

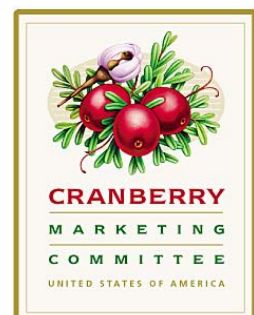
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# Activity Report

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Media & Trade Relations in Poland  
The Cranberry Marketing Committee

**April 2009**



# Activity Report

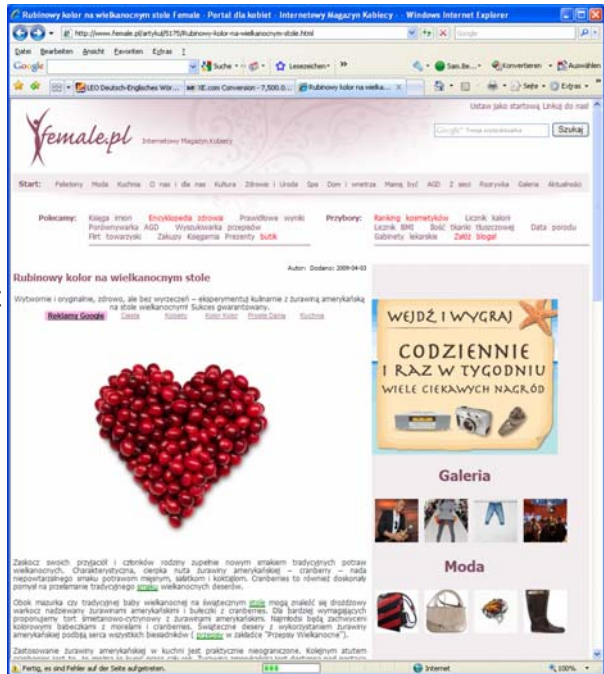
## Media and Trade Relations in April 2009

### Media Activities

#### MEDIA EXPOSURE

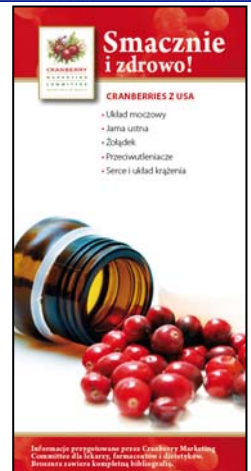
This month, USA cranberries appeared in consumer and trade online media reaching 250,000 people, including the web portal **Restaurator.com** targeting trade members in the HRI sector. It reported on the Young Culinary Talent Competition that took place last month. Competitors had to cook a main course dish with U.S. cranberries.

The website female.pl, a website targeting women with 200,000 visits per month, published information about USA cranberries originating from the press information sheet "10 Facts about Cranberries". They illustrated the article with the cranberry heart motif produced by the Cranberry Marketing Committee.



#### HEALTH BROCHURE

In order to provide doctors, pharmacists and nutrition consultants with detailed information on cranberries in regards to anti-adhesion, urinary tract infections, oral cavities, stomach, antioxidants, and heart & circulation, we produced a Polish-language version of the CMC health brochure. On 16 pages, the brochure gives experts a basic introduction to cranberries, including facts on the berry's origin, botanical background, and health claims and benefits.



## ADMINISTRATION

This month, we prepared data and information for the 2010 UES due in May. This included drafting a marketing plan for next year and supplying performance measures for past and current activities.

## Trade Activities

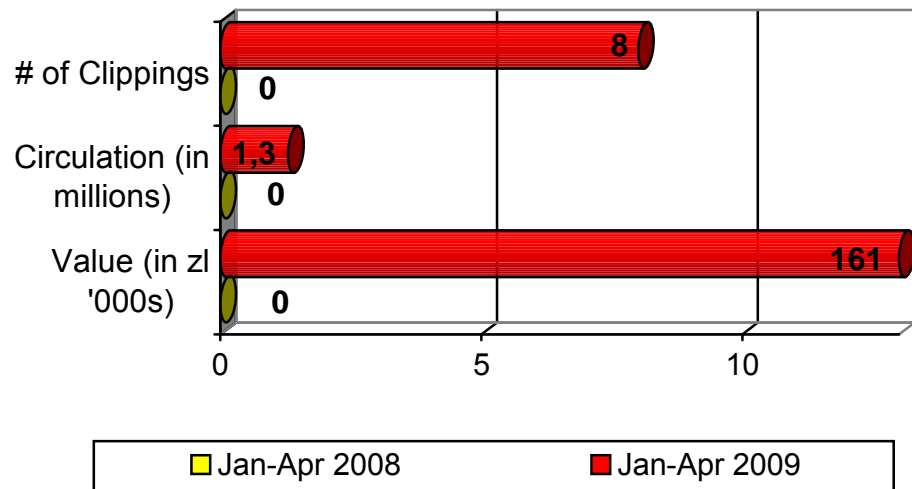
### TRADE REQUESTS

This month, we received one industry request from a Polish importer specializing in seeds and dried fruits. They were looking for dried, sweetened cranberries. The request was forwarded to the CMC for distribution among exporters.

## Performance Measures

### MEDIA REPORT SUMMARY THROUGH APRIL 2009

mk<sup>2</sup> upholds its commitment to meet goals set for the publicity in the Polish media, as well as on TV and radio on behalf of the CMC both in terms of value of clippings, as well as the number of clippings published.



Total number of clippings from January - April 2009:

25

Total advertising equivalent:

zł 263,039

(US\$ 83,300)

Total circulation:

3,855,509

## Upcoming Promotions & Activities

Month	Activity
<b>May</b>	<ul style="list-style-type: none"> <li>▪ Printing of Health Brochures</li> <li>▪ Website update</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>▪ Press mailing #3 (Cranberry Brunch)</li> <li>▪ Visit from CMC USA representatives</li> <li>▪ Trade visits</li> <li>▪ Website update</li> </ul>
<b>July</b>	<ul style="list-style-type: none"> <li>▪ Website promotion mailing</li> <li>▪ Regional press mailings</li> <li>▪ Consumer culinary competition</li> <li>▪ Website update</li> <li>▪ Trade meetings take place</li> <li>▪ Compilation of trade database</li> </ul>
<b>August</b>	<ul style="list-style-type: none"> <li>▪ Website cooperation</li> <li>▪ Trade Manual Direct Mailing</li> <li>▪ Newsletter #1/2009</li> <li>▪ Website update</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>▪ Press mailing # 4</li> <li>▪ Distribution of Health Brochures to Pharmacists</li> <li>▪ Website update</li> </ul>
<b>October</b>	<ul style="list-style-type: none"> <li>▪ Cranberry Party</li> <li>▪ Website update</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>▪ Program Evaluation</li> <li>▪ Newsletter #2/2009</li> <li>▪ Website update</li> <li>▪ Distribution of Health Brochures at Medical Centers</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>▪ Christmas Gift Mailing to Journalists</li> <li>▪ Final media and activity report due</li> <li>▪ Website update</li> </ul>