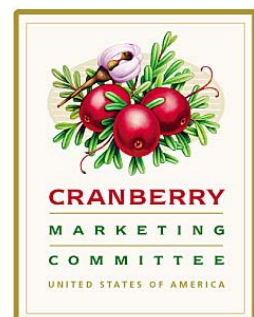




Activity Report

Media & Trade Relations in Germany
The Cranberry Marketing Committee

March 2009



Activity Report

Media and Trade Relations in March 2009

Media Activities

ARTICLES FEATURING CRANBERRIES

In March 2009 we monitored 12 press clippings and one TV broadcast reaching more than one million consumers and trade professionals with an advertising equivalence of EUR 98,600 (approximately USD 128,400).

This month's spectacular highlight appeared in **myTime** (circulation: 268,500), a free consumer magazine of the supermarket chain familia. A four page article titled "Ideas with Cranberries" gives a detailed report on the berries. **The article is announced on the cover** as well as the editorial. A myTime editor recommends cranberries as delicious and healthy fruit and refers to the article:



"In the USA the dark red berries have been a delicacy for centuries. Here more and more gourmets discover their unique taste and health benefits too." The article presents different cranberry products – from frozen and fresh berries to SDCs and juice. Their versatility and health benefits are especially stressed. Pictures and information are also given of the cranberry harvest. Four cranberry recipes are presented and three cranberry products from different manufacturers are introduced. The recipes and images were credited to the Cranberry Marketing Committee.



PRESS MAILING # 1



In preparation for the Easter holiday and the start of the famous asparagus season in April, we sent a selection of eight new cranberry recipes carrying this theme to more than 200 journalists writing for consumer and trade publications in a nationwide press mailing.

The traditional asparagus season starts in mid April in Germany and continues until June 24th. During this time all culinary and women’s magazines feature recipes with this delectable vegetable and



restaurants offer complete menus with asparagus. We shared four recipe ideas with editors so that they can add a new aspect to this traditional German vegetable. They received the recipes “Cranberry Asparagus Salad”, “Asparagus Cream Soup with Cranberries”, “Cranberry Asparagus Pasta” and “Asparagus with Cranberry Salsa”.

Not to forget Easter, journalists received four new cranberry recipes for this holiday, including “Cranberry Apricot Tarts”, “Cranberry lemon Cream Cake”, “Cranberry Buns with Cranberry Butter” and “Hefezopf Bread Filled with Cranberries”.

GERMAN WEBSITE

In March, nearly 2,000 unique visitors visited the German CMC website. The most visited pages were those in our recipe and cocktail archive with 385 unique visitors, followed by the cranberry product pages which show consumers all the cranberry products available in Germany with 356 unique visitors.

This indicates that consumers visiting the website are doing so for two reasons: Either they want to cook a dish with cranberries at home or they want to find out where they can buy a specific cranberry product.



Updates made this month included adding the new Easter and asparagus recipes to the recipe archive and press archive pages and changing the title story on the homepage to update the look for repeat visitors.

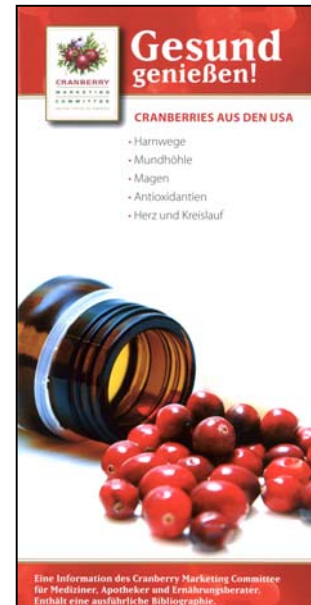
Trade Activities

HEALTH BROCHURE MAILING

The CMC Health Brochure has become a real favorite among medical specialists. In fact, a true success this month resulted in the distribution of the brochure to 1,000 urologists by Quiris Healthcare, a producer and distributor of naturopathy products in Germany.

The company first saw the brochure in the March issue of the Ernährungsumschau where it was an insert. They were so impressed with it, they requested one thousand extra copies. This month they wrote us a letter to let us know that they had mailed out all the copies in a direct mailing campaign to urologists across Germany.

This is particularly good news because the action instantly expanded our audience. Our initial distribution of the brochure targeted 80,000 pharmacists. The distribution of the brochures to urologists (at no cost to the CMC) assured that completely new multipliers were reached without addressing the same people twice.



TRADE REQUESTS

The following companies requested additional information about cranberries from the USA:

- *Bäckerei und Konditorei Kalthoff*, a bakery and confectionary company, requested informational material and importer contacts

THIRD PARTY CRANBERRY PROMOTIONS

The restaurant chain Block House, the mineral water producer Gerolsteiner, and the cranberry syrup producer Rose's combined efforts to promote a cranberry spritzer offered in 33 restaurants throughout Germany this month.

Approximately 350,000 guests visiting the German affiliates of Block House were exposed to a colourful cardboard flyer with the words "Already Tasted?". The piece describes the cranberry as "Cranberry, the naturally healthy fruit" and comments that the cranberry spritzer contains lots of vitamin C, helps lower the cholesterol level and protects against free radicals.

Leading the promotion is Block House with 34 restaurants in Germany and six abroad (Spain, Portugal, Greece and China). With 1,400 employees, more than five million guests annually

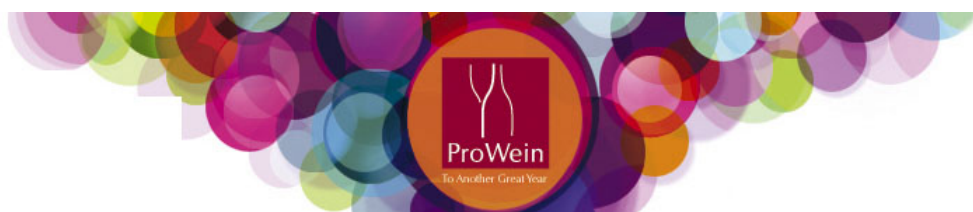


and a turnover of € 103 million in 2008, Block House is among the larger branded restaurants in Germany. The chain known for their steaks, salads, baked potatoes and salads was founded in 1968.

Gerolsteiner Sprudel GmbH was founded in 1888 and has grown to become Germany's largest exporter of mineral water with a turnover of € 209 million annually. Rose's Cranberry Mixer is distributed through MBG International Premium Brands GmbH (Miller Brands Germany), a company specializing on the distribution and promotion of American beers targeting the scene gastronomy and hotel sector.

Show Kitchen at ProWein

In order to demonstrate how the CMC looks for synergies between the various cooperators, we supported the California Show Kitchen at Germany's largest wine trade show "ProWein" in Düsseldorf from March 29-31, 2009.



In the kitchen were four Californian Chefs cooking with USA food ingredients, including U.S. Cranberries. 800 people were served each day and 2,400 meals were made in total.

Every day cranberries made an appearance in the menu:

- Day # 1: Foie Gras Tacos with Pear & Mint Chutney, Rocket & USA Cranberry Reduction
- Day #2: Spring Rolls stuffed with Primo slow cooked U.S. Pork, Mungo Beans, Mint & Cilantro – served with Spicy U.S. Cranberry dipping Sauce
- Day #3: Primo Grilled U.S. Beef with Goat Cheese Baked Figs and California Walnuts, Basil/Garlic Mashed Potatoes, Red Beet Chips & U.S. Cranberry BBQ Sauce

Upcoming Promotions & Activities

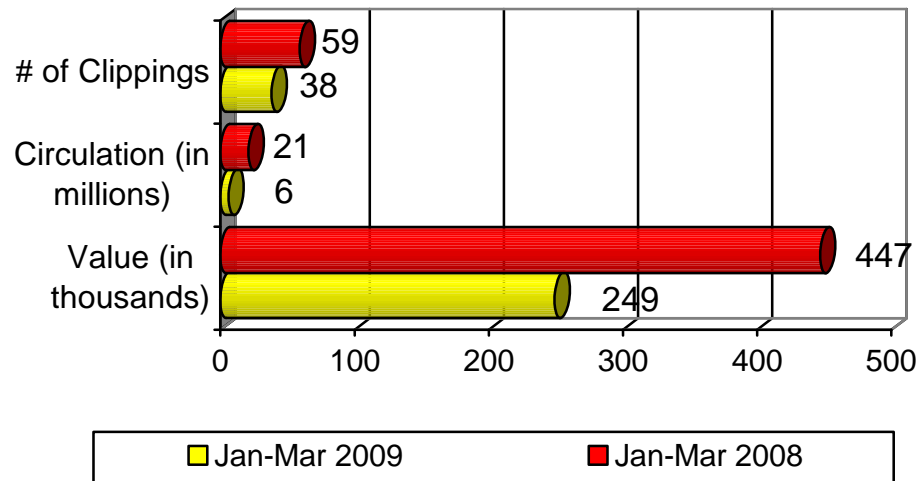
UPCOMING PROMOTIONS & ACTIVITIES

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

Performance Measures

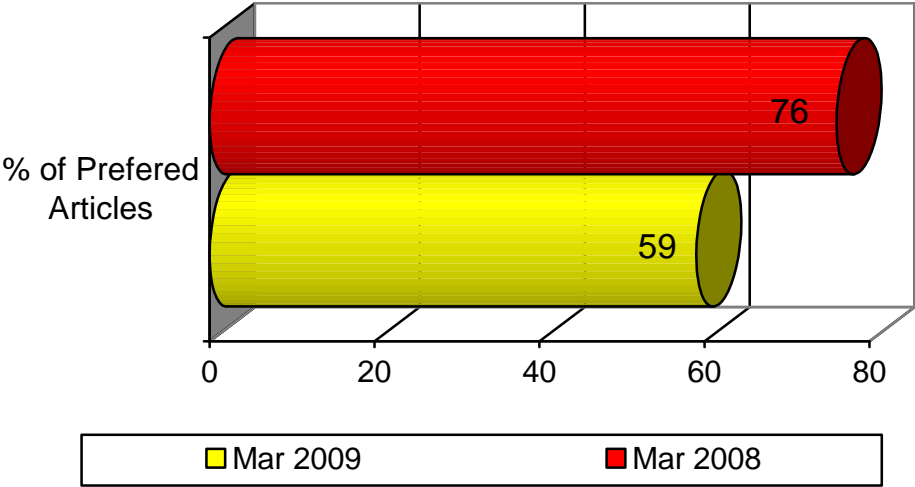
MEDIA REPORT SUMMARY THROUGH MARCH 2009

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 – March 31, 2009:	38
Total advertising equivalent:	€249,100
Total circulation:	5,436,700

SUMMARY OF PREFERED ARTICLES IN FEBRUARY 2009



Appendix A

Timeline

CRANBERRY MARKETING COMMITTEE TIMELINE 2009

Month	Activity
April	<ul style="list-style-type: none"> ▪ Press mailing #2 ▪ Newsletter 01/2009 ▪ Website update
May	<ul style="list-style-type: none"> ▪ Website update ▪ Development of new school program
June	<ul style="list-style-type: none"> ▪ Newsletter 02/2009 ▪ Website update
July	<ul style="list-style-type: none"> ▪ Press mailing # 3 ▪ Website update
August	<ul style="list-style-type: none"> ▪ Bakery in-house shows ▪ Website update
September	<ul style="list-style-type: none"> ▪ Press mailing # 4 ▪ Newsletter 03/2009 ▪ Cranberry weeks ▪ Website update
October	<ul style="list-style-type: none"> ▪ 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