

Period	Geography	Product	Dollars	Dollars YAGO	Dollars % Change vs YAGO	Volume	Volume YAGO	Volume % Change vs YAGO	Average Retail	Average Retail YAGO	Average Retail % Change vs YAGO
52 Wks Ending 09/28/13	Total U.S.	Roasters	\$103,289,545	\$113,883,549	-9.3%	79,848,390	94,692,106	-15.7%	\$1.29	\$1.20	7.6%
52 Wks Ending 09/28/13	Total U.S.	Fryers/ Broilers	\$487,254,784	\$464,414,420	4.9%	421,752,116	430,582,058	-2.1%	\$1.16	\$1.08	7.1%

Universe represents traditional grocery + select mass and club retail chains.