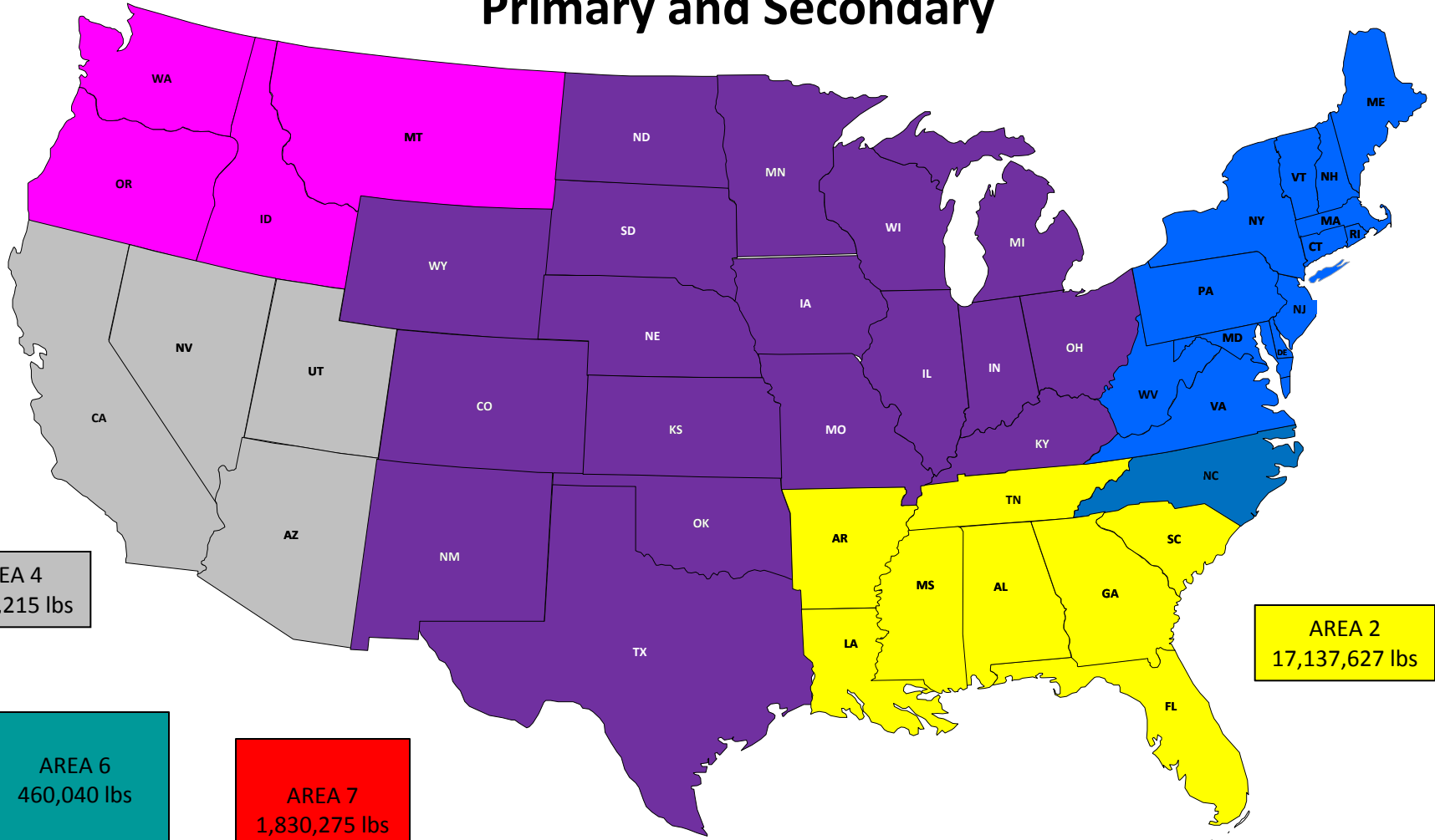


# Marketing Areas

## Primary and Secondary

AREA 5  
2,645,711 lbs

AREA 1  
11,114,821 lbs



AREA 4  
7,132,215 lbs

AREA 2  
17,137,627 lbs

AREA 6  
460,040 lbs

AREA 7  
1,830,275 lbs

AREA 3  
21,535,720 lbs

Combines Midwest and majority of Central marketing areas. Leaves other marketing areas unchanged. They have similar shopping patterns and tendencies.