

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 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.

THE PRODUCE NEWS

The Produce News
800 Kinderkamack Road
Suite 100
Oradell, NJ 07649
Tel.: (201) 986-7990
Fax: (201) 986-7996
www.theproducenews.com

Official Publication of: None
Established: 1897
Issues Per Year: 50

FIELD SERVED

THE PRODUCE NEWS serves the fresh fruit and vegetable industry including retailers, wholesalers/ brokers, shippers/growers and truckers. Also served are food service firms and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled personnel including company addressed copies in the above field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	80
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	824
TOTAL	904

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,887	100.0	10,449	81.1	2,438	18.9
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,887	100.0	10,449	81.1	2,438	18.9

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July 7 _____	100	60			12,963	September 29 ____	62	51			12,823
July 14 _____	120	85			12,928	October 6 _____	27	21			12,817
July 21 _____	35	53			12,906	October 13 _____	44	30			12,803
July 28 _____	36	30			12,900	October 20 _____	58	55			12,800
August 4 _____	40	36			12,896	October 27 _____	33	18			12,785
August 11 _____	51	33			12,878	November 3 _____	38	41			12,818
August 18 _____	50	59			12,887	November 10 ____	45	34			12,777
August 25 _____	46	29			12,870	November 17 ____	68	54			12,763
September 1 _____	48	29			12,851	**November 24__	350	667			13,080
September 8 _____	35	30			12,846	December 1 _____	31	28			13,077
September 15 ____	51	50			12,845	December 8 _____	27	19			13,069
September 22 ____	84	73			12,834	December 15 ____	22	28			13,075
						TOTAL	1,501	1,613			

*See Paragraph 11
**Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 24, 2008

This issue is 1.6% or 201 copies above the average of the other 23 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Retailers _____	6,006	45.9
Wholesalers/Brokers _____	2,455	18.8
Shippers/Growers _____	2,842	21.7
Truckers _____	105	0.8
Food service firms _____	813	6.2
Others allied to the field _____	859	6.6
TOTAL QUALIFIED CIRCULATION	13,080	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 24, 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	2,702	2,649	1,287			6,638	50.7
a. Written _____	2,031	1,742	677			4,450	34.0
b. Telecommunication _____	586	846	596			2,028	15.5
c. Electronic _____	85	61	14			160	1.2
II. TOTAL - Request from recipient's company: _____	-	23	-			23	0.2
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	23	-			23	0.2
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	1,976	3,823	620			6,419	49.1
*Association rosters and directories _____	-	14	-			14	0.1
*Business directories _____	1,976	3,809	620			6,405	49.0
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	4,678	6,495	1,907			13,080	100.0
*See Paragraph 11 PERCENT	35.7	49.7	14.6			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 24, 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			7,442	56.9
Individuals by name only _____			2,823	21.6
Titles or functions only _____			1,951	14.9
Company names only _____			864	6.6
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			13,080	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 24, 2008							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified
039-049 Maine _____	58		400-427 Kentucky _____	121			
030-038 New Hampshire _____	34		370-385 Tennessee _____	156			
050-059 Vermont _____	13		350-369 Alabama _____	134			
010-027 Massachusetts _____	283		386-397 Mississippi _____	84			
028-029 Rhode Island _____	28		EAST SO. CENTRAL	495	3.8		
060-069 Connecticut _____	135		716-729 Arkansas _____	103			
NEW ENGLAND	551	4.2	700-714 Louisiana _____	124			
100-149 New York _____	712		730-749 Oklahoma _____	80			
070-089 New Jersey _____	465		750-799 Texas _____	757			
150-196 Pennsylvania _____	550		WEST SO. CENTRAL	1,064	8.1		
MIDDLE ATLANTIC	1,727	13.2	590-599 Montana _____	38			
430-459 Ohio _____	398		832-838 Idaho _____	204			
460-479 Indiana _____	216		820-831 Wyoming _____	13			
600-629 Illinois _____	464		800-816 Colorado _____	187			
480-499 Michigan _____	372		870-884 New Mexico _____	59			
530-549 Wisconsin _____	267		850-865 Arizona _____	309			
EAST NO. CENTRAL	1,717	13.1	840-847 Utah _____	91			
550-567 Minnesota _____	307		889-898 Nevada _____	38			
500-528 Iowa _____	98		MOUNTAIN	939	7.2		
630-658 Missouri _____	254		995-999 Alaska _____	20			
580-588 North Dakota _____	67		980-994 Washington _____	437			
570-577 South Dakota _____	27		970-979 Oregon _____	195			
680-693 Nebraska _____	68		900-961 California _____	2,479			
660-679 Kansas _____	133		967-968 Hawaii _____	52			
WEST NO. CENTRAL	954	7.3	PACIFIC	3,183	24.3		
197-199 Delaware _____	54		UNITED STATES	12,759	97.5		
206-219 Maryland _____	164		969 & 004-009 U.S. Territories _____	4			
200-205 Washington, DC _____	28		Canada _____	317			
220-246 Virginia _____	169		Mexico _____	-			
247-268 West Virginia _____	63		Other International _____	-			
270-289 North Carolina _____	288		APO/FPO _____	-			
290-299 South Carolina _____	107		TOTAL QUALIFIED CIRCULATION	13,080	100.0		
300-319 Georgia _____	267						
320-349 Florida _____	989						
SOUTH ATLANTIC	2,129	16.3					

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified: _____	10,525	11,612	12,089	12,733	12,887
Qualified Non-Paid: _	8,734	9,984	10,382	10,632	10,449
Qualified Paid: _____	1,791	1,628	1,707	2,101	2,438
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	\$65.00

***NOTE: July-December 2008 data is unaudited. With each successive year, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

10. PAID CIRCULATION DATA

\$65.00	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
50	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA**PARAGRAPH 2:**

Additions and removals are not required for paid circulation.

PARAGRAPHS 3b:

Association rosters and directories include 1 source of circulation for a quantity of 14 copies or 0.1%.

Business directories include 2 sources of circulation for quantities of 2,740 copies or 21.0% to 3,663 copies or 28.0%, including The Blue Boob Marketing Trade Book and The Lebhar Friedman Co.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**PUBLISHER'S AFFIDAVIT**

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

Gordon Hochberg, Vice President

Susan Marcus, 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 February 12, 2009

State New Jersey

County Bergen

Received by BPA Worldwide February 12, 2009

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