

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2009
(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

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Bensenville, IL 60106-1096
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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 _____ | 212 |
| Advertiser and Agency _____ | 1,192 |
| Rotated or Occasional _____ | - |
| Allocated for Trade Shows and Conventions _____ | - |
| Electronic _____ | - |
| All Other _____ | 1,006 |
| TOTAL | 2,410 |

| 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 | 39,950 | 99.9 | 50 | 0.1 |
| Sponsored Individually Addressed _____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 40,000 | 100.0 | 39,950 | 99.9 | 50 | 0.1 |

| 2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD | | | | | | | |
|--|----------------|--------------|------------------------|-----------------------------|--------------------|----------------|-----------------|
| 2009 Issue | Number Removed | Number Added | Print Version Only (A) | Electronic Version Only (B) | Qualified Non-Paid | Qualified Paid | Total Qualified |
| January _____ | 1,574 | 1,574 | 36,662 | 3,338 | | | 40,000 |
| February _____ | 756 | 756 | 36,729 | 3,271 | | | 40,000 |
| March _____ | 1,720 | 1,720 | 36,966 | 3,034 | | | 40,000 |
| April _____ | 3,838 | 3,838 | 36,574 | 3,426 | | | 40,000 |
| May _____ | 4,154 | 4,154 | 36,634 | 3,366 | | | 40,000 |
| June _____ | 26 | 26 | 36,595 | 3,405 | | | 40,000 |

| 2b. WEBSITE ACTIVITY BY MONTH | | | | | | |
|-------------------------------|------------------|---------------|-----------------|--------------------------|---------------|-----------------------|
| Month | Page Impressions | User Sessions | Unique Browsers | Unique Browser Frequency | Page Duration | User Session Duration |
| January _____ | 27,814 | 16,375 | 14,277 | 1.15 | 01:22 | 02:23 |
| February _____ | 29,848 | 17,164 | 15,067 | 1.14 | 01:13 | 02:06 |
| March _____ | 31,031 | 17,287 | 14,833 | 1.17 | 01:19 | 02:23 |
| April _____ | 31,377 | 18,085 | 15,830 | 1.14 | 01:24 | 02:27 |
| May _____ | 33,333 | 18,724 | 16,262 | 1.15 | 01:21 | 02:24 |
| June _____ | 28,590 | 16,817 | 14,573 | 1.15 | 01:24 | 02:21 |
| AVERAGE: | 30,332 | 17,409 | 15,140 | 1.15 | 01:21 | 02:21 |

*See Paragraph 9

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2009

This is an analysis of 34,911 or 87.3% respondents who buy, specify, recommend, or influence the purchase of the following products. Of the 34,911 respondents, 848 (or 2.1% 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) | 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) |
|---|-----------------|------------------|------------------------|-----------------------------|---|---|-------------------------|------------------------------------|---|
| FOOD MANUFACTURERS | | | | | | | | | |
| 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) | 11,464 | 28.7 | 10,530 | 934 | 10,673 | 9,624 | 6,273 | 4,852 | 6,725 |
| 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) | 2,412 | 6.0 | 2,172 | 240 | 1,984 | 1,685 | 910 | 899 | 1,193 |
| PREPARED MEAT, SEAFOOD & POULTRY/INGREDIENTS (Including Prepared Meat, Sausage, Poultry, Eggs & Seafood Products) | 5,029 | 12.6 | 4,709 | 320 | 4,378 | 3,666 | 1,535 | 2,536 | 3,305 |
| DAIRY FOODS/FROZEN NOVELTIES/INGREDIENTS (Including Cheese (Imitation & Natural); Whipped Toppings; Margarine & Butter; Ice Cream & Frozen Novelty; Other, Including Yogurt, Dips, Cottage Cheese, Sour Cream, Milk & Milk Substitutes) | 3,583 | 9.0 | 3,347 | 236 | 2,977 | 2,473 | 1,458 | 1,404 | 1,883 |
| BAKERY FOODS/INGREDIENTS (Including Sweet Goods/Pastries, Pies, Snack Cakes, Cookies; Crackers, Biscuits; Bread & Rolls; Other, Including English Muffins, Bagels, Croissants, Breadsticks, etc.) | 3,957 | 9.9 | 3,674 | 283 | 3,279 | 2,987 | 1,474 | 1,598 | 2,266 |
| BEVERAGES/INGREDIENTS (Including Coffee & Tea, Non-Carbonated Beverages & Beverage Mixes; Fruit & Vegetable Juices; Carbonated Beverages; Wine; Beer/Liquor) | 4,383 | 10.9 | 4,055 | 328 | 3,573 | 2,890 | 1,315 | 1,832 | 2,491 |
| SNACK FOODS/CANDY/INGREDIENTS (Including Potato Chips, Corn & Other Chips, Pretzels, Nuts, Popcorn, Granola Bars, Meat Snacks; Candy & Gum, Chocolate) | 2,248 | 5.6 | 2,062 | 186 | 1,989 | 1,693 | 839 | 831 | 1,347 |
| MANUFACTURER OF NUTRITIONAL SUPPLEMENTS, NUTRACEUTICALS AND/OR INGREDIENTS | 1,555 | 3.9 | 1,339 | 216 | 1,439 | 1,286 | 849 | 572 | 731 |
| R&D CENTER OR HEADQUARTERS OF A FOOD AND/OR BEVERAGE MANUFACTURER | 2,372 | 5.9 | 2,172 | 200 | 2,211 | 1,852 | 763 | 993 | 1,411 |
| Sub-Total Food Manufacturers | 37,003 | 92.5 | 34,060 | 2,943 | 32,503 | 28,156 | 15,416 | 15,517 | 21,352 |
| Food Service | 1,107 | 2.8 | 983 | 124 | 1,011 | 869 | 500 | 309 | 576 |
| Sub-Total | 1,107 | 2.8 | 983 | 124 | 1,011 | 869 | 500 | 309 | 576 |
| RESEARCH FACILITIES | | | | | | | | | |
| Independent R&D Labs, Government, Universities | 1,750 | 4.4 | 1,451 | 299 | 1,397 | 1,061 | 649 | 739 | 775 |
| Others Allied to the Field | 140 | 0.3 | 140 | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 40,000 | 100.0 | 36,634 | 3,366 | 34,911 | 30,086 | 16,565 | 16,565 | 22,703 |
| PERCENT | 100.0 | | 91.6 | 8.4 | 87.3 | 75.2 | 41.4 | 41.4 | 56.8 |

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 MAY 2009

| QUALIFICATION SOURCE | Qualified Within | | | Print Version Only (A) | Electronic Version Only (B) | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
|---|------------------|--------------|----------|------------------------|-----------------------------|--------------------|----------------|-----------------|--------------|
| | 1 year | 2 year | 3 year | | | | | | |
| I. TOTAL - Direct Request: | 27,319 | 7,339 | - | 31,292 | 3,366 | | | 34,658 | 86.6 |
| a. Written | 2,619 | 347 | - | 2,867 | 99 | | | 2,966 | 7.4 |
| b. Telecommunication | 18,728 | 5,715 | - | 22,373 | 2,070 | | | 24,443 | 61.1 |
| c. Electronic | 5,972 | 1,277 | - | 6,052 | 1,197 | | | 7,249 | 18.1 |
| II. TOTAL - Request from recipient's company: | 568 | 280 | - | 848 | - | | | 848 | 2.1 |
| a. Written | 17 | 12 | - | 29 | - | | | 29 | 0.1 |
| b. Telecommunication | 286 | 168 | - | 454 | - | | | 454 | 1.1 |
| c. Electronic | 265 | 100 | - | 365 | - | | | 365 | 0.9 |
| III. TOTAL - Membership Benefit: | - | - | - | - | - | | | - | - |
| a. Individual | - | - | - | - | - | | | - | - |
| b. Organizational | - | - | - | - | - | | | - | - |
| IV. *TOTAL - Communication from recipient or recipient's company (other than request): | 2,376 | - | - | 2,376 | - | | | 2,376 | 6.0 |
| a. Written | 116 | - | - | 116 | - | | | 116 | 0.3 |
| b. Telecommunication | 1,889 | - | - | 1,889 | - | | | 1,889 | 4.7 |
| c. Electronic | 371 | - | - | 371 | - | | | 371 | 1.0 |
| V. TOTAL - Sources other than above (listed alphabetically): | 2,118 | - | - | 2,118 | - | | | 2,118 | 5.3 |
| Association rosters and directories | - | - | - | - | - | | | - | - |
| *Business directories | 1,971 | - | - | 1,971 | - | | | 1,971 | 4.9 |
| Manufacturer's, distributor's and wholesaler's lists | - | - | - | - | - | | | - | - |
| *Other sources | 147 | - | - | 147 | - | | | 147 | 0.4 |
| VI. TOTAL - Single Copy Sales: | - | - | - | - | - | | | - | - |
| TOTAL QUALIFIED CIRCULATION | 32,381 | 7,619 | - | 36,634 | 3,366 | | | 40,000 | 100.0 |
| *See Paragraph 9 PERCENT | 81.0 | 19.0 | - | 91.6 | 8.4 | | | 100.0 | |

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

| MAILING ADDRESS | Print Version Only (A) | Electronic Version Only (B) | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
|---|------------------------|-----------------------------|--------------------|----------------|-----------------|--------------|
| Individuals by name and title and/or function | 36,634 | 3,366 | | | 40,000 | 100.0 |
| Individuals by name only | - | - | | | - | - |
| Titles or functions only | - | - | | | - | - |
| Company names only | - | - | | | - | - |
| Multi-Copy Same Addressee copies | - | - | | | - | - |
| Single Copy Sales | - | - | | | - | - |
| TOTAL QUALIFIED CIRCULATION | 36,634 | 3,366 | | | 40,000 | 100.0 |

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

| State & Zip Code | Print Version Only (A) | Electronic Version Only (B) | Total Qualified | Percent |
|------------------------------------|------------------------|-----------------------------|-----------------|--------------|
| 039-049 Maine | 175 | 6 | 181 | |
| 030-038 New Hampshire | 106 | 7 | 113 | |
| 050-059 Vermont | 112 | 7 | 119 | |
| 010-027 Massachusetts | 804 | 70 | 874 | |
| 028-029 Rhode Island | 99 | 4 | 103 | |
| 060-069 Connecticut | 379 | 30 | 409 | |
| NEW ENGLAND | 1,675 | 124 | 1,799 | 4.5 |
| 100-149 New York | 1,938 | 162 | 2,100 | |
| 070-089 New Jersey | 1,787 | 138 | 1,925 | |
| 150-196 Pennsylvania | 1,828 | 140 | 1,968 | |
| MIDDLE ATLANTIC | 5,553 | 440 | 5,993 | 15.0 |
| 430-459 Ohio | 1,696 | 151 | 1,847 | |
| 460-479 Indiana | 700 | 39 | 739 | |
| 600-629 Illinois | 2,748 | 249 | 2,997 | |
| 480-499 Michigan | 963 | 90 | 1,053 | |
| 530-549 Wisconsin | 1,570 | 119 | 1,689 | |
| EAST NO. CENTRAL | 7,677 | 648 | 8,325 | 20.8 |
| 550-567 Minnesota | 1,442 | 153 | 1,595 | |
| 500-528 Iowa | 724 | 64 | 788 | |
| 630-658 Missouri | 925 | 90 | 1,015 | |
| 580-588 North Dakota | 127 | 10 | 137 | |
| 570-577 South Dakota | 126 | 6 | 132 | |
| 680-693 Nebraska | 457 | 23 | 480 | |
| 660-679 Kansas | 513 | 53 | 566 | |
| WEST NO. CENTRAL | 4,314 | 399 | 4,713 | 11.8 |
| 197-199 Delaware | 77 | 10 | 87 | |
| 206-219 Maryland | 546 | 39 | 585 | |
| 200-205 Washington, DC | 49 | 6 | 55 | |
| 220-246 Virginia | 559 | 36 | 595 | |
| 247-268 West Virginia | 92 | 2 | 94 | |
| 270-289 North Carolina | 778 | 70 | 848 | |
| 290-299 South Carolina | 266 | 15 | 281 | |
| 300-319 Georgia | 1,059 | 77 | 1,136 | |
| 320-349 Florida | 1,316 | 115 | 1,431 | |
| SOUTH ATLANTIC | 4,742 | 370 | 5,112 | 12.8 |
| 400-427 Kentucky | 491 | 45 | 536 | |
| 370-385 Tennessee | 568 | 45 | 613 | |
| 350-369 Alabama | 301 | 23 | 324 | |
| 386-397 Mississippi | 167 | 13 | 180 | |
| EAST SO. CENTRAL | 1,527 | 126 | 1,653 | 4.1 |
| 716-729 Arkansas | 449 | 44 | 493 | |
| 700-714 Louisiana | 322 | 20 | 342 | |
| 730-749 Oklahoma | 271 | 23 | 294 | |
| 750-799 Texas | 1,921 | 157 | 2,078 | |
| WEST SO. CENTRAL | 2,963 | 244 | 3,207 | 8.0 |
| 590-599 Montana | 85 | 8 | 93 | |
| 832-838 Idaho | 261 | 30 | 291 | |
| 820-831 Wyoming | 27 | 1 | 28 | |
| 800-816 Colorado | 495 | 51 | 546 | |
| 870-884 New Mexico | 106 | 5 | 111 | |
| 850-865 Arizona | 249 | 23 | 272 | |
| 840-847 Utah | 279 | 28 | 307 | |
| 889-898 Nevada | 112 | 16 | 128 | |
| MOUNTAIN | 1,614 | 162 | 1,776 | 4.4 |
| 995-999 Alaska | 37 | 3 | 40 | |
| 980-994 Washington | 707 | 68 | 775 | |
| 970-979 Oregon | 436 | 38 | 474 | |
| 900-961 California | 3,816 | 351 | 4,167 | |
| 967-968 Hawaii | 157 | 13 | 170 | |
| PACIFIC | 5,153 | 473 | 5,626 | 14.1 |
| UNITED STATES | 35,218 | 2,986 | 38,204 | 95.5 |
| 969 & 004-009 U.S. Territories | 134 | 27 | 161 | |
| Canada | 1,193 | 181 | 1,374 | |
| Mexico | 19 | 21 | 40 | |
| Other International | 68 | 151 | 219 | |
| APO/FPO | 2 | - | 2 | |
| TOTAL QUALIFIED CIRCULATION | 36,634 | 3,366 | 40,000 | 100.0 |

| 7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS | | | | | | |
|--|--------------|--------------|--------------|-------------------|---------------------|--------------------|
| 6-Month Period Ended: | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim | Circulation Claim |
| | 2005 | 2006 | 2007 | January-June 2008 | July-December 2008* | January-June 2009* |
| Total Audit Average Qualified | 43,310 | 43,250 | 43,250 | 42,167 | 40,000 | 40,000 |
| Qualified Non-Paid Total | 43,234 | 43,176 | 43,181 | 42,104 | 39,945 | 39,950 |
| Print Only | 43,234 | 43,176 | 40,997 | 38,954 | 37,101 | 36,643 |
| Electronic Only | - | - | 1,732 | 2,959 | 2,796 | 3,307 |
| Print & Electronic (Unduplicated) | - | - | 452 | 191 | 48 | - |
| Qualified Paid Total | 76 | 74 | 69 | 63 | 55 | 50 |
| Print Only | 76 | 74 | 69 | 63 | 55 | 50 |
| Electronic Only | - | - | - | - | - | - |
| Print & Electronic (Unduplicated) | - | - | - | - | - | - |
| Post Expire Copies included in Paid Circulation | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price | **NC | **NC | **NC | **NC | **NC | **NC |

*NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

9. 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.

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request): Written includes 8 sources of circulation for quantities of 2 copies or -% to 30 copies or 0.1%; Telecommunication includes 8 sources of circulation for quantities of 35 copies or 0.1% to 653 copies or 1.6%; Electronic includes 8 sources of circulation for quantities of 25 copies or 0.1% to 115 copies or 0.3%. Business directories include 1 source of circulation for a quantity of 1,971 copies or 4.9%. Other Sources include 2 sources of circulation for quantities of 59 copies or 0.2% to 88 copies or 0.2%

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

| 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 | 36,693 | 100.0 | 36,643 | 99.9 | 50 | 0.1 |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 36,693 | 100.0 | 36,643 | 99.9 | 50 | 0.1 |

| 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 | 3,307 | 100.0 | 3,307 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 3,307 | 100.0 | 3,307 | 100.0 | - | - |

| 8. 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) |

| WEBSITE GLOSSARY: | |
|----------------------------------|---|
| Unique Browsers: | An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness |
| Page Impressions: | The number of web pages successfully viewed by all browsers within the reporting period |
| User Sessions: | A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session |
| Unique Browser Frequency: | The average number of user sessions per Unique Browser over the selected reporting period |
| User Session Duration: | The average time a browser remained on the site per session |
| Page Duration: | The average time a browser spent viewing any page(s) on the site |

QUESTIONNAIRE USED TO ELICIT SUPPLEMENTARY DATA:

Do you wish to start/continue receiving Prepared Foods for FREE? Yes No

Would you like to receive the Prepared Foods eNewsletter for FREE? Yes No

Which version of Prepared Foods would you like to receive? Digital* Print

Be sure to include your e-mail address below to receive the Digital version. *Foreign subscriptions to the digital version are available at no cost. Foreign subscriptions to the print version are available at our yearly rates.

Signature (required) _____ Date _____

Printed Name _____ Title _____

Company _____

Street Address _____ City/State/Zip _____

Phone _____ Fax _____



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Or complete the card below and fax it to
847-763-9538 or drop it in the mail. IT'S THAT EASY!

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*By providing your fax number, you're giving us permission to fax subscription offers to you.
**You will receive subscription and renewal notices from BPA Media via e-mail.

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

01 Prepared Foods & Specialties/Ingredients 13 R&D Center or Headquarters of a Food and/or Beverage Manufacturer
 02 Prepared Fruits & Vegetables/Ingredients 14 Food Service
 03 Prepared Meat, Poultry & Seafood/Ingredients 15 Bakery Foods/Ingredients
 04 Dairy Foods/Frozen Novelties/Ingredients 16 Beverages/Ingredients
 05 Bakery Foods/Ingredients 17 Snack Foods/Candy/Ingredients
 06 Bakery Foods/Ingredients 18 Manufacturer of Nutritional Supplements, Nutraceuticals and/or Ingredients
 07 Process Equipment/Pumps/Valves/ Air & Liquid Handling Equipment
 08 Research Facilities
 09 Other (please specify) _____

2. Which of the following best describes your title? (check one only)

01 Research & Development: VP or R&D, President of R&D, Food Technologist, Chemist, Scientist, Research Technician, Group Project/Research Specialist, Chef
 02 QA/QC: Quality Assurance Manager, Quality Control Manager, QA/QC Personnel
 03 Marketing: Category Manager, Brand Manager, Product Manager, Marketing Director, Marketing Manager
 04 Sales: Sales Manager, Director of Sales
 05 General Management & Administration: President, Owner, Partner, Vice President, General Manager, Manager & Assistant Manager
 06 Purchasing: Purchasing Director/Supervisor, Purchasing Agent, Buyer
 07 Other (please describe) _____

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

01 Ingredients 05 Packaging Materials and/or Equipment
 02 Nutritional Ingredients 10 Product Development/Research
 03 Ingredient Systems 11 Nutritional Analysis Software
 04 Process Equipment/Pumps/Valves/ Air & Liquid Handling Equipment
 06 QA/QC Instrumentation & Software
 09 None of the Above

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

01 500 or more 04 50 - 99
 02 250 - 499 05 1 - 49
 03 100 - 249

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

01 Research & Development 04 Lab Management/QA/QC
 02 New Product Development 05 Purchasing
 03 Food Service Product Development 06 Marketing/Brand/Product Management
 09 None of the Above

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

01 Retail 02 Food Service 03 None of the Above

| PUBLISHER'S AFFIDAVIT | | |
|---|---------------------------|---------------|
| We hereby make oath and say that all data set forth in this statement are true. | Date signed | July 15, 2009 |
| Christine A. Baloga, Corporate Audience Development Director | State | Michigan |
| Catherine M. Ronan, Corporate Audience Audit Manager | County | Oakland |
| (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.) | Received by BPA Worldwide | July 15, 2009 |
| IMPORTANT NOTE: | Type | PJ |
| This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide. | ID Number | P118Y0J9 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009
 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) | 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 | | | | | |
| FOOD MANUFACTURERS | | | | | | | | | | | | | |
| 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) | 11,464 | 28.7 | 10,530 | 934 | 6,854 | 2,357 | 1,804 | 449 | 4,962 | 1,449 | 1,276 | 3,777 | |
| 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) | 2,412 | 6.0 | 2,172 | 240 | 1,501 | 427 | 386 | 98 | 1,205 | 350 | 272 | 585 | |
| PREPARED MEAT, SEAFOOD & POULTRY/INGREDIENTS (Including Prepared Meat, Sausage, Poultry, Eggs & Seafood Products) | 5,029 | 12.6 | 4,709 | 320 | 2,720 | 1,324 | 759 | 226 | 2,332 | 660 | 509 | 1,528 | |
| 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) | 3,583 | 9.0 | 3,347 | 236 | 2,088 | 673 | 671 | 151 | 1,650 | 500 | 438 | 995 | |
| BAKERY FOODS/INGREDIENTS (Including Sweet Goods/Pastries, Pies, Snack Cakes, Cookies; Crackers, Biscuits; Bread & Rolls; Other, Including English Muffins, Bagels, Croissants, Breadsticks, etc.) | 3,957 | 9.9 | 3,674 | 283 | 2,090 | 1,181 | 536 | 150 | 2,346 | 528 | 319 | 764 | |
| BEVERAGES/INGREDIENTS (Including Coffee & Tea, Non-Carbonated Beverages & Beverage Mixes; Fruit & Vegetable Juices; Carbonated Beverages; Wine; Beer/Liquor) | 4,383 | 10.9 | 4,055 | 328 | 2,625 | 939 | 695 | 124 | 2,429 | 560 | 354 | 1,040 | |
| SNACK FOODS/CANDY/INGREDIENTS (Including Potato Chips, Corn & Other Chips, Pretzels, Nuts, Popcorn, Granola Bars, Meat Snacks; Candy & Gum, Chocolate) | 2,248 | 5.6 | 2,062 | 186 | 1,161 | 637 | 370 | 80 | 1,199 | 266 | 232 | 551 | |
| MANUFACTURER OF NUTRITIONAL SUPPLEMENTS, NUTRACEUTICALS AND/OR INGREDIENTS _____ | 1,555 | 3.9 | 1,339 | 216 | 885 | 288 | 329 | 53 | 728 | 227 | 178 | 422 | |
| R&D CENTER OR HEADQUARTERS OF A FOOD AND/OR BEVERAGE MANUFACTURER _____ | 2,372 | 5.9 | 2,172 | 200 | 1,777 | 347 | 171 | 77 | 871 | 266 | 223 | 1,012 | |
| Sub-Total Food Manufacturers | 37,003 | 92.5 | 34,060 | 2,943 | 21,701 | 8,173 | 5,721 | 1,408 | 17,722 | 4,806 | 3,801 | 10,674 | |
| Food Service _____ | 1,107 | 2.8 | 983 | 124 | 471 | 342 | 203 | 91 | 586 | 114 | 96 | 311 | |
| Sub-Total | 1,107 | 2.8 | 983 | 124 | 471 | 342 | 203 | 91 | 586 | 114 | 96 | 311 | |
| RESEARCH FACILITIES | | | | | | | | | | | | | |
| Independent R&D Labs, Government, Universities _____ | 1,750 | 4.4 | 1,451 | 299 | 1,490 | 166 | 72 | 22 | 766 | 184 | 135 | 665 | |
| Others Allied to the Field _____ | 140 | 0.3 | 140 | - | 140 | - | - | - | 140 | - | - | - | |
| TOTAL QUALIFIED CIRCULATION | 40,000 | 100.0 | 36,634 | 3,366 | 23,802 | 8,681 | 5,996 | 1,521 | 19,214 | 5,104 | 4,032 | 11,650 | |
| PERCENT | 100.0 | | 91.6 | 8.4 | 59.5 | 21.7 | 15.0 | 3.8 | | | | | |

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