

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

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

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4800 Main Street  
Suite 100  
Kansas City, MO 64112  
Tel.: (816) 756-1000  
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[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 _____	1,202
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	106
Digital _____	-
All Other _____	1,105
<b>TOTAL</b>	<b>2,413</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,759	99.9	18,759	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>18,772</b>	<b>100.0</b>	<b>18,772</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
July 7 _____	43	51			18,732	October 13 _____	61	83			18,547
July 21 _____	56	227			18,903	October 27 _____	166	204			18,585
August 4 _____	62	134			18,975	November 10 _____	702	648			18,531
August 18 _____	82	256			19,149	<b>*November 24 _____</b>	<b>3,628</b>	<b>3,668</b>			<b>18,571</b>
September 1 _____	114	148			19,183	December 8 _____	12	15			18,574
September 15 _____	56	57			19,184	December 22 _____	37	43			18,580
September 29 _____	924	265			18,525	<b>TOTAL</b>	<b>5,943</b>	<b>5,799</b>			

\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 24, 2009****This issue is 1.2% or 218 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 _____	7,236	39.0	2,371	3,043	501	781	397	143
<b>Grain-based Foods</b> Bread, cakes and baking mixes; Cookies and crackers; Tortilla, Pizza, Pasta, Breakfast cereal; frozen dough & bakery foods _____	2,144	11.5	909	645	224	178	138	50
<b>Confectionery</b> Candy & confectionery; Chocolate & cocoa products; Chewing gum _____	837	4.5	336	266	115	53	62	5
<b>Dairy</b> Butter, cheese and yogurt; Ice cream & frozen desserts; Fluid milk _____	4,536	24.4	2,862	520	208	170	621	155
<b>Meat and Poultry Products</b> Sausage and prepared meats; Processed poultry; Frozen seafood _____	1,200	6.5	416	365	137	109	169	4
<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 _____	1,290	7.0	556	443	88	91	105	7
<b>Snacks</b> Potato chips, corn chips & snacks/pretzels, fruit snacks, nutritional snacks, salted & roasted nuts & seeds; meat snacks _____	803	4.3	308	204	126	84	71	10
Others Allied to the Field _____	525	2.8	214	74	61	50	13	113
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,571</b>	<b>100.0</b>	<b>7,972</b>	<b>5,560</b>	<b>1,460</b>	<b>1,516</b>	<b>1,576</b>	<b>487</b>
<b>PERCENT</b>	<b>100.0</b>		<b>42.9</b>	<b>29.9</b>	<b>7.9</b>	<b>8.2</b>	<b>8.5</b>	<b>2.6</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 24, 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	10,626	2,875	-			13,501	72.7
II. Request from recipient's company: _____	429	66	-			495	2.7
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	3	-	-			3	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,572	-	-			4,572	24.6
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	4,572	-	-			4,572	24.6
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,630</b>	<b>2,941</b>	<b>-</b>			<b>18,571</b>	<b>100.0</b>
<b>*See Paragraph 9 PERCENT</b>	<b>84.2</b>	<b>15.8</b>	<b>-</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 24, 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			18,333	98.7
Individuals by name only _____			91	0.5
Titles or functions only _____			37	0.2
Company names only _____			97	0.5
Multi-Copy Same Addressee copies _____			13	0.1
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>18,571</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 24, 2009					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	118		400-427 Kentucky _____	216	
030-038 New Hampshire _____	60		370-385 Tennessee _____	302	
050-059 Vermont _____	83		350-369 Alabama _____	129	
010-027 Massachusetts _____	372		386-397 Mississippi _____	71	
028-029 Rhode Island _____	44		<b>EAST SO. CENTRAL</b>	<b>718</b>	<b>3.9</b>
060-069 Connecticut _____	186		716-729 Arkansas _____	189	
<b>NEW ENGLAND</b>	<b>863</b>	<b>4.6</b>	700-714 Louisiana _____	150	
100-149 New York _____	1,017		730-749 Oklahoma _____	120	
070-089 New Jersey _____	873		750-799 Texas _____	858	
150-196 Pennsylvania _____	916		<b>WEST SO. CENTRAL</b>	<b>1,317</b>	<b>7.1</b>
<b>MIDDLE ATLANTIC</b>	<b>2,806</b>	<b>15.1</b>	590-599 Montana _____	37	
430-459 Ohio _____	890		832-838 Idaho _____	145	
460-479 Indiana _____	310		820-831 Wyoming _____	9	
600-629 Illinois _____	1,515		800-816 Colorado _____	258	
480-499 Michigan _____	504		870-884 New Mexico _____	51	
530-549 Wisconsin _____	1,003		850-865 Arizona _____	148	
<b>EAST NO. CENTRAL</b>	<b>4,222</b>	<b>22.7</b>	840-847 Utah _____	152	
550-567 Minnesota _____	854		889-898 Nevada _____	68	
500-528 Iowa _____	271		<b>MOUNTAIN</b>	<b>868</b>	<b>4.7</b>
630-658 Missouri _____	545		995-999 Alaska _____	15	
580-588 North Dakota _____	66		980-994 Washington _____	359	
570-577 South Dakota _____	38		970-979 Oregon _____	299	
680-693 Nebraska _____	232		900-961 California _____	2,431	
660-679 Kansas _____	287		967-968 Hawaii _____	50	
<b>WEST NO. CENTRAL</b>	<b>2,293</b>	<b>12.3</b>	<b>PACIFIC</b>	<b>3,154</b>	<b>17.0</b>
197-199 Delaware _____	49		<b>UNITED STATES</b>	<b>18,312</b>	<b>98.6</b>
206-219 Maryland _____	269		969 & 004-009 U.S. Territories _____	41	
200-205 Washington, DC _____	35		Canada _____	159	
220-246 Virginia _____	232		Mexico _____	9	
247-268 West Virginia _____	23		Other International _____	50	
270-289 North Carolina _____	330		APO/FPO _____	-	
290-299 South Carolina _____	101		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,571</b>	<b>100.0</b>
300-319 Georgia _____	404				
320-349 Florida _____	628				
<b>SOUTH ATLANTIC</b>	<b>2,071</b>	<b>11.2</b>			

**7. 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
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	15,468	15,487	16,463	18,542	18,559	18,722
Qualified Non-Paid: _	15,468	15,487	16,463	18,542	18,559	18,722
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-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)
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:**

Other Sources include 7 sources of circulation for a quantity of 1 copy or -% to 2,735 copies or 14.7%, including Hoovers.

**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 January 15, 2010

State Missouri

County Jackson

Received by BPA Worldwide January 15, 2010

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