

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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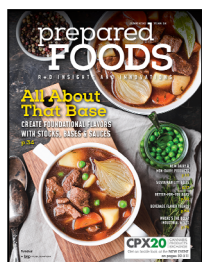
PREPARED FOODS is a B2B brand providing market trends, new product opportunities, ingredient formulation and product development solutions for those driving new product development within the food and beverage communities. Subjects covered include business-challenging issues involving ingredient use, consumer trends, news, regulations and product application solutions.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

**PREPARED FOODS
MAGAZINE**



6 issues in the period
35,000 average
circulation

**PREPARED FOODS
E-NEWSLETTER**



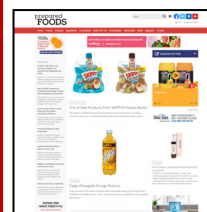
26 issued in the period
20,286 average per
occurrence

**PREPARED FOODS
WEBINARS**



4 webinars in the period
790 average registrants
318 average attendees

**PREPARED FOODS
WEBSITE**



40,472 average users

**PREPARED FOODS
SOCIAL MEDIA**



4,633 Twitter followers
3,002 LinkedIn group
members
2,287 Facebook likes

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
PREPARED FOODS MAGAZINE (6 issues in the period) (See Paragraph 3b for Format Type and Source)	34,999	1	35,000
PREPARED FOODS E-NEWSLETTER			
prepared FOODS R&D INSIGHTS (26 issued in the period)	20,286	-	20,286
PREPARED FOODS WEBINARS (4 webinars in the period)			
a. Registrants	790	-	790
b. Attendees	318	-	318
PREPARED FOODS WEBSITE (Monthly Users with 80,926 average Pageviews)	40,472	-	40,472
PREPARED FOODS SOCIAL MEDIA			
a. Twitter followers	*4,633	-	*4,633
b. LinkedIn group members	*3,002	-	*3,002
c. Facebook likes	*2,287	-	*2,287

*Social Media claims are cumulative figures, not averages.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	23,500	7,000	-	10,254	20,246	30,500	87.2
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication (other than request):	2,144	-	-	746	1,398	2,144	6.1
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,356	-	-	2,177	179	2,356	6.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,000	7,000	-	13,177	21,823	35,000	100.0
PERCENT	80.0	20.0	-	37.6	62.4	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	45	98	143		Kentucky	163	272	435	
New Hampshire	28	74	102		Tennessee	160	275	435	
Vermont	41	74	115		Alabama	109	127	236	
Massachusetts	225	393	618		Mississippi	89	104	193	
Rhode Island	31	61	92		EAST SO. CENTRAL	521	778	1,299	3.7
Connecticut	113	230	343		Arkansas	187	252	439	
NEW ENGLAND	483	930	1,413	4.0	Louisiana	76	128	204	
New York	841	1,146	1,987		Oklahoma	69	92	161	
New Jersey	418	876	1,294		Texas	552	949	1,501	
Pennsylvania	498	875	1,373		WEST SO. CENTRAL	884	1,421	2,305	6.6
MIDDLE ATLANTIC	1,757	2,897	4,654	13.3	Montana	34	47	81	
Ohio	440	841	1,281		Idaho	104	160	264	
Indiana	206	358	564		Wyoming	8	22	30	
Illinois	894	1,657	2,551		Colorado	204	313	517	
Michigan	358	598	956		New Mexico	50	67	117	
Wisconsin	526	1,025	1,551		Arizona	95	198	293	
EAST NO. CENTRAL	2,424	4,479	6,903	19.7	Utah	109	169	278	
Minnesota	373	673	1,046		Nevada	40	88	128	
Iowa	223	348	571		MOUNTAIN	644	1,064	1,708	4.9
Missouri	292	465	757		Alaska	19	15	34	
North Dakota	38	61	99		Washington	230	435	665	
South Dakota	50	73	123		Oregon	193	285	478	
Nebraska	99	174	273		California	1,304	2,238	3,542	
Kansas	122	273	395		Hawaii	36	61	97	
WEST NO. CENTRAL	1,197	2,067	3,264	9.3	PACIFIC	1,782	3,034	4,816	13.8
Delaware	16	55	71		UNITED STATES	11,072	19,354	30,426	86.9
Maryland	156	312	468		U.S. Territories	13	56	69	
Washington, DC	17	32	49		Canada	1,845	681	2,526	
Virginia	189	304	493		Mexico	24	166	190	
West Virginia	21	39	60		Other International	223	1,566	1,789	
North Carolina	249	438	687		APO/FPO	-	-	-	
South Carolina	68	175	243						
Georgia	303	539	842						
Florida	361	790	1,151						
SOUTH ATLANTIC	1,380	2,684	4,064	11.6					
					TOTAL QUALIFIED CIRCULATION	13,177	21,823	35,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020

prepared FOODS R&D INSIGHTS

2020		prepared FOODS R&D INSIGHTS
JANUARY		
January 2		23,377
January 9		23,321
January 16		23,100
January 23		23,147
January 30		23,173
FEBRUARY		
February 6		23,145
February 13		23,152
February 20		22,911
February 27		22,965
MARCH		
March 5		23,178
March 12		23,420
March 19		23,457
March 26		23,450
APRIL		
April 2		23,484
April 9		21,556
April 16		21,517
April 23		17,306
April 30		16,380
MAY		
May 7		14,855
May 14		14,739
May 21		15,011
May 28		15,764
JUNE		
June 4		15,556
June 11		15,434
June 18		17,047
June 25		16,995
AVERAGE:		20,286

prepared FOODS R&D INSIGHTS (26 issued in the period)

WEBINAR CHANNEL

2020	Webinar Name	Registrants*	Attendees*
May 6	Twin-Screw Extrusion of Direct Expanded Snack Foods	768	328
May 13	Secrets of Sugar Reduction	1,364	564
May 27	How the Made with REAL Eggs Certification Seal Supports Your Business	144	55
May 28	5 Things to Know When Creating a CBD Beverage	882	323
Average		790	318

*Registrants and Attendees are reflective of the participants during the live webinar. Additional registrant and attendee counts participating in on-demand showings are not reflected in the counts above and are available from the media owner.

The attendees in this report were verified as having attended the webinar. The webinar was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA Worldwide auditor.

WEBSITE CHANNEL

WWW.PREPAREDFOODS.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	69,387	40,385	33,613	1:15
February	80,308	49,843	40,428	1:32
March	77,022	48,547	40,228	1:26
April	80,158	49,933	41,410	1:27
May	87,417	53,482	44,115	1:41
June	91,262	52,453	43,038	2:04
AVERAGE:	80,926	49,107	40,472	1:34

January – June 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Prepared Foods Social Media



Twitter followers

<http://twitter.com/PreparedFoods>



LinkedIn group members

<http://www.linkedin.com/groups/2785554/profile>



Facebook likes

<http://www.facebook.com/PreparedFoods>

2020

Beginning Balance:	4,399	2,982	2,238
January	4,444	2,990	2,250
February	4,496	2,983	2,263
March	4,525	2,992	2,271
April	4,556	3,000	2,283
May	4,618	2,999	2,282
June	4,633	3,002	2,287

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Communication (other than request): Written includes 1 source of circulation for a quantity of 1 copy or -%; Telecommunication includes 4 sources of circulation for quantities of 73 copies or 0.2% to 779 copies or 2.2%; Electronic includes 5 sources of circulation for quantities of 1 copy or -% to 451 copies or 1.3%. Business directories include 1 source of circulation for a quantity of 2,351 copies or 6.7%. Other sources include 1 source of circulation for a quantity of 5 copies or -%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Webinars, Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Fomia, HR & IT Director

(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 brand report has been checked against the previous audit report.

It will be included in the annual audit made by BPA Worldwide.

Date signed

July 9, 2020

State

Michigan

County

Oakland

Received by BPA Worldwide

July 9, 2020

Type

BJ

ID Number

P118B0JO

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

FIELD SERVED PREPARED FOODS serves firms that develop, manufacture, process, package & market value-added food & beverage products. Among foods included are prepared foods/meals/side dishes, prepared specialties, fruits & vegetables, meat, poultry, seafood, dairy foods, bakery products, cereal & grain-based products and pet foods; beverages, snack foods, candy & confectionery products, manufacturer of ingredients/nutritional ingredients, specialty nutritional products and foodservice. Also served are testing labs, universities, government and others allied to the field as shown in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are executives, management & staff personnel in research & development/product development, QA/QC, corporate management & administration, marketing/sales and purchasing as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	39
Advertiser and Agency	1,692
Allocated for Trade Shows and Conventions	-
All Other	933
TOTAL	2,664

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,000	100.0	34,999	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,000	100.0	34,999	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

	2020	Print	Digital	Total Qualified
January		25,294	9,706	35,000
February		25,415	9,585	35,000
March		25,140	9,860	35,000
April		24,708	10,292	35,000
May		13,177	21,823	35,000
June		14,553	20,447	35,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	CLASSIFICATION BY TITLE				NUMBER OF EMPLOYEES AT COMPANY					
					Research & Development/Product Development/QA/QC President/VP of R&D, Food Tech, Chemist, Flavor Room Manager, Lab Tech, Design Manager, Research Chef, Tech Services Manager, Project Manager, Quality Assurance Manager, Quality Control Manager, QA/QC Personnel, Professor	Corporate Management & Administration President, Owner, Partner, Chairman of the Board, Executive VP, Vice President, General Manager, Secy-Treasurer, Manager, Assistant Manager, Store/Location Manager	Marketing/Sales Category/Brand/Product Manager, Marketing Director/Manager, Merchandising Manager, VP Sales, Sales Manager/Director, Account Executive, Vending Manager	Purchasing VP Purchasing, Purchasing or Procurement Director/Manager/Supervisor, Purchasing Agent, Grocery Buyer, Retail Buyer, Buyer	1 to 99 Employees (Note 1)	100 to 249 Employees	250 to 499 Employees	500 and Over Employees		
FOOD MANUFACTURERS														
PREPARED FOODS/MEALS/SIDE DISHES (Including prepared products, baby food, RTE breakfast foods, pizza, cheese snacks, meat snacks, prepared snacks, other prepared products)	5,019	14.3	1,852	3,167	2,924	1,278	551	266	2,969	566	404	1,080		
PREPARED SPECIALTIES (Including ketchup, sauces, gravies, condiments, peanut butter, seasonings, flavors & syrups, oils, salad dressings, mayonnaise and pickled products, etc)	2,083	6.0	888	1,195	1,395	417	190	81	1,163	292	192	436		
FRUITS & VEGETABLES	1,411	4.0	562	849	932	279	136	64	834	197	138	242		
MEAT, POULTRY, SEAFOOD (Including processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, seafood)	4,688	13.4	2,013	2,675	3,016	965	482	225	2,382	523	416	1,367		
DAIRY FOODS (Including ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine products, powdered products, other dairy foods)	3,635	10.4	1,317	2,318	2,359	739	391	146	1,955	471	278	931		
BAKERY PRODUCTS and CEREAL & GRAIN-BASED PRODUCTS and PET FOODS (Including breads & rolls, waffles, cookies and crackers, snack cakes, pies, donuts, toasted pastries, tortillas, snack bars, other baker products, cereals, prepared flour, pasta, rice and corn milling and other grain-based products, pet foods)	4,472	12.8	1,858	2,614	3,033	884	407	148	2,665	550	370	887		
BEVERAGES (Including soft drinks, beer, bottled water, alternative beverages/sports drinks (incl. fortified/nutraceutical), wine/liquor, juice/fruit drinks, coffee/tea, dairy-based drinks, other beverages)	5,198	14.9	2,008	3,190	2,946	1,537	585	130	3,716	423	242	817		
SNACK FOODS and CANDY & CONFECTIONERY PRODUCTS (Including chips & pretzels, nuts/trail mix, extruded snacks, other snack foods, candy and confectionery products)	2,647	7.6	1,028	1,619	1,697	531	282	137	1,545	263	171	668		
MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS	3,307	9.4	893	2,414	2,083	524	606	94	1,856	455	293	703		
Sub-Total Food Manufacturers	32,460	92.8	12,419	20,041	20,385	7,154	3,630	1,291	19,085	3,740	2,504	7,131		
FOODSERVICE	1,321	3.8	427	894	537	453	203	128	842	143	91	245		
TESTING LABS, UNIVERSITIES, GOVERNMENT	1,168	3.3	330	838	904	167	77	20	663	125	65	315		
Sub-Total	34,949	99.9	13,176	21,773	21,826	7,774	3,910	1,439	20,590	4,008	2,660	7,691		
OTHERS ALLIED TO THE FIELD	51	0.1	1	50	15	22	14	-	33	7	3	8		
TOTAL QUALIFIED CIRCULATION	35,000	100.0	13,177	21,823	21,841	7,796	3,924	1,439	20,623	4,015	2,663	7,699		
PERCENT			37.6	62.4	62.4	22.3	11.2	4.1						

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