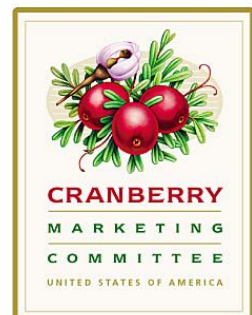


Activity Report

Media & Trade Relations in France
The Cranberry Marketing Committee

January 2007



Activity Report

Media and Trade Relations in January 2007

Trade Program

TRADE SHOW PARTICIPATION

The Cranberry Marketing Committee was present in the USA Pavilion at the SIRHA trade show from January 20-24, 2007 at the Eurexpo in Lyon. SIRHA is France's leading show for the HRI / foodservice sector.

SIRHA is also an important show because it is the setting for top international culinary contests, including: the prestigious Bocuse d'Or Competition (which celebrated its 20th anniversary this year); the World Pastry Cup; the International Caseus Award and the World Bread Contest.

The 2007 show consisted of 1,900 exhibitors (400 international) from 24 countries and over 170,000 (primarily domestic) trade guests which included food buyers, processors and institutional employees. Forty-four new trade contacts were made. A complete list of trade contacts was submitted to the CMC USA office.



Sirha The approximately 4,000 visitors to the CMC booth had the chance to taste dried cranberries, cranberry juice and see (and if they want taste) fresh cranberries. Another exhibitor brought freshly baked cranberry bread for tastings each day while other producers of cranberry sushi, cranberry cake and cranberry foie gras also brought product for tasting. In exchange, the CMC provided exhibitors with cranberry products with complimentary generic promotional material for distribution to their customers. Several visitors mentioned having seen CMC POS material promoting fresh cranberries in their local hypermarket recently.

Visitors could speak with CMC staff to learn more about the cranberry and its uses. Informational material was distributed, including 1,000 consumer brochures, 100

technical manuals, 900 information sheets “12 facts about cranberries”, 200 cranberry recipe sheets for the HRI and 200 cranberry cocktail guides (for barkeepers). Orders for promotional material were also taken at the show while cocktail guides & cranberry cocktail napkins were made available to visitors in the show VIP lounge frequented by famous chefs and journalists. Several key food manufacturer buyers such as Richard, Ben & Jerry and Toque d’Azur had regular tours they would take their customers on. The CMC booth was included on the tour.



Because SIRHA 2005 was the location where the CMC officially launched its marketing program in France, this year’s show made it evident how much progress USA cranberries have made in France in just two years’ time. While in 2005 only three companies had cranberry products displayed at their booths, this year CMC staff found 25 (!) companies with cranberry products.

This included a wide variety of products such as SDC’s, purée, jams, ice cream, other dairy products, juice, syrups, cocktails and baked goods. Many producers brought their products to the CMC booth for display and thanked us for the effective marketing efforts.

POS MATERIAL REQUESTS

In addition to responding to regular requests for promotional material from the trade, we cooperated with the Barmen association from Rhones Alpes to have 100 cranberry cocktail guides distributed to their members. We also supplied more than a dozen exhibitors at the SIRHA trade show with informational material.

TRADE VISITS

Ms Masson visited and telephoned with key cranberry importers, food manufacturers and juice bottlers this month, including:

- *Moulin Joseph Nicot Banette* is an industrial bakery producing cranberry banette (bread) sold at Banette convenient stores. This was a contact made at SIRHA 2005. Now they have been selling a cranberry product for six months
- *Festival des Pains* is an industrial baker and one of the first manufacturers to introduce a cranberry product to France. They sell their cranberry bread to 1,000 bakeries now.
- *Fruit Gourmet* is a producer of processed fruits and jams.
- *Maitre Prunille* sells fruit products to the food manufacturing and retail sector and currently introduced their third cranberry product.
- *Silvarem* is an importer of SDC’s supplying the baking sector.
- *Le Petit Cuisinier* is the 7th largest supplier of ready-made dishes in France and a supplier to the Flunch chain (see below). They are currently developing cranberry products.
- *Flunch* is a foodservice operator of 197 cafeterias (EUR 439 million in annual sales). Belongs to the Muillez group (i.e. like Auchan, a major French multiple). Already working with CMC France office to develop new menu products and convincing suppliers to use cranberries as an ingredient.