

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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

MEAT&POULTRY

Sosland Publishing Company
4800 Main Street
Suite 100
Kansas City, MO 64112
Tel.: (816) 756-1000
Fax: (816) 968-2878
www.meatpoultry.com
jarnone@sosland.com

Official Publication of: None
Established: 1955
Issues Per Year: 12

FIELD SERVED

MEAT & POULTRY MAGAZINE serves meat, poultry and seafood processors and further processors; wholesalers-distributors (including purveyors, importers, exporters, sales agents and brokers); slaughterers, fabricators, headquarters/regional office or R&D center, government agencies, schools, associations; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients whose job functions are general management and administration, plant operations, production, research and development, quality control, marketing and sales, purchasing and other personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,030
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	500
Digital _____	-
All Other _____	1,234
TOTAL	2,764

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,980	100.0	21,980	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,980	100.0	21,980	100.0	-	-

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 _____	223	63			22,062	October _____	81	104			21,924
August _____	244	145			21,963	November _____	154	235			22,005
September _____	173	111			21,901	December _____	392	410			22,023
						TOTAL	1,267	1,068			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**This issue is 0.1% or 30 copies above the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY PRIMARY JOB FUNCTION					
			Senior Management/ General Management/ Management	Marketing & Sales	Plant Operations, Production	Purchasing (Note 1)	Research & Development Quality Control	Other
A. PROCESSING/FURTHER PROCESSING: Meat/Poultry/Seafood headquarters/regional office _____	17,806	80.9	7,534	1,199	6,012	728	2,206	127
C. SLAUGHTERING/FABRICATING _____	1,299	5.9	416	121	491	69	188	14
G. GOVERNMENT AGENCIES, SCHOOLS, ASSOCIATIONS _____	306	1.4	106	31	51	26	82	10
H. OTHERS ALLIED TO THE FIELD _____	2,594	11.8	1,101	576	419	234	225	39
TOTAL QUALIFIED CIRCULATION	22,005	100.0	9,157	1,927	6,973	1,057	2,701	190
PERCENT	100.0		41.6	8.8	31.7	4.8	12.3	0.8

Note 1: Includes meat buyers (for supermarkets, delis, hotels, restaurants, institutional feeders).

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	12,674	3,607	954			17,235	78.3
II. Request from recipient's company: _____	1,583	2	16			1,601	7.3
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	39	2	-			41	0.2
V. TOTAL - Sources other than above (listed alphabetically): _____	2,875	253	-			3,128	14.2
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	2,875	253	-			3,128	14.2
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	17,171	3,864	970			22,005	100.0
PERCENT	78.0	17.6	4.4			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			21,998	100.0
Individuals by name only _____			3	-
Titles or functions only _____			3	-
Company names only _____			1	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			22,005	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine _____		101		400-427 Kentucky _____		262	
030-038 New Hampshire _____		74		370-385 Tennessee _____		317	
050-059 Vermont _____		49		350-369 Alabama _____		463	
010-027 Massachusetts _____		400		386-397 Mississippi _____		291	
028-029 Rhode Island _____		74		EAST SO. CENTRAL		1,333	6.1
060-069 Connecticut _____		117		716-729 Arkansas _____		642	
NEW ENGLAND		815	3.7	700-714 Louisiana _____		282	
100-149 New York _____		822		730-749 Oklahoma _____		319	
070-089 New Jersey _____		486		750-799 Texas _____		1,358	
150-196 Pennsylvania _____		1,119		WEST SO. CENTRAL		2,601	11.8
MIDDLE ATLANTIC		2,427	11.0	590-599 Montana _____		140	
430-459 Ohio _____		748		832-838 Idaho _____		96	
460-479 Indiana _____		414		820-831 Wyoming _____		44	
600-629 Illinois _____		1,200		800-816 Colorado _____		351	
480-499 Michigan _____		523		870-884 New Mexico _____		47	
530-549 Wisconsin _____		890		850-865 Arizona _____		137	
EAST NO. CENTRAL		3,775	17.2	840-847 Utah _____		135	
550-567 Minnesota _____		748		889-898 Nevada _____		44	
500-528 Iowa _____		633		MOUNTAIN		994	4.5
630-658 Missouri _____		579		995-999 Alaska _____		104	
580-588 North Dakota _____		105		980-994 Washington _____		473	
570-577 South Dakota _____		216		970-979 Oregon _____		206	
680-693 Nebraska _____		484		900-961 California _____		1,492	
660-679 Kansas _____		428		967-968 Hawaii _____		40	
WEST NO. CENTRAL		3,193	14.5	PACIFIC		2,315	10.5
197-199 Delaware _____		124		UNITED STATES		20,970	95.3
206-219 Maryland _____		308		969 & 004-009 U.S. Territories _____		58	
200-205 Washington, DC _____		28		Canada _____		969	
220-246 Virginia _____		493		Mexico _____		2	
247-268 West Virginia _____		95		Other International _____		6	
270-289 North Carolina _____		725		APO/FPO _____		-	
290-299 South Carolina _____		261		TOTAL QUALIFIED CIRCULATION		22,005	100.0
300-319 Georgia _____		895					
320-349 Florida _____		588					
SOUTH ATLANTIC		3,517	16.0				

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
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	20,591	21,320	21,822	21,756	22,098	21,980
Qualified Non-Paid: _____	20,591	21,320	21,822	21,756	22,098	21,980
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: July-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)

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

Other sources include 4 sources of circulation for quantities of 72 copies or 0.3% to 1,201 copies or 5.5%

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Judith Arnone, Circulation Manager

Charles S Sosland, Chairman

(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 29, 2010

State Missouri

County Jackson

Received by BPA Worldwide January 29, 2010

Type PJ

ID Number M033S0D9