

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

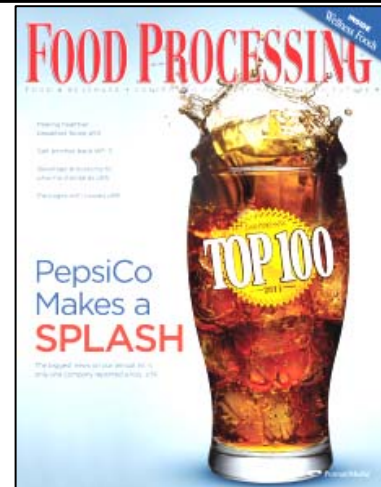
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FOOD PROCESSING

Putman Media
555 W. Pierce Road Suite 301
Itasca, IL 60143
Tel.: (630) 467.1300
Fax: (630) 467.1179
www.foodprocessing.com

Official Publication of: None
Established: 1940
Issues Per Year: 12



FIELD SERVED

FOOD PROCESSING serves the basic food process industries; meat and meat products, dairy products—milk, ice cream, butter, canned, preserved and dehydrated foods, frozen foods, grain products, flour, cereals, bakery products, confectionery and chocolate products, sugar and syrups, fats and oils, beverages, flavors, pickles, and kindred products served. Also served are construction/engineering companies, independent laboratories, consultants, chemicals and allied products, food product machinery, and others within the field served.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in Corporate Management, Plant Operations, Engineering, Research & Development, Purchasing, and Marketing & Sales.

PURPOSE

Included herein is an analysis of the recipient's involvement in, recommending, specifying, or purchasing equipment, materials and other items.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	261
Advertiser and Agency _____	1,517
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	200
Digital _____	-
All Other _____	730
TOTAL	2,708

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	62,531	100.0	62,531	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	62,531	100.0	62,531	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	-	-	51,666	10,866	62,532
February _____	305	305	52,517	10,015	62,532
March _____	121	121	52,636	9,896	62,532
April _____	117	117	52,731	9,801	62,532
May _____	208	204	52,752	9,776	62,528
June _____	75	79	52,746	9,786	62,532
TOTAL	826	826			

2b. WEBSITE ACTIVITY BY MONTH

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	132,161	58,456	50,596	1.16	01:24	03:08
February _____	122,310	52,546	45,638	1.15	01:19	03:02
March _____	126,041	57,168	49,652	1.15	01:17	02:49
April _____	111,792	49,862	42,804	1.16	01:16	02:51
May _____	111,909	47,433	40,676	1.17	01:20	03:07
June _____	108,208	46,293	39,944	1.16	01:20	03:06
AVERAGE:	118,737	51,960	44,885	1.16	01:19	03:00

*See Additional Data

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 Years	3 Years				
I. Direct Request: _____	20,909	36,001	-	47,134	9,776	56,910	91.0
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	5,114	504	-	5,618	-	5,618	9.0
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	5,114	504	-	5,618	-	5,618	9.0
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,023	36,505	-	52,752	9,776	62,528	100.0
PERCENT	41.6	58.4	-	84.4	15.6	100.0	

*See Additional Data

LENGTH OF SUBSCRIPTIONS - DIRECT REQUEST SUBSCRIBERS	TOTAL	PERCENT
Less than 1 year _____	-	-
1 year or more (but less than two) _____	24,832	43.6
2 years or more (but less than three) _____	32,078	56.4
3 years or more _____	-	-
TOTAL	56,910	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 _____	52,752	9,776	62,528	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	52,752	9,776	62,528	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	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	240	35	275		Kentucky _____	834	82	916	
New Hampshire _____	178	25	203		Tennessee _____	1,030	150	1,180	
Vermont _____	161	18	179		Alabama _____	670	57	727	
Massachusetts _____	1,058	130	1,188		Mississippi _____	402	30	432	
Rhode Island _____	107	16	123		EAST SO. CENTRAL	2,936	319	3,255	5.2
Connecticut _____	434	49	483		Arkansas _____	778	107	885	
NEW ENGLAND	2,178	273	2,451	3.9	Louisiana _____	547	52	599	
New York _____	2,485	306	2,791		Oklahoma _____	532	58	590	
New Jersey _____	1,926	266	2,192		Texas _____	2,827	377	3,204	
Pennsylvania _____	2,660	336	2,996		WEST SO. CENTRAL	4,684	594	5,278	8.4
MIDDLE ATLANTIC	7,071	908	7,979	12.8	Montana _____	170	17	187	
Ohio _____	2,565	362	2,927		Idaho _____	437	61	498	
Indiana _____	1,260	145	1,405		Wyoming _____	47	8	55	
Illinois _____	3,451	522	3,973		Colorado _____	658	93	751	
Michigan _____	1,463	208	1,671		New Mexico _____	108	11	119	
Wisconsin _____	2,593	278	2,871		Arizona _____	409	56	465	
EAST NO. CENTRAL	11,332	1,515	12,847	20.6	Utah _____	470	56	526	
Minnesota _____	2,035	242	2,277		Nevada _____	162	29	191	
Iowa _____	1,320	157	1,477		MOUNTAIN	2,461	331	2,792	4.5
Missouri _____	1,569	192	1,761		Alaska _____	47	8	55	
North Dakota _____	235	23	258		Washington _____	1,013	159	1,172	
South Dakota _____	312	12	324		Oregon _____	695	83	778	
Nebraska _____	719	80	799		California _____	4,944	790	5,734	
Kansas _____	847	101	948		Hawaii _____	116	17	133	
WEST NO. CENTRAL	7,037	807	7,844	12.5	PACIFIC	6,815	1,057	7,872	12.6
Delaware _____	201	22	223		UNITED STATES	51,968	6,790	58,758	94.0
Maryland _____	751	94	845		U.S. Territories _____	156	41	197	
Washington, DC _____	43	12	55		Canada _____	628	654	1,282	
Virginia _____	938	139	1,077		Mexico _____	-	118	118	
West Virginia _____	214	20	234		Other International _____	-	2,173	2,173	
North Carolina _____	1,539	167	1,706		APO/FPO _____	-	-	-	
South Carolina _____	528	59	587		TOTAL QUALIFIED CIRCULATION	52,752	9,776	62,528	100.0
Georgia _____	1,597	225	1,822						
Florida _____	1,643	248	1,891						
SOUTH ATLANTIC	7,454	986	8,440	13.5					

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
	July-December 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011*
Total Audit Average Qualified	65,032	62,532	62,532	62,532	62,532	62,531
Qualified Non-Paid Total	65,032	62,532	62,532	62,532	62,532	62,531
Print Version Only	57,960	54,171	53,104	52,462	52,252	52,508
Digital Version Only	7,072	8,361	9,428	10,070	10,280	10,023
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - 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 3 sources of circulation for quantities of 766 copies or 1.2% to 2,915 copies or 4.7%.

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	52,508	100.0	52,508	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	52,508	100.0	52,508	100.0	-	-

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	10,023	100.0	10,023	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,023	100.0	10,023	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.
Larry Bagan, Publisher
Jerry Clark, VP Audience Development
(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.

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

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

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Note: Please make any corrections to your address label in the spaces below.

Please send/continue to send me Food Processing: YES NO

Signature _____ Date _____

Name _____

Title _____

Company _____

Company Address _____

City/State/Zip+4 _____

Country _____

E-mail _____

Phone _____ Fax _____

Important! Please answer all questions

1. What is the primary end product manufactured at this location? (Check only one)

<input type="checkbox"/> Further Processed Foods	<input type="checkbox"/> Bakery Products	<input type="checkbox"/> Meat, Poultry, Seafood
<input type="checkbox"/> 01. Bread, Cakes, Pastries, Muffins, Doughnuts	<input type="checkbox"/> 30. Breads, Cakes, Pastries, Muffins, Doughnuts	<input type="checkbox"/> 61. Canned, Cooked, Frozen Meat, Poultry & Seafood
<input type="checkbox"/> 02. Side Dishes	<input type="checkbox"/> 31. Cakes, Cookies	<input type="checkbox"/> 62. Canned & Shelf Stable Meat Canned
<input type="checkbox"/> 03. Pot Stickers	<input type="checkbox"/> 32. Frozen Bakery Products	<input type="checkbox"/> 63. Meat, Poultry & Seafood Plants
<input type="checkbox"/> 04. Pies	<input type="checkbox"/> 33. Frozen Bakery Products	<input type="checkbox"/> 64. Plants
<input type="checkbox"/> 05. Other Pastry	<input type="checkbox"/> 34. Pastry	<input type="checkbox"/> 65. Seafood Canned
<input type="checkbox"/> 06. Fruit and Vegetables	<input type="checkbox"/> 35. Pastry	<input type="checkbox"/> 66. Seafood Plants
<input type="checkbox"/> 07. Canned	<input type="checkbox"/> 36. Pastry	<input type="checkbox"/> 67. Seafood Canned
<input type="checkbox"/> 08. Dressings, Sauces, Oil/Fats, Jelly, Spreads, Condiments, Pickles/Pickled Products	<input type="checkbox"/> 37. Pastry	<input type="checkbox"/> 68. Seafood Plants
<input type="checkbox"/> 09. Fruit	<input type="checkbox"/> 38. Pastry	<input type="checkbox"/> 69. Seafood Canned
<input type="checkbox"/> 10. Other	<input type="checkbox"/> 39. Pastry	<input type="checkbox"/> 70. Seafood Plants
<input type="checkbox"/> 11. Dressings, Sauces, Oil/Fats, Jelly, Spreads, Condiments, Pickles/Pickled Products	<input type="checkbox"/> 40. Pastry	<input type="checkbox"/> 71. Seafood
<input type="checkbox"/> 12. Other	<input type="checkbox"/> 41. Pastry	<input type="checkbox"/> 72. Sea, Fresh, Canned
<input type="checkbox"/> 13. Other	<input type="checkbox"/> 42. Pastry	<input type="checkbox"/> 73. Sea, Fresh, Canned
<input type="checkbox"/> 14. Other	<input type="checkbox"/> 43. Pastry	<input type="checkbox"/> 74. Sea, Fresh, Canned
<input type="checkbox"/> 15. Other	<input type="checkbox"/> 44. Pastry	<input type="checkbox"/> 75. Sea, Fresh, Canned
<input type="checkbox"/> 16. Other	<input type="checkbox"/> 45. Pastry	<input type="checkbox"/> 76. Sea, Fresh, Canned
<input type="checkbox"/> 17. Other	<input type="checkbox"/> 46. Pastry	<input type="checkbox"/> 77. Sea, Fresh, Canned
<input type="checkbox"/> 18. Other	<input type="checkbox"/> 47. Pastry	<input type="checkbox"/> 78. Sea, Fresh, Canned
<input type="checkbox"/> 19. Other	<input type="checkbox"/> 48. Pastry	<input type="checkbox"/> 79. Sea, Fresh, Canned
<input type="checkbox"/> 20. Other	<input type="checkbox"/> 49. Pastry	<input type="checkbox"/> 80. Sea, Fresh, Canned
<input type="checkbox"/> 21. Other	<input type="checkbox"/> 50. Pastry	<input type="checkbox"/> 81. Sea, Fresh, Canned
<input type="checkbox"/> 22. Other	<input type="checkbox"/> 51. Pastry	<input type="checkbox"/> 82. Sea, Fresh, Canned
<input type="checkbox"/> 23. Other	<input type="checkbox"/> 52. Pastry	<input type="checkbox"/> 83. Sea, Fresh, Canned
<input type="checkbox"/> 24. Other	<input type="checkbox"/> 53. Pastry	<input type="checkbox"/> 84. Sea, Fresh, Canned
<input type="checkbox"/> 25. Other	<input type="checkbox"/> 54. Pastry	<input type="checkbox"/> 85. Sea, Fresh, Canned
<input type="checkbox"/> 26. Other	<input type="checkbox"/> 55. Pastry	<input type="checkbox"/> 86. Sea, Fresh, Canned
<input type="checkbox"/> 27. Other	<input type="checkbox"/> 56. Pastry	<input type="checkbox"/> 87. Sea, Fresh, Canned
<input type="checkbox"/> 28. Other	<input type="checkbox"/> 57. Pastry	<input type="checkbox"/> 88. Sea, Fresh, Canned
<input type="checkbox"/> 29. Other	<input type="checkbox"/> 58. Pastry	<input type="checkbox"/> 89. Sea, Fresh, Canned
<input type="checkbox"/> 30. Other	<input type="checkbox"/> 59. Pastry	<input type="checkbox"/> 90. Sea, Fresh, Canned
<input type="checkbox"/> 31. Other	<input type="checkbox"/> 60. Pastry	<input type="checkbox"/> 91. Sea, Fresh, Canned
<input type="checkbox"/> 32. Other	<input type="checkbox"/> 61. Pastry	<input type="checkbox"/> 92. Sea, Fresh, Canned
<input type="checkbox"/> 33. Other	<input type="checkbox"/> 62. Pastry	<input type="checkbox"/> 93. Sea, Fresh, Canned
<input type="checkbox"/> 34. Other	<input type="checkbox"/> 63. Pastry	<input type="checkbox"/> 94. Sea, Fresh, Canned
<input type="checkbox"/> 35. Other	<input type="checkbox"/> 64. Pastry	<input type="checkbox"/> 95. Sea, Fresh, Canned
<input type="checkbox"/> 36. Other	<input type="checkbox"/> 65. Pastry	<input type="checkbox"/> 96. Sea, Fresh, Canned
<input type="checkbox"/> 37. Other	<input type="checkbox"/> 66. Pastry	<input type="checkbox"/> 97. Sea, Fresh, Canned
<input type="checkbox"/> 38. Other	<input type="checkbox"/> 67. Pastry	<input type="checkbox"/> 98. Sea, Fresh, Canned
<input type="checkbox"/> 39. Other	<input type="checkbox"/> 68. Pastry	<input type="checkbox"/> 99. Sea, Fresh, Canned
<input type="checkbox"/> 40. Other	<input type="checkbox"/> 69. Pastry	<input type="checkbox"/> 100. Sea, Fresh, Canned

2. Number of employees at this location (REGIONS)

1. 0-100 and over 2. 100-200 3. 200-500 4. 500-1000 5. 1000-2000 6. 2000-5000 7. 5000-10000 8. 10000-20000 9. 20000-50000 10. 50000-100000 11. 100000-200000 12. 200000-500000 13. 500000-1000000 14. 1000000-2000000 15. 2000000-5000000 16. 5000000-10000000 17. 10000000-20000000 18. 20000000-50000000 19. 50000000-100000000 20. 100000000-200000000 21. 200000000-500000000 22. 500000000-1000000000 23. 1000000000-2000000000 24. 2000000000-5000000000 25. 5000000000-10000000000 26. 10000000000-20000000000 27. 20000000000-50000000000 28. 50000000000-100000000000 29. 100000000000-200000000000 30. 200000000000-500000000000 31. 500000000000-1000000000000 32. 1000000000000-2000000000000 33. 2000000000000-5000000000000 34. 5000000000000-10000000000000 35. 10000000000000-20000000000000 36. 20000000000000-50000000000000 37. 50000000000000-100000000000000 38. 100000000000000-200000000000000 39. 200000000000000-500000000000000 40. 500000000000000-1000000000000000 41. 1000000000000000-2000000000000000 42. 2000000000000000-5000000000000000 43. 5000000000000000-10000000000000000 44. 10000000000000000-20000000000000000 45. 20000000000000000-50000000000000000 46. 50000000000000000-100000000000000000 47. 100000000000000000-200000000000000000 48. 200000000000000000-500000000000000000 49. 500000000000000000-1000000000000000000 50. 1000000000000000000-2000000000000000000 51. 2000000000000000000-5000000000000000000 52. 5000000000000000000-10000000000000000000 53. 10000000000000000000-20000000000000000000 54. 20000000000000000000-50000000000000000000 55. 50000000000000000000-100000000000000000000 56. 100000000000000000000-200000000000000000000 57. 200000000000000000000-500000000000000000000 58. 500000000000000000000-1000000000000000000000 59. 1000000000000000000000-2000000000000000000000 60. 2000000000000000000000-5000000000000000000000 61. 5000000000000000000000-10000000000000000000000 62. 10000000000000000000000-20000000000000000000000 63. 20000000000000000000000-50000000000000000000000 64. 50000000000000000000000-100000000000000000000000 65. 100000000000000000000000-200000000000000000000000 66. 200000000000000000000000-500000000000000000000000 67. 500000000000000000000000-1000000000000000000000000 68. 1000000000000000000000000-2000000000000000000000000 69. 2000000000000000000000000-5000000000000000000000000 70. 5000000000000000000000000-10000000000000000000000000 71. 10000000000000000000000000-20000000000000000000000000 72. 20000000000000000000000000-50000000000000000000000000 73. 50000000000000000000000000-100000000000000000000000000 74. 100000000000000000000000000-200000000000000000000000000 75. 200000000000000000000000000-500000000000000000000000000 76. 500000000000000000000000000-1000000000000000000000000000 77. 1000000000000000000000000000-2000000000000000000000000000 78. 2000000000000000000000000000-5000000000000000000000000000 79. 5000000000000000000000000000-10000000000000000000000000000 80. 10000000000000000000000000000-20000000000000000000000000000 81. 20000000000000000000000000000-50000000000000000000000000000 82. 50000000000000000000000000000-100000000000000000000000000000 83. 100000000000000000000000000000-200000000000000000000000000000 84. 200000000000000000000000000000-500000000000000000000000000000 85. 500000000000000000000000000000-1000000000000000000000000000000 86. 1000000000000000000000000000000-2000000000000000000000000000000 87. 2000000000000000000000000000000-5000000000000000000000000000000 88. 5000000000000000000000000000000-10000000000000000000000000000000 89. 10000000000000000000000000000000-20000000000000000000000000000000 90. 20000000000000000000000000000000-50000000000000000000000000000000 91. 50000000000000000000000000000000-100000000000000000000000000000000 92. 100000000000000000000000000000000-200000000000000000000000000000000 93. 200000000000000000000000000000000-500000000000000000000000000000000 94. 500000000000000000000000000000000-1000000000000000000000000000000000 95. 1000000000000000000000000000000000-2000000000000000000000000000000000 96. 2000000000000000000000000000000000-5000000000000000000000000000000000 97. 5000000000000000000000000000000000-10000000000000000000000000000000000 98. 10000000000000000000000000000000000-20000000000000000000000000000000000 99. 20000000000000000000000000000000000-50000000000000000000000000000000000 100. 50000000000000000000000000000000000-100000000000000000000000000000000000

3. Is your company producing products for? (Check all that apply)

1. 1. Food 2. 2. Beverage 3. 3. Dairy 4. 4. Meat, Poultry, Seafood 5. 5. Bakery 6. 6. Confectionery 7. 7. Ice Cream 8. 8. Other

4. Are you involved with... (Check all that apply)

01. Ingredients 02. Microbiological/Nutritional Ingredients 03. Processing Equipment (Pumps, Motors, Valves, Air & Liquid Handling Equipment) 04. Packaging Equipment 05. Packaging Materials

06. QA & QC Instrumentation & Software 07. Plant Design/Construction/Start-Up 08. Process Control/Automation Equipment 09. Sanitation/Maintenance/Safety Equipment/Approval

10. Materials Handling Equipment, Warehouse/Distribution Vehicles 11. Refrigeration/Freezing Equipment 12. Consulting Services/Labeling 13. Other 14. None of the above

5. What format do you prefer to receive Food Processing magazine?

01. Print version of Food Processing 02. Digital (web-based) version of Food Processing 03. BOTH the print and digital (web-based) versions of Food Processing

6. Do you receive relevant business-related offers via e-mail. If you do not wish to receive third party offers, please check here:

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Recycled Paper

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 This issue is -% or 4 copies below 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)	ANALYSIS OF FOOD MANUFACTURING INDUSTRIES BY TITLE						NUMBER OF EMPLOYEES		
					Corporate Management (A)	Plant Operations (B)	Engineering (C)	Research & Development (D)	Purchasing (E)	Marketing & Sales (F)	Under 100 (H)	100-499 (I)	500 & above (J)
FRUITS & VEGETABLES													
Includes: Canned, Fresh, Frozen, Dried/Dehydrated Fruits & Vegetables; Dressings, Sauces, Oils/Fats, Jellies, Gravies, Condiments, Pickles													
Sub-Total Fruits & Vegetables	6,186	9.9	4,968	1,218	1,057	2,329	362	2,097	189	152	3,007	2,218	961
DAIRY PRODUCTS													
Includes: Cheese, Butter, Cultured Products, Ice Cream, Frozen Novelties, Milk & Milk Substitute, Dry/Condensed, Evaporated Dairy Products													
Sub-Total Dairy Products	4,153	6.6	3,621	532	509	1,728	291	1,431	109	85	1,726	1,733	694
BAKERY PRODUCTS/ BREAKFAST FOODS													
Includes: Bread, Cakes, Pies, Pastries, Muffins, Bagels, Cookies, Crackers, Frozen Bakery Products, Breakfast Cereals													
Sub-Total Bakery Products/Breakfast Foods	4,730	7.6	3,975	755	904	1,917	317	1,419	93	80	2,524	1,469	737
BEVERAGES													
Includes: Fruit/Vegetable Juices, Health and Energy Drinks, Soft Drinks, Bottled Water, Ice, Distilled & Malt Products (Alcoholic and Non-Alcoholic), Coffee, Tea, Powdered Beverage Mixes, Flavoring Extracts													
Sub-Total Beverages	6,180	9.9	5,168	1,012	801	2,506	408	2,151	149	165	3,078	2,131	971
MEAT,POULTRY, SEAFOOD													
Includes: Case Ready Products, Sausages, Deli Meats, Canned & Shelf Stable Meat Entrees, Meat, Poultry, & Seafood													
Sub-Total Meat, Poultry, Seafood	10,042	16.1	9,118	924	2,559	4,246	403	2,368	277	189	5,425	2,186	2,431
SNACKS/CONFECTIONARY PRODUCTS													
Includes: Chips, Pretzels, Tortillas, Popcorn, Nuts, Peanut Butter, Breakfast/Energy Bars, Candy, Chocolate, Gum, Sugar, Sweetener, Syrup													
Sub-Total Snacks/Confectionary Products	3,756	6.0	3,156	600	629	1,446	319	1,191	91	80	1,588	1,471	697
FURTHER PROCESSED FOODS & SPECIALTIES													
Includes: Dinner, Meals, entrees, Side Dishes, Pet Food/Feed, Pizza, Ethnic Foods, Pasta, Rice, Flour, Corn													
Sub-Total Process Foods & Specialties	10,723	17.1	8,859	1,864	2,077	4,633	522	2,983	257	251	6,292	2,908	1,523
Headquarters, R&D, Warehouse of Food Manufacturers	3,829	6.1	3,042	787	636	1,303	321	1,364	88	117	1,782	925	1,122
Chemicals & Allied Products	4,645	7.4	4,112	533	286	796	250	3,181	26	106	1,724	1,429	1,492
Sub-Total Food Manufacturing	54,244	86.7	46,019	8,225	9,458	20,904	3,193	18,185	1,279	1,225	27,146	16,470	10,628
Food Products Machinery	3,481	5.6	2,894	587	452	1,252	838	618	52	269	1,924	1,207	350
Construction, Engineering & Management Services	2,856	4.6	2,282	574	578	884	685	552	38	119	1,891	688	277
Other related industries (See Note 1)	1,947	3.1	1,557	390	327	871	130	517	43	59	1,627	209	111
TOTAL QUALIFIED CIRCULATION	62,528	100.0	52,752	9,776	10,815	23,911	4,846	19,872	1,412	1,672	32,588	18,574	11,366

(A) CORPORATE MANAGEMENT: Corporate Official, President, Vice President, Owner, Partner, CEO, CFO, Director.

(B) PLANT OPERATIONS: Vice President Operations, Plant Manager/Superintendent/Foreman, Processing/Packaging Supervisors, Production Manager, Maintenance Foreman, Department Managers and Supervisors, General Manager, Supply Chain Manager, Logistics Manager.

(C) ENGINEERING: Vice President Engineering, Corporate Engineering, Plant Engineer, Maintenance Engineer, Chief Engineer, Director of Engineering, Packaging Engineer, Processing/Production, Engineers, Project Engineers.

(D) RESEARCH & DEVELOPMENT: Vice President Research & Development, Director of Research, Technical Director, Quality Director/Manager/Supervisor, Technical Service, Director, Laboratory Director, Technician, Chemist, Scientist, Food Technologist, Process Developer, Corporate Chef, Research Chef, Executive Chef, Development Chef, Culinary Director.

(E) PURCHASING: Vice President Purchasing, Director/Manager Purchasing, or Procurement, Other Purchasing Department Personnel.

(F) SALES & MARKETING: VP Marketing, Marketing Director, Brand Manager, Product Manager, VP Sales & Marketing

Note 1: Other Industries include: Independent laboratories, consultants, equipment and supplier's manufactures, brokers, food distributors and trade associations.

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2011

This is an analysis of 55,190 or 88.3% respondents who are involved with recommending, specifying or purchasing the following products (see question 4 of the Questionnaire used to elicit these data on the back page of this report). Since any one respondent may select more than one product, these data should not be added together as the total may exceed the total circulation.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Total Number of Respondents	Ingredients and/or Nutraceutical/Nutritional Ingredients	Ingredients	Nutraceutical/Nutritional Ingredients	Process Equipment and/or Packaging Equip./Materials	Process Equipment (Pumps, Motors, Valves, Air & Liquid Handling Equip.)	Packaging Equipment/Materials	QA & QC Instrumentation & Software	Plant Design/Construction/Site Selection	Process Controls/Automation Equip.	Sanitation/Maintenance/Safety Equip./Apparel	Materials Handling Equipment, Warehouse/Distribution Vehicles	Refrigeration/Freezing Equipment	Consulting Services/Labs	Other	
FRUITS & VEGETABLES	6,186	9.9	4,968	1,218	5,394	3,523	3,403	2,326	3,869	3,002	3,429	2,404	2,144	2,413	2,608	2,472	2,151	2,173	315	
Includes: Canned, Fresh, Frozen, Dried/Dehydrated Fruits & Vegetables; Dressings, Sauces, Oils/Fats, Jellies, Gravies, Condiments, Pickles																				
Sub-Total Fruits & Vegetables	6,186	9.9	4,968	1,218	5,394	3,523	3,403	2,326	3,869	3,002	3,429	2,404	2,144	2,413	2,608	2,472	2,151	2,173	315	
DAIRY PRODUCTS	4,153	6.6	3,621	532	3,550	2,267	2,178	1,650	2,533	2,083	2,315	1,676	1,531	1,763	1,893	1,696	1,610	1,518	136	
Includes: Cheese, Butter, Cultured Products, Ice Cream, Frozen Novelties, Milk & Milk Substitute, Dry/Condensed, Evaporated Dairy Products																				
Sub-Total Dairy Products	4,153	6.6	3,621	532	3,550	2,267	2,178	1,650	2,533	2,083	2,315	1,676	1,531	1,763	1,893	1,696	1,610	1,518	136	
BAKERY PRODUCTS/ BREAKFAST FOODS	4,730	7.6	3,975	755	4,238	3,087	3,002	1,930	2,938	2,184	2,683	1,679	1,476	1,799	2,000	1,823	1,693	1,506	191	
Includes: Bread, Cakes, Pies, Pastries, Muffins, Bagels, Cookies, Crackers, Frozen Bakery Products, Breakfast Cereals																				
Sub-Total Bakery Products/Breakfast Foods	4,730	7.6	3,975	755	4,238	3,087	3,002	1,930	2,938	2,184	2,683	1,679	1,476	1,799	2,000	1,823	1,693	1,506	191	
BEVERAGES	6,180	9.9	5,168	1,012	5,207	3,112	2,988	2,259	3,686	2,847	3,253	2,407	2,070	2,416	2,517	2,515	1,959	2,038	237	
Includes: Fruit/Vegetable Juices, Health and Energy Drinks, Soft Drinks, Bottled Water, Ice, Distilled & Malt Products (Alcoholic and Non-Alcoholic), Coffee, Tea, Powdered Beverage Mixes, Flavoring Extracts																				
Sub-Total Beverages	6,180	9.9	5,168	1,012	5,207	3,112	2,988	2,259	3,686	2,847	3,253	2,407	2,070	2,416	2,517	2,515	1,959	2,038	237	
MEAT,POULTRY, SEAFOOD	10,042	16.1	9,118	924	8,403	5,171	4,950	4,043	6,492	5,420	5,793	4,183	3,863	4,451	5,157	4,605	4,399	3,848	290	
Includes: Case Ready Products, Sausages, Deli Meats, Canned & Shelf Stable Meat Entrees, Meat, Poultry, & Seafood																				
Sub-Total Meat, Poultry, Seafood	10,042	16.1	9,118	924	8,403	5,171	4,950	4,043	6,492	5,420	5,793	4,183	3,863	4,451	5,157	4,605	4,399	3,848	290	
SNACKS/CONFECTIONARY PRODUCTS	3,756	6.0	3,156	600	3,363	2,158	2,086	1,440	2,408	1,815	2,159	1,446	1,280	1,508	1,615	1,498	1,210	1,238	166	
Includes: Chips, Pretzels, Tortillas, Popcorn, Nuts, Peanut Butter, Breakfast/Energy Bars, Candy, Chocolate, Gum, Sugar, Sweeteners, Syrup																				
Sub-Total Snacks/Confectionary Products	3,756	6.0	3,156	600	3,363	2,158	2,086	1,440	2,408	1,815	2,159	1,446	1,280	1,508	1,615	1,498	1,210	1,238	166	
FURTHER PROCESSED FOODS & SPECIALTIES	10,723	17.1	8,859	1,864	9,636	6,561	6,250	4,481	6,045	4,651	5,365	3,704	3,355	3,820	4,539	4,108	3,635	3,635	783	
Includes: Dinner, Meals, entrees, Side Dishes, Pet Food/Feed, Pizza, Ethnic Foods, Pasta, Rice, Flour, Corn																				
Sub-Total Process Foods & Specialties	10,723	17.1	8,859	1,864	9,636	6,561	6,250	4,481	6,045	4,651	5,365	3,704	3,355	3,820	4,539	4,108	3,635	3,635	783	
Headquarters, R&D, Warehouse of Food Manufacturers	3,829	6.1	3,042	787	3,504	1,952	1,843	1,199	2,002	1,386	1,653	1,140	895	1,080	1,099	1,175	1,048	1,241	237	
Chemicals & Allied Products	4,645	7.4	4,112	533	4,090	1,324	1,228	1,023	2,554	2,144	1,784	2,347	1,433	1,144	1,537	1,028	767	1,425	1,262	
Sub-Total Food Manufacturing	54,244	86.7	46,019	8,225	47,385	29,155	27,928	20,351	32,527	25,532	28,434	20,986	18,047	20,394	22,965	20,920	18,472	18,622	3,617	
Food Products Machinery	3,481	5.6	2,894	587	3,302	943	904	829	2,608	1,980	2,041	1,386	1,265	1,778	1,440	1,626	1,051	1,151	178	
Construction, Engineering & Management Services	2,856	4.6	2,282	574	2,698	852	806	721	1,847	1,511	1,484	1,144	1,295	1,385	1,150	1,277	1,030	1,425	167	
Other related industries (See Note 1)	1,947	3.1	1,557	390	1,805	1,085	1,034	777	1,242	959	1,096	737	674	751	857	785	669	696	208	
TOTAL QUALIFIED CIRCULATION	62,528	100.0	52,752	9,776	55,190	32,035	30,672	22,678	38,224	29,982	33,055	24,253	21,281	24,308	26,412	24,608	21,222	21,894	4,170	

Note 1: Other Industries include: Independent laboratories, consultants, equipment and supplier's manufactures, brokers, food distributors and trade associations.