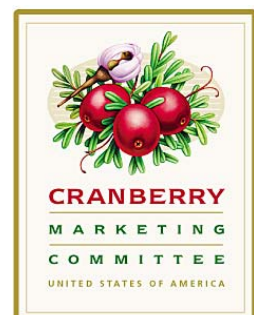




Activity Report

Media & Trade Relations in Poland
The Cranberry Marketing Committee

June 2009



Activity Report

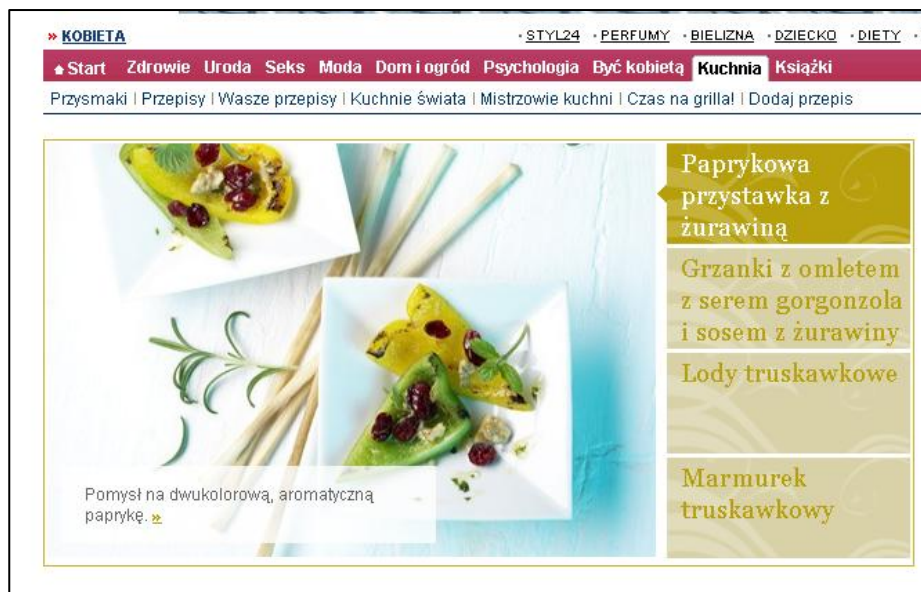
Media and Trade Relations in June 2009

Media Activities

MEDIA EXPOSURE

As a result of the press mailing taking place last month with the subject “BBQ and Finger Food Recipes with Cranberries”, four online media outlets released a total of seventeen recipes on this theme valued at zł 84,200 (US\$ 27,000) with an estimated 3.4 million visitors.

The website Kobieta (2.5 million visitors) released the CMC finger food recipes “Sweet Pepper with Cranberries” and “Crostini with Gorgonzola Omelet and Peppergrass Cranberry Salsa” as well as the CMC BBQ recipes “Tomatoes with Cranberry Stuffing” and “Grilled Zucchini with Cranberry Parsley Salad”.



Cranberry recipes were of interest to other highly visited websites in Poland, such as Gotujmy.pl (650,000 visitors) who published the CMC finger food recipe “Chicken Saté with a Mango Cranberry Smoothie” and the BBQ recipe “Grilled Salmon with Cranberry Mustard Salad”.

The women’s web portal Female.pl (250,000 visitors) shared the CMC finger food recipes “Crostini with Gorgonzola Omelet and Peppergrass Cranberry Salsa” and “Potato Fries with Cranberry Dip” with their readers.

Finally, the website Dlalejdis.pl (80,000 visitors) shared the CMC finger food recipes “Chicken Saté with a Mango Cranberry Smoothie”, “Sweet Pepper with Cranberries”, “Crostini with Gorgonzola Omelet and Peppergrass Cranberry Salsa” and “Potato Fries with Cranberry Dip” as well as the BBQ recipes “Marinated Steak with Spicy Onion Cranberry Dip”, “Grilled Salmon with Cranberry Mustard Salad”, “Grilled Zucchini with Cranberry Parsley Salad” and “Tomatoes with Cranberry Stuffing” with their visitors.

Grzanki z omeletem z serem gorgonzola i sosem z cranberries 2009-06-26

Składniki dla czterech osób:

Na sos:

- 75 g suszonych **cranberries** (żurawin amerykańskich)
- 20 g kalifornijskich **orzechów włoskich**
- 1 łyżka **oleju** z orzechów włoskich
- **pieprz**
- szczypta **chili** w proszku
- pół opakowania **rzeżuchy**

Ponadto:

- 50 g **bekonu** w plastrach
- 4 **jajka** (rozmiar M)
- **sól, pieprz**
- 50 g sera **gorgonzola**
- 1 łyżka **oleju**
- 8 kromek z **bagietki**

Przygotowanie:

1. Cranberries posiekać grubo, orzechy drobno. Oba składniki wymieszać z olejem z orzechów, pieprzem i chili w proszku. Rzeżuchę ścinać i dodać do pozostałych składników.
2. Bekon pokroić w kostkę. Na patelni przysmażyć na chrupiąco, osuszyć na ręczniku papierowym.
3. Jajka roztrzepać z solą i pieprzem. Dodać pokrojony w drobną kostkę ser gorgonzola. Olej wlać na patelnię i rozgrzać. Wlać mieszankę jajeczną i poczekać, aż się zetnie.
4. Kromki bagietki przypiec na ruszcie. Omelet pokroić na kawałki i ułożyć na kromkach bagietki. Na to nałożyć trochę sosu i udekorować bekonem. Resztę sosu podać w oddzielnym naczyniu.

Czas przygotowania
ok. 25 minut



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, heart and circulation**, the CMC produced a special health brochure. On 16 pages the brochure gives experts a basic introduction to cranberries, including facts on the berries' origin and their botanical background, and deals with health claims as well as the cranberries' health benefits. The brochure can be viewed in the appendix.

To reach as many health professionals as possible, the brochure will be included in the September edition of two popular nutraceutical and health magazines distributed to pharmacists, including Puls Medycyny (circulation: 40,450) in September Puls Farmacji (circulation: 10,000).

EDITORIAL LOBBYING

This month CMC Poland representatives contacted all 79 journalists who received last month's media mailing to follow up, answer questions they may have about U.S. cranberries and encourage more features and articles.



Smacznie i zdrowo!

CRANBERRIES Z USA

- Układ moczowy
- Jama ustna
- Żołądek
- Przeciwtleniacze
- Serce i układ krążenia



Informacje przygotowane przez Cranberry Marketing Committee dla lekarzy, farmaceutów i dietetyków. Broszura zawiera kompletną bibliografię.

COOPERATION WITH CHEF ROBERT SOWA

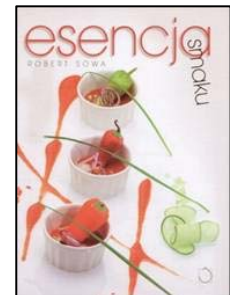
We agreed to continue our cooperation with USA Cranberries culinary spokesperson and renowned chef, Robert Sowa. With his help, we will promote the American cranberry among Polish consumers, teach them how to use it as a versatile cooking ingredient and inform them of the differences between the Power Berry and its European cousins.

He proved to be a valuable asset to help gain media attention in the first months of the CMC program and will continue to share our message to journalists through 2009 and press events and in his own projects.



A review of his credentials include:

- Regularly contributes to the TV station TVP2
- Regularly contributes to the women's magazine NAJ
- Honorary President of the National Association of chefs
- Member of Elite Executive Chefs in Poland
- Awarded an honorary title of the French culinary Institute
- Has served on juries in many national and international food competitions
- Author of the cookbook "Essence of Taste"



Trade Activities

TRADE MEETINGS

This month we received a visit from CMC Marketing Directory Toby Stapleton and International Marketing Manager Mike Rucier. During their visit we conducted store checks and visited a cranberry field near Pulawy South of Warsaw.

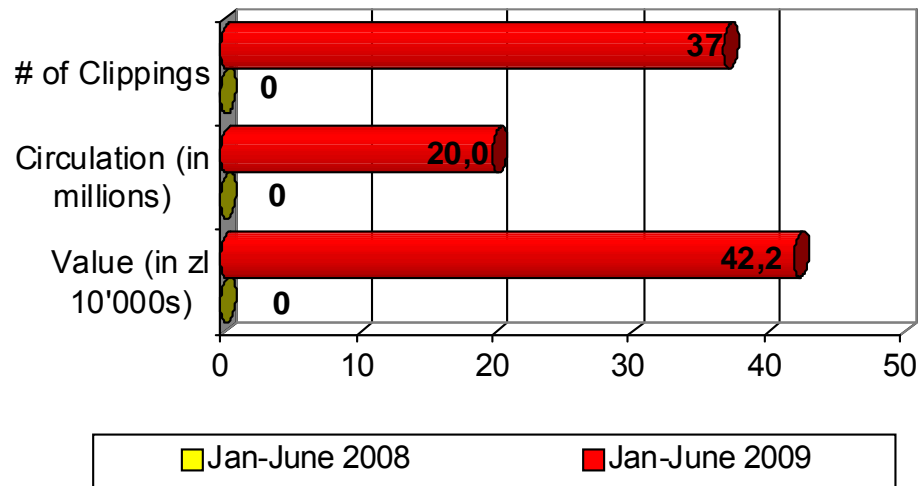
We also met with representatives of Bakalland, leading importers of dried fruits and nuts in Poland. During the meeting the representatives shared information about the dried fruit & nuts market and discussed their experiences working with North American cranberries.

During the visit, we also met with representatives from FAS Warsaw, including Agricultural Counselor Eric Wenberg and Agriculture Marketing Specialist Jolanta Figurska.

Performance Measures

MEDIA REPORT SUMMARY THROUGH JUNE 2009

mk² upholds its commitment to meet goals set for 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 - June 2009:	37
Total advertising equivalent:	zł 422,540 (US\$ 135,370)
Total circulation:	20,458,800

Upcoming Promotions & Activities

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