

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.

The Produce News
800 Kinderkamack Road
Suite 100
Oradell, NJ 07649
Tel. No.: (201) 986-7990
FAX No.: (201) 986-7996
Web Site:
www.theproducenews.com

About

The Produce News is a B2B brand intended for individuals with broad based interest in the produce industry. The brand content and editorial scope of the publication includes news and industry comment, in depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

Field Served

THE PRODUCE NEWS serves the fresh fruit and vegetable industry including retailers, broker/wholesalers, grower/shippers, foodservice distributors and transportation, as well as others allied to the field.

Definition of Recipient Qualification

Qualified recipients are titled and non-titled personnel in the fresh fruit and vegetable industry and those allied to the field.

CHANNELS

THE PRODUCE NEWS Magazine



14 issues in period
16,029 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
THE PRODUCE NEWS (14 issues in period)	15,388	641	16,029

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED		Copies
Not Included Elsewhere		-
Other Paid Circulation		170
Advertiser and Agency		333
Allocated for Trade Shows lf; and Conventions		-
All Other		-
TOTAL		503

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,021	100.0	15,382	96.0	639	4.0
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	8	0.1	6	-	2	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,029	100.0	15,388	96.0	641	4.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
July 8	15,614	686	16,300
July 22	15,578	675	16,253
July 29	15,551	667	16,218
August 5	15,498	660	16,158
August 19	15,467	653	16,120
September 2	15,403	641	16,044
September 16	15,376	639	16,015
September 30	15,343	631	15,974
October 14	15,325	627	15,952
October 28	15,309	623	15,932
November 11	15,269	621	15,890
November 25	15,275	618	15,893
December 9	15,223	616	15,839
December 30	15,196	611	15,807

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 25 2019

This issue is 0.9% or 146 copies below the average of the other 13 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Retailer/Wholesale Grocer	7,313	46.0
Broker/Wholesalers	3,269	20.6
Grower/Shippers	3,040	19.1
Transportation	321	2.0
Foodservice Distributor	1,746	11.0
Others allied to the field	177	1.1
Paid Subs	27	0.2
TOTAL QUALIFIED CIRCULATION	15,893	100.0
PERCENT	100.0	-

Qualified recipients are titled and non-titled personnel in the fresh fruit and vegetable industry and those allied to the field.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 25 2019

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3+ years		
I. TOTAL - Direct request:	3,870	1,996	2,246	8,112	51.0
a. Written	281	173	89	543	3.4
b. Telecommunication	1,675	458	1,260	3,393	21.3
c. Electronic	1,914	1,365	897	4,176	26.3
II. TOTAL - Request from recipient's company:	69	22	65	156	1.0
a. Written	30	14	6	50	0.3
b. Telecommunication	2	-	6	8	0.1
c. Electronic	37	8	53	98	0.6
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):	710	3,092	3,823	7,625	48.0
Association rosters and directories	-	-	-	-	-
Business directories	118	-	3,440	3,558	22.4
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	592	3,092	383	4,067	25.6
VI. TOTAL - Single Copy Sales	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,649	5,110	6,134	15,893	100.0
PERCENT	29.3	32.2	38.6	100.0	-

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 25 2019

Mailing Address	Total Qualified	Percent of Total
Individuals by name and title and/or function	12,362	77.8
Individuals by name only	1,522	9.6
Titles or functions only	1,908	12.0
Company names only	93	0.6
Multiple Copy Same Addressee copies	8	0.1
Single Copy Sales	-	-
Total Qualified Circulation	15,893	100.0

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
	January - June 017	July - December 017	January - June 018	July - December 018	January - June 019	July - December 2019*
Total Audit Average Qualified:	13,362	15,764	15,709	15,950	15,847	16,029
Qualified Non-Paid:	12,324	14,782	14,795	15,127	15,097	15,388
Qualified Paid:	1,038	982	914	823	750	641
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$69.44	\$70.82	\$73.77	\$71.75	\$72.75	\$69.77

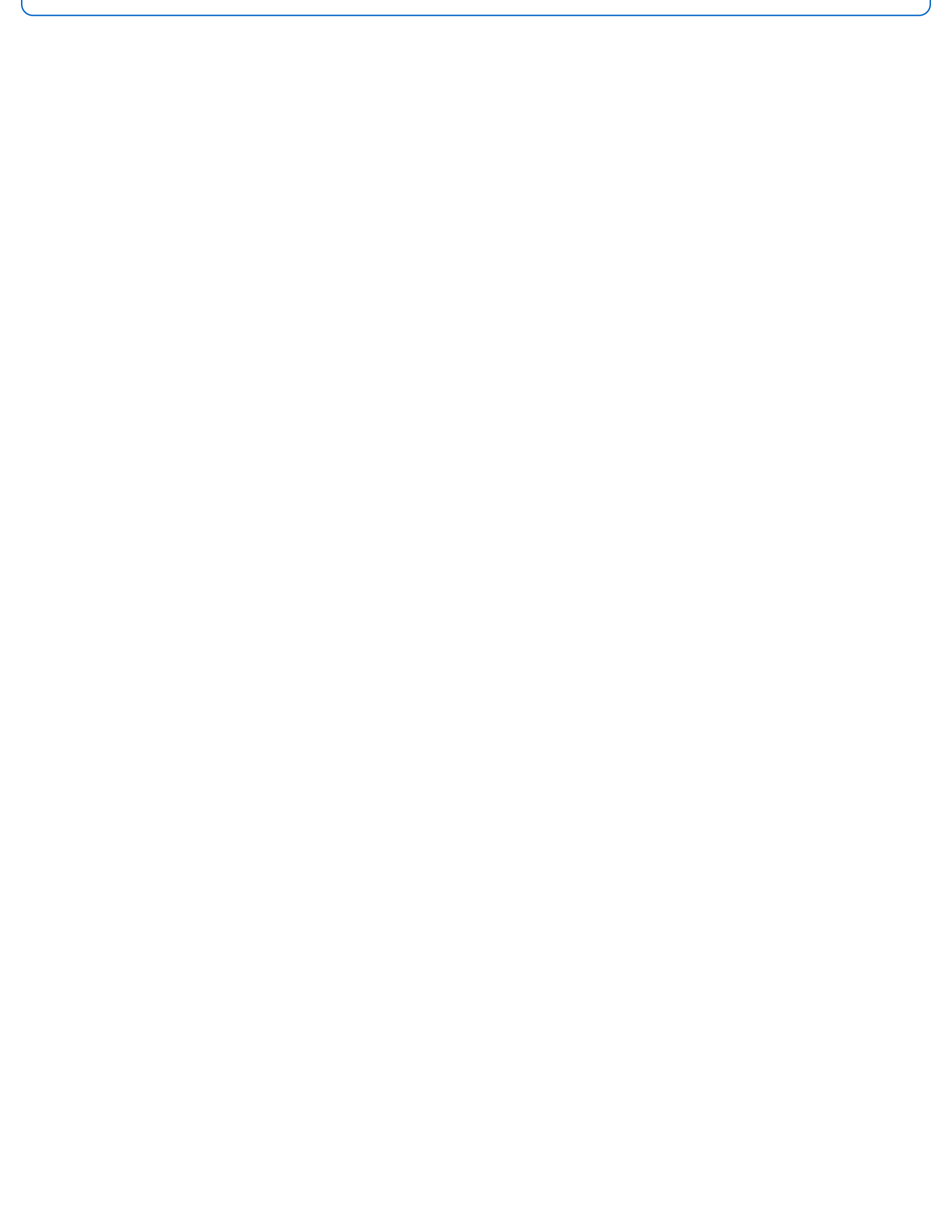
*NOTE: July - December 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

**NC = None Claimed.

GEOGRAPHIC DISTRIBUTION

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 25 2019

State	Total Qualified	Percent
Maine	99	
New Hampshire	66	
Vermont	22	
Massachusetts	346	
Rhode Island	46	
Connecticut	137	
NEW ENGLAND	716	4.5
New York	840	
New Jersey	536	
Pennsylvania	619	
MIDDLE ATLANTIC	1,995	12.6
Ohio	449	
Indiana	197	
Illinois	545	
Michigan	431	
Wisconsin	253	
EAST NO. CENTRAL	1,875	11.8
Minnesota	344	
Iowa	115	
Missouri	289	
North Dakota	54	
South Dakota	36	
Nebraska	69	
Kansas	166	
WEST NO. CENTRAL	1,073	6.8
Delaware	62	
Maryland	196	
Washington, DC	24	
Virginia	215	
West Virginia	37	
North Carolina	421	
South Carolina	123	
Georgia	375	
Florida	1,312	
SOUTH ATLANTIC	2,765	17.4
Kentucky	154	
Tennessee	169	
Alabama	178	
Mississippi	122	
EAST SO. CENTRAL	623	3.9
Arkansas	202	
Louisiana	261	
Oklahoma	133	
Texas	1,058	
WEST SO. CENTRAL	1,654	10.4
Montana	42	
Idaho	238	
Wyoming	10	
Colorado	232	
New Mexico	58	
Arizona	484	
Utah	122	
Nevada	63	
MOUNTAIN	1,249	7.9
Alaska	23	
Washington	504	
Oregon	220	
California	3,108	
Hawaii	58	
PACIFIC	3,913	24.6
UNITED STATES	15,863	99.8
U.S. Territories	29	
Canada	-	
Mexico	-	
Other International	-	
APO/FPO	1	
TOTAL	15,893	100.0



ADDITIONAL DATA

PARAGRAPH 3B:

Business directories include 11 sources of circulation for quantities of 2 copies or -% to 1,596 copies or 9.69%, including Chain Store Guide.

PARAGRAPH 3B:

Other sources include 16 sources of circulation for quantities of 1 copy or -% to 2,409 copies or 14.62%, including PMA List.

PARAGRAPH 3B:

Paragraph 3b includes 18 copies or -% paid orders aged beyond three years.

PUBLISHER'S AFFIDAVIT

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

Date signed

No signer specified

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

Received by BPA Worldwide

IMPORTANT NOTE:

Type

PJ

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

ID Number

P138P0D9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.