

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011
(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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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PREPARED FOODS

BNP Media II, LLC
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
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 or headquarters of a food and/or 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 _____	168
Advertiser and Agency _____	1,308
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	885
TOTAL	2,361

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	39,967	99.9	33	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	39,967	99.9	33	0.1

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	457	457	35,200	4,800	40,000
February _____	1,317	1,317	34,663	5,337	40,000
March _____	2,355	2,355	34,614	5,386	40,000
April _____	2,826	2,826	34,670	5,330	40,000
May _____	5,563	5,563	34,669	5,331	40,000
June _____	75	75	34,525	5,475	40,000
TOTAL	12,593	12,593			

2b. WEBSITE ACTIVITY BY MONTH

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	28,056	16,815	14,436	1.16	01:32	02:34
February _____	27,655	16,657	14,418	1.16	01:23	02:17
March _____	31,113	18,633	16,071	1.16	01:15	02:09
April _____	29,224	14,760	12,524	1.18	01:08	02:26
May _____	30,279	14,810	12,553	1.18	01:03	02:08
June _____	25,690	12,944	10,832	1.19	01:04	02:05
AVERAGE:	28,670	15,770	13,472	1.17	01:14	02:16

*See Additional Data

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2011

This is an analysis of 32,801 or 82.0% respondents who buy, specify, recommend, or influence the purchase of the following products. Of the 32,801 respondents, 894 (or 2.2% 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)	Digital 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)	10,795	27.0	9,479	1,316	9,525	8,340	5,438	4,143	5,909
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)	2,554	6.4	2,161	393	2,062	1,750	943	911	1,108
PREPARED MEAT, SEAFOOD & POULTRY/INGREDIENTS (Including Prepared Meat, Sausage, Poultry, Eggs & Seafood Products)	4,584	11.5	4,046	538	3,907	3,175	1,734	1,965	2,662
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)	3,685	9.2	3,329	356	2,806	2,353	1,418	1,240	1,677
BAKERY FOODS/INGREDIENTS (Including Sweet Goods/Pastries, Pies, Snack Cakes, Cookies; Crackers, Biscuits; Bread & Rolls; Other, Including English Muffins, Bagels, Croissants, Breadsticks, etc.)	4,450	11.1	3,961	489	3,440	3,088	1,893	1,522	2,173
BEVERAGES/INGREDIENTS (Including Coffee & Tea, Non-Carbonated Beverages & Beverage Mixes; Fruit & Vegetable Juices; Carbonated Beverages; Wine; Beer/Liquor)	4,231	10.6	3,689	542	3,206	2,538	1,425	1,557	2,065
SNACK FOODS/CANDY/INGREDIENTS (Including Potato Chips, Corn & Other Chips, Pretzels, Nuts, Popcorn, Granola Bars, Meat Snacks; Candy & Gum, Chocolate)	2,669	6.7	2,344	325	2,174	1,841	1,116	915	1,398
MANUFACTURER OF NUTRITIONAL SUPPLEMENTS, NUTRACEUTICALS AND/OR INGREDIENTS	1,860	4.6	1,535	325	1,632	1,406	923	620	796
R&D CENTER OR HEADQUARTERS OF A FOOD AND/OR BEVERAGE MANUFACTURER	1,936	4.8	1,614	322	1,710	1,317	690	650	1,003
Sub-Total Food Manufacturers	36,764	91.9	32,158	4,606	30,462	25,808	15,580	13,523	18,791
Food Service	1,313	3.3	1,049	264	1,140	941	540	353	663
Sub-Total	1,313	3.3	1,049	264	1,140	941	540	353	663
RESEARCH FACILITIES									
Independent R&D Labs, Government, Universities	1,582	4.0	1,200	382	1,191	885	556	637	681
Others Allied to the Field	341	0.8	262	79	8	8	1	1	1
TOTAL QUALIFIED CIRCULATION	40,000	100.0	34,669	5,331	32,801	27,642	16,677	14,514	20,136
PERCENT	100.0		86.7	13.3	82.0	69.1	41.7	36.3	50.3

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 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request:	26,650	7,756	-	29,075	5,331	34,406	86.0
a. Written	1,417	252	-	1,639	30	1,669	4.2
b. Telecommunication	18,830	5,995	-	21,577	3,248	24,825	62.0
c. Electronic	6,403	1,509	-	5,859	2,053	7,912	19.8
II. TOTAL - Request from recipient's company:	650	244	-	894	-	894	2.2
a. Written	10	2	-	12	-	12	-
b. Telecommunication	284	155	-	439	-	439	1.1
c. Electronic	356	87	-	443	-	443	1.1
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	1,471	-	-	1,471	-	1,471	3.7
a. Written	34	-	-	34	-	34	0.1
b. Telecommunication	966	-	-	966	-	966	2.4
c. Electronic	471	-	-	471	-	471	1.2
V. TOTAL - Sources other than above (listed alphabetically):	3,229	-	-	3,229	-	3,229	8.1
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	3,229	-	-	3,229	-	3,229	8.1
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,000	8,000	-	34,669	5,331	40,000	100.0
*See Additional Data	PERCENT	80.0	20.0	-	86.7	13.3	100.0

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	34,669	5,331	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	34,669	5,331	40,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	134	19	153	
New Hampshire	113	13	126	
Vermont	136	8	144	
Massachusetts	773	93	866	
Rhode Island	70	5	75	
Connecticut	384	41	425	
NEW ENGLAND	1,610	179	1,789	4.5
New York	1,873	235	2,108	
New Jersey	1,629	229	1,858	
Pennsylvania	1,750	198	1,948	
MIDDLE ATLANTIC	5,252	662	5,914	14.8
Ohio	1,683	243	1,926	
Indiana	668	86	754	
Illinois	2,753	483	3,236	
Michigan	1,001	158	1,159	
Wisconsin	1,653	209	1,862	
EAST NO. CENTRAL	7,758	1,179	8,937	22.4
Minnesota	1,344	221	1,565	
Iowa	671	80	751	
Missouri	880	137	1,017	
North Dakota	111	24	135	
South Dakota	116	9	125	
Nebraska	393	37	430	
Kansas	466	69	535	
WEST NO. CENTRAL	3,981	577	4,558	11.4
Delaware	75	14	89	
Maryland	487	70	557	
Washington, DC	37	13	50	
Virginia	498	65	563	
West Virginia	73	9	82	
North Carolina	679	98	777	
South Carolina	236	24	260	
Georgia	842	134	976	
Florida	1,191	174	1,365	
SOUTH ATLANTIC	4,118	601	4,719	11.8
Kentucky	502	63	565	
Tennessee	520	75	595	
Alabama	258	39	297	
Mississippi	170	20	190	
EAST SO. CENTRAL	1,450	197	1,647	4.1
Arkansas	386	71	457	
Louisiana	331	34	365	
Oklahoma	229	34	263	
Texas	1,799	240	2,039	
WEST SO. CENTRAL	2,745	379	3,124	7.8
Montana	77	12	89	
Idaho	240	41	281	
Wyoming	41	2	43	
Colorado	492	83	575	
New Mexico	87	14	101	
Arizona	262	33	295	
Utah	299	42	341	
Nevada	103	24	127	
MOUNTAIN	1,601	251	1,852	4.6
Alaska	39	4	43	
Washington	672	72	744	
Oregon	472	61	533	
California	3,653	492	4,145	
Hawaii	121	17	138	
PACIFIC	4,957	646	5,603	14.0
UNITED STATES	33,472	4,671	38,143	95.4
U.S. Territories	116	38	154	
Canada	913	218	1,131	
Mexico	19	54	73	
Other International	147	350	497	
APO/FPO	2	-	2	
TOTAL QUALIFIED CIRCULATION	34,669	5,331	40,000	100.0

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
	July-December 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010*	January-June 2011*
Total Audit Average Qualified	40,000	40,000	40,000	40,000	40,000	40,000
Qualified Non-Paid Total	39,945	39,950	39,953	39,960	39,966	39,967
Print Version Only	37,101	36,643	36,425	35,420	35,383	34,691
Digital Version Only	2,796	3,307	3,528	4,540	4,583	5,276
Print & Digital Version (Unduplicated)	48	-	-	-	-	-
Qualified Paid Total	55	50	47	40	34	33
Print Version Only	55	50	46	39	33	33
Digital Version Only	-	-	1	1	1	-
Print & Digital Version (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 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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 digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 1,265 copies or 3.2% to 1,964 copies or 4.9%.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie 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

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	34,724	100.0	34,691	99.9	33	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,724	100.0	34,691	99.9	33	0.1

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,276	100.0	5,276	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,276	100.0	5,276	100.0	-	-

QUESTIONNAIRE USED BY PUBLICATION 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

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*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 Dairy Foods/Frozen Novelties/Ingredients
 04 Prepared Meat, Poultry & Seafood/Ingredients 16 Bakery Foods/Ingredients
 05 Beverages/Ingredients 17 Unintentional
 06 Snack Foods/Candy/Ingredients 18 Independent R&D Labs, Government
 07 Manufacturer of Nutritional Supplements, 19 Other (please specify) _____
 Nutritional and/or Ingredients

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/ 12 QA/QC Instrumentation & Software
 Air & Liquid Handling Equipment
 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.

Rita M. Foumia, Corporate Strategy Director

Catherine M. Ronan, Corporation 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 July 14, 2011

State Michigan

County Oakland

Received by BPA Worldwide July 14, 2011

Type PSJ

ID Number P118Y011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 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)	Digital 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)	10,795	27.0	9,479	1,316	6,246	2,380	1,504	665	5,426	1,318	959	3,092	
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)	2,554	6.4	2,161	393	1,531	507	392	124	1,355	347	243	609	
PREPARED MEAT, SEAFOOD & POULTRY/INGREDIENTS (Including Prepared Meat, Sausage, Poultry, Eggs & Seafood Products)	4,584	11.5	4,046	538	2,489	1,153	631	311	2,179	559	469	1,377	
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)	3,685	9.2	3,329	356	2,216	639	601	229	1,794	537	374	980	
BAKERY FOODS/INGREDIENTS (Including Sweet Goods/Pastries, Pies, Snack Cakes, Cookies; Crackers, Biscuits; Bread & Rolls; Other, Including English Muffins, Bagels, Croissants, Breadsticks, etc.)	4,450	11.1	3,961	489	2,437	1,253	548	212	2,829	512	333	776	
BEVERAGES/INGREDIENTS (Including Coffee & Tea, Non-Carbonated Beverages & Beverage Mixes; Fruit & Vegetable Juices; Carbonated Beverages; Wine; Beer/Liquor)	4,231	10.6	3,689	542	2,662	848	567	154	2,342	524	345	1,020	
SNACK FOODS/CANDY/INGREDIENTS (Including Potato Chips, Corn & Other Chips, Pretzels, Nuts, Popcorn, Granola Bars, Meat Snacks; Candy & Gum, Chocolate)	2,669	6.7	2,344	325	1,439	722	370	138	1,469	325	230	645	
MANUFACTURER OF NUTRITIONAL SUPPLEMENTS, NUTRACEUTICALS AND/OR INGREDIENTS	1,860	4.6	1,535	325	1,044	292	444	80	887	252	193	528	
R&D CENTER OR HEADQUARTERS OF A FOOD AND/OR BEVERAGE MANUFACTURER	1,936	4.8	1,614	322	1,618	140	132	46	616	204	155	961	
Sub-Total Food Manufacturers	36,764	91.9	32,158	4,606	21,682	7,934	5,189	1,959	18,897	4,578	3,301	9,988	
Food Service	1,313	3.3	1,049	264	471	416	257	169	733	156	91	333	
Sub-Total	1,313	3.3	1,049	264	471	416	257	169	733	156	91	333	
RESEARCH FACILITIES													
Independent R&D Labs, Government, Universities	1,582	4.0	1,200	382	1,306	158	94	24	755	163	104	560	
Others Allied to the Field	341	0.8	262	79	341	-	-	-	147	54	33	107	
TOTAL QUALIFIED CIRCULATION	40,000	100.0	34,669	5,331	23,800	8,508	5,540	2,152	20,532	4,951	3,529	10,988	
PERCENT	100.0		86.7	13.3	59.5	21.3	13.8	5.4					

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