

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2008  
(Including Supplementary Data)**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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# PREPARED FOODS

(See Paragraph 11)

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Bensenville, IL 60106-1096  
Tel.: (630) 616-0200  
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[www.PreparedFoods.com](http://www.PreparedFoods.com)

Official Publication of: None  
Established: 1895  
Issues Per Year: 12

**FIELD SERVED**

PREPARED FOODS serves firms that develop, manufacture, process, package, & market high value-added food & beverage products. Among foods included are prepared foods & specialties/ingredients, prepared fruits & vegetables/ingredients, prepared meat, seafood & poultry/ingredients, dairy foods/frozen novelties/ingredients, bakery foods/ingredients, beverages/ingredients, snack foods/candy/ingredients, manufacturer of nutritional supplements, nutraceuticals and/or ingredients, R&D center, headquarters, distribution center, or sales office of a food/beverage manufacturer and food service. Also served are research facilities, including independent R&D labs, government, & universities and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are executives, management & staff personnel in research & development, QA/QC, general management & administration, marketing/sales and purchasing.

**PURPOSE**

Included herein is an analysis of individuals who buy, specify, recommend, or influence the purchase of: ingredients and/or nutritional ingredients and/or ingredient systems, QA/QC instrumentation & software, process equipment and/or packaging equipment/materials.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	219
Advertiser and Agency _____	1,197
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	830
<b>TOTAL</b>	<b>2,246</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,000	100.0	39,945	99.9	55	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>39,945</b>	<b>99.9</b>	<b>55</b>	<b>0.1</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																	
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____	473	473	37,171	2,769	60			40,000	November ___	146	146	37,125	2,824	51			40,000
September ____	166	166	37,151	2,794	55			40,000	December ____	634	634	37,088	2,912	-			40,000
<b>TOTAL</b>									<b>TOTAL</b>	<b>2,163</b>	<b>2,163</b>						

**SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2008**

This is an analysis of 35,315 or 88.3% respondents who buy, specify, recommend, or influence the purchase of the following products. Of the 35,315 respondents, 713 (or 1.8% of the total qualified) were identified as having such authority by others at their firm. (See questionnaire used to elicit this data on the back page of this report). Since any one respondent may have checked more than one response, the totals for each of these products and services should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Print & Electronic (Unduplicated) (C)	Recipients who buy, specify, recommend, or influence the purchase of the following products	Ingredients and/or Nutritional Ingredients and/or Ingredient Systems (See Note 1)	Nutritional Ingredients	QA/QC Instrumentation and Software	Process Equipment and/or Packaging Equipment/Materials (See Note 2)
<b>FOOD MANUFACTURERS</b>										
PREPARED FOODS & SPECIALTIES/INGREDIENTS (Including Prepared Dinners/Meals/Entrees (Incl. Ethnic Foods); Prepared Side Dishes; Baby Foods; Pizza; Ready-to-Eat Breakfast Foods; Pet Foods; Ready-to-Mix Desserts (Incl. Gelatin), Peanut Butter & Pasta _____)	12,307	30.8	11,468	823	16	11,248	9,936	6,795	5,487	7,338
PREPARED FRUITS & VEGETABLES/INGREDIENTS (Including Prepared Fruits & Vegetables; Jams, Jellies, Preserves; Soup & Soup Mixes; Ketchup, Sauces, Gravies, Condiments, Seasonings, Flavors & Syrups; Oils, Salad Dressing & Mayonnaise & Picked Products) _____	2,335	5.8	2,135	195	5	2,081	1,741	966	986	1,269
PREPARED MEAT, SEAFOOD & POULTRY/INGREDIENTS (Including Prepared Meat, Sausage, Poultry, Eggs & Seafood Products) _____	4,339	10.8	4,079	258	2	3,829	3,061	1,581	2,257	2,798
DAIRY FOODS/FROZEN NOVELTIES/INGREDIENTS (Including Cheese (Imitation & Natural); Whipped Toppings; Margarine & Butter; Ice Cream & Frozen Novelties; Other, Including Yogurt, Dips, Cottage Cheese, Sour Cream, Milk & Milk Substitutes) _____	3,435	8.6	3,219	215	1	2,929	2,431	1,542	1,512	1,948
BAKERY FOODS/INGREDIENTS (Including Sweet Goods/Pastries, Pies, Snack Cakes, Cookies; Crackers, Biscuits; Bread & Rolls; Other, Including English Muffins, Bagels, Croissants, Breadsticks, etc.) _____	3,417	8.5	3,205	209	3	3,094	2,742	1,534	1,523	2,077
BEVERAGES/INGREDIENTS (Including Coffee & Tea, Non-Carbonated Beverages & Beverage Mixes; Fruit & Vegetable Juices; Carbonated Beverages; Wine; Beer/Liquor) _____	4,037	10.1	3,776	261	-	3,429	2,706	1,374	1,830	2,377
SNACK FOODS/CANDY/INGREDIENTS (Including Potato Chips, Corn & Other Chips, Pretzels, Nuts, Popcorn, Granola Bars, Meat Snacks; Candy & Gum, Chocolate) _____	2,142	5.4	1,986	152	4	1,920	1,621	982	856	1,278
MANUFACTURER OF NUTRITIONAL SUPPLEMENTS, NUTRACEUTICALS AND/OR INGREDIENTS _____	1,878	4.7	1,681	189	8	1,671	1,475	1,000	714	890
R&D CENTER, HEADQUARTERS, DISTRIBUTION CENTER, OR SALES OFFICE OF A FOOD AND/OR BEVERAGE MANUFACTURER _____	2,534	6.3	2,345	188	1	2,288	1,830	1,012	1,134	1,513
Sub-Total Food Manufacturers	36,424	91.0	33,894	2,490	40	32,489	27,543	16,786	16,299	21,488
Food Service _____	1,276	3.2	1,183	91	2	1,127	919	537	365	664
Sub-Total	1,276	3.2	1,183	91	2	1,127	919	537	365	664
<b>RESEARCH FACILITIES</b>										
Independent R&D Labs, Government, Universities _____	2,146	5.4	1,894	243	9	1,699	1,243	739	960	990
Others Allied to the Field _____	154	0.4	154	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>37,125</b>	<b>2,824</b>	<b>51</b>	<b>35,315</b>	<b>29,705</b>	<b>18,062</b>	<b>17,624</b>	<b>23,142</b>
<b>PERCENT</b>	<b>100.0</b>		<b>92.8</b>	<b>7.1</b>	<b>0.1</b>	<b>88.3</b>	<b>74.3</b>	<b>45.2</b>	<b>44.1</b>	<b>57.9</b>

Note 1: Combined and unduplicated count of: Ingredients, Nutritional Ingredients, & Ingredient Systems.

Note 2: Combined and unduplicated count of: Process Equipment/Pumps/Valves/Air & Liquid Handling Equipment, Packaging Materials & Packaging Equipment.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years							
I. <b>*TOTAL</b> - Personal direct request from the recipient: _____	<b>28,815</b>	<b>7,779</b>	<b>-</b>	<b>33,719</b>	<b>2,824</b>	<b>51</b>			<b>36,594</b>	<b>91.5</b>
a. Written _____	2,285	515	-	2,671	117	12			2,800	7.0
b. Telecommunication _____	21,838	5,413	-	25,561	1,686	4			27,251	68.1
c. Electronic _____	4,692	1,851	-	5,487	1,021	35			6,543	16.4
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>694</b>	<b>184</b>	<b>-</b>	<b>878</b>	<b>-</b>	<b>-</b>			<b>878</b>	<b>2.2</b>
a. Written _____	36	11	-	47	-	-			47	0.1
b. Telecommunication _____	382	50	-	432	-	-			432	1.1
c. Electronic _____	276	123	-	399	-	-			399	1.0
III. <b>TOTAL</b> - Membership Benefit: _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
a. Individual _____	-	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-	-			-	-
IV. <b>*TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	<b>2,349</b>	<b>-</b>	<b>-</b>	<b>2,349</b>	<b>-</b>	<b>-</b>			<b>2,349</b>	<b>5.9</b>
a. Written _____	127	-	-	127	-	-			127	0.3
b. Telecommunication _____	1,930	-	-	1,930	-	-			1,930	4.9
c. Electronic _____	292	-	-	292	-	-			292	0.7
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>179</b>	<b>-</b>	<b>-</b>	<b>179</b>	<b>-</b>	<b>-</b>			<b>179</b>	<b>0.4</b>
Association rosters and directories _____	-	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-	-			-	-
Independent field reports _____	-	-	-	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-			-	-
Other sources _____	179	-	-	179	-	-			179	0.4
VI. <b>TOTAL</b> - Single Copy Sales: _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,037</b>	<b>7,963</b>	<b>-</b>	<b>37,125</b>	<b>2,824</b>	<b>51</b>			<b>40,000</b>	<b>100.0</b>
<b>*See Paragraph 11 PERCENT</b>	<b>80.1</b>	<b>19.9</b>	<b>-</b>	<b>92.8</b>	<b>7.1</b>	<b>0.1</b>			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	37,125	2,824	51			40,000	100.0
Individuals by name only _____	-	-	-			-	-
Titles or functions only _____	-	-	-			-	-
Company names only _____	-	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-	-			-	-
Single Copy Sales _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,125</b>	<b>2,824</b>	<b>51</b>			<b>40,000</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Print & Electronic (Unduplicated) (C)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Print & Electronic (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine _____	165	4	-	169		400-427 Kentucky _____	480	34	-	514	
030-038 New Hampshire _____	123	6	-	129		370-385 Tennessee _____	582	47	-	629	
050-059 Vermont _____	106	7	-	113		350-369 Alabama _____	320	20	-	340	
010-027 Massachusetts _____	841	55	2	898		386-397 Mississippi _____	171	10	-	181	
028-029 Rhode Island _____	81	4	-	85		<b>EAST SO. CENTRAL</b>	<b>1,553</b>	<b>111</b>	<b>-</b>	<b>1,664</b>	<b>4.1</b>
060-069 Connecticut _____	394	34	-	428		716-729 Arkansas _____	452	45	1	498	
<b>NEW ENGLAND</b>	<b>1,710</b>	<b>110</b>	<b>2</b>	<b>1,822</b>	<b>4.6</b>	700-714 Louisiana _____	295	17	1	313	
100-149 New York _____	1,971	130	2	2,103		730-749 Oklahoma _____	261	21	1	283	
070-089 New Jersey _____	1,788	130	-	1,918		750-799 Texas _____	1,839	126	1	1,966	
150-196 Pennsylvania _____	1,809	125	3	1,937		<b>WEST SO. CENTRAL</b>	<b>2,847</b>	<b>209</b>	<b>4</b>	<b>3,060</b>	<b>7.6</b>
<b>MIDDLE ATLANTIC</b>	<b>5,568</b>	<b>385</b>	<b>5</b>	<b>5,958</b>	<b>14.9</b>	590-599 Montana _____	87	7	-	94	
430-459 Ohio _____	1,678	127	1	1,806		832-838 Idaho _____	252	30	-	282	
460-479 Indiana _____	702	35	1	738		820-831 Wyoming _____	32	-	-	32	
600-629 Illinois _____	2,782	227	4	3,013		800-816 Colorado _____	499	49	2	550	
480-499 Michigan _____	947	65	2	1,014		870-884 New Mexico _____	109	1	-	110	
530-549 Wisconsin _____	1,597	106	2	1,705		850-865 Arizona _____	251	20	-	271	
<b>EAST NO. CENTRAL</b>	<b>7,706</b>	<b>560</b>	<b>10</b>	<b>8,276</b>	<b>20.7</b>	840-847 Utah _____	296	25	2	323	
550-567 Minnesota _____	1,432	119	1	1,552		889-898 Nevada _____	103	5	-	108	
500-528 Iowa _____	665	59	-	724		<b>MOUNTAIN</b>	<b>1,629</b>	<b>137</b>	<b>4</b>	<b>1,770</b>	<b>4.4</b>
630-658 Missouri _____	941	75	1	1,017		995-999 Alaska _____	38	4	-	42	
580-588 North Dakota _____	119	11	1	131		980-994 Washington _____	681	69	-	750	
570-577 South Dakota _____	114	3	-	117		970-979 Oregon _____	452	32	-	484	
680-693 Nebraska _____	454	25	-	479		900-961 California _____	3,858	287	7	4,152	
660-679 Kansas _____	502	40	-	542		967-968 Hawaii _____	159	10	-	169	
<b>WEST NO. CENTRAL</b>	<b>4,227</b>	<b>332</b>	<b>3</b>	<b>4,562</b>	<b>11.4</b>	<b>PACIFIC</b>	<b>5,188</b>	<b>402</b>	<b>7</b>	<b>5,597</b>	<b>14.0</b>
197-199 Delaware _____	88	9	1	98		<b>UNITED STATES</b>	<b>35,139</b>	<b>2,546</b>	<b>47</b>	<b>37,732</b>	<b>94.3</b>
206-219 Maryland _____	578	33	2	613		969 & 004-009 U.S. Territories _____	120	23	-	143	
200-205 Washington, DC _____	45	8	-	53		Canada _____	1,791	184	4	1,979	
220-246 Virginia _____	575	31	1	607		Mexico _____	16	15	-	31	
247-268 West Virginia _____	91	2	1	94		Other International _____	57	56	-	113	
270-289 North Carolina _____	726	56	-	782		AP0/FPO _____	2	-	-	2	
290-299 South Carolina _____	276	8	4	288		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,125</b>	<b>2,824</b>	<b>51</b>	<b>40,000</b>	<b>100.0</b>
300-319 Georgia _____	1,083	71	-	1,154							
320-349 Florida _____	1,249	82	3	1,334							
<b>SOUTH ATLANTIC</b>	<b>4,711</b>	<b>300</b>	<b>12</b>	<b>5,023</b>	<b>12.6</b>						

**9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified _____	43,310	43,250	43,250	42,167	40,000
Qualified Non-Paid Total _____	43,234	43,176	43,181	42,104	39,945
Print Only _____	43,234	43,176	40,997	38,954	37,101
Electronic Only _____	-	-	1,732	2,959	2,796
Print & Electronic (Unduplicated) _____	-	-	452	191	48
Qualified Paid Total _____	76	74	69	63	55
Print Only _____	76	74	69	63	55
Electronic Only _____	-	-	-	-	-
Print & Electronic (Unduplicated) _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC

\*NOTE: July-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.  
\*\*NC = None Claimed.

**10. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**11. ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the electronic versions are notified via email when the version is available.

**MERGED PUBLICATION:**

Effective with the May 2008 issue, New Products Magazine merged with Prepared Foods.

**PARAGRAPH 3b:**

1,901 copies or 4.8% New Products Magazine Non-Paid Direct Request Written, Telecom and Electronic subscriptions were transferred to Prepared Foods beginning with the May 2008 issue.

132 copies or 0.3% New Products Magazine Non-Paid Company Request Written, Telecom and Electronic subscriptions were transferred to Prepared Foods beginning with the May 2008 issue.

Communication from recipient or recipient's company (other than request); Written includes 6 sources of circulation for quantities of 3 copies or -% to 49 copies or 0.1%; Telecommunication includes 6 sources of circulation for quantities of 80 copies or 0.2% to 526 copies or 1.3%; Electronic includes 6 sources of circulation for quantities of 34 copies or 0.1% to 87 copies or 0.2%.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

**QUESTIONNAIRE USED TO ELICIT SUPPLEMENTARY DATA:**

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Version Only**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	37,156	100.0	37,101	99.9	55	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,156</b>	<b>100.0</b>	<b>37,101</b>	<b>99.9</b>	<b>55</b>	<b>0.1</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Version Only**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	2,796	100.0	2,796	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,796</b>	<b>100.0</b>	<b>2,796</b>	<b>100.0</b>	-	-

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Both Print & Electronic Version**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	48	100.0	48	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48</b>	<b>100.0</b>	<b>48</b>	<b>100.0</b>	-	-

Do you wish to start/continue receiving Prepared Foods for FREE?  Yes  No  
 Would you like to receive the Prepared Foods E-Newsletter for FREE?  Yes  No  
 Do you wish to receive subscription faxes sent by FFBWP Media?  Yes  No  
 Which version of Prepared Foods would you like to receive?  Print  Digital

Please include your e-mail address below to receive the digital version. \*Foreign subscriptions to the digital version are available at a cost. Foreign subscribers to the print version are available at no extra cost.

Signature (required) \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail Address \_\_\_\_\_

\* You will receive subscription and renewal notices from BPA Media via e-mail.

\* By providing your fax number, you are giving us permission to fax subscription offers to you.

1. Check the category that best describes the primary product produced at your company (check one only):

- 11 Prepared Foods & Specialties/Ingredients
- 12 Prepared Foods & Vegetables/Ingredients
- 13 Prepared Meat, Poultry & Seafood/Ingredients
- 14 Dairy Foods/Frozen Novelties/Ingredients
- 15 Bakery Foods/Ingredients
- 16 Beverages/Ingredients
- 17 Snack Foods/Candy/Ingredients
- 18 Manufacturer of Nutritional Supplements, Nutraceuticals and/or Ingredients
- 19 F&O Center or Headquarters of a Food and/or Beverage Manufacturer
- 20 Food Service
- 21 Research Facilities
- 22 Universities
- 23 Independent F&O Labs, Government
- 24 Other, please specify: \_\_\_\_\_

2. Does your company manufacture/develop food and/or beverages for check all that apply:

- 1 Retail
- 2 Food Service
- 3 None of the Above

For faster service, fax your card to 847.763.9538 or subscribe online at [www.preparedfoods.com/August](http://www.preparedfoods.com/August).

3. Which of the following best describes your title? (check one only)
- 1 Research & Development: R&D, Process or F&O, Food Technologist, Chemist, Scientist, Research Technician, Group Project Research Specialist, Chef
  - 2 QA/QC: Quality Assurance Manager, Quality Control Manager, QA/QC Personnel
  - 3 Marketing: Category Manager, Brand Manager, Product Manager, Marketing Director, Marketing Manager
  - 4 Sales: Sales Manager, Director of Sales
  - 5 General Management & Administration: President, Owner, Partner, Vice President, General Manager & Assistant Manager
  - 6 Purchasing: Purchasing Director/Supervisor, Purchasing Agent, Buyer
  - 7 Plant Operations & Production: Plant Production/Traffic Manager, Packaging Superintendent
  - 8 Other, please describe: \_\_\_\_\_

4. Check the products you buy, specify, recommend, or influence the purchase of for your company (check all that apply):

- 1 Ingredients
- 2 Nutritional Ingredients
- 3 Ingredient Systems
- 4 Process Equipment (Pumps/Valves)
- 5 Packaging Materials and/or Equipment
- 6 Product Development/Research
- 7 National Analysis Software
- 8 QA/QC Instrumentation & Software
- 9 Air & Gas Handling Equipment
- 10 None of the Above

5. What is the total number of employees at your company?

- 11 500 or more
- 12 250 - 499
- 13 100 - 249
- 14 50 - 99
- 15 1 - 49

6. In the performance of your job, in which of the following functions are you involved? (check all that apply):

- 1 Research & Development
- 2 New Product Development
- 3 Food Service Product Development
- 4 Lab Management/QA/QC
- 5 Packaging
- 6 Monthly Brand/Product Management
- 7 None of the Above

7. Do you wish to receive a free copy of the Food Master annual catalog?

- 1 Yes
- 2 No



**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.  
 Christine A. Baloga, Corporate Audience Development Director  
 Catherine M. Ronan, Corporate Audience Audit Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 14, 2009  
 State Michigan  
 County Oakland  
 Received by BPA Worldwide January 14, 2009  
 Type PJ  
 ID Number P118Y0D8

**3a BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**  
 This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Print & Electronic Version (Unduplicated) (C)	CLASSIFICATION BY TITLE				NUMBER OF EMPLOYEES AT COMPANY			
						Research & Development/QA/QC	General Management & Administration	Marketing/Sales	Purchasing	1 to 99 Employees (See Note 1)	100 to 249 Employees	250 to 499 Employees	500 and Over Employees
						President of R&D, VP of R&D, Food Technologist, Chemist, Scientist, Research Technician, Group Project Research Specialist, Chef, Professor, Lab Manager/Tech, Design Manager, Tech Services Manager, Project Manager, Quality Assurance Manager, Quality Control Manager, QA/QC Personnel	President, Owner, Partner, Vice President, General Manager, Manager & Assistant Manager	Marketing Director, Marketing Manager, Category Manager, Brand Manager, Product Manager, Sales Manager, Sales Representative	Purchasing Director, Supervisor, Purchasing Agent, Buyer				
<b>FOOD MANUFACTURERS</b>													
PREPARED FOODS & SPECIALTIES/INGREDIENTS (Including Prepared Dinners/Meals/Entrees (Incl. Ethnic Foods); Prepared Side Dishes, Baby Foods, Pizza, Ready-to-Eat Breakfast Foods; Pet Foods; Ready-to-Mix Desserts (Incl. Gelatin), Peanut Butter & Pasta)	12,307	30.8	11,468	823	16	7,260	2,789	1,828	430	5,236	1,685	1,372	4,014
PREPARED FRUITS & VEGETABLES/INGREDIENTS (Including Prepared Fruits & Vegetables; Jams, Jellies, Preserves; Soup & Soup Mixes; Ketchup, Sauces, Gravies, Condiments, Seasonings, Flavors & Syrups; Oils, Salad Dressing & Mayonnaise & Pickled Products)	2,335	5.8	2,135	195	5	1,427	431	386	91	1,034	377	303	621
PREPARED MEAT, SEAFOOD & POULTRY/INGREDIENTS (Including Prepared Meat, Sausage, Poultry, Eggs & Seafood Products)	4,339	10.8	4,079	258	2	2,402	1,107	693	137	1,824	628	466	1,421
DAIRY FOODS/FROZEN NOVELTIES/INGREDIENTS (Including Cheese (Imitation & Natural); Whipped Toppings; Margarine & Butter; Ice Cream & Frozen Novelties; Other, Including Yogurt, Dips, Cottage Cheese, Sour Cream, Milk & Milk Substitutes)	3,435	8.6	3,219	215	1	1,879	747	694	115	1,474	567	453	941
BAKERY FOODS/INGREDIENTS (Including Sweet Goods/Pastries, Pies, Snack Cakes, Cookies; Crackers, Biscuits; Bread & Rolls; Other, Including English Muffins, Bagels, Croissants, Breadsticks, etc.)	3,417	8.5	3,205	209	3	1,802	1,037	470	108	1,816	574	304	723
BEVERAGES/INGREDIENTS (Including Coffee & Tea, Non-Carbonated Beverages & Beverage Mixes; Fruit & Vegetable Juices; Carbonated Beverages; Wine; Beer/Liquor)	4,037	10.1	3,776	261	-	2,245	1,017	681	94	2,047	635	376	979
SNACK FOODS/CANDY/INGREDIENTS (Including Potato Chips, Corn & Other Chips, Pretzels, Nuts, Popcorn, Granola Bars, Meat Snacks; Candy & Gum, Chocolate)	2,142	5.4	1,986	152	4	1,097	608	372	65	1,043	285	228	586
MANUFACTURER OF NUTRITIONAL SUPPLEMENTS, NUTRACEUTICALS AND/OR INGREDIENTS R&D CENTER, HEADQUARTERS, DISTRIBUTION CENTER, OR SALES OFFICE OF A FOOD AND/OR BEVERAGE MANUFACTURER	1,878	4.7	1,681	189	8	1,151	304	372	51	813	315	205	545
	2,534	6.3	2,345	188	1	2,029	247	214	44	945	271	250	1,068
Sub-Total Food Manufacturers	36,424	91.0	33,894	2,490	40	21,292	8,287	5,710	1,135	16,232	5,337	3,957	10,898
Food Service	1,276	3.2	1,183	91	2	576	386	230	84	685	140	114	337
Sub-Total	1,276	3.2	1,183	91	2	576	386	230	84	685	140	114	337
<b>RESEARCH FACILITIES</b>													
Independent R&D Labs, Government, Universities	2,146	5.4	1,894	243	9	1,852	189	89	16	964	252	163	767
Others Allied to the Field	154	0.4	154	-	-	154	-	-	-	154	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>37,125</b>	<b>2,824</b>	<b>51</b>	<b>23,874</b>	<b>8,862</b>	<b>6,029</b>	<b>1,235</b>	<b>18,035</b>	<b>5,729</b>	<b>4,234</b>	<b>12,002</b>
<b>PERCENT</b>	<b>100.0</b>		<b>92.8</b>	<b>7.1</b>	<b>0.1</b>	<b>59.7</b>	<b>22.2</b>	<b>15.1</b>	<b>3.0</b>				

Note 1: Includes individuals who did not respond to the question as each company is assumed to have at least one employee.