

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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## FOOD BUSINESS NEWS

Sosland Publishing Company  
4800 Main Street  
Suite 100  
Kansas City, MO 64112  
Tel.: (816) 756-1000  
Fax: (816) 756-0494  
[www.foodbusinessnews.net](http://www.foodbusinessnews.net)

Official Publication of: None  
Established: 2005  
Issues Per Year: 26

### FIELD SERVED

Food Business News serves primarily the North American packaged, refrigerated and frozen foods industries, confectionery, processed meats, frozen fish, processed poultry, dairy, baking, beverage, snack and grain based food industries. It also serves various allied industries and other related business interests.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include owners, partners, directors, senior executives, plant R&D/QC, operations, production, marketing & sales and purchasing managers and executives, vendors and other key personnel allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,210
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	116
Electronic _____	-
All Other _____	-
<b>TOTAL</b>	<b>2,512</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,607	99.9	18,607	99.9	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	13	0.1	13	0.1	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,620</b>	<b>100.0</b>	<b>18,620</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January 6 _____	45	30			18,777	April 14 _____	329	172			18,512
January 20 _____	225	32			18,584	April 28 _____	73	194			18,633
February 3 _____	66	48			18,566	May 12 _____	58	32			18,607
February 17 _____	127	182			18,621	May 26 _____	262	214			18,559
March 3 _____	365	345			18,601	June 6 _____	63	50			18,546
March 17 _____	76	130			18,655	June 23 _____	63	241			18,724
March 31 _____	40	54			18,669						
						<b>TOTAL</b>	<b>1,792</b>	<b>1,724</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 26, 2009**  
**This issue is 0.4% or 66 copies below the average of the other 12 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TITLE					
			Corporate Management (President/ Owner/Partner/ CEO/CFO/COO/ Chairman/ General Manager/ Manager)	Research & Development (VP/Food Technologist/ Chemist/ Scientist/QA/ QC/Project, Lab and Technical Services Manager/ Research Chef)	Purchasing/ Supply, Chain Management (VP/Director/ Manager/ Supervisor/ Agent)	Marketing and Sales (VP or Director of Marketing/ Brand Management; Marketing and Brand Manager)	Operations (VP or Director of Operations/ Manufacturing; Director Logistics; Operations Manager)	Others Allied to the Field
<b>Prepared Foods, Supplementary Foods &amp; Ingredients</b> Prepared dinners, meals and side dishes; Frozen specialties and dinners; Canned specialties; Frozen fruits & vegetables, Processed & flavored coffee; Cooking oil, pickles, sauces, salad dressings and other _____	7,068	38.0	2,411	2,557	728	890	325	157
<b>Grain-based Foods</b> Bread, cakes and baking mixes; Cookies and crackers; Tortilla, Pizza, Pasta, Breakfast cereal; frozen dough & bakery foods _____	1,829	9.9	795	480	243	132	122	57
<b>Confectionery</b> Candy & confectionery; Chocolate & cocoa products; Chewing gum _____	804	4.3	335	262	99	55	48	5
<b>Dairy</b> Butter, cheese and yogurt; Ice cream & frozen desserts; Fluid milk _____	4,324	23.3	2,544	604	267	176	714	19
<b>Meat and Poultry Products</b> Sausage and prepared meats; Processed poultry; Frozen seafood _____	1,229	6.6	385	405	156	125	150	8
<b>Beverages</b> Soft drinks, Fruit and vegetable juices, Powdered drinks, Prepared nutritional beverages, Distilled and blended liquors, Wines, brandy and brandy spirits, Malt beverages _____	1,274	6.9	558	426	112	87	76	15
<b>Snacks</b> Potato chips, corn chips & snacks/pretzels, fruit snacks, nutritional snacks, salted & roasted nuts & seeds; meat snacks _____	682	3.7	280	206	82	59	46	9
Others Allied to the Field _____	1,349	7.3	603	191	137	142	38	238
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,559</b>	<b>100.0</b>	<b>7,911</b>	<b>5,131</b>	<b>1,824</b>	<b>1,666</b>	<b>1,519</b>	<b>508</b>
<b>PERCENT</b>	<b>100.0</b>		<b>42.6</b>	<b>27.6</b>	<b>9.8</b>	<b>9.0</b>	<b>8.2</b>	<b>2.7</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 26, 2009**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	9,359	3,790	299			13,448	72.4
II. Request from recipient's company: _____	347	126	2			475	2.6
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. <b>TOTAL - Sources other than above (listed alphabetically):</b> _____	<b>4,636</b>	-	-			<b>4,636</b>	<b>25.0</b>
*Association rosters and directories _____	109	-	-			109	0.6
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	4,527	-	-			4,527	24.4
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,342</b>	<b>3,916</b>	<b>301</b>			<b>18,559</b>	<b>100.0</b>
<b>*See Paragraph 9</b>	<b>PERCENT</b>	<b>77.3</b>	<b>21.1</b>	<b>1.6</b>		<b>100.0</b>	

Paid source information can be reported at the option of the publisher.

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 26, 2009**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			18,227	98.1
Individuals by name only _____			144	0.8
Titles or functions only _____			51	0.3
Company names only _____			124	0.7
Multi-Copy Same Addressee copies _____			13	0.1
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>18,559</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 26, 2009**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	104		400-427 Kentucky _____	222	
030-038 New Hampshire _____	58		370-385 Tennessee _____	345	
050-059 Vermont _____	85		350-369 Alabama _____	94	
010-027 Massachusetts _____	373		386-397 Mississippi _____	72	
028-029 Rhode Island _____	39		<b>EAST SO. CENTRAL</b>	<b>733</b>	<b>3.9</b>
060-069 Connecticut _____	183		716-729 Arkansas _____	213	
<b>NEW ENGLAND</b>	<b>842</b>	<b>4.5</b>	700-714 Louisiana _____	159	
100-149 New York _____	1,030		730-749 Oklahoma _____	122	
070-089 New Jersey _____	998		750-799 Texas _____	907	
150-196 Pennsylvania _____	953		<b>WEST SO. CENTRAL</b>	<b>1,401</b>	<b>7.5</b>
<b>MIDDLE ATLANTIC</b>	<b>2,981</b>	<b>16.1</b>	590-599 Montana _____	41	
430-459 Ohio _____	951		832-838 Idaho _____	157	
460-479 Indiana _____	334		820-831 Wyoming _____	6	
600-629 Illinois _____	1,686		800-816 Colorado _____	270	
480-499 Michigan _____	535		870-884 New Mexico _____	42	
530-549 Wisconsin _____	1,076		850-865 Arizona _____	118	
<b>EAST NO. CENTRAL</b>	<b>4,582</b>	<b>24.7</b>	840-847 Utah _____	146	
550-567 Minnesota _____	936		889-898 Nevada _____	49	
500-528 Iowa _____	302		<b>MOUNTAIN</b>	<b>829</b>	<b>4.5</b>
630-658 Missouri _____	586		995-999 Alaska _____	6	
580-588 North Dakota _____	73		980-994 Washington _____	350	
570-577 South Dakota _____	41		970-979 Oregon _____	280	
680-693 Nebraska _____	224		900-961 California _____	1,758	
660-679 Kansas _____	320		967-968 Hawaii _____	48	
<b>WEST NO. CENTRAL</b>	<b>2,482</b>	<b>13.4</b>	<b>PACIFIC</b>	<b>2,442</b>	<b>13.2</b>
197-199 Delaware _____	44		<b>UNITED STATES</b>	<b>18,330</b>	<b>98.8</b>
206-219 Maryland _____	310		969 & 004-009 U.S. Territories _____	37	
200-205 Washington, DC _____	40		Canada _____	96	
220-246 Virginia _____	240		Mexico _____	15	
247-268 West Virginia _____	15		Other International _____	80	
270-289 North Carolina _____	294		APO/FPO _____	1	
290-299 South Carolina _____	94		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,559</b>	<b>100.0</b>
300-319 Georgia _____	429				
320-349 Florida _____	572				
<b>SOUTH ATLANTIC</b>	<b>2,038</b>	<b>11.0</b>			

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	15,501	15,468	15,487	16,463	18,569	18,620
Qualified Non-Paid: _____	15,501	15,468	15,487	16,463	18,569	18,620
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

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

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

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

**9. ADDITIONAL DATA****PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 109 copies or 0.6%. Other sources include 5 sources of circulation for quantities of 1 copy or -% to 1,362 copies or 7.3%.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

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

Charles S. Sosland, Chairman

Judith Arnone, Circulation 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, 2009

State Missouri

County Jackson

Received by BPA Worldwide July 14, 2009

Type PD

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