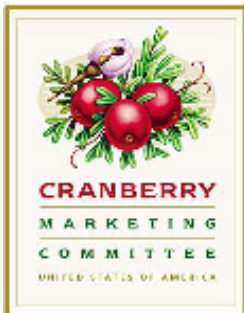


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CRANBERRY MARKETING COMMITTEE

**Monthly Report for August 2009**

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**Prepared by Motix Co., Ltd.**

## AUGUST PROMOTIONS & ACTIVITIES

### ◆ TRADE COMMUNICATION HIGHLIGHTS

#### Hello Day

The Hello Day supermarket chain, with approximately 40 outlets in Kyushu , conducted four in-store demonstrations in Fukuoka City in August. These promotions were arranged by Nangoku Fruits. It was Nangoku's first time to handle cranberries. They sampled dried cranberry, two-sizes of cranberry honey, and cranberry with yogurt.

Reports from the demonstrators were somewhat interesting:

- Some consumers could not differentiate between cranberries and raisins.
- The combination of yogurt and cranberry honey is tasty.
- The price of cranberry honey is too expensive.
- Children enjoyed the taste.
- The cranberry's color is beautiful.

In general, most comments were positive.

#### Nangoku Fruits

Nangoku Fruits conducted an in-store sampling event at their subsidiary store, Tokio, located in Iwataya department store in Fukuoka. Eleven in-store sampling days were conducted in August. Iwataya has experience selling unique products like cranberries and sales are gradually increasing, although it has not reached sales goals yet. Nangoku Fruits and the Tokio store are keys to success. CMC's success in the Fukuoka market depends on the success of Tokio. Pistachios are a good example. People believed that it was too difficult to sell it when we first approached them. BUT now, it is the most profitable item! Patience and support are necessary for this!

Nangoku Fruits has created a new business for cranberries. They introduced cranberry honey to two local home delivery companies, "Shun Kobo" and "Orange Life," with members totaling 100,000. Both companies will sell cranberry honey starting in mid-September. Tokio store has asked Nangoku Fruits to purchase fresh cranberries this year as well.

### **Royal**

Royal is going to conduct about 120 in-store sampling this fall and winter. They have been negotiating with supermarkets for three cranberry items: dried cranberry, fresh cranberry and cranberry honey.

Royal purchased fresh cranberries locally last year. The name of the company is Nippi and they import unique niche items, including fresh cranberries and sell to foodservice operators through distributors. This year, Royal would like to import fresh cranberries directly from the US. An estimate of purchase is about 100 cases.

### **Kato Brothers Honey Co., Ltd**

Kato has been consistently buying cranberry honey through Royal. However, they had difficulty introducing the product to produce buyers in supermarkets. Therefore, they have decided to approach to their core segment, the grocery section, through appointed distributors such as Kokubu, Meidi-ya and Itochu Shokuhin.

They will inform these companies that CMC is willing to support their sales and contribute to the cost of in-store sampling if they meet CMC's condition to introduce three cranberry items simultaneously.

### **Subway Japan**

Subway Japan is going to conduct a "turkey and avocado" sandwich fair from mid-September to mid-November. Therefore, it is difficult for them to conduct "turkey and cranberry" sandwich fair in December. They are unable to introduce the same product following a similar event. However, we still requested that they develop a cranberry promotional item for the Christmas season. We have provided samples of cranberry products, cranberry sauce and cranberry gelée.

### **Sizzler**

Sizzler will conduct a salad bar cranberry menu promotion at all nine locations in Tokyo and Yokohama metropolitan areas starting on October 19. More detailed information will be provided in the future. CMC Japan will discuss further possibilities of CMC's support of the promotion.

### **ATO Tokyo**

The California Agricultural Export Council and the Agricultural Trade Office are going to produce an American cuisine cookbook. They will hire a culinary expert, Ms. Ema Koeda,

a graduate of the Culinary Institute of America (CIA). Her strength is California cuisine. CAEC and ATO plan to introduce the book at FOODEX in March 2010.

FAS Japan is going to conduct a cooperators meeting on September 17 to introduce the new US Ambassador, John Roos. Also, new FAS staff will be introduced during the meeting: Jeff Nawn, who replaced Paul Spencer; Jennifer Clever, who replaced Deanna Ayala; and Kelly Preston from APHIS, who replaced Angel Cielo.

◆ **Trade visits/contacts of this month**

Trade: Royal Kyoto head office and Tokyo Office, Sapporo Beverage, Shoei, World Scope MYCAL, Marugen Inryo, Nangoku Fruits, Kato Brothers Honey, Marugen FPJ Co., Ltd, and Ishihara Co., Ltd., Tokio, AEON, Subway, Foxmark

Media : Shokuhin Sangyo Shimbun (newspaper), Pan News Journal, Gateaux, Okazu no cooking magazine, Spoon press, Suteki na Okusan magazine, Recipe Blog, Bunka Kikaku, Kokusai Seika Tsushin, P.C.G, Bakers Times, Japan bread & cake newspaper, Nihon Shokuryo Shimbun, Shokuhin Kogyo Magazine, Foodlife, Asahiya Publishing, TV Asahi, Elle a table, The Cuisine Magazine, Dancyu magazine, Como magazine. Weekly Josei magazine, Nokei Newspaper

Others : Nishiko (Advertising Agency), Nihon Keizai Advertising Company, Full House (PR agency), Mediate Kiri (advertising agency), Macromill

◆ **Website**

CMC website visits in August totaled 2,533 “surfers” with a total of 8,905 page views. Unfortunately, we did not see a dramatic increase in visitors from the “recipe blog.” in August. Top five key search words were: cranberry, BBQ easy recipe, cranberry positive effects, cranberry recipe, and cranberry marketing committee.

## ◆ CONSUMER PR

### 1. TV COOKING PROGRAM IN CONJUNCTION WITH MAGAZINE AND NEWSPAPER

For the tie in with Okazu No Cooking magazine in conjunction with TV and newspaper, a TV program of cranberry recipes in 'Okazu No Cooking' was broadcasted for 8 minutes on TV Asahi nationally at noon on August 21. The



program featured a culinary expert and TV announcer demonstrating recipes of Shabu Shabu with dried cranberry vinegar sauce and cranberry smoothie with black sesame. The key messages were that cranberries are rich in polyphenols, vitamin C, and fiber. The culinary expert conveyed that U.S cranberries are popular healthy fruits in the U.S. Average audience rate for the program was 4.3% in the Kanto area. This exposure value of the program will be around 3 million yen. (Approximately US\$31,915)

### 2. RECIPE CONTEST THROUGH MAGAZINE AND WEB (Jul. 2~ Aug. 17)

The deadline for entering the cranberry recipe contest was August 17, with a total of 388 applications received. The 'Suteki na Okusan' (charming housewives) magazine (circulation 250,000) received 58 via mail and Recipe Blog, a portal website that averages 2.9 million monthly page views, received 330 applications. The magazine and website screened the top five submissions, to be followed by a final selection and ceremony awards conducted at the historical Mediya cooking school on October 4. A three page tie-in advertisement will be featured on cranberry brownies and cranberry Bavarian cream, as well as a cranberry sauce recipe introduced by a culinary expert for its December issue.

### 3. CAFÉ AND RETAIL PROMOTION IN FUKUOKA IN KYUSHU AREA (Jul. 18 ~ Aug. 30)

The cranberry festival in Fukuoka was held from July 18 to August 30. Eighteen cafés

using dried cranberries and cranberry honey introduced their original sweets and drink recipes. We provided 36 cases (1kg x 6 packs) of cranberry honey. The total number of orders reached 2,721. The promotion was successful and 8 cafes will continue offering cranberry menu items after the promotion due to the popularity. A local free paper, "ELF" (circulation 175,000), will feature a quarter page of publicity in October and a half page in November

**4. RADIO COMMERCIAL TIE-IN WITH CAFÉ PROMOTION AND BOOTH EXHIBITION IN KYOTO**

**(Jul. 15 ~ Aug. 9)**

The Kyoto Cranberry promotion at six restaurants in Shin-phu Kan was conducted for 25 days, resulting in 658 orders for cranberry items. We sampled 2000 dried cranberries and handed out leaflets to 38,000 visitors in the Shin-phu Kan on the exhibition day.

**5. TV INFOMERCIAL**

CMC Japan is coordinating a TV program of "Shitte-Oku" introducing the cranberry harvest celebration in Massachusetts along with popular cranberry recipes. They will visit the Boston area to film the cranberry harvest celebration in October, as well as local sites of interest. Their shooting plans and details will be discussed with help from Ms. Dawn Gates Allen of the Cape Cod Cranberry Growers' Association.

**6. PRESS RELEASE**




CMC Japan published a press release regarding the 2009 cranberry production issued by USDA. The release is attached.

## PRODUCT INFORMATION

### CRANBERRY PRODUCTS IN THE JAPANESE MARKET

Branded Beverage & Food							
	Product/Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
1	JELL-O Cranberry	Kraft Food USA	Cranberry jelly	85g	289	on sale	
2	Cranberry Jam	Asokenko Co.,Ltd.	Cranberry jam	215g	525	on sale	
3	Fresh Jelly (Cranberry)	Kinotoya Co.,Ltd.	Cranberry pulp jelly	1	315	on sale	
4	Cranberry Compote	Shinsyu Shizen Mura	Cranberries preserved in syrup	180g	1,000	on sale	
5	Cocktail Partner (Cassis & Berry)	Asahi Breweries, LTD.	Sparkling cocktail with cassis liqueur & cranberry juice	350ml	141	9/1~	
6	CALPIS Bar Time	CALPIS Co.,Ltd.	Cranberry cocktail with peach juice & 'Calpis' (Lactic acid beverage)	340ml	181	8/3~	
7	Fruits Assortment	Crown Foods	Dry fruits assortment (raisin, blueberry, fig, prune, banana & cranberry)	160g	280	on sale	
8	Aohata Christmas preserve 2009 (Cranberry red)	Kewpie	Red colored jam made from cranberry and apple	170g	600	10/30~ Christmas edition	

Confectionery & Patisserie							
	Product/Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
9	Cool Summer Bread	Andersen Co.,Ltd.	Cranberry bread designed to taste best when refrigerated	1	588	summer-only	
10	Sunset Of Paris	Paris Soir a TOKIO	Cranberry & lime jelly dessert	1	450	on sale	
11	Cranberry Melon Bread	Ryoyu Co.,Ltd.	'Melon ban' (cantaloupe melon flavored bread) with dried cranberries	1	150	on sale	
12	New York Morning	Gramercy New York	Orange & cranberry jelly topped with orange, grape fruits & cranberries	1	420	on sale	
13	Onsen Pan (Cranberry & Nuts)	Asahido	Cranberry bread	3pieces	409	on sale	
14	All Berries	Krispy Kreme Doughnuts	Doughnuts filled with 4 berries.	1	180	9/15~	
15	Cranberry	DOUGHNUT PLANT	Cranberry Doughnuts	1	390	6/11~9/15 limited time	
16	Chocolate & Cranberry Scone	Family Mart	Chocolate scone with dried cranberries	1	130	on sale	

others							
	Product/Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
17	Body Balm CR	Mother Forest	Body cream with cranberry scent	150g	1,417	on sale	
18	Pure Cranberry Cleansing Bubble	PURE	Cleansing oil with cranberry essence	148g	2,940	on sale	
19	Fragrant Sachet (Cranberry)	Scentations	Sachet with cranberry scent	41g	504	on sale	

Jan.- Aug. Total	98
Jan.	12
Feb.	10
Mar.	9
Apr.	11
May	11
June.	12
July.	14
Aug.	19

## MEDIA COVERAGE

CMC Japan monitored 63 consumer and trade professional media hits, with coverage reaching about 5 million consumers and trade professionals, providing exposure value of ¥7,664,363 (US\$80,754.00) during the period of July 21 through August 20, 2009.

*\*The clipping report will be sent separately.*

### Aug. '09 Total

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	10	\$10,842	\$10,842	
Category 2	1	\$22	\$11	
Category 3	1	\$31,345	\$10,448	
Category 4	41	\$37,884	\$9,471	
Category 5	10	\$661	\$132	
<b>Total:</b>	<b>63</b>	<b>\$80,754</b>	<b>\$30,904</b>	<b>38%</b>

**2009  
August**

**Publicity of Cranberry**

Exchange rate (TTM):@94.91

**Newspaper**

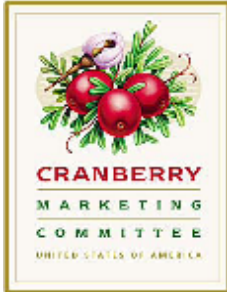
No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
1	Asahi Shimbun (Kita-kyusyu) Evening	7/22	135,628	6.5cm	B/W	¥86,671	\$913.19	1
2	Nihon Shokuryo Shimbun	7/24	101,300	19.6cm	B/W	¥196,000	\$2,065.11	1
3	Pan News	7/25	15,000	1.0cm	B/W	¥5,000	\$52.68	4
4	Pan News	7/25	15,000	26.8cm	B/W	¥134,000	\$1,411.86	1
5	Pan News	7/25	15,000	3.0cm	B/W	¥15,000	\$158.04	1
6	Pan News	7/25	15,000	1.0cm	B/W	¥5,000	\$52.68	4
7	Pan News	7/25	15,000	1.0cm	B/W	¥5,000	\$52.68	4
8	Nihon Shokuryo Shimbun	7/27	101,300	15.9cm	B/W	¥159,000	\$1,675.27	1
9	Nikkan Jozo Sangyo Sokuho	7/28	5,000	2.2cm	B/W	¥4,400	\$46.36	4
10	Nihon Shokuryo Shimbun	7/29	101,300	1.0cm	B/W	¥10,000	\$105.36	4
11	Nihon Shokuryo Shimbun	7/31	101,300	3.0cm	B/W	¥30,000	\$316.09	1
12	Food Weekly	8/3	61,500	1.0cm	B/W	¥5,000	\$52.68	4
13	Nisshoku Gaishoku Restaurants Shimbun	8/3	60,000	5.0cm	C	¥5,000	\$52.68	4
14	Pan News	8/5	15,000	1.0cm	B/W	¥5,000	\$52.68	4
15	Shokuhin Shimbun	8/7	105,000	1.0cm	B/W	¥6,000	\$63.22	4
16	Nikkan Jozo Sangyo Sokuho	8/7	5,000	1.0cm	C	¥2,000	\$21.07	4
17	Nihon Shokuryo Shimbun	8/10	101,300	5.0cm	B/W	¥50,000	\$526.81	1
18	Chubu Inshokuryo Shimbun	8/11	33,000	1.0cm	B/W	¥4,000	\$42.15	4
19	Jokai Shinpo	8/12	15,000	1.0cm	B/W	¥4,286	\$45.16	4
20	Nikkan Shokuhin Tsushin	8/12	10,500	1.0cm	B/W	¥3,429	\$36.13	4
21	Kenko Sangyo Shimbun	8/12	65,000	1.0cm	C	¥2,084	\$21.96	2
22	Nihon Wayoshu Kanzume Shimbun	8/15	67,500	1.0cm	B/W	¥2,000	\$21.07	4
23	Pan News	8/15	15,000	1.0cm	B/W	¥5,000	\$52.68	4
24	Health Life Business	8/15	33,000	3.0cm	B/W	¥9,000	\$94.83	5
25	Nihon Shokuryo Shimbun	8/17	101,300	2.4cm	B/W	¥24,000	\$252.87	4
26	Nikkan Shogyo Keizai	8/17	1,630	4.0cm	B/W	¥2,760	\$29.08	4
27	Kenko Sangyo Shimbun	8/19	65,000	2.5cm	B/W	¥5,210	\$54.89	4
<b>Newspaper Total</b>			<b>1,375,558</b>			<b>¥784,840</b>	<b>\$8,269.31</b>	

Exchange rate (TTM):@94.51

**Magazine 1**

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
28	Kansai 1 week	7/21	122,500	1/60 P	C	¥16,667	\$175.60	4
29	TOKYO 1 week	7/21	64,663	1/100P	C	¥13,000	\$136.97	4
30	TOKYO 1 week	7/21	64,663	1/20P	C	¥65,000	\$684.86	4
31	Hanako	7/23	80,334	1/2P	C	¥675,000	\$7,112.00	4
32	Hanako	7/23	80,334	1/2P	C	¥675,000	\$7,112.00	4
33	Ray	7/23	219,279	1/50 P	C	¥33,000	\$347.70	4
34	Town Joho Kumamoto	7/27	38,000	1/100P	C	¥2,700	\$28.45	4
35	Town Joho Kumamoto	7/27	38,000	1/42 P	C	¥6,429	\$67.73	4
36	Hanako WEST	7/28	71,667	1/100P	C	¥10,000	\$105.36	5
37	Free & Easy	7/30	100,000	1/100P	C	¥13,000	\$136.97	5
38	ELLE a table	8/1	60,000	1P	C	¥1,000,000	\$10,536.30	4
39	Shokuhin To Kaihatsu	8/1	39,000	1/11 P	B/W	¥22,727	\$239.46	4
40	Shokuhin To Kaihatsu	8/1	39,000	1/100P	B/W	¥880	\$9.27	5
41	Shokuhin To Kaihatsu	8/1	39,000	1/100P	B/W	¥880	\$9.27	5
42	Shokuhin To Kaihatsu	8/1	39,000	1/20 P	B/W	¥4,400	\$46.36	4
43	Orange Page	8/2	426,518	1/15 P	C	¥166,667	\$1,756.05	4
44	Sutekina Okusan	8/2	138,509	1/6 P	C	¥333,333	\$3,512.10	1
45	Shogaku 5 Nensei	8/3	58,417	1/25 P	C	¥25,600	\$269.73	4
46	Shogaku 6 Nensei	8/3	52,728	1/25 P	C	¥22,800	\$240.23	4
47	Nikkei Trendy	8/4	166,641	1/16 P	C	¥288,000	\$3,034.45	4
48	Kansai 1 week	8/4	122,500	1/100P	C	¥10,000	\$105.36	4
49	Japan Food Science	8/5	25,000	1/18 P	B/W	¥5,000	\$52.68	1
50	SEDA	8/7	108,481	1/100P	C	¥12,500	\$131.70	4
51	SEDA	8/7	108,481	1/12 P	C	¥150,000	\$1,580.44	4
52	WWD beauty	8/10	30,000	1/100P	C	¥9,000	\$94.83	5
53	HOTERES	8/14	50,000	1/100P	B/W	¥3,000	\$31.61	4
54	Otona No Shumatsu	8/15	96,546	1/12 P	C	¥144,000	\$1,517.23	4
55	Otona No Shumatsu	8/15	96,546	1/12 P	C	¥144,000	\$1,517.23	4
56	Shokuhin Shogyo	8/15	101,000	1/100P	B/W	¥3,000	\$31.61	5
57	mina	8/19	234,472	1/100P	C	¥15,000	\$158.04	5
58	Café & Restaurants	8/19	85,000	1/8 P	B/W	¥20,000	\$210.73	1
59	pumpkin	8/20	217,625	2 1/8 P	C	¥2,975,000	\$31,345.49	3
60	Shokuhin To Kagaku	8/20	28,500	1/100P	B/W	¥980	\$10.33	5
61	Shokuhin To Kagaku	8/20	28,500	1/100P	B/W	¥980	\$10.33	4
62	Shokuhin To Kagaku	8/20	28,500	1/100P	B/W	¥980	\$10.33	5
63	SALUS	8/20	230,000	1/100P	C	¥11,000	\$115.90	4
<b>Magazine Total</b>			<b>3,529,404</b>			<b>¥6,879,523</b>	<b>\$72,484.70</b>	

	Circulation		Exposure Value(¥)	Exposure Value(\$)
<b>Aug. '09 Grand Total</b>	<b>4,904,962</b>		<b>¥7,664,363</b>	<b>\$80,754.00</b>
<b>Jan. ~Aug. '09Total</b>	<b>40,677,145</b>		<b>¥23,473,835</b>	<b>\$244,578.09</b>



米国クランベリーマーケティング協会

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2009 年 8 月 27 日

### Immediate Release

関係者各位

## 2009 年度 クランベリー生産量予測発表！

2009 年度の米国でのクランベリーの収穫量は、昨年比 10%減の 709 万バレルになると発表されました。昨年と比較すると減少予測になりますが、生産量は歴代 2 位になります。マサチューセッツ州とウィスコンシン州の生産量は減少。しかしながら、ニュージャージー州、オレゴン州、ワシントン州では増加予想となっています。

ウィスコンシン州の生産量は、400 万バレルの予測で、2008 年比 11%減ですが、過去 2 位の収穫量になります。春の到来が遅れただけでなく、冷夏の影響により、クランベリーの実も小さい傾向にあります。また、霜やひょうの被害、開花と受粉も栽培地域によってばらつきがあったと報告されています。

マサチューセッツ州の収穫量予測は 190 万バレルとなり、昨年比 20%減。生育期の気温が下回ったのと降水量が多かったため、受粉が減ったことで、収穫量減少になりました。また、生産農地では、霜の被害報告もありました。

ニュージャージー州は 54 万バレル、昨年比 5%増。これは、霜の被害が少なかったことと、栽培に十分な降水量があったため、生産量が増加。オレゴン州は 49 万バレル、昨年比 23%増となり、天候に恵まれ受粉もすすんだ結果、生産量を押し上げました。また、ワシントン州は 15 万 5 千バレルで、昨年比 42%増となり、オレゴン州と同様に天候と受粉に恵まれ、生産量増加の予測になりました。生産農地の改良が引き続き行われ、来年の収穫も期待されています。

**米国産クランベリー生産量**

単位:バレル

	2007	2008	2009
マサチューセッツ州	1,522,000	2,374,000	1,900,000
ニュージャージー州	531,000	512,000	540,000
オレゴン州	495,000	400,000	490,000
ワシントン州	176,000	109,000	155,000
ウィスコンシン州	3,830,000	4,470,000	4,000,000
合計	<b>6,554,000</b>	<b>7,865,000</b>	<b>7,085,000</b>

\*1 バレル=100 ポンド

・2009 年度予測量

資料:USDA(米国農務省) National Agricultural Statistics Service 8/18/2009

**【クランベリーとは】**

クランベリーは北米原産の3大フルーツのひとつで、他のフルーツと比べポリフェノールを一番多く含み、抗酸化力が高いので、アメリカではヘルシーなフルーツとして愛用されています。また食物繊維やビタミン C も豊富。もともと、ネイティブインディアンが、「食料・薬・染料」として大切に生活に利用してきた歴史があります。クランベリーの収穫方法は、畑に水を張って、収穫期でかき回し、水面に浮かび上がった実だけを収穫する「ウェット・ハーベスティング」という大変ユニークな方法で収穫されています。クランベリーは、フレッシュをはじめ、ドライ、ジュースなど、年間を通じてバラエティーに富んだ商品が楽しめます。

**【クランベリー・マーケティング協会とは】**

クランベリー・マーケティング協会(本部:マサチューセッツ州ウエーハム)は、1962 年に設立された1,200 の生産者を代表する非営利生産者団体。米国農務省の管轄下で米国産クランベリーの消費促進活動を行っています。クランベリーの生産地はウィスコンシン州、マサチューセッツ州、ニュージャージー州、オレゴン州、ワシントン州、コネティカット州、ミシガン州、ミネソタ州、ニューヨーク州、ロードアイランドで、世界の約 85%をこれらの州で生産。1998 年に日本のマーケティング事務所は開設され、2008 年 6 月より(有)モティックスは「米国クランベリー・マーケティング協会」の駐日事務所として活動しています。

**【本件に関するお問い合わせ先】**米国クランベリー・マーケティング協会 (有)モティックス内 担当: やすなり なかみや 安成・中宮

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