

**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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PREPARED FOODS

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www.PreparedFoods.com

Official Publication of: None
Established: 1895
Issues Per Year: 12

FIELD SERVED

PREPARED FOODS serves firms that develop, manufacture, process, package, & market high value-added food & beverage products. Among foods included are prepared foods & specialties/ingredients, prepared fruits & vegetables/ingredients, prepared meat, seafood & poultry/ingredients, dairy foods/frozen novelties/ingredients, bakery foods/ingredients, beverages/ingredients, snack foods/candy/ingredients, manufacturer of nutritional supplements, nutraceuticals and/or ingredients, R&D center, headquarters, distribution center, or sales office of a food/beverage manufacturer and food service. Also served are research facilities, including independent R&D labs, government, & universities and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are executives, management & staff personnel in research & development, QA/QC, general management & administration, marketing/sales and purchasing.

PURPOSE

Included herein is an analysis of individuals who buy, specify, recommend, or influence the purchase of: ingredients and/or nutritional ingredients and/or ingredient systems, QA/QC instrumentation & software, process equipment and/or packaging equipment/materials.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	190
Advertiser and Agency _____	1,239
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	852
TOTAL	2,281

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,000	100.0	39,953	99.9	47	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	39,953	99.9	47	0.1

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 _____	179	179	36,574	3,426			40,000
August _____	221	221	36,535	3,465			40,000
September _____	129	129	36,532	3,468			40,000
October _____	566	566	36,420	3,580			40,000
November _____	404	404	36,433	3,567			40,000
December _____	744	744	36,334	3,666			40,000
TOTAL	2,243	2,243					

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	28,440	16,827	14,613	1.15	01:25	02:23
August _____	31,681	18,892	16,528	1.14	01:27	02:28
September _____	34,535	20,628	18,135	1.14	01:22	02:17
October _____	33,756	20,721	18,124	1.14	01:26	02:21
November _____	31,862	19,470	17,151	1.14	01:25	02:18
December _____	22,973	14,456	12,651	1.14	01:25	02:16
AVERAGE:	30,541	18,499	16,200	1.14	01:25	02:21

*See Paragraph 9

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2009

This is an analysis of 34,649 or 86.6% respondents who buy, specify, recommend, or influence the purchase of the following products. Of the 34,649 respondents, 639 (or 1.6% of the total qualified) were identified as having such authority by others at their firm. (See questionnaire used to elicit this data on the back page of this report). Since any one respondent may have checked more than one response, the totals for each of these products and services should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Recipients who buy, specify, recommend, or influence the purchase of the following products	Ingredients and/or Nutritional Ingredients and/or Ingredient Systems (See Note 1)	Nutritional Ingredients	QA/QC Instrumentation and Software	Process Equipment and/or Packaging Equipment/Materials (See Note 2)
FOOD MANUFACTURERS									
PREPARED FOODS & SPECIALTIES/INGREDIENTS (Including Prepared Dinners/Meals/Entrees (Incl. Ethnic Foods); Prepared Side Dishes; Baby Foods; Pizza; Ready-to-Eat Breakfast Foods; Pet Foods; Ready-to-Mix Desserts (Incl. Gelatin), Peanut Butter & Pasta)	11,222	28.1	10,296	926	10,369	9,330	6,057	4,686	6,567
PREPARED FRUITS & VEGETABLES/INGREDIENTS (Including Prepared Fruits & Vegetables; Jams, Jellies, Preserves; Soup & Soup Mixes; Ketchup, Sauces, Gravies, Condiments, Seasonings, Flavors & Syrups; Oils, Salad Dressing & Mayonnaise & Pickled Products)	2,493	6.2	2,234	259	2,052	1,725	944	935	1,214
PREPARED MEAT, SEAFOOD & POULTRY/INGREDIENTS (Including Prepared Meat, Sausage, Poultry, Eggs & Seafood Products)	4,980	12.5	4,636	344	4,312	3,618	1,521	2,471	3,241
DAIRY FOODS/FROZEN NOVELTIES/INGREDIENTS (Including Cheese (Imitation & Natural); Whipped Toppings; Margarine & Butter; Ice Cream & Frozen Novelties; Other, Including Yogurt, Dips, Cottage Cheese, Sour Cream, Milk & Milk Substitutes)	3,535	8.8	3,289	246	2,922	2,409	1,430	1,389	1,828
BAKERY FOODS/INGREDIENTS (Including Sweet Goods/Pastries, Pies, Snack Cakes, Cookies; Crackers, Biscuits; Bread & Rolls; Other, Including English Muffins, Bagels, Croissants, Breadsticks, etc.)	4,082	10.2	3,765	317	3,354	3,058	1,527	1,600	2,287
BEVERAGES/INGREDIENTS (Including Coffee & Tea, Non-Carbonated Beverages & Beverage Mixes; Fruit & Vegetable Juices; Carbonated Beverages; Wine; Beer/Liquor)	4,349	10.9	3,994	355	3,523	2,842	1,311	1,790	2,448
SNACK FOODS/CANDY/INGREDIENTS (Including Potato Chips, Corn & Other Chips, Pretzels, Nuts, Popcorn, Granola Bars, Meat Snacks; Candy & Gum, Chocolate)	2,218	5.5	2,022	196	1,948	1,659	825	806	1,327
MANUFACTURER OF NUTRITIONAL SUPPLEMENTS, NUTRACEUTICALS AND/OR INGREDIENTS	1,623	4.1	1,385	238	1,470	1,294	847	593	740
R&D CENTER OR HEADQUARTERS OF A FOOD AND/OR BEVERAGE MANUFACTURER	2,431	6.1	2,200	231	2,229	1,859	778	977	1,388
Sub-Total Food Manufacturers	36,933	92.4	33,821	3,112	32,179	27,794	15,240	15,247	21,040
Food Service	1,175	2.9	1,027	148	1,054	895	529	318	621
Sub-Total	1,175	2.9	1,027	148	1,054	895	529	318	621
RESEARCH FACILITIES									
Independent R&D Labs, Government, Universities	1,814	4.5	1,507	307	1,416	1,064	652	739	778
Others Allied to the Field	78	0.2	78	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	36,433	3,567	34,649	29,753	16,421	16,304	22,439
PERCENT	100.0		91.1	8.9	86.6	74.4	41.1	40.8	56.1

Note 1: Combined and unduplicated count of: Ingredients, Nutritional Ingredients, & Ingredient Systems.

Note 2: Combined and unduplicated count of: Process Equipment/Pumps/Valves/Air & Liquid Handling Equipment, Packaging Materials & Packaging Equipment.

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 year	3 year						
I. TOTAL - Direct Request:	27,319	7,339	-	31,091	3,567			34,658	86.6
a. Written	2,619	347	-	2,876	90			2,966	7.4
b. Telecommunication	18,728	5,715	-	22,680	1,763			24,443	61.1
c. Electronic	5,972	1,277	-	5,535	1,714			7,249	18.1
II. TOTAL - Request from recipient's company:	568	280	-	848	-			848	2.1
a. Written	17	12	-	29	-			29	0.1
b. Telecommunication	286	168	-	454	-			454	1.1
c. Electronic	265	100	-	365	-			365	0.9
III. TOTAL - Membership Benefit:	-	-	-	-	-			-	-
a. Individual	-	-	-	-	-			-	-
b. Organizational	-	-	-	-	-			-	-
IV. *TOTAL - Communication from recipient or recipient's company (other than request):	2,376	-	-	2,376	-			2,376	6.0
a. Written	116	-	-	116	-			116	0.3
b. Telecommunication	1,889	-	-	1,889	-			1,889	4.7
c. Electronic	371	-	-	371	-			371	1.0
V. TOTAL - Sources other than above (listed alphabetically):	2,118	-	-	2,118	-			2,118	5.3
Association rosters and directories	-	-	-	-	-			-	-
*Business directories	1,971	-	-	1,971	-			1,971	4.9
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-			-	-
*Other sources	147	-	-	147	-			147	0.4
VI. TOTAL - Single Copy Sales:	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	32,381	7,619	-	36,433	3,567			40,000	100.0
*See Paragraph 9 PERCENT	81.0	19.0	-	91.1	8.9			100.0	

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	36,433	3,567			40,000	100.0
Individuals by name only	-	-			-	-
Titles or functions only	-	-			-	-
Company names only	-	-			-	-
Multi-Copy Same Addressee copies	-	-			-	-
Single Copy Sales	-	-			-	-
TOTAL QUALIFIED CIRCULATION	36,433	3,567			40,000	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
039-049 Maine	170	9	179	
030-038 New Hampshire	108	7	115	
050-059 Vermont	110	9	119	
010-027 Massachusetts	804	73	877	
028-029 Rhode Island	98	4	102	
060-069 Connecticut	372	31	403	
NEW ENGLAND	1,662	133	1,795	4.5
100-149 New York	1,945	168	2,113	
070-089 New Jersey	1,785	149	1,934	
150-196 Pennsylvania	1,829	138	1,967	
MIDDLE ATLANTIC	5,559	455	6,014	15.0
430-459 Ohio	1,701	153	1,854	
460-479 Indiana	694	42	736	
600-629 Illinois	2,739	257	2,996	
480-499 Michigan	971	100	1,071	
530-549 Wisconsin	1,549	120	1,669	
EAST NO. CENTRAL	7,654	672	8,326	20.8
550-567 Minnesota	1,443	147	1,590	
500-528 Iowa	714	64	778	
630-658 Missouri	912	95	1,007	
580-588 North Dakota	120	11	131	
570-577 South Dakota	123	6	129	
680-693 Nebraska	447	23	470	
660-679 Kansas	510	56	566	
WEST NO. CENTRAL	4,269	402	4,671	11.7
197-199 Delaware	81	7	88	
206-219 Maryland	563	43	606	
200-205 Washington, DC	46	6	52	
220-246 Virginia	564	38	602	
247-268 West Virginia	88	5	93	
270-289 North Carolina	764	71	835	
290-299 South Carolina	265	16	281	
300-319 Georgia	1,037	87	1,124	
320-349 Florida	1,275	124	1,399	
SOUTH ATLANTIC	4,683	397	5,080	12.7
400-427 Kentucky	491	48	539	
370-385 Tennessee	575	52	627	
350-369 Alabama	299	32	331	
386-397 Mississippi	170	13	183	
EAST SO. CENTRAL	1,535	145	1,680	4.2
716-729 Arkansas	445	50	495	
700-714 Louisiana	327	22	349	
730-749 Oklahoma	272	21	293	
750-799 Texas	1,921	164	2,085	
WEST SO. CENTRAL	2,965	257	3,222	8.1
590-599 Montana	87	8	95	
832-838 Idaho	261	28	289	
820-831 Wyoming	27	1	28	
800-816 Colorado	492	52	544	
870-884 New Mexico	99	5	104	
850-865 Arizona	246	23	269	
840-847 Utah	279	25	304	
889-898 Nevada	115	17	132	
MOUNTAIN	1,606	159	1,765	4.4
995-999 Alaska	35	3	38	
980-994 Washington	702	66	768	
970-979 Oregon	438	37	475	
900-961 California	3,813	368	4,181	
967-968 Hawaii	155	13	168	
PACIFIC	5,143	487	5,630	14.1
UNITED STATES	35,076	3,107	38,183	95.5
969 & 004-009 U.S. Territories	124	29	153	
Canada	1,151	180	1,331	
Mexico	17	32	49	
Other International	64	219	283	
AP0/FPO	1	-	1	
TOTAL QUALIFIED CIRCULATION	36,433	3,567	40,000	100.0

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	43,250	43,250	42,167	40,000	40,000	40,000
Qualified Non-Paid Total	43,176	43,181	42,104	39,945	39,950	39,953
Print Version Only	43,176	40,997	38,954	37,101	36,643	36,425
Digital Version Only	-	1,732	2,959	2,796	3,307	3,528
Print & Digital Version (Unduplicated)	-	452	191	48	-	-
Qualified Paid Total	74	69	63	55	50	47
Print Version Only	74	69	63	55	50	46
Digital Version Only	-	-	-	-	-	1
Print & Digital Version (Unduplicated)	-	-	-	-	-	-
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.

9. ADDITIONAL DATA

METHOD OF DISTRIBUTION

Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request): Written includes 8 sources of circulation for quantities of 2 copies or -% to 30 copies or 0.1%; Telecommunication includes 8 sources of circulation for quantities of 35 copies or 0.1% to 653 copies or 1.6%; Electronic includes 8 sources of circulation for quantities of 25 copies or 0.1% to 115 copies or 0.3%. Business Directories include 1 source of circulation for a quantity of 1,971 copies or 4.9%. Other Sources include 2 sources of Circulation for quantities of 59 copies or 0.2% to 88 copies or 0.2%.

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	36,471	100.0	36,425	99.9	46	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,471	100.0	36,425	99.9	46	0.1

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	3,529	100.0	3,528	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,529	100.0	3,528	100.0	1	-

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

PUBLISHER'S AFFIDAVIT

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

Christine A. Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit Manager

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

Date signed: January 15, 2010

State: Michigan

County: Oakland

Received by BPA Worldwide: January 15, 2010

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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.

Do you wish to start/continue receiving Prepared Foods for FREE? Yes No

Would you like to receive the Prepared Foods eNewsletter for FREE? Yes No

Which version of Prepared Foods would you like to receive? Digital Print

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Signature (required) _____ Date _____

Printed Name _____ Title _____

Company _____

Street Address _____ City/State/Zip _____

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*By providing your fax number, you're giving us permission to fax subscription offers to you.
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1. Check the category that best describes the primary product produced at your company (check one only):

01 Prepared Foods & Specialties/Ingredients 13 R&D Center or Headquarters of a Food and/or Beverage Manufacturer

02 Prepared Fruits & Vegetables/Ingredients 14 Prepared Meat, Poultry & Seafood/Ingredients

03 Prepared Meat, Poultry & Seafood/Ingredients 15 Dairy Foods/Frozen Novelties/Ingredients

04 Dairy Foods/Frozen Novelties/Ingredients 16 Bakery Foods/Ingredients

05 Bakery Foods/Ingredients 17 Beverages/Ingredients

06 Beverages/Ingredients 18 Snack Foods/Candy/Ingredients

07 Snack Foods/Candy/Ingredients 19 Independent R&D Labs, Government

08 Manufacturer of Nutritional Supplements, Nutraceuticals and/or Ingredients 20 Other (please specify) _____

2. Which of the following best describes your title? (check one only)

01 Research & Development: VP or R&D, President of R&D, Food Technologist, Chemist, Scientist, Research Technician, Group Project/Research Specialist, Chef

02 QA/QC: Quality Assurance Manager, Quality Control Manager, QA/QC Personnel

03 Marketing: Category Manager, Brand Manager, Product Manager, Marketing Director, Marketing Manager

04 Sales: Sales Manager, Director of Sales

05 General Management & Administration: President, Owner, Partner, Vice President, General Manager, Manager, and Assistant Manager

06 Purchasing: Purchasing Director/Supervisor, Purchasing Agent, Buyer

07 Other (please describe): _____

3. Check the products you buy, specify, recommend, or influence the purchase of for your company (check all that apply):

01 Ingredients 02 Packaging Materials and/or Equipment

03 Nutritional Ingredients 04 Product Development/Research

05 Ingredient Systems 06 Nutritional Analysis Software

07 Process Equipment/Pumps/Valves/ Air & Liquid Handling Equipment 08 QA/QC Instrumentation & Software

09 None of the Above

4. What is the total number of employees at your company?

01 500 or more 02 250 - 499 03 100 - 249 04 50 - 99 05 1 - 49

5. In the performance of your job, in which of the following functions are you involved? (check all that apply):

01 Research & Development 02 Lab Management/QA/QC

03 New Product Development 04 Purchasing

05 Food Service Product Development 06 Marketing/Brand/Product Management

07 None of the Above

6. Does your company manufacture/develop food and/or beverages for (check all that apply):

01 Retail 02 Food Service 03 None of the Above

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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)	CLASSIFICATION BY TITLE				NUMBER OF EMPLOYEES AT COMPANY				
					Research & Development/QA/QC	General Management & Administration	Marketing/Sales	Purchasing	1 to 99 Employees (See Note 1)	100 to 249 Employees	250 to 499 Employees	500 and Over Employees	
					President of R&D, VP of R&D, Food Technologist, Chemist, Scientist, Research Technician, Group Project Research Specialist, Chef, Professor, Lab Manager/Tech, Design Manager, Tech Services Manager, Project Manager, Quality Assurance Manager, Quality Control Manager, QA/QC Personnel	President, Owner, Partner, Vice President, General Manager, Manager & Assistant Manager	Marketing Director, Marketing Manager, Category Manager, Brand Manager, Product Manager, Sales Manager, Sales Representative	Purchasing Director, Supervisor, Purchasing Agent, Buyer					
FOOD MANUFACTURERS													
PREPARED FOODS & SPECIALTIES/INGREDIENTS (Including Prepared Dinners/Meals/Entrees (Incl. Ethnic Foods); Prepared Side Dishes, Baby Foods, Pizza, Ready-to-Eat Breakfast Foods; Pet Foods; Ready-to-Mix Desserts (Incl. Gelatin), Peanut Butter & Pasta)	11,222	28.1	10,296	926	6,751	2,365	1,663	443	4,915	1,412	1,233	3,662	
PREPARED FRUITS & VEGETABLES/INGREDIENTS (Including Prepared Fruits & Vegetables; Jams, Jellies, Preserves; Soup & Soup Mixes; Ketchup, Sauces, Gravies, Condiments, Seasonings, Flavors & Syrups; Oils, Salad Dressing & Mayonnaise & Pickled Products)	2,493	6.2	2,234	259	1,545	467	374	107	1,236	365	287	605	
PREPARED MEAT, SEAFOOD & POULTRY/INGREDIENTS (Including Prepared Meat, Sausage, Poultry, Eggs & Seafood Products)	4,980	12.5	4,636	344	2,691	1,323	754	212	2,330	656	498	1,496	
DAIRY FOODS/FROZEN NOVELTIES/INGREDIENTS (Including Cheese (Imitation & Natural); Whipped Toppings; Margarine & Butter; Ice Cream & Frozen Novelties; Other, Including Yogurt, Dips, Cottage Cheese, Sour Cream, Milk & Milk Substitutes)	3,535	8.8	3,289	246	2,049	673	651	162	1,600	487	443	1,005	
BAKERY FOODS/INGREDIENTS (Including Sweet Goods/Pastries, Pies, Snack Cakes, Cookies; Crackers, Biscuits; Bread & Rolls; Other, Including English Muffins, Bagels, Croissants, Breadsticks, etc.)	4,082	10.2	3,765	317	2,135	1,230	566	151	2,423	551	326	782	
BEVERAGES/INGREDIENTS (Including Coffee & Tea, Non-Carbonated Beverages & Beverage Mixes; Fruit & Vegetable Juices; Carbonated Beverages; Wine; Beer/Liquor)	4,349	10.9	3,994	355	2,603	945	672	129	2,416	552	350	1,031	
SNACK FOODS/CANDY/INGREDIENTS (Including Potato Chips, Corn & Other Chips, Pretzels, Nuts, Popcorn, Granola Bars, Meat Snacks; Candy & Gum, Chocolate)	2,218	5.5	2,022	196	1,137	644	348	89	1,196	257	213	552	
MANUFACTURER OF NUTRITIONAL SUPPLEMENTS, NUTRACEUTICALS AND/OR INGREDIENTS	1,623	4.1	1,385	238	924	300	353	46	756	233	177	457	
R&D CENTER OR HEADQUARTERS OF A FOOD AND/OR BEVERAGE MANUFACTURER	2,431	6.1	2,200	231	1,838	340	174	79	882	260	238	1,051	
Sub-Total Food Manufacturers	36,933	92.4	33,821	3,112	21,673	8,287	5,555	1,418	17,754	4,773	3,765	10,641	
Food Service	1,175	2.9	1,027	148	508	357	204	106	615	119	99	342	
Sub-Total	1,175	2.9	1,027	148	508	357	204	106	615	119	99	342	
RESEARCH FACILITIES													
Independent R&D Labs, Government, Universities	1,814	4.5	1,507	307	1,545	174	76	19	806	200	137	671	
Others Allied to the Field	78	0.2	78	-	78	-	-	-	78	-	-	-	
TOTAL QUALIFIED CIRCULATION	40,000	100.0	36,433	3,567	23,804	8,818	5,835	1,543	19,253	5,092	4,001	11,654	
PERCENT	100.0		91.1	8.9	59.5	22.0	14.6	3.9					

Note 1: Includes individuals who did not respond to the question as each company is assumed to have at least one employee.