

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 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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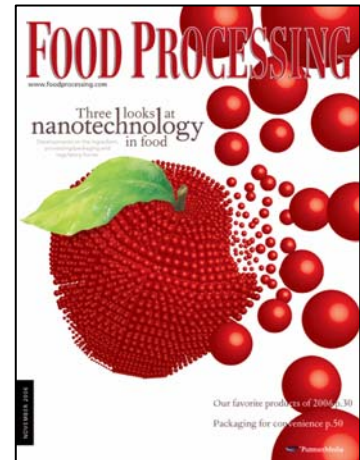
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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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 _____	284
Advertiser and Agency _____	1,223
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	183
Digital _____	-
All Other _____	881
TOTAL	2,571

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	62,532	100.0	62,532	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	62,532	100.0	62,532	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD							
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	518	518	53,799	8,733			62,532
August _____	206	206	53,524	9,008			62,532
September _____	800	800	53,479	9,053			62,532
October _____	266	266	53,657	8,875			62,532
November _____	13,322	13,322	52,082	10,450			62,532
December _____	-	-	52,082	10,450			62,532
TOTAL	15,112	15,112					

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
October _____	132,058	56,476	49,823	1.13	01:22	03:12
November _____	133,751	57,398	50,135	1.14	01:25	03:16
December _____	111,528	46,946	41,162	1.14	01:27	03:27
AVERAGE:	125,779	53,607	47,040	1.14	01:25	03:18

*See Paragraph 9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	38,188	18,724	-	46,462	10,450			56,912	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): _____	5,620	-	-	5,620	-			5,620	9.0
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
*Other sources _____	5,620	-	-	5,620	-			5,620	9.0
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	43,808	18,724	-	52,082	10,450			62,532	100.0
PERCENT	70.1	29.9	-	83.3	16.7			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009						
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	52,082	10,450			62,532	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	52,082	10,450			62,532	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009									
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	215	28	243		400-427 Kentucky _____	825	92	917	
030-038 New Hampshire _____	172	17	189		370-385 Tennessee _____	1,020	146	1,166	
050-059 Vermont _____	169	16	185		350-369 Alabama _____	658	64	722	
010-027 Massachusetts _____	1,022	133	1,155		386-397 Mississippi _____	382	34	416	
028-029 Rhode Island _____	95	20	115		EAST SO. CENTRAL	2,885	336	3,221	5.2
060-069 Connecticut _____	405	65	470		716-729 Arkansas _____	824	112	936	
NEW ENGLAND	2,078	279	2,357	3.8	700-714 Louisiana _____	503	47	550	
100-149 New York _____	2,442	314	2,756		730-749 Oklahoma _____	518	51	569	
070-089 New Jersey _____	1,881	283	2,164		750-799 Texas _____	2,744	357	3,101	
150-196 Pennsylvania _____	2,680	296	2,976		WEST SO. CENTRAL	4,589	567	5,156	8.2
MIDDLE ATLANTIC	7,003	893	7,896	12.6	590-599 Montana _____	149	18	167	
430-459 Ohio _____	2,577	330	2,907		832-838 Idaho _____	422	54	476	
460-479 Indiana _____	1,145	133	1,278		820-831 Wyoming _____	46	6	52	
600-629 Illinois _____	3,499	485	3,984		800-816 Colorado _____	651	103	754	
480-499 Michigan _____	1,361	185	1,546		870-884 New Mexico _____	133	10	143	
530-549 Wisconsin _____	2,643	275	2,918		850-865 Arizona _____	361	62	423	
EAST NO. CENTRAL	11,225	1,408	12,633	20.2	840-847 Utah _____	455	41	496	
550-567 Minnesota _____	2,052	234	2,286		889-898 Nevada _____	157	20	177	
500-528 Iowa _____	1,381	162	1,543		MOUNTAIN	2,374	314	2,688	4.3
630-658 Missouri _____	1,527	181	1,708		995-999 Alaska _____	69	6	75	
580-588 North Dakota _____	252	25	277		980-994 Washington _____	987	135	1,122	
570-577 South Dakota _____	293	14	307		970-979 Oregon _____	749	93	842	
680-693 Nebraska _____	746	81	827		900-961 California _____	4,778	738	5,516	
660-679 Kansas _____	914	92	1,006		967-968 Hawaii _____	137	21	158	
WEST NO. CENTRAL	7,165	789	7,954	12.7	PACIFIC	6,720	993	7,713	12.3
197-199 Delaware _____	188	21	209		UNITED STATES	51,197	6,596	57,793	92.4
206-219 Maryland _____	686	89	775		969 & 004-009 U.S. Territories _____	131	47	178	
200-205 Washington, DC _____	45	14	59		Canada _____	753	779	1,532	
220-246 Virginia _____	898	130	1,028		Mexico _____	-	137	137	
247-268 West Virginia _____	164	13	177		Other International _____	-	2,891	2,891	
270-289 North Carolina _____	1,422	177	1,599		AP0/FPO _____	1	-	1	
290-299 South Carolina _____	501	68	569		TOTAL QUALIFIED CIRCULATION	52,082	10,450	62,532	100.0
300-319 Georgia _____	1,666	231	1,897						
320-349 Florida _____	1,588	274	1,862						
SOUTH ATLANTIC	7,158	1,017	8,175	13.1					

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

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
6-Month Period Ended:	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified	65,033	65,033	65,032	65,032	62,532	62,532
Qualified Non-Paid Total	65,033	65,033	65,032	65,032	62,532	62,532
Print Version Only	60,734	60,785	59,851	57,960	54,171	53,104
Digital Version Only	4,299	4,248	5,181	7,072	8,361	9,428
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
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-December 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)
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

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

PARAGRAPH 3b:

Other Sources include 3 sources of circulation for quantities of 1,213 copies or 1.9% to 2,692 copies or 4.3%.

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	53,104	100.0	53,104	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	53,104	100.0	53,104	100.0	-	-

LENGTH OF SUBSCRIPTIONS - DIRECT REQUEST SUBSCRIBERS	TOTAL	PERCENT
Less than 1 year	-	-
1 year or more (but less than two)	42,989	68.7
2 years or more (but less than three)	19,543	31.3
3 years or more	-	-
TOTAL	62,532	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	9,428	100.0	9,428	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,428	100.0	9,428	100.0	-	-

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

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For a free subscription: If you qualify, Food Processing will be sent to you without cost or obligation. Just fill out the requested information and answer all questions. Unless all information is given, magazines will not be sent.

mail or fax to 847-293-8836

or visit our website at www.foodprocessing.com

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 _____

Job _____

Company _____

Company Address _____

City/State/Zip _____

County _____

E-mail _____

Phone _____ Fax _____

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

<input type="checkbox"/> 01. Further Processed Foods	<input type="checkbox"/> 28. Sweet, Cakes, Pie, Pastries, Muffins, Doughs	<input type="checkbox"/> 52. Cooked Bakery Products
<input type="checkbox"/> 02. Spices, Herbs, Edibles	<input type="checkbox"/> 29. Confectionery	<input type="checkbox"/> 53. Soups, Stews, Sauces
<input type="checkbox"/> 03. Soy Products	<input type="checkbox"/> 30. Meat, Poultry, Fish, Shellfish, Seafood, Packaged	<input type="checkbox"/> 54. Canned & Shelf Stable
<input type="checkbox"/> 04. Fat Free/Reduced	<input type="checkbox"/> 31. Cakes, Cookies	<input type="checkbox"/> 55. Meat Larders
<input type="checkbox"/> 05. Pet Food/Feed	<input type="checkbox"/> 32. Frozen Bakery Products	<input type="checkbox"/> 56. Meat, Poultry & Seafood Products
<input type="checkbox"/> 06. Flats	<input type="checkbox"/> 33. Fruit and Vegetables	<input type="checkbox"/> 57. Breaded Products
<input type="checkbox"/> 07. Ethnic Foods	<input type="checkbox"/> 34. Fruit/veg. Juices (including health & energy beverages)	<input type="checkbox"/> 58. Modified Cornstarch
<input type="checkbox"/> 08. Foods and Ingredients	<input type="checkbox"/> 35. Soft Drinks	<input type="checkbox"/> 59. Flour, Corn Starch
<input type="checkbox"/> 09. Cereal	<input type="checkbox"/> 36. Bottled Water, Ice	<input type="checkbox"/> 60. Skim, Protein, Buttermilk, Yogurt, etc. - Fresh/Soft
<input type="checkbox"/> 10. Dressing, Sauce, Oil/Fat, Jelly, Jam, Condiments, Pickled/Preserved Products	<input type="checkbox"/> 37. Bottled & Packaged (Isotonic & non-isotonic)	<input type="checkbox"/> 61. Breakfast Cereals
<input type="checkbox"/> 11. Ice Cream	<input type="checkbox"/> 38. Coffee, Tea	<input type="checkbox"/> 62. Milk, Non-dairy, Wholesome of Food Manufacturers
<input type="checkbox"/> 12. Food	<input type="checkbox"/> 39. Powdered Beverage Mixes, Flavors, etc.	<input type="checkbox"/> 63. Food Products Machinery
<input type="checkbox"/> 13. Shell/Shellfish	<input type="checkbox"/> 40. Confectionery Products	<input type="checkbox"/> 64. Confectionery Equipment
<input type="checkbox"/> 14. Frozen	<input type="checkbox"/> 41. Candy, Chocolate, Gum	<input type="checkbox"/> 65. Cereal and Allied Products
<input type="checkbox"/> 15. Dairy Products	<input type="checkbox"/> 42. Sugar, Sweeteners, Syrup	<input type="checkbox"/> 66. Other
<input type="checkbox"/> 16. Cheese, Butter, Cultured Products		
<input type="checkbox"/> 17. Ice Cream, Frozen Desserts		
<input type="checkbox"/> 18. Milk and Milk Substitutes		
<input type="checkbox"/> 19. Dry/Canned/Compared Meat Products		

2. Number of employees at this location (2008):

<input type="checkbox"/> 1. 1-250 and over	<input type="checkbox"/> 2. 1,000 - 1,499	<input type="checkbox"/> 3. 3,000-999
<input type="checkbox"/> 4. 100-499	<input type="checkbox"/> 5. 500-999	<input type="checkbox"/> 6. 100-250

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

<input type="checkbox"/> 1. Home Use/Restaurant/Food Service	<input type="checkbox"/> 2. Institutional/Industrial/Other
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4. I am involved with installing, recommending, specifying or purchasing the following: (Check all that apply)

<input type="checkbox"/> 01. Ingredients	<input type="checkbox"/> 06. QA & QC Instrumentation	<input type="checkbox"/> 10. Materials Handling Equipment, Warehouse/Distribution
<input type="checkbox"/> 02. Mechanical/Electrical	<input type="checkbox"/> 07. Plant Design/Construction/Equipment Selection	<input type="checkbox"/> 11. Refrigeration/Freezing
<input type="checkbox"/> 03. Processing Equipment (Pumps, Mixers, Blenders, etc.)	<input type="checkbox"/> 08. Process Control/Automation Equipment	<input type="checkbox"/> 12. Consulting Services/Label
<input type="checkbox"/> 04. Packaging Equipment	<input type="checkbox"/> 09. Sanitation/Maintenance/Safety Equipment/Spill	<input type="checkbox"/> 13. Other
<input type="checkbox"/> 05. Packaging Materials	<input type="checkbox"/> 10. Sanitation/Maintenance/Safety Equipment/Spill	<input type="checkbox"/> 14. None of the above

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

<input type="checkbox"/> 01. Print version of Food Processing	<input type="checkbox"/> 02. Digital (web-based) version of Food Processing	<input type="checkbox"/> 03. Both the print and digital (web-based) versions of Food Processing
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6. Do you receive relevant business-related offers via e-mail. If you do not wish to receive third party offers, please check here:

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 Circulation

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Date signed: January 19, 2010

State: Illinois

County: DuPage

Received by BPA Worldwide: January 19, 2010

Type: PSD

ID Number: F058Y0D9

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.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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)	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	6,885	11.0	5,584	1,301	1,066	2,564	478	2,434	189	154	3,100	2,784	1,001
DAIRY PRODUCTS													
Includes: Cheese, Butter, Cultured Products, Ice Cream, Frozen Novelties, Milk & Milk Substitute, Dry/Condensed, Evaporated Dairy Products													
Sub-Total Dairy Products	4,682	7.5	4,083	599	504	1,934	334	1,721	106	83	1,878	2,049	755
BAKERY PRODUCTS/ BREAKFAST FOODS													
Includes: Bread, Cakes, Pies, Pastries, Muffins, Bagels, Cookies, Crackers, Frozen Bakery Products, Breakfast Cereals													
Sub-Total Bakery Products/Breakfast Foods	5,007	8.0	4,227	780	830	2,036	422	1,538	95	86	2,377	1,792	838
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	6,803	10.9	5,670	1,133	889	2,765	478	2,383	135	153	3,233	2,432	1,138
MEAT,POULTRY, SEAFOOD													
Includes: Case Ready Products, Sausages, Deli Meats, Canned & Shelf Stable Meat Entrees, Meat, Poultry, & Seafood													
Sub-Total Meat, Poultry, Seafood	11,578	18.5	10,440	1,138	2,822	4,740	482	3,002	286	246	5,886	2,882	2,810
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	4,217	6.7	3,527	690	640	1,661	391	1,343	98	84	1,714	1,639	864
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	10,696	17.1	8,617	2,079	1,903	4,669	508	3,160	221	235	6,196	2,932	1,568
Headquarters, R&D, Warehouse of Food Manufacturers	4,574	7.3	3,598	976	702	1,628	390	1,650	85	119	2,113	1,159	1,302
Chemicals & Allied Products	2,929	4.7	2,389	540	251	610	246	1,703	23	96	1,208	889	832
Sub-Total Food Manufacturing	57,371	91.7	48,135	9,236	9,607	22,607	3,729	18,934	1,238	1,256	27,705	18,558	11,108
Food Products Machinery	1,936	3.1	1,541	395	345	602	391	368	25	205	1,061	649	226
Construction, Engineering & Management Services	1,910	3.1	1,461	449	447	578	394	390	15	86	1,239	499	172
Other related industries (See Note 1)	1,315	2.1	945	370	198	483	74	506	11	43	1,065	150	100
TOTAL QUALIFIED CIRCULATION	62,532	100.0	52,082	10,450	10,597	24,270	4,588	20,198	1,289	1,590	31,070	19,856	11,606

(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 NOVEMBER 2009

This is an analysis of 54,444 or 87.1% 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	Nutra-ceutical/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																			
Includes: Canned, Fresh, Frozen, Dried/Dehydrated Fruits & Vegetables; Dressings, Sauces, Oils/Fats, Jellies, Gravies, Condiments, Pickles																			
Sub-Total Fruits & Vegetables	6,885	11.0	5,584	1,301	5,914	3,692	3,574	2,410	4,316	3,346	3,784	2,676	2,289	2,645	2,788	2,615	2,219	2,211	379
DAIRY PRODUCTS																			
Includes: Cheese, Butter, Cultured Products, Ice Cream, Frozen Novelties, Milk & Milk Substitute, Dry/Condensed, Evaporated Dairy Products																			
Sub-Total Dairy Products	4,682	7.5	4,083	599	3,924	2,406	2,323	1,719	2,875	2,300	2,585	1,829	1,639	1,911	2,007	1,821	1,671	1,563	172
BAKERY PRODUCTS/ BREAKFAST FOODS																			
Includes: Bread, Cakes, Pies, Pastries, Muffins, Bagels, Cookies, Crackers, Frozen Bakery Products, Breakfast Cereals																			
Sub-Total Bakery Products/Breakfast Foods	5,007	8.0	4,227	780	4,372	3,042	2,958	1,945	3,127	2,342	2,829	1,834	1,564	1,861	2,089	1,931	1,728	1,515	209
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	6,803	10.9	5,670	1,133	5,702	3,300	3,166	2,349	4,124	3,164	3,602	2,567	2,166	2,518	2,650	2,588	2,035	2,095	281
MEAT,POULTRY, SEAFOOD																			
Includes: Case Ready Products, Sausages, Deli Meats, Canned & Shelf Stable Meat Entrees, Meat, Poultry, & Seafood																			
Sub-Total Meat, Poultry, Seafood	11,578	18.5	10,440	1,138	9,665	5,803	5,574	4,477	7,533	6,157	6,680	4,705	4,268	4,860	5,674	5,024	4,760	4,172	386
SNACKS/CONFECTIONARY PRODUCTS																			
Includes: Chips, Pretzels, Tortillas, Popcorn, Nuts, Peanut Butter, Breakfast/Energy Bars, Candy, Chocolate, Gum, Sugar, Sweeteners, Syrup																			
Sub-Total Snacks/Confectionary Products	4,217	6.7	3,527	690	3,741	2,302	2,227	1,559	2,741	2,103	2,380	1,606	1,402	1,666	1,696	1,608	1,232	1,263	200
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	10,696	17.1	8,617	2,079	9,516	6,451	6,146	4,140	5,970	4,544	5,170	3,542	3,064	3,559	4,288	3,792	3,361	3,261	760
Headquarters, R&D, Warehouse of Food Manufacturers	4,574	7.3	3,598	976	4,123	2,400	2,267	1,539	2,493	1,755	2,075	1,344	1,051	1,259	1,348	1,380	1,223	1,426	244
Chemicals & Allied Products	2,929	4.7	2,389	540	2,674	1,218	1,116	860	1,573	1,252	1,170	1,192	733	1,007	902	833	624	789	440
Sub-Total Food Manufacturing	57,371	91.7	48,135	9,236	49,631	30,614	29,351	20,998	34,752	26,963	30,275	21,295	18,176	21,286	23,442	21,592	18,853	18,295	3,071
Food Products Machinery	1,936	3.1	1,541	395	1,799	413	391	331	1,378	1,014	1,013	591	592	858	623	751	481	493	169
Construction, Engineering & Management Services	1,910	3.1	1,461	449	1,787	602	566	489	1,197	982	924	636	776	828	675	740	630	861	127
Other related industries (See Note 1)	1,315	2.1	945	370	1,227	741	701	488	792	621	672	524	405	478	518	460	414	456	215
TOTAL QUALIFIED CIRCULATION	62,532	100.0	52,082	10,450	54,444	32,370	31,009	22,306	38,119	29,580	32,884	23,046	19,949	23,450	25,258	23,543	20,378	20,105	3,582

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