                                                                                                                                                                                                                               | 9.99    | 5.99 - 6.99   |  | 260    | 6.66    | 5.99 - 5.99 |                         | 60     | 5.99    | 6.99 - 13.99  |  | 160    | 8.81    |
| Bnls New York Strip Steak | 7.99        | - 12.99 | 810                                                                                                                                                                                                                                                             | 11.51   | 6.88 - 9.99   |  | 780    | 8.17    | 5.99 - 5.99 |                         | 60     | 5.99    | 5.99 - 8.99   |  | 380    | 7.43    |
| Beef Backribs             | -           |         |                                                                                                                                                                                                                                                                 |         | -             |  |        |         | -           |                         |        |         | -             |  |        |         |
| Sirloin Roast             | -           |         |                                                                                                                                                                                                                                                                 |         | -             |  |        |         | -           |                         |        |         | -             |  |        |         |
| Sirloin Steak             | 7.99        | - 7.99  | 290                                                                                                                                                                                                                                                             | 7.99    | -             |  |        |         | -           |                         |        |         | 4.69 - 4.69   |  | 20     | 4.69    |
| Bnls Sirloin Roast        | 5.49        | - 8.99  | 10                                                                                                                                                                                                                                                              | 7.24    | 5.49 - 5.49   |  | 10     | 5.49    | -           |                         |        |         | -             |  |        |         |
| Bnls Sirloin Steak        | 4.99        | - 9.99  | 260                                                                                                                                                                                                                                                             | 6.38    | 5.99 - 7.49   |  | 170    | 6.11    | -           |                         |        |         | 5.97 - 5.97   |  | 20     | 5.97    |
| Sirloin Tip Roast         | 4.99        | - 5.99  | 10                                                                                                                                                                                                                                                              | 5.56    | 3.99 - 3.99   |  | 10     | 3.99    | -           |                         |        |         | -             |  |        |         |
| Sirloin Tip Steak         | 5.29        | - 8.99  | 10                                                                                                                                                                                                                                                              | 8.07    | 8.99 - 8.99   |  | 10     | 8.99    | 5.99 - 5.99 |                         | 70     | 5.99    | -             |  |        |         |
| Bnls Top Sirloin Roast    | -           |         |                                                                                                                                                                                                                                                                 |         | 4.29 - 4.29   |  | 20     | 4.29    | -           |                         |        |         | -             |  |        |         |
| Bnls Top Sirloin Steak    | 5.99        | - 7.99  | 410                                                                                                                                                                                                                                                             | 7.93    | 5.78 - 7.99   |  | 680    | 6.81    | -           |                         |        |         | 5.99 - 5.99   |  | 20     | 5.99    |
| Top Round Roast           | 5.49        | - 5.49  | 10                                                                                                                                                                                                                                                              | 5.49    | 4.49 - 4.99   |  | 100    | 4.91    | -           |                         |        |         | 4.97 - 4.97   |  | 20     | 4.97    |
| Top Round Steak           | 3.99        | - 5.49  | 40                                                                                                                                                                                                                                                              | 4.69    | 4.48 - 5.99   |  | 380    | 5.38    | -           |                         |        |         | 5.47 - 5.47   |  | 20     | 5.47    |
| Bottom Round Roast        | 3.69        | - 5.99  | 10                                                                                                                                                                                                                                                              | 4.51    | 3.99 - 4.99   |  | 280    | 4.83    | -           |                         |        |         | 2.99 - 4.99   |  | 110    | 3.93    |
| Bottom Round Steak        | -           |         |                                                                                                                                                                                                                                                                 |         | 3.99 - 4.99   |  | 310    | 4.33    | -           |                         |        |         | -             |  |        |         |
| Eye Of Round Roast        | 3.79        | - 5.99  | 70                                                                                                                                                                                                                                                              | 4.71    | 4.99 - 4.99   |  | 50     | 4.99    | 4.49 - 4.49 |                         | 50     | 4.49    | -             |  |        |         |
| Eye Of Round Steak        | 4.99        | - 5.49  | 50                                                                                                                                                                                                                                                              | 5.15    | 4.99 - 5.99   |  | 130    | 5.86    | 5.99 - 5.99 |                         | 50     | 5.99    | 4.98 - 4.98   |  | 20     | 4.98    |
| Rump Roast                | -           |         |                                                                                                                                                                                                                                                                 |         | 3.99 - 3.99   |  | 5      | 3.99    | -           |                         |        |         | 3.29 - 3.29   |  | 20     | 3.29    |
| Rump Steak                | -           |         |                                                                                                                                                                                                                                                                 |         | 6.99 - 6.99   |  | 10     | 6.99    | -           |                         |        |         | -             |  |        |         |
| Chuck/Shldr/Arm Roast     | 3.99        | - 3.99  | 20                                                                                                                                                                                                                                                              | 3.99    | 5.28 - 5.28   |  | 20     | 5.28    | -           |                         |        |         | 3.00 - 4.99   |  | 60     | 4.40    |
| Chuck/Shldr/Arm Steak     | 3.99        | - 5.99  | 40                                                                                                                                                                                                                                                              | 4.43    | 3.98 - 6.49   |  | 750    | 5.77    | -           |                         |        |         | 3.29 - 5.99   |  | 410    | 4.41    |
| London Broil              | 3.99        | - 7.99  | 380                                                                                                                                                                                                                                                             | 6.15    | 3.88 - 5.99   |  | 1,050  | 4.96    | -           |                         |        |         | 3.99 - 5.99   |  | 200    | 4.42    |
| Brisket                   | -           |         |                                                                                                                                                                                                                                                                 |         | 4.29 - 4.29   |  | 10     | 4.29    | -           |                         |        |         | -             |  |        |         |
| Brisket, Flat             | -           |         |                                                                                                                                                                                                                                                                 |         | 4.99 - 4.99   |  | 10     | 4.99    | -           |                         |        |         | -             |  |        |         |
| Corned Beef Brisket       | -           |         |                                                                                                                                                                                                                                                                 |         | -             |  |        |         | -           |                         |        |         | -             |  |        |         |
| Corned Beef Flat          | -           |         |                                                                                                                                                                                                                                                                 |         | -             |  |        |         | -           |                         |        |         | -             |  |        |         |
| Beef Short Ribs           | 3.99        | - 3.99  | 20                                                                                                                                                                                                                                                              | 3.99    | 4.99 - 5.88   |  | 30     | 5.63    | -           |                         |        |         | 3.99 - 5.99   |  | 180    | 5.21    |
| Flat Iron Steak           | -           |         |                                                                                                                                                                                                                                                                 |         | -             |  |        |         | -           |                         |        |         | -             |  |        |         |
| Flank Steak               | 9.99        | - 9.99  | 10                                                                                                                                                                                                                                                              | 9.99    | 11.99 - 11.99 |  | 140    | 11.99   | -           |                         |        |         | -             |  |        |         |
| Minute/Cube Steaks        | 4.99        | - 4.99  | 180                                                                                                                                                                                                                                                             | 4.99    | 4.99 - 6.99   |  | 360    | 6.11    | -           |                         |        |         | 3.97 - 5.99   |  | 80     | 4.90    |
| Stew Meat                 | 4.69        | - 5.49  | 190                                                                                                                                                                                                                                                             | 4.98    | 4.99 - 5.28   |  | 170    | 5.02    | -           |                         |        |         | 3.99 - 6.99   |  | 330    | 5.56    |
| Ground Round              | -           |         |                                                                                                                                                                                                                                                                 |         | -             |  |        |         | -           |                         |        |         | 4.97 - 4.97   |  | 20     | 4.97    |
| Ground Chuck              | 4.50        | - 4.50  | 300                                                                                                                                                                                                                                                             | 4.50    | -             |  |        |         | -           |                         |        |         | 2.98 - 4.59   |  | 110    | 3.47    |
| Ground Sirloin            | -           |         |                                                                                                                                                                                                                                                                 |         | -             |  |        |         | -           |                         |        |         | 4.99 - 4.99   |  | 10     | 4.99    |
| Ground Beef 90% Or More   | 6.99        | - 6.99  | 30                                                                                                                                                                                                                                                              | 6.99    | -             |  |        |         | -           |                         |        |         | 3.89 - 5.99   |  | 430    | 5.15    |
| Ground Beef 80-89%        | 4.99        | - 4.99  | 220                                                                                                                                                                                                                                                             | 4.99    | -             |  |        |         | -           |                         |        |         | 2.99 - 5.69   |  | 2,010  | 4.06    |
| Ground Beef 70-79%        | -           |         |                                                                                                                                                                                                                                                                 |         | -             |  |        |         | -           |                         |        |         | 2.69 - 3.99   |  | 20     | 3.23    |
| Beef Patties              | 4.65        | - 7.99  | 280                                                                                                                                                                                                                                                             | 5.61    | 4.50 - 4.50   |  | 100    | 4.50    | -           |                         |        |         | 3.76 - 5.99   |  | 660    | 4.82    |
| Tri-Tip                   | -           |         |                                                                                                                                                                                                                                                                 |         | -             |  |        |         | -           |                         |        |         | -             |  |        |         |
| Skirt Steak               | -           |         |                                                                                                                                                                                                                                                                 |         | 9.99 - 9.99   |  | 10     | 9.99    | -           |                         |        |         | 5.00 - 5.00   |  | 5      | 5.00    |

| Outlets                   | 7,400         | Explanatory Notes                                                                                                                                                                                                                                             |         |               |        |         |             |        |         |                         |        |         |
|---------------------------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 81.1%         | 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/)         | 11.9%         |                                                                                                                                                                                                                                                               |         |               |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 24,275        |                                                                                                                                                                                                                                                               |         |               |        |         |             |        |         |                         |        |         |
|                           | 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      | -             |                                                                                                                                                                                                                                                               |         | 14.99 - 14.99 | 30     | 14.99   | -           |        |         | -                       |        |         |
| Bone-In Ribeye Steak      | 8.95 - 9.99   | 230                                                                                                                                                                                                                                                           | 8.98    | 7.99 - 10.99  | 2,000  | 8.96    | -           |        |         | -                       |        |         |
| Bnls Ribeye Roast         | 7.99 - 7.99   | 50                                                                                                                                                                                                                                                            | 7.99    | 8.99 - 8.99   | 70     | 8.99    | -           |        |         | 8.46 - 8.46             | 10     | 8.46    |
| Bnls Ribeye Steak         | 8.99 - 9.99   | 70                                                                                                                                                                                                                                                            | 9.36    | 5.99 - 11.99  | 420    | 9.81    | 8.99 - 9.99 | 60     | 9.84    | 5.99 - 11.96            | 690    | 6.31    |
| T-Bone Steak              | 7.42 - 9.99   | 300                                                                                                                                                                                                                                                           | 8.82    | 7.99 - 9.99   | 20     | 9.80    | 6.99 - 8.99 | 60     | 8.16    | 5.54 - 8.99             | 100    | 7.32    |
| Porterhouse Steak         | 9.29 - 11.99  | 10                                                                                                                                                                                                                                                            | 10.64   | -             |        |         | 6.99 - 6.99 | 20     | 6.99    | 6.98 - 7.99             | 60     | 7.95    |
| Tenderloin                | 9.99 - 13.99  | 1,140                                                                                                                                                                                                                                                         | 13.88   | 13.99 - 13.99 | 5      | 13.99   | -           |        |         | 9.99 - 12.99            | 280    | 11.58   |
| Filet Mignon              | 13.98 - 14.99 | 100                                                                                                                                                                                                                                                           | 14.59   | 16.99 - 17.99 | 10     | 17.21   | -           |        |         | 12.99 - 12.99           | 210    | 12.99   |
| Loin, Bnls                | 9.99 - 9.99   | 210                                                                                                                                                                                                                                                           | 9.99    | 6.99 - 6.99   | 180    | 6.99    | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | -             |                                                                                                                                                                                                                                                               |         | 5.99 - 6.88   | 80     | 6.39    | -           |        |         | 4.99 - 8.99             | 30     | 6.28    |
| Bnls New York Strip Steak | 7.99 - 12.99  | 1,010                                                                                                                                                                                                                                                         | 9.64    | 8.99 - 9.99   | 230    | 9.81    | -           |        |         | 5.99 - 8.99             | 320    | 7.93    |
| Beef Backribs             | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | 5.99 - 5.99 | 10     | 5.99    | -                       |        |         |
| Sirloin Roast             | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Steak             | 7.99 - 8.98   | 260                                                                                                                                                                                                                                                           | 8.75    | -             |        |         | 4.99 - 4.99 | 5      | 4.99    | -                       |        |         |
| Bnls Sirloin Roast        | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | 3.99 - 3.99             | 20     | 3.99    |
| Bnls Sirloin Steak        | 5.55 - 5.55   | 10                                                                                                                                                                                                                                                            | 5.55    | -             |        |         | 4.93 - 4.93 | 10     | 4.93    | 5.97 - 5.99             | 20     | 5.98    |
| Sirloin Tip Roast         | 3.66 - 3.99   | 80                                                                                                                                                                                                                                                            | 3.85    | 3.99 - 4.99   | 150    | 4.57    | 3.99 - 4.88 | 30     | 4.80    | 2.98 - 4.29             | 40     | 3.56    |
| Sirloin Tip Steak         | 4.49 - 4.98   | 50                                                                                                                                                                                                                                                            | 4.91    | -             |        |         | 5.49 - 5.49 | 10     | 5.49    | 4.69 - 4.69             | 20     | 4.69    |
| Bnls Top Sirloin Roast    | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | 5.98 - 6.95   | 290                                                                                                                                                                                                                                                           | 6.73    | 5.99 - 7.99   | 1,620  | 6.41    | 5.99 - 5.99 | 10     | 5.99    | 4.28 - 5.99             | 30     | 4.41    |
| Top Round Roast           | 3.88 - 3.99   | 70                                                                                                                                                                                                                                                            | 3.89    | 4.99 - 4.99   | 20     | 4.99    | 3.98 - 3.98 | 10     | 3.98    | -                       |        |         |
| Top Round Steak           | 3.98 - 4.99   | 290                                                                                                                                                                                                                                                           | 4.75    | 4.99 - 4.99   | 80     | 4.99    | 3.99 - 4.74 | 40     | 4.64    | 3.99 - 3.99             | 10     | 3.99    |
| Bottom Round Roast        | 3.48 - 3.48   | 10                                                                                                                                                                                                                                                            | 3.48    | 4.79 - 4.99   | 5      | 4.89    | 3.99 - 3.99 | 5      | 3.99    | 2.49 - 2.49             | 5      | 2.49    |
| Bottom Round Steak        | -             |                                                                                                                                                                                                                                                               |         | 3.88 - 4.99   | 530    | 3.99    | 4.19 - 4.19 | 5      | 4.19    | 3.88 - 3.88             | 20     | 3.88    |
| Eye Of Round Roast        | 3.43 - 3.43   | 10                                                                                                                                                                                                                                                            | 3.43    | 3.98 - 3.98   | 200    | 3.98    | 3.99 - 5.44 | 50     | 5.19    | 3.99 - 3.99             | 10     | 3.99    |
| Eye Of Round Steak        | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | 5.99 - 5.99 | 20     | 5.99    | -                       |        |         |
| Rump Roast                | 3.48 - 3.99   | 30                                                                                                                                                                                                                                                            | 3.76    | 3.99 - 3.99   | 5      | 3.99    | 2.99 - 3.33 | 10     | 3.27    | 3.99 - 3.99             | 10     | 3.99    |
| Rump Steak                | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 3.49 - 3.99   | 70                                                                                                                                                                                                                                                            | 3.83    | 3.99 - 3.99   | 150    | 3.99    | 3.77 - 3.77 | 30     | 3.77    | 3.99 - 4.55             | 150    | 4.10    |
| Chuck/Shldr/Arm Steak     | 3.99 - 4.99   | 60                                                                                                                                                                                                                                                            | 4.36    | 4.99 - 5.99   | 80     | 5.11    | 4.29 - 4.29 | 30     | 4.29    | 4.19 - 5.99             | 40     | 5.20    |
| London Broil              | 3.98 - 5.49   | 1,590                                                                                                                                                                                                                                                         | 5.28    | 3.88 - 4.99   | 1,590  | 4.96    | -           |        |         | 3.57 - 5.99             | 40     | 3.90    |
| Brisket                   | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | 4.49 - 4.49             | 10     | 4.49    |
| Brisket, Flat             | -             |                                                                                                                                                                                                                                                               |         | 5.49 - 5.49   | 10     | 5.49    | 2.99 - 2.99 | 5      | 2.99    | -                       |        |         |
| Corned Beef Brisket       | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Flat          | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Beef Short Ribs           | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | 3.99 - 5.99             | 10     | 5.32    |
| Flat Iron Steak           | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Flank Steak               | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Minute/Cube Steaks        | 4.99 - 5.99   | 20                                                                                                                                                                                                                                                            | 5.37    | 4.99 - 6.99   | 60     | 5.02    | 4.55 - 4.99 | 60     | 4.75    | 3.79 - 5.57             | 100    | 4.47    |
| Stew Meat                 | -             |                                                                                                                                                                                                                                                               |         | 4.99 - 4.99   | 60     | 4.99    | 3.93 - 4.79 | 10     | 4.15    | 4.98 - 6.99             | 60     | 5.02    |
| Ground Round              | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | 4.79 - 4.79             | 5      | 4.79    |
| Ground Chuck              | 3.69 - 3.69   | 10                                                                                                                                                                                                                                                            | 3.69    | -             |        |         | -           |        |         | 2.98 - 4.59             | 1,010  | 4.13    |
| Ground Sirloin            | 5.99 - 5.99   | 1,080                                                                                                                                                                                                                                                         | 5.99    | -             |        |         | -           |        |         | 4.99 - 4.99             | 90     | 4.99    |
| Ground Beef 90% Or More   | 5.99 - 5.99   | 10                                                                                                                                                                                                                                                            | 5.99    | -             |        |         | -           |        |         | 4.99 - 5.99             | 1,430  | 5.56    |
| Ground Beef 80-89%        | 2.99 - 3.95   | 290                                                                                                                                                                                                                                                           | 3.74    | -             |        |         | -           |        |         | 2.99 - 5.69             | 1,360  | 3.87    |
| Ground Beef 70-79%        | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | 2.59 - 3.88             | 520    | 3.48    |
| Beef Patties              | 5.99 - 5.99   | 5                                                                                                                                                                                                                                                             | 5.99    | 4.50 - 4.50   | 5      | 4.50    | -           |        |         | 2.99 - 5.99             | 430    | 4.51    |
| Tri-Tip                   | -             |                                                                                                                                                                                                                                                               |         | 5.99 - 5.99   | 10     | 5.99    | -           |        |         | -                       |        |         |
| Skirt Steak               | -             |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |



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

Fri. Jun 19, 2015

| Outlets                   | 6,100         | Explanatory Notes                                                                                                                                                                                                                                               |         |               |        |         |             |        |         |                         |        |         |
|---------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 84.4%         | 5/: <b>BRANDED</b> : Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: <b>NON LABELED/OTHER</b> : Beef cuts advertised without a USDA Quality Grade. |         |               |        |         |             |        |         |                         |        |         |
| Special Rate (1/)         | 20.9%         |                                                                                                                                                                                                                                                                 |         |               |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 20,370        |                                                                                                                                                                                                                                                                 |         |               |        |         |             |        |         |                         |        |         |
|                           | 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      | -             |                                                                                                                                                                                                                                                                 |         | 14.99 - 14.99 | 10     | 14.99   | -           |        |         | -                       |        |         |
| Bone-In Ribeye Steak      | 9.78 - 10.99  | 30                                                                                                                                                                                                                                                              | 10.33   | 4.50 - 9.99   | 170    | 7.35    | -           |        |         | 8.98 - 8.98             | 20     | 8.98    |
| Bnls Ribeye Roast         | -             |                                                                                                                                                                                                                                                                 |         | 8.99 - 8.99   | 50     | 8.99    | -           |        |         | -                       |        |         |
| Bnls Ribeye Steak         | 9.98 - 16.99  | 80                                                                                                                                                                                                                                                              | 11.13   | 6.99 - 11.99  | 1,260  | 10.31   | -           |        |         | 5.99 - 11.99            | 750    | 6.44    |
| T-Bone Steak              | 7.98 - 12.99  | 730                                                                                                                                                                                                                                                             | 9.45    | 6.99 - 11.99  | 680    | 9.34    | -           |        |         | 4.99 - 9.99             | 180    | 6.53    |
| Porterhouse Steak         | 7.99 - 10.99  | 110                                                                                                                                                                                                                                                             | 10.69   | 7.99 - 12.38  | 480    | 10.10   | -           |        |         | 4.99 - 8.99             | 20     | 6.32    |
| Tenderloin                | 11.98 - 11.98 | 10                                                                                                                                                                                                                                                              | 11.98   | 13.99 - 14.99 | 160    | 14.09   | -           |        |         | 7.99 - 12.99            | 70     | 9.61    |
| Filet Mignon              | 9.99 - 13.98  | 190                                                                                                                                                                                                                                                             | 10.14   | 17.99 - 17.99 | 110    | 17.99   | -           |        |         | 8.99 - 12.99            | 10     | 10.08   |
| Loin, Bnls                | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | 6.99 - 11.99  | 140                                                                                                                                                                                                                                                             | 10.52   | 5.88 - 9.99   | 230    | 7.54    | 9.99 - 9.99 | 50     | 9.99    | 4.98 - 8.99             | 40     | 6.64    |
| Bnls New York Strip Steak | 8.99 - 12.99  | 190                                                                                                                                                                                                                                                             | 11.03   | 6.99 - 12.99  | 530    | 10.39   | 5.99 - 8.99 | 20     | 8.04    | 5.99 - 9.99             | 50     | 8.04    |
| Beef Backribs             | -             |                                                                                                                                                                                                                                                                 |         | 1.99 - 1.99   | 10     | 1.99    | -           |        |         | 2.49 - 3.99             | 40     | 3.25    |
| Sirloin Roast             | -             |                                                                                                                                                                                                                                                                 |         | 4.99 - 4.99   | 10     | 4.99    | -           |        |         | 4.99 - 4.99             | 10     | 4.99    |
| Sirloin Steak             | -             |                                                                                                                                                                                                                                                                 |         | 4.99 - 5.99   | 200    | 5.96    | -           |        |         | -                       |        |         |
| Bnls Sirloin Roast        | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Steak        | 5.99 - 6.78   | 60                                                                                                                                                                                                                                                              | 6.15    | 6.99 - 6.99   | 20     | 6.99    | -           |        |         | 5.68 - 5.68             | 10     | 5.68    |
| Sirloin Tip Roast         | 3.98 - 4.99   | 20                                                                                                                                                                                                                                                              | 4.25    | 4.19 - 4.99   | 20     | 4.82    | 3.99 - 3.99 | 5      | 3.99    | -                       |        |         |
| Sirloin Tip Steak         | 3.99 - 5.29   | 30                                                                                                                                                                                                                                                              | 4.80    | 4.99 - 4.99   | 10     | 4.99    | -           |        |         | 5.99 - 5.99             | 10     | 5.99    |
| Bnls Top Sirloin Roast    | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | 4.99 - 8.99   | 500                                                                                                                                                                                                                                                             | 7.09    | 5.99 - 7.99   | 430    | 7.21    | 5.99 - 5.99 | 5      | 5.99    | 5.99 - 5.99             | 20     | 5.99    |
| Top Round Roast           | 3.88 - 4.78   | 160                                                                                                                                                                                                                                                             | 4.23    | 3.99 - 4.99   | 10     | 4.20    | -           |        |         | -                       |        |         |
| Top Round Steak           | 3.98 - 4.49   | 210                                                                                                                                                                                                                                                             | 4.27    | 4.99 - 5.99   | 20     | 5.82    | -           |        |         | -                       |        |         |
| Bottom Round Roast        | 3.48 - 4.99   | 40                                                                                                                                                                                                                                                              | 4.78    | 3.99 - 5.99   | 320    | 5.00    | 3.99 - 3.99 | 5      | 3.99    | -                       |        |         |
| Bottom Round Steak        | 3.89 - 4.99   | 40                                                                                                                                                                                                                                                              | 4.78    | 3.88 - 4.99   | 900    | 4.33    | 4.19 - 4.19 | 5      | 4.19    | -                       |        |         |
| Eye Of Round Roast        | -             |                                                                                                                                                                                                                                                                 |         | 4.49 - 5.99   | 210    | 4.50    | 3.99 - 3.99 | 5      | 3.99    | 3.79 - 3.79             | 20     | 3.79    |
| Eye Of Round Steak        | -             |                                                                                                                                                                                                                                                                 |         | 4.49 - 5.99   | 230    | 4.52    | -           |        |         | 3.98 - 3.99             | 30     | 3.98    |
| Rump Roast                | 3.48 - 6.99   | 70                                                                                                                                                                                                                                                              | 4.50    | 3.99 - 3.99   | 40     | 3.99    | -           |        |         | 3.98 - 3.98             | 20     | 3.98    |
| Rump Steak                | 3.99 - 3.99   | 40                                                                                                                                                                                                                                                              | 3.99    | -             |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 3.99 - 5.99   | 430                                                                                                                                                                                                                                                             | 4.68    | 3.99 - 5.99   | 710    | 4.50    | -           |        |         | 3.49 - 4.99             | 80     | 4.15    |
| Chuck/Shldr/Arm Steak     | 3.99 - 7.99   | 590                                                                                                                                                                                                                                                             | 5.27    | 3.19 - 5.99   | 560    | 4.63    | -           |        |         | 3.99 - 5.19             | 40     | 4.42    |
| London Broil              | 3.98 - 5.88   | 110                                                                                                                                                                                                                                                             | 4.77    | 3.88 - 5.99   | 40     | 4.84    | -           |        |         | 4.99 - 4.99             | 5      | 4.99    |
| Brisket                   | -             |                                                                                                                                                                                                                                                                 |         | 3.49 - 3.49   | 10     | 3.49    | -           |        |         | 3.99 - 3.99             | 5      | 3.99    |
| Brisket, Flat             | -             |                                                                                                                                                                                                                                                                 |         | 3.99 - 3.99   | 110    | 3.99    | -           |        |         | -                       |        |         |
| Corned Beef Brisket       | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Flat          | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Beef Short Ribs           | 4.99 - 4.99   | 20                                                                                                                                                                                                                                                              | 4.99    | 3.98 - 5.99   | 120    | 4.93    | -           |        |         | 4.99 - 5.99             | 30     | 5.59    |
| Flat Iron Steak           | 5.99 - 9.99   | 180                                                                                                                                                                                                                                                             | 6.55    | 4.99 - 8.99   | 160    | 6.93    | -           |        |         | 5.99 - 7.99             | 40     | 6.39    |
| Flank Steak               | 9.00 - 9.00   | 30                                                                                                                                                                                                                                                              | 9.00    | -             |        |         | -           |        |         | -                       |        |         |
| Minute/Cube Steaks        | 4.49 - 6.99   | 90                                                                                                                                                                                                                                                              | 5.21    | 4.99 - 4.99   | 10     | 4.99    | 4.99 - 4.99 | 5      | 4.99    | 4.99 - 5.99             | 10     | 5.53    |
| Stew Meat                 | 3.99 - 3.99   | 10                                                                                                                                                                                                                                                              | 3.99    | 4.39 - 4.39   | 10     | 4.39    | 4.79 - 4.79 | 5      | 4.79    | 4.98 - 4.98             | 10     | 4.98    |
| Ground Round              | 3.99 - 3.99   | 10                                                                                                                                                                                                                                                              | 3.99    | 3.99 - 3.99   | 210    | 3.99    | -           |        |         | 3.79 - 5.49             | 210    | 4.34    |
| Ground Chuck              | 2.98 - 4.49   | 40                                                                                                                                                                                                                                                              | 3.69    | 3.49 - 3.99   | 20     | 3.82    | -           |        |         | 2.98 - 4.99             | 710    | 4.10    |
| Ground Sirloin            | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | 4.99 - 5.99             | 240    | 5.43    |
| Ground Beef 90% Or More   | 5.99 - 5.99   | 220                                                                                                                                                                                                                                                             | 5.99    | -             |        |         | -           |        |         | 4.49 - 5.99             | 640    | 5.53    |
| Ground Beef 80-89%        | 4.49 - 4.49   | 20                                                                                                                                                                                                                                                              | 4.49    | 4.49 - 4.49   | 10     | 4.49    | -           |        |         | 2.98 - 5.69             | 1,980  | 3.58    |
| Ground Beef 70-79%        | 2.49 - 2.49   | 10                                                                                                                                                                                                                                                              | 2.49    | -             |        |         | -           |        |         | 2.69 - 3.49             | 320    | 3.16    |
| Beef Patties              | 4.49 - 5.99   | 170                                                                                                                                                                                                                                                             | 5.61    | 4.50 - 4.50   | 110    | 4.50    | -           |        |         | 3.29 - 6.99             | 410    | 5.01    |
| Tri-Tip                   | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Skirt Steak               | 6.99 - 8.99   | 40                                                                                                                                                                                                                                                              | 7.93    | 5.99 - 6.99   | 50     | 6.61    | -           |        |         | -                       |        |         |



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

Fri. Jun 19, 2015

| Outlets                   | 4,900        | Explanatory Notes                                                                                                                                                                                                                                             |         |               |        |         |             |        |         |                         |        |         |
|---------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 77.1%        | 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/)         | 18.0%        |                                                                                                                                                                                                                                                               |         |               |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 13,275       |                                                                                                                                                                                                                                                               |         |               |        |         |             |        |         |                         |        |         |
|                           | BRANDED(5)   |                                                                                                                                                                                                                                                               |         | CHOICE        |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |
|                           | Price Range  | Stores                                                                                                                                                                                                                                                        | Wtd Avg | Price Range   | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -            |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Ribeye Steak      | -            |                                                                                                                                                                                                                                                               |         | 5.88 - 10.99  | 370    | 8.11    | 4.99 - 4.99 | 210    | 4.99    | 4.99 - 9.99             | 120    | 7.79    |
| Bnls Ribeye Roast         | -            |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | 8.46 - 8.46             | 60     | 8.46    |
| Bnls Ribeye Steak         | 9.99 - 16.99 | 210                                                                                                                                                                                                                                                           | 11.79   | 5.99 - 13.98  | 330    | 9.68    | 9.99 - 9.99 | 20     | 9.99    | 5.99 - 11.99            | 260    | 7.15    |
| T-Bone Steak              | 7.98 - 9.99  | 190                                                                                                                                                                                                                                                           | 8.61    | 6.99 - 8.99   | 80     | 8.38    | 7.98 - 8.99 | 50     | 8.58    | 4.88 - 9.99             | 120    | 7.57    |
| Porterhouse Steak         | 9.29 - 9.49  | 80                                                                                                                                                                                                                                                            | 9.34    | -             |        |         | -           |        |         | -                       |        |         |
| Tenderloin                | 9.99 - 12.99 | 70                                                                                                                                                                                                                                                            | 11.49   | -             |        |         | -           |        |         | 7.99 - 7.99             | 5      | 7.99    |
| Filet Mignon              | 9.99 - 14.99 | 90                                                                                                                                                                                                                                                            | 12.79   | 14.99 - 16.99 | 120    | 16.21   | -           |        |         | 6.99 - 13.47            | 20     | 9.64    |
| Loin, Bnls                | -            |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | 9.29 - 11.99 | 80                                                                                                                                                                                                                                                            | 11.32   | 4.99 - 6.99   | 310    | 5.83    | 8.99 - 9.99 | 60     | 9.88    | 4.88 - 4.88             | 10     | 4.88    |
| Bnls New York Strip Steak | 6.97 - 16.00 | 490                                                                                                                                                                                                                                                           | 11.30   | 9.97 - 13.98  | 450    | 10.82   | -           |        |         | -                       |        |         |
| Beef Backribs             | -            |                                                                                                                                                                                                                                                               |         | 1.99 - 1.99   | 120    | 1.99    | 3.99 - 3.99 | 30     | 3.99    | 2.99 - 3.99             | 120    | 3.04    |
| Sirloin Roast             | -            |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Steak             | 4.99 - 4.99  | 60                                                                                                                                                                                                                                                            | 4.99    | -             |        |         | 4.99 - 4.99 | 20     | 4.99    | 6.29 - 6.29             | 10     | 6.29    |
| Bnls Sirloin Roast        | -            |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Steak        | 6.49 - 6.49  | 10                                                                                                                                                                                                                                                            | 6.49    | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Tip Roast         | -            |                                                                                                                                                                                                                                                               |         | -             |        |         | 3.99 - 3.99 | 40     | 3.99    | -                       |        |         |
| Sirloin Tip Steak         | -            |                                                                                                                                                                                                                                                               |         | 5.99 - 5.99   | 10     | 5.99    | -           |        |         | 4.49 - 4.77             | 20     | 4.72    |
| Bnls Top Sirloin Roast    | -            |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | 5.88 - 6.99  | 250                                                                                                                                                                                                                                                           | 6.43    | 6.95 - 6.99   | 170    | 6.98    | 4.99 - 4.99 | 10     | 4.99    | 6.49 - 6.49             | 20     | 6.49    |
| Top Round Roast           | 3.88 - 4.29  | 90                                                                                                                                                                                                                                                            | 4.20    | 3.98 - 3.99   | 10     | 3.98    | 3.99 - 3.99 | 20     | 3.99    | -                       |        |         |
| Top Round Steak           | 3.98 - 4.49  | 90                                                                                                                                                                                                                                                            | 4.38    | 4.48 - 4.48   | 10     | 4.48    | -           |        |         | 4.99 - 4.99             | 20     | 4.99    |
| Bottom Round Roast        | 2.99 - 2.99  | 40                                                                                                                                                                                                                                                            | 2.99    | 4.99 - 5.99   | 200    | 5.61    | 3.99 - 3.99 | 40     | 3.99    | 2.49 - 4.99             | 120    | 2.68    |
| Bottom Round Steak        | 3.99 - 4.49  | 20                                                                                                                                                                                                                                                            | 4.29    | 2.98 - 3.99   | 180    | 3.92    | 4.19 - 4.19 | 40     | 4.19    | -                       |        |         |
| Eye Of Round Roast        | 2.99 - 4.49  | 170                                                                                                                                                                                                                                                           | 4.05    | 3.98 - 5.99   | 90     | 4.52    | 3.97 - 3.99 | 40     | 3.99    | -                       |        |         |
| Eye Of Round Steak        | -            |                                                                                                                                                                                                                                                               |         | 4.29 - 5.99   | 70     | 4.80    | 4.17 - 4.17 | 10     | 4.17    | 4.69 - 4.69             | 20     | 4.69    |
| Rump Roast                | 3.59 - 3.99  | 20                                                                                                                                                                                                                                                            | 3.83    | 2.99 - 3.99   | 10     | 3.06    | 2.99 - 3.99 | 20     | 3.28    | 4.99 - 4.99             | 10     | 4.99    |
| Rump Steak                | -            |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 3.69 - 6.49  | 280                                                                                                                                                                                                                                                           | 5.22    | 3.68 - 5.99   | 340    | 5.20    | 3.89 - 3.89 | 30     | 3.89    | 2.99 - 4.99             | 200    | 3.98    |
| Chuck/Shldr/Arm Steak     | 3.79 - 5.77  | 160                                                                                                                                                                                                                                                           | 4.62    | 3.98 - 5.69   | 90     | 5.43    | 3.99 - 4.39 | 40     | 4.12    | 2.97 - 4.99             | 110    | 4.15    |
| London Broil              | 3.98 - 6.49  | 130                                                                                                                                                                                                                                                           | 6.10    | 3.98 - 5.99   | 180    | 5.59    | -           |        |         | 4.99 - 4.99             | 20     | 4.99    |
| Brisket                   | 2.69 - 2.69  | 60                                                                                                                                                                                                                                                            | 2.69    | 2.99 - 3.88   | 90     | 3.45    | 3.99 - 3.99 | 10     | 3.99    | 2.99 - 5.69             | 280    | 4.41    |
| Brisket, Flat             | -            |                                                                                                                                                                                                                                                               |         | 5.49 - 5.49   | 40     | 5.49    | 2.99 - 2.99 | 20     | 2.99    | -                       |        |         |
| Corned Beef Brisket       | -            |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Flat          | -            |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Beef Short Ribs           | 4.49 - 4.49  | 10                                                                                                                                                                                                                                                            | 4.49    | 4.99 - 5.99   | 130    | 5.95    | -           |        |         | 3.69 - 5.99             | 280    | 4.75    |
| Flat Iron Steak           | 5.49 - 7.99  | 40                                                                                                                                                                                                                                                            | 6.71    | 5.99 - 5.99   | 210    | 5.99    | -           |        |         | -                       |        |         |
| Flank Steak               | -            |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | 7.69 - 7.69             | 5      | 7.69    |
| Minute/Cube Steaks        | 4.98 - 5.99  | 170                                                                                                                                                                                                                                                           | 5.05    | 3.49 - 3.49   | 10     | 3.49    | 4.99 - 4.99 | 40     | 4.99    | 5.99 - 5.99             | 30     | 5.99    |
| Stew Meat                 | 4.89 - 4.89  | 10                                                                                                                                                                                                                                                            | 4.89    | 3.49 - 3.49   | 130    | 3.49    | 4.79 - 4.79 | 40     | 4.79    | -                       |        |         |
| Ground Round              | 4.99 - 5.99  | 20                                                                                                                                                                                                                                                            | 5.49    | -             |        |         | -           |        |         | 3.98 - 4.99             | 80     | 4.67    |
| Ground Chuck              | 3.20 - 3.79  | 100                                                                                                                                                                                                                                                           | 3.59    | -             |        |         | -           |        |         | 2.49 - 4.99             | 630    | 3.30    |
| Ground Sirloin            | -            |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | -                       |        |         |
| Ground Beef 90% Or More   | -            |                                                                                                                                                                                                                                                               |         | -             |        |         | -           |        |         | 3.99 - 6.99             | 60     | 6.52    |
| Ground Beef 80-89%        | 3.99 - 3.99  | 30                                                                                                                                                                                                                                                            | 3.99    | -             |        |         | -           |        |         | 2.58 - 4.99             | 1,390  | 3.61    |
| Ground Beef 70-79%        | 2.49 - 3.39  | 20                                                                                                                                                                                                                                                            | 3.03    | -             |        |         | -           |        |         | 2.29 - 3.59             | 110    | 2.97    |
| Beef Patties              | 3.99 - 3.99  | 20                                                                                                                                                                                                                                                            | 3.99    | -             |        |         | -           |        |         | 3.77 - 4.50             | 70     | 4.19    |
| Tri-Tip                   | -            |                                                                                                                                                                                                                                                               |         | 5.99 - 5.99   | 70     | 5.99    | -           |        |         | -                       |        |         |
| Skirt Steak               | 7.69 - 7.69  | 50                                                                                                                                                                                                                                                            | 7.69    | -             |        |         | -           |        |         | 6.99 - 6.99             | 10     | 6.99    |

| Outlets                   | 3,900         | Explanatory Notes                                                                                                                                                                                                                                               |         |               |        |         |             |        |         |                         |        |         |
|---------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 84.0%         | 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/)         | 10.9%         |                                                                                                                                                                                                                                                                 |         |               |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 15,855        |                                                                                                                                                                                                                                                                 |         |               |        |         |             |        |         |                         |        |         |
|                           | 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      | -             |                                                                                                                                                                                                                                                                 |         | 4.99 - 4.99   | 140    | 4.99    | -           |        |         | -                       |        |         |
| Bone-In Ribeye Steak      | 7.99 - 13.99  | 180                                                                                                                                                                                                                                                             | 10.38   | 5.88 - 10.99  | 610    | 7.81    | -           |        |         | 4.49 - 7.99             | 480    | 6.51    |
| Bnls Ribeye Roast         | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Ribeye Steak         | 8.99 - 8.99   | 10                                                                                                                                                                                                                                                              | 8.99    | 7.99 - 11.99  | 460    | 10.20   | -           |        |         | 5.99 - 8.99             | 280    | 7.92    |
| T-Bone Steak              | 11.99 - 13.99 | 80                                                                                                                                                                                                                                                              | 13.60   | 6.97 - 6.99   | 120    | 6.97    | -           |        |         | 4.99 - 7.99             | 110    | 6.07    |
| Porterhouse Steak         | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | 5.99 - 5.99             | 60     | 5.99    |
| Tenderloin                | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | 7.99 - 7.99             | 60     | 7.99    |
| Filet Mignon              | -             |                                                                                                                                                                                                                                                                 |         | 14.99 - 16.99 | 480    | 16.51   | -           |        |         | 9.99 - 14.99            | 420    | 13.30   |
| Loin, Bnls                | 10.99 - 10.99 | 60                                                                                                                                                                                                                                                              | 10.99   | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | -             |                                                                                                                                                                                                                                                                 |         | 5.77 - 8.99   | 680    | 6.51    | -           |        |         | 5.99 - 5.99             | 120    | 5.99    |
| Bnls New York Strip Steak | 7.99 - 13.99  | 90                                                                                                                                                                                                                                                              | 13.18   | 6.99 - 11.99  | 380    | 7.37    | 7.99 - 7.99 | 40     | 7.99    | -                       |        |         |
| Beef Backribs             | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | 4.49 - 4.49 | 10     | 4.49    | 1.29 - 3.99             | 130    | 1.48    |
| Sirloin Roast             | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Steak             | 4.49 - 4.49   | 5                                                                                                                                                                                                                                                               | 4.49    | 6.99 - 6.99   | 140    | 6.99    | -           |        |         | -                       |        |         |
| Bnls Sirloin Roast        | -             |                                                                                                                                                                                                                                                                 |         | 3.79 - 3.79   | 200    | 3.79    | -           |        |         | -                       |        |         |
| Bnls Sirloin Steak        | 6.49 - 6.49   | 5                                                                                                                                                                                                                                                               | 6.49    | -             |        |         | -           |        |         | 3.99 - 4.59             | 60     | 4.10    |
| Sirloin Tip Roast         | -             |                                                                                                                                                                                                                                                                 |         | 4.99 - 5.99   | 500    | 5.48    | -           |        |         | 4.49 - 4.99             | 190    | 4.92    |
| Sirloin Tip Steak         | 4.49 - 4.49   | 10                                                                                                                                                                                                                                                              | 4.49    | -             |        |         | -           |        |         | 3.79 - 4.99             | 270    | 4.61    |
| Bnls Top Sirloin Roast    | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | 5.99 - 8.99   | 170                                                                                                                                                                                                                                                             | 7.09    | 5.99 - 7.99   | 330    | 7.47    | -           |        |         | 4.99 - 4.99             | 30     | 4.99    |
| Top Round Roast           | -             |                                                                                                                                                                                                                                                                 |         | 3.99 - 3.99   | 10     | 3.99    | -           |        |         | -                       |        |         |
| Top Round Steak           | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | 2.29 - 3.99             | 170    | 3.93    |
| Bottom Round Roast        | -             |                                                                                                                                                                                                                                                                 |         | 5.99 - 5.99   | 250    | 5.99    | -           |        |         | 2.49 - 2.49             | 80     | 2.49    |
| Bottom Round Steak        | -             |                                                                                                                                                                                                                                                                 |         | 3.99 - 5.99   | 150    | 5.80    | -           |        |         | -                       |        |         |
| Eye Of Round Roast        | -             |                                                                                                                                                                                                                                                                 |         | 5.99 - 5.99   | 5      | 5.99    | -           |        |         | 3.99 - 3.99             | 50     | 3.99    |
| Eye Of Round Steak        | -             |                                                                                                                                                                                                                                                                 |         | 5.99 - 5.99   | 5      | 5.99    | -           |        |         | -                       |        |         |
| Rump Roast                | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | 3.69 - 3.69 | 10     | 3.69    | -                       |        |         |
| Rump Steak                | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 3.99 - 4.99   | 140                                                                                                                                                                                                                                                             | 4.10    | 4.49 - 4.99   | 210    | 4.52    | 3.69 - 3.69 | 10     | 3.69    | 2.89 - 4.99             | 450    | 4.02    |
| Chuck/Shldr/Arm Steak     | 3.99 - 4.99   | 130                                                                                                                                                                                                                                                             | 4.10    | 3.69 - 6.99   | 820    | 5.91    | 3.69 - 3.69 | 10     | 3.69    | 2.77 - 4.99             | 420    | 3.59    |
| London Broil              | 3.99 - 4.99   | 120                                                                                                                                                                                                                                                             | 4.11    | 3.99 - 6.49   | 260    | 6.40    | -           |        |         | 3.99 - 4.99             | 10     | 4.28    |
| Brisket                   | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | 4.49 - 4.49             | 120    | 4.49    |
| Brisket, Flat             | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Brisket       | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Flat          | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Beef Short Ribs           | 3.99 - 4.99   | 120                                                                                                                                                                                                                                                             | 4.09    | 5.99 - 5.99   | 380    | 5.99    | -           |        |         | 3.99 - 5.99             | 300    | 5.08    |
| Flat Iron Steak           | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Flank Steak               | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | 5.97 - 7.69             | 160    | 6.56    |
| Minute/Cube Steaks        | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Stew Meat                 | -             |                                                                                                                                                                                                                                                                 |         | 4.99 - 4.99   | 140    | 4.99    | -           |        |         | 2.99 - 4.99             | 120    | 3.86    |
| Ground Round              | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | -                       |        |         |
| Ground Chuck              | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | -           |        |         | 2.77 - 4.69             | 80     | 3.00    |
| Ground Sirloin            | -             |                                                                                                                                                                                                                                                                 |         | -             |        |         | 4.99 - 4.99 | 10     | 4.99    | 5.99 - 5.99             | 240    | 5.99    |
| Ground Beef 90% Or More   | -             |                                                                                                                                                                                                                                                                 |         | 5.99 - 6.49   | 20     | 6.24    | -           |        |         | 3.79 - 6.99             | 1,040  | 5.60    |
| Ground Beef 80-89%        | 3.99 - 3.99   | 100                                                                                                                                                                                                                                                             | 3.99    | 4.99 - 4.99   | 10     | 4.99    | -           |        |         | 2.99 - 4.99             | 450    | 3.69    |
| Ground Beef 70-79%        | 2.99 - 2.99   | 10                                                                                                                                                                                                                                                              | 2.99    | 3.29 - 3.29   | 10     | 3.29    | -           |        |         | 1.97 - 3.99             | 360    | 3.44    |
| Beef Patties              | -             |                                                                                                                                                                                                                                                                 |         | 4.80 - 4.80   | 10     | 4.80    | -           |        |         | 2.99 - 5.99             | 330    | 4.53    |
| Tri-Tip                   | 3.99 - 4.99   | 120                                                                                                                                                                                                                                                             | 4.09    | 5.99 - 8.99   | 380    | 8.03    | -           |        |         | 4.99 - 7.99             | 420    | 6.69    |
| Skirt Steak               | -             |                                                                                                                                                                                                                                                                 |         | 13.99 - 13.99 | 10     | 13.99   | 5.59 - 5.59 | 10     | 5.59    | -                       |        |         |



**NORTHWEST**  
(ID, MT, OR, WA, WY)  
(prices in dollars per pound)

Fri. Jun 19, 2015

| Outlets                   | 1,300         | Explanatory Notes                                                                                                                                                                                                                                               |         |  |               |        |         |             |        |         |                         |        |         |
|---------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--|---------------|--------|---------|-------------|--------|---------|-------------------------|--------|---------|
| Feature Rate (1/)         | 82.7%         | 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/)         | 7.3%          |                                                                                                                                                                                                                                                                 |         |  |               |        |         |             |        |         |                         |        |         |
| Activity Index (3/)       | 5,820         |                                                                                                                                                                                                                                                                 |         |  |               |        |         |             |        |         |                         |        |         |
|                           | BRANDED(5)    |                                                                                                                                                                                                                                                                 |         |  | CHOICE        |        |         | SELECT      |        |         | NON LABELED / OTHER (6) |        |         |
|                           | Price Range   | Stores                                                                                                                                                                                                                                                          | Wtd Avg |  | Price Range   | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range             | Stores | Wtd Avg |
| Bone-In Ribeye Roast      | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | 7.98 - 7.98             | 10     | 7.98    |
| Bone-In Ribeye Steak      | -             |                                                                                                                                                                                                                                                                 |         |  | 5.88 - 8.88   | 100    | 8.02    | 6.99 - 6.99 | 10     | 6.99    | 6.75 - 6.99             | 180    | 6.82    |
| Bnls Ribeye Roast         | -             |                                                                                                                                                                                                                                                                 |         |  | 8.68 - 8.68   | 10     | 8.68    | -           |        |         | 6.49 - 6.49             | 5      | 6.49    |
| Bnls Ribeye Steak         | 9.99 - 16.99  | 190                                                                                                                                                                                                                                                             | 10.45   |  | 7.99 - 9.98   | 70     | 8.21    | -           |        |         | 5.99 - 5.99             | 5      | 5.99    |
| T-Bone Steak              | 8.99 - 12.99  | 50                                                                                                                                                                                                                                                              | 11.50   |  | 6.88 - 9.99   | 460    | 7.56    | -           |        |         | 6.99 - 6.99             | 40     | 6.99    |
| Porterhouse Steak         | -             |                                                                                                                                                                                                                                                                 |         |  | 8.99 - 8.99   | 5      | 8.99    | -           |        |         | 6.99 - 6.99             | 40     | 6.99    |
| Tenderloin                | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Filet Mignon              | -             |                                                                                                                                                                                                                                                                 |         |  | 11.99 - 11.99 | 20     | 11.99   | -           |        |         | 9.99 - 9.99             | 50     | 9.99    |
| Loin, Bnls                | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Bone-In Strip Steak       | 7.98 - 8.98   | 110                                                                                                                                                                                                                                                             | 8.65    |  | 5.88 - 9.99   | 380    | 7.61    | -           |        |         | -                       |        |         |
| Bnls New York Strip Steak | 10.99 - 13.99 | 90                                                                                                                                                                                                                                                              | 11.88   |  | 11.99 - 11.99 | 70     | 11.99   | -           |        |         | 9.99 - 9.99             | 40     | 9.99    |
| Beef Backribs             | -             |                                                                                                                                                                                                                                                                 |         |  | 1.99 - 1.99   | 10     | 1.99    | -           |        |         | -                       |        |         |
| Sirloin Roast             | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Sirloin Steak             | 4.49 - 4.49   | 10                                                                                                                                                                                                                                                              | 4.49    |  | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Roast        | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Sirloin Steak        | -             |                                                                                                                                                                                                                                                                 |         |  | 8.98 - 8.98   | 10     | 8.98    | -           |        |         | 3.99 - 4.29             | 20     | 4.09    |
| Sirloin Tip Roast         | 3.98 - 3.98   | 40                                                                                                                                                                                                                                                              | 3.98    |  | 6.99 - 6.99   | 20     | 6.99    | -           |        |         | 4.49 - 4.49             | 30     | 4.49    |
| Sirloin Tip Steak         | -             |                                                                                                                                                                                                                                                                 |         |  | 4.49 - 4.49   | 10     | 4.49    | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Roast    | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Bnls Top Sirloin Steak    | 5.88 - 7.98   | 70                                                                                                                                                                                                                                                              | 7.48    |  | 6.99 - 6.99   | 100    | 6.99    | -           |        |         | 3.99 - 6.99             | 40     | 5.29    |
| Top Round Roast           | 4.29 - 4.29   | 10                                                                                                                                                                                                                                                              | 4.29    |  | -             |        |         | -           |        |         | -                       |        |         |
| Top Round Steak           | 4.49 - 4.49   | 10                                                                                                                                                                                                                                                              | 4.49    |  | -             |        |         | -           |        |         | -                       |        |         |
| Bottom Round Roast        | 3.98 - 3.98   | 40                                                                                                                                                                                                                                                              | 3.98    |  | 4.99 - 5.99   | 380    | 5.25    | -           |        |         | -                       |        |         |
| Bottom Round Steak        | 4.98 - 4.98   | 40                                                                                                                                                                                                                                                              | 4.98    |  | 3.99 - 3.99   | 5      | 3.99    | -           |        |         | -                       |        |         |
| Eye Of Round Roast        | -             |                                                                                                                                                                                                                                                                 |         |  | 5.99 - 5.99   | 70     | 5.99    | -           |        |         | 3.99 - 3.99             | 20     | 3.99    |
| Eye Of Round Steak        | -             |                                                                                                                                                                                                                                                                 |         |  | 5.99 - 5.99   | 70     | 5.99    | -           |        |         | -                       |        |         |
| Rump Roast                | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Rump Steak                | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Chuck/Shldr/Arm Roast     | 4.19 - 4.99   | 30                                                                                                                                                                                                                                                              | 4.85    |  | 4.99 - 5.99   | 450    | 5.21    | -           |        |         | 3.99 - 4.99             | 160    | 4.85    |
| Chuck/Shldr/Arm Steak     | 3.99 - 4.99   | 40                                                                                                                                                                                                                                                              | 4.71    |  | -             |        |         | -           |        |         | 3.99 - 4.99             | 30     | 4.74    |
| London Broil              | 4.99 - 5.99   | 30                                                                                                                                                                                                                                                              | 5.14    |  | 4.49 - 5.99   | 100    | 5.92    | -           |        |         | 3.69 - 4.99             | 150    | 4.49    |
| Brisket                   | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Brisket, Flat             | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Brisket       | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Corned Beef Flat          | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Beef Short Ribs           | 3.98 - 3.98   | 20                                                                                                                                                                                                                                                              | 3.98    |  | 5.99 - 5.99   | 10     | 5.99    | -           |        |         | -                       |        |         |
| Flat Iron Steak           | 5.99 - 5.99   | 10                                                                                                                                                                                                                                                              | 5.99    |  | -             |        |         | -           |        |         | 6.99 - 6.99             | 10     | 6.99    |
| Flank Steak               | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | 7.69 - 7.69             | 5      | 7.69    |
| Minute/Cube Steaks        | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Stew Meat                 | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Ground Round              | 3.98 - 3.98   | 40                                                                                                                                                                                                                                                              | 3.98    |  | -             |        |         | -           |        |         | 3.99 - 3.99             | 5      | 3.99    |
| Ground Chuck              | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Ground Sirloin            | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | 4.79 - 4.79             | 5      | 4.79    |
| Ground Beef 90% Or More   | 3.49 - 5.49   | 170                                                                                                                                                                                                                                                             | 5.02    |  | -             |        |         | -           |        |         | 3.79 - 5.99             | 510    | 5.03    |
| Ground Beef 80-89%        | 3.99 - 3.99   | 20                                                                                                                                                                                                                                                              | 3.99    |  | -             |        |         | -           |        |         | 2.99 - 4.99             | 310    | 3.98    |
| Ground Beef 70-79%        | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |
| Beef Patties              | 4.69 - 4.69   | 5                                                                                                                                                                                                                                                               | 4.69    |  | -             |        |         | -           |        |         | 2.99 - 4.08             | 110    | 3.11    |
| Tri-Tip                   | -             |                                                                                                                                                                                                                                                                 |         |  | 7.99 - 7.99   | 370    | 7.99    | -           |        |         | 5.99 - 5.99             | 120    | 5.99    |
| Skirt Steak               | -             |                                                                                                                                                                                                                                                                 |         |  | -             |        |         | -           |        |         | -                       |        |         |

| Outlets                   | 100         | Explanatory Notes                                                                                                                                                                                                                               |        |         |             |      |        |         |             |                         |        |         |       |
|---------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|---------|-------------|------|--------|---------|-------------|-------------------------|--------|---------|-------|
| Feature Rate (1/)         | 89.2%       | 5/: BRANDED: Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs. 6/: NON LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade. |        |         |             |      |        |         |             |                         |        |         |       |
| Feature Rate (1/)         | 89.2%       |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Activity Index (3/)       | 210         |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
|                           | 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         |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             | 7.77                    | 9.99   | 20      | 8.46  |
| Bnls Ribeye Steak         | 10.99       | 10.99                                                                                                                                                                                                                                           | 10     | 10.99   |             |      |        |         |             | 6.99                    | 6.99   | 10      | 6.99  |
| T-Bone Steak              |             |                                                                                                                                                                                                                                                 |        |         | 7.88        | 7.88 | 30     | 7.88    |             |                         |        |         |       |
| Porterhouse Steak         |             |                                                                                                                                                                                                                                                 |        |         | 9.99        | 9.99 | 10     | 9.99    |             |                         |        |         |       |
| Tenderloin                |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Filet Mignon              |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Loin, Bnls                |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Bone-In Strip Steak       |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Bnls New York Strip Steak |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             | 9.48                    | 9.48   | 5       | 9.48  |
| Beef Backribs             |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Sirloin Roast             |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Sirloin Steak             |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Bnls Sirloin Roast        |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Bnls Sirloin Steak        |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             | 5.98                    | 5.98   | 5       | 5.98  |
| Sirloin Tip Roast         |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Sirloin Tip Steak         |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Bnls Top Sirloin Roast    |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Bnls Top Sirloin Steak    |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Top Round Roast           |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Top Round Steak           |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Bottom Round Roast        |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Bottom Round Steak        |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Eye Of Round Roast        |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Eye Of Round Steak        |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Rump Roast                |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Rump Steak                |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Chuck/Shldr/Arm Roast     |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             | 4.99                    | 5.99   | 20      | 5.68  |
| Chuck/Shldr/Arm Steak     |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             | 4.99                    | 4.99   | 10      | 4.99  |
| London Broil              |             |                                                                                                                                                                                                                                                 |        |         | 4.49        | 4.49 | 5      | 4.49    |             | 5.49                    | 5.49   | 10      | 5.49  |
| Brisket                   |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Brisket, Flat             |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Corned Beef Brisket       |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Corned Beef Flat          |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Beef Short Ribs           |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             | 12.98                   | 12.98  | 30      | 12.98 |
| Flat Iron Steak           |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Flank Steak               |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Minute/Cube Steaks        |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Stew Meat                 |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Ground Round              |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Ground Chuck              |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Ground Sirloin            |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Ground Beef 90% Or More   | 5.99        | 5.99                                                                                                                                                                                                                                            | 10     | 5.99    |             |      |        |         |             |                         |        |         |       |
| Ground Beef 80-89%        |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             | 4.49                    | 4.49   | 10      | 4.49  |
| Ground Beef 70-79%        |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |
| Beef Patties              |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             | 4.47                    | 4.47   | 10      | 4.47  |
| Tri-Tip                   |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             | 6.99                    | 6.99   | 10      | 6.99  |
| Skirt Steak               |             |                                                                                                                                                                                                                                                 |        |         |             |      |        |         |             |                         |        |         |       |



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

Fri. Jun 19, 2015

| Outlets                   | 100         |       | Explanatory Notes                                                                                                                                                                                                                               |         |             |       |        |         |             |        |         |                         |      |        |         |
|---------------------------|-------------|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------|-------|--------|---------|-------------|--------|---------|-------------------------|------|--------|---------|
| Feature Rate (1/)         | 86.7%       |       | 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/)         | 3.5%        |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Activity Index (3/)       | 1.005       |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
|                           | 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      |             |       |                                                                                                                                                                                                                                                 |         | 13.99       | 13.99 | 20     | 13.99   |             |        |         |                         |      |        |         |
| Bone-In Ribeye Steak      | 11.99       | 13.99 | 90                                                                                                                                                                                                                                              | 13.25   |             |       |        |         |             |        |         |                         |      |        |         |
| Bnls Ribeye Roast         |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Bnls Ribeye Steak         |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| 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 |             |       |                                                                                                                                                                                                                                                 |         | 7.99        | 10.99 | 50     | 9.49    |             |        |         |                         |      |        |         |
| Beef Backribs             |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Sirloin Roast             |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Sirloin Steak             |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Bnls Sirloin Roast        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Bnls Sirloin Steak        | 9.49        | 9.49  | 30                                                                                                                                                                                                                                              | 9.49    |             |       |        |         |             |        |         | 4.79                    | 7.97 | 30     | 5.43    |
| Sirloin Tip Roast         |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Sirloin Tip Steak         |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Bnls Top Sirloin Roast    |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Bnls Top Sirloin Steak    |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Top Round Roast           |             |       |                                                                                                                                                                                                                                                 |         | 6.99        | 6.99  | 30     | 6.99    |             |        |         |                         |      |        |         |
| Top Round Steak           |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Bottom Round Roast        |             |       |                                                                                                                                                                                                                                                 |         | 6.99        | 6.99  | 30     | 6.99    |             |        |         |                         |      |        |         |
| Bottom Round Steak        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Eye Of Round Roast        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Eye Of Round Steak        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Rump Roast                |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Rump Steak                |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Chuck/Shldr/Arm Roast     | 4.59        | 5.99  | 70                                                                                                                                                                                                                                              | 5.90    | 5.99        | 5.99  | 50     | 5.99    |             |        |         |                         |      |        |         |
| Chuck/Shldr/Arm Steak     | 4.99        | 4.99  | 5                                                                                                                                                                                                                                               | 4.99    | 6.29        | 7.99  | 80     | 7.12    |             |        |         |                         |      |        |         |
| London Broil              | 7.49        | 7.49  | 30                                                                                                                                                                                                                                              | 7.49    | 7.49        | 7.49  | 30     | 7.49    |             |        |         |                         |      |        |         |
| Brisket                   |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Brisket, Flat             |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Corned Beef Brisket       |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Corned Beef Flat          |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Beef Short Ribs           |             |       |                                                                                                                                                                                                                                                 |         | 5.69        | 8.99  | 80     | 7.21    |             |        |         | 9.49                    | 9.49 | 30     | 9.49    |
| Flat Iron Steak           |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Flank Steak               |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Minute/Cube Steaks        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Stew Meat                 | 4.99        | 5.99  | 40                                                                                                                                                                                                                                              | 5.91    | 5.99        | 6.99  | 50     | 6.52    |             |        |         |                         |      |        |         |
| Ground Round              |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Ground Chuck              |             |       |                                                                                                                                                                                                                                                 |         | 4.79        | 4.79  | 20     | 4.79    |             |        |         |                         |      |        |         |
| Ground Sirloin            |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Ground Beef 90% Or More   |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         | 6.99                    | 6.99 | 30     | 6.99    |
| Ground Beef 80-89%        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         | 3.99                    | 3.99 | 30     | 3.99    |
| Ground Beef 70-79%        |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |
| Beef Patties              |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         | 4.40                    | 5.50 | 80     | 4.97    |
| Tri-Tip                   | 9.49        | 9.49  | 30                                                                                                                                                                                                                                              | 9.49    | 8.99        | 8.99  | 30     | 8.99    |             |        |         |                         |      |        |         |
| Skirt Steak               |             |       |                                                                                                                                                                                                                                                 |         |             |       |        |         |             |        |         |                         |      |        |         |