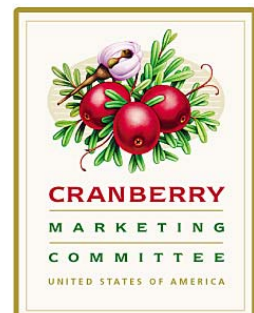




Activity Report

Media & Trade Relations in Germany
The Cranberry Marketing Committee

August 2009



Activity Report

Media and Trade Relations in August 2009

Media Activities

ARTICLES FEATURING CRANBERRIES

In August 2009 we monitored 11 press clippings and 1 television broadcast reaching more than 12.6 million consumers and trade professionals, with an advertising equivalence of EUR 168,5600 (approximately USD \$245,300).

A spectacular two-page feature appeared in **Supper Illu** (circulation: 112,600), an illustrated German weekly this month. Titled "Cranberries are Taking a Bath!" the article read, "By now everyone knows the red berries from the USA, but do you know their history and how they are harvested?". Seven paragraphs reported on the cranberry's discovery, air chambers, harvest, cultivation and the bouncing test. Additionally, the different cranberry products, including fresh berries, jelly, juice, and dried cranberries were presented in detail. The numerous pictures accompanying the article were credited to the Cranberry Marketing Committee.



This month, three television shows featured cranberries. ARD and ZDF are both popular public and nationwide channels. The ARD-Buffer is a broadcast for women on topics like cooking, health, flowers, and lifestyle. It airs on weekdays from 12:15pm until 1:00 pm. Cranberries were mentioned on the show's health segment about urinary tract infections (UTIs). The host talked with a urologist about this type of infection and the

options for treatment. The second broadcast on ZDF is called “Die Küchenschlacht” (Kitchen Battle). On weekdays, from 2:15 – 3:00 pm, four candidates cook meals and a prominent, professional cook chooses the winner. Cooking shows are very popular in Germany. One of the candidates cooked his main course using cranberries. RTL Bayern has a journal about health, broadcast on early Sunday evenings. The host, a professor, spoke about groceries that are healthy for your teeth. He was talked, among other things, about the effectiveness of cranberries against bacteria.

	Publication	Circulation	Date	Size	Headline	Category	Value in €
1	Super Illu	112.600	01.08.09	2	Cranberries are taking a bath!	1	21.000
2	Getränkefach-grosshandel	14.700	01.08.09	0,6	Effect on Body, Mind and Image	4	4.250
3	Bildwoche	181.600	06.08.09	0,1	From Cranberry to Sanddorn: Healthy Berries	3	770
4	Süßwaren-produktion	1.900	14.08.09	0,1	Dried Fruits as a Import Goods	4	280
5	Gong	307.800	14.08.09	0,5	Recipe: Strudel with Cranberries	1	8.650
6	Bild und Funk	175.600	14.08.09	0,5	Recipe: Strudel with Cranberries	1	8.650
7	Gute Laune	128.800	15.08.09	0,25	Recipe: Shrimp Curry with Cranberries	1	8.820
8	Rtv West	7.278.100	24.08.09	0,5	The best protection for the bladder	3	36.250
9	Rtv Ost	1.854.200	24.08.09	0,5	The best protection for the bladder	3	17.050
10	Das Neue Blatt	536.900	26.08.09	1	Red wine Cake with autumnal fruits	4	12.350
11	Lebensmittel Praxis	60.200	28.08.09	0,1	A Portion Wellness	5	1.790
12	RTL Bayern	50.000	02.08.09	1:30	FB Bayern Journal	4	11.880
13	ARD	840.000	05.08.09	1:00	ARD-Buffer	4	12.840
14	ZDF	1.150.000	19.08.09	2:00	Die Küchenschlacht	5	24.000

PRESS MAILING # 4

The fourth cranberry press mailing was sent to more than 180 journalists who write for consumer and trade publications nationwide.

In time for Christmas publications, we sent a selection of five cranberry cookie recipes, presented in a unique square folder with Dutch door folds. The title read, “Christmas Delicacies with Cranberries – Not even Santa Claus can Withstand the USA Power Berries”.



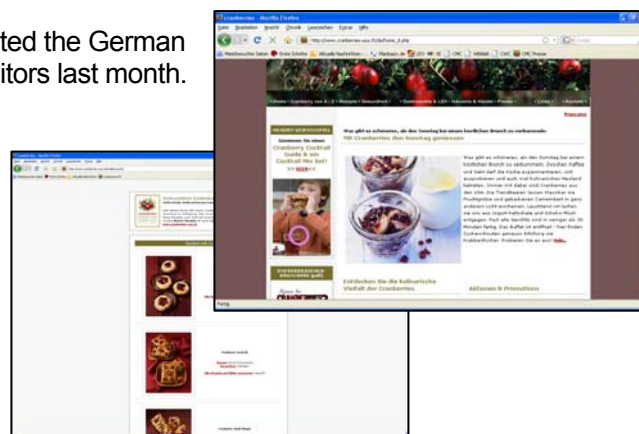
A letter to the editors, as well as new recipes, including “Cranberry Granola Bar”, “Cranberry Husaren Pastry”, Cranberry Stollen Scones”, and “Cranberry Ginger Bread”, were found inside the folder.

The recipe and photo material can be downloaded at a press portal that was set up especially for the CMC: www.cranberry-usa.de/neuheiten.

GERMAN WEBSITE

In August, **2,440 unique visitors** visited the German CMC website, compared to 2,200 visitors last month.

The press portal was updated this month to include the new cranberry cookie recipes for downloading. The brunch recipes from the last press mailing were newly added to the website's recipe archive for consumers. The homepage's introductory article was linked to the eight new brunch recipes.



Trade Activities

TRADE REQUESTS

Three companies and organizations requested additional information about cranberries from the USA:

- A major importer of dried cranberries requested cranberry informational and recipe material for a consumer magazine of their trade partner, Kaiser's Tengelmann, one of Germany's largest retail stores.
- One of the largest distributors of dried cranberries requested informational text and cranberry images for an advertorial in a consumer magazine of their trade partner.
- A cranberry juice distributor requested health brochures and flyers to train their sales representatives, who call on retail stores and other buyers nationwide.

Upcoming Promotions & Activities

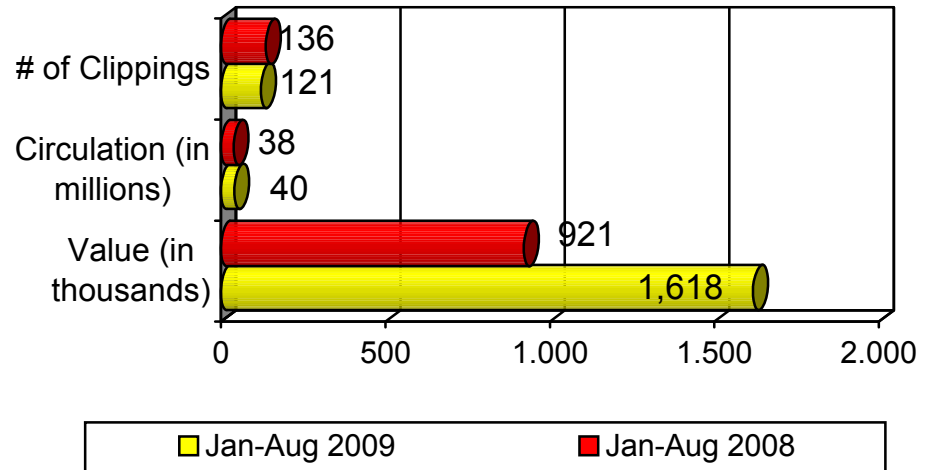
UPCOMING PROMOTIONS & ACTIVITIES

The timeline for promotions and activities scheduled for the rest of the season can be found in the appendix.

Performance Measures

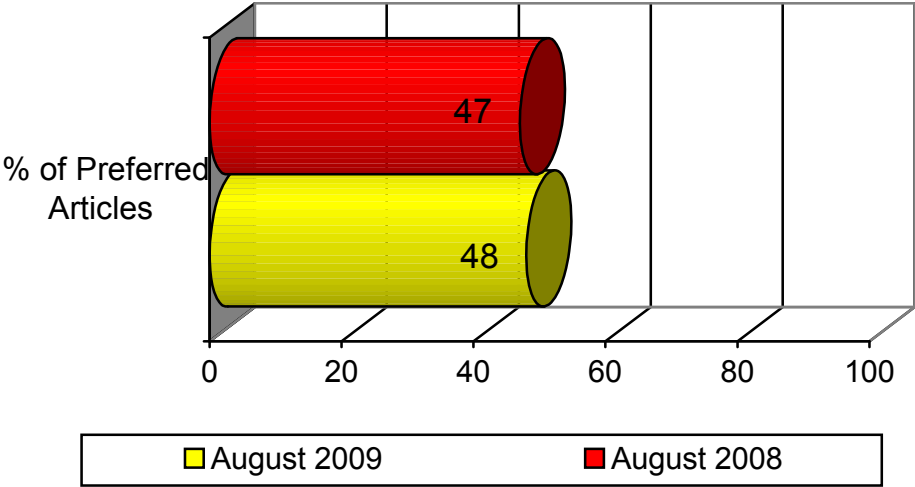
MEDIA REPORT SUMMARY THROUGH AUGUST 2009

mk² upholds its commitment to meet goals set for the publicity in the German media on behalf of the CMC both in terms of value of publications as well as the number of articles and broadcasts published.



Total number of clippings from January 1 – August 31, 2009:	121
Total advertising equivalent:	€ 1,618,480
Total circulation:	40,455,600

SUMMARY OF PREFERRED ARTICLES IN AUGUST 2009



Appendix A

Timeline

CRANBERRY MARKETING COMMITTEE TIMELINE 2009

Month	Activity
September	<ul style="list-style-type: none">▪ Newsletter 3/2009▪ Cranberry Weeks▪ Website Update
October	<ul style="list-style-type: none">▪ Participation in bakery trade show IBA▪ School program mailing▪ Website update
November	<ul style="list-style-type: none">▪ Cafeteria promotion▪ Newsletter 04/2009▪ Website update
December	<ul style="list-style-type: none">▪ Final media and activity report due▪ Website update