

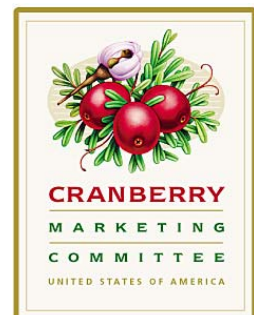
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# Activity Report

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Media & Trade Relations in Poland  
The Cranberry Marketing Committee

May 2009



## Activity Report

### Media and Trade Relations in May 2009

#### Media Activities

##### MEDIA EXPOSURE

This month's media highlight included a full-page article appearing in the publication, Gazeta Wyborcza, with a circulation of 553,295. To date, we have monitored 29 media clippings with a media value of US\$115,800.

##### EDITORIAL LOBBYING

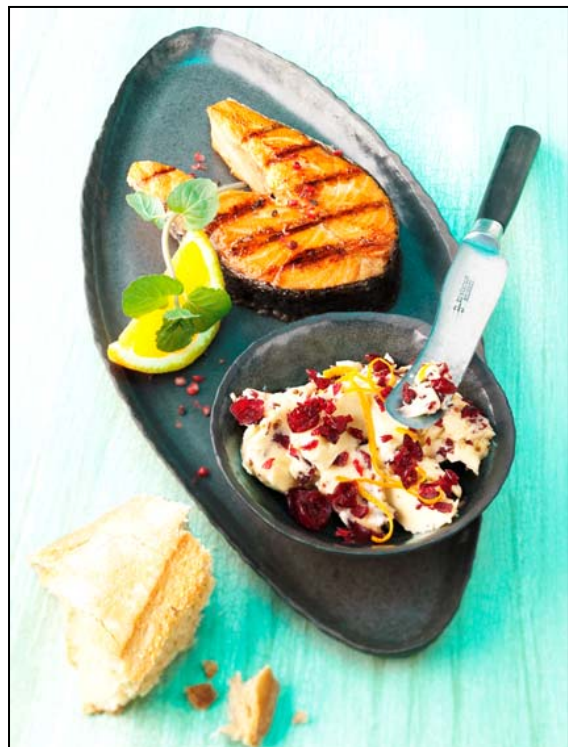
Because the CMC received a new press contact team this month, Ms Domanska and Ms Witkowska contacted each editor in the media database to personally introduce themselves and talk about the possibility of publishing articles and features about U.S. cranberries. More than 40 journalists were contacted.

##### RECIPE PRODUCTION

This month, we translated and adapted a number of cranberry recipes which will be used in media efforts during the rest of the year. This included a recipes with the themes of BBQ, Brunch, Finger Food, and Salads. The recipes will also be made available to consumers on the CMC website.

##### ADMINISTRATION

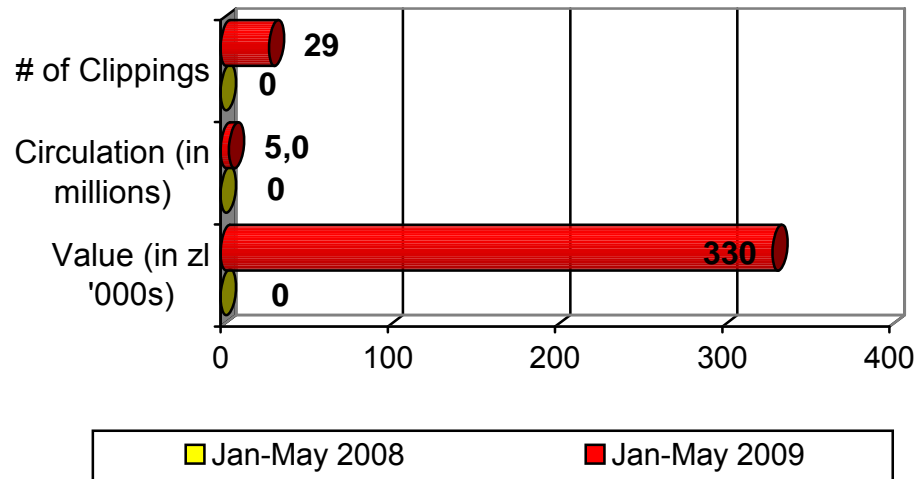
This month, we prepared for the upcoming visit of CMC representatives Toby Stapleton and Mike Rucier. This included organizing meetings with the Polish trade and FAS Warsaw, as well as coordination of a visit to a cranberry field in Poland and a retail store check plan.



## Performance Measures

### MEDIA REPORT SUMMARY THROUGH MAY 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 - May 2009:	29
Total advertising equivalent:	zł 330,429 (US\$ 115,800)
Total circulation:	5,045,804

## Upcoming Promotions & Activities

Month	Activity
<b>June</b>	<ul style="list-style-type: none"> <li>▪ Production of health brochure</li> <li>▪ Cooperation with Robert Sowa begins</li> <li>▪ Website update</li> </ul>
<b>July</b>	<ul style="list-style-type: none"> <li>▪ Press mailing #3 (Cranberry Brunch)</li> <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>