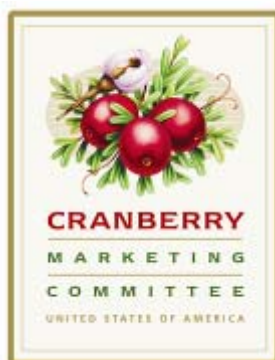




# MONTHLY ACTIVITY REPORT



**JANUARY 2009**



## MEXICO

Prepared by Grupo PM, S.A. de C.V.



## TRADE RELATIONS

### Technical Visits

During the month of January, CMC's technical engineer visited different companies to promote consumption of US cranberries for different food applications, including bakery, foodservice and food processing.

- ❖ **Toks:** CMC Mexico visited this important restaurant chain to discuss the possibility of holding technical and practical seminars for their employees within their facilities; they have previously received informative materials. They were very interested in taking advantage of this opportunity, so they will check dates and inform us.
- ❖ **El Palacio de Hierro:** CMC's technical engineer has been in contact with the restaurant area of this important store in order to monitor their advances in the development of new cranberry bread. However, they commented they have hired a new bakery development chef, and he is currently in training. They have asked us for a latter visit to program some bakery product development tests.
- ❖ **CANAIINPA:** We have been contacting CANAINPA Mexico City for the 2009 bakery seminar planning. So far, we have agreed to hold two technical seminars in Mexico City during the year. The tentative date for the first seminar is the first week of May and the second seminar is being planned for the last quarter of the year.
- ❖ **Megafarma:** CMC Mexico contacted this cranberry product importer/distributor inform them about the upcoming bakery seminars plans and projections, so they are able to check dates and hopefully come to the seminar with all their information for customers. Additionally, they have commented they have some potential clients who are conducting new product tests with cranberries for the food industry.
- ❖ **Pane en Via:** We contacted this restaurant chain to find out if they had an answer regarding previously discussed cranberry technical seminars. The person in charge commented they are finalizing the training schedule for their personnel, and they will propose our seminars as part of this program. We will contact them to see if this is possible or if they have any additional requirements.



- ❖ **Sanborns:** As previously reported, the bakery department of this important restaurant chain has been developing some cranberry products. We have contacted them once again to monitor their progress, and they commented they have not finished the process yet. They will inform us about any additional requirements or the results.
- ❖ **Pan Filler:** This company currently sells cranberry products such as cookies and bread in Sam's Club. CMC's technical engineer visited them and talked about the cranberry samples they will receive for their future product development tests, especially in bakery. They received cranberry samples and we will closely monitor any progress.
- ❖ **La Morisca:** CMC's technical engineer visited this company to give them cranberry samples for their product development tests. They commented they will start testing new product ideas, which they plan to present to their clients.
- ❖ **Nutrisa:** This important chain of healthy food and yogurt based ice-creams was contacted by our technical engineer in order to schedule a visit and to offer them cranberry samples, which would apply perfectly for their well-known ice creams. We will keep contacting them.

## PUBLIC RELATIONS

In January 2009, CMC started having positive results in Public Relations efforts with eight pick-ups registered from the Mexican printed and electronic media. During the first month of 2009, PR efforts for CMC in Mexico are remarkable, having an accumulated Equivalent Space Value for 2009 of \$12,277.90 and a Media Cost Equivalent of \$ 42,972.65. The detailed information about media publications is as follows:

- **Menu Diario Magazine (Circulation: 75,000):** This magazine published during January the recipes "*Cranberry and Orange Damiana*" and "*Cranberry and Pecan Oat Cookies*".
- **Cocina Mariposa Magazine (Circulation: 70,000):** This cuisine magazine included in the January issue the recipe "*Cranberry Cookies*".
- **Diario de Morelos Magazine (Circulation: 30,487):** The Morelos local newspaper included in the Health Section of their special magazine the article "*Take Care of your Eyesight*", which mentions cranberries benefits in this area.



- **Life & Style Shockvisual Website (Monthly Hits: 12,500):** This website published during January the following recipes: “*Cranberry Shot*”, “*Cran-Pineapple Colada*”, “*Cranberry Sangria*” and “*Cranberry Margarita*” within their Beverages section. Additionally, they published the recipes “*Baked Cheese with Cranberries*” and “*Creamy Cranberry Salsa Chicken Breasts*” in their main recipes section. Moreover, the website included the article “*Cranberries as an Anti-oxidants and Fiber Source*”.
- **Irresistibles Gelatinas Magazine (Circulation: 50,000):** This month this website for the restaurant industry published in their recipes section the “*Baked Cheese with Cranberries*” recipe.

**MENU DIARIO MAGAZINE**  
**JANUARY 2009 FRONT COVER**





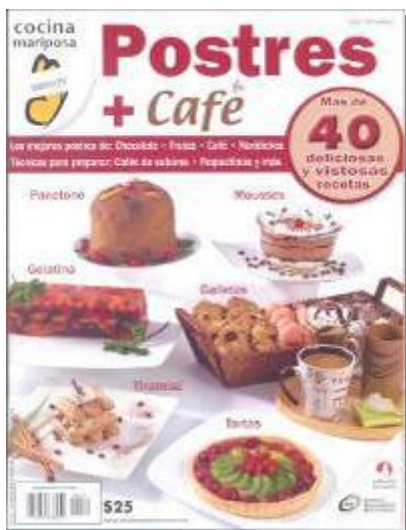
**MENU DIARIO MAGAZINE**  
**JANUARY 2009 ARTICLE**



**COCINA MARIPOSA MAGAZINE**

JANUARY 2009 FRONT COVER

JANUARY 2009 ARTICLE





## DIARIO DE MORELOS MAGAZINE

JANUARY 2009 FRONT COVER



JANUARY 2009 ARTICLE



## LIFE & STYLE SHOCKVISUAL WEBSITE JANUARY 2009





## LIFE & STYLE SHOCKVISUAL WEBSITE JANUARY 2009



## IRRESISTIBLES GELATINAS MAGAZINE JANUARY 2009 FRONT COVER



## IRRESISTIBLES GELATINAS MAGAZINE JANUARY 2009 ARTICLE





## PR PUBLICATIONS

### MEDIA EXPOSURE MÉXICO 2008

COUNTRY	PLACEMENTS	TOTAL CIRCULATION	READERS PER COPY	EQUIVALENT SPACE VALUE	MEDIA COST EQUIVALENT (US\$)
México	8	275,487	606,071	\$ 12,277.90	\$ 42,972.65

### PR PUBLICATIONS

No	Publication	Media Type	Issue/ Date	Distribution	Circulation/ Monthly Hits	Advertising Cost (US\$)
1.	Menú Diario	Magazine	January 2009	Nationwide	75,000	\$ 2,997.90
2.	Cocina Mariposa "Postre + Café"	Magazine	January 2009	Nationwide	70,000	\$ 5,368.00
3.	Diario de Morelos Sección Magazine "Salud"	Newspaper	January 2 <sup>nd</sup> 2009	Cuernavaca and Metropolitan Area	30,487	\$ 744.00
4.	Life & Style Shockvisual	Web Page	January 2 <sup>nd</sup> 2009	Nationwide	12,500	\$ 360.00
5.	Life & Style Shockvisual	Web Page	January 16 <sup>th</sup> 2009	Nationwide	12,500	\$ 360.00
6.	Life & Style Shockvisual	Web Page	January 23 <sup>rd</sup> 2009	Nationwide	12,500	\$ 360.00
7.	Life & Style Shockvisual	Web Page	January 30 <sup>th</sup> 2009	Nationwide	12,500	\$ 360.00
8.	Irresistibles Gelatinas	Magazine	January 2009	Nationwide	50,000	\$ 1,728.00

#### Press Release

The press release sent to the media during January was titled "*Cranberry Chemical Compounds and their Health Benefits*", written by nutritionist Gloria Corral. The article explains the main health benefits that cranberry products provide and how their chemical compounds work in order to achieve positive results.



## OTHER ACTIVITIES

### RETAIL PROMOTIONS

Retail cooperative promotion activities started in December 2008, coming to an end in January 2009. The supermarket store chains covered were Wal-Mart, Comercial Mexicana and Chedraui in nine cities: Cuernavaca, Puebla, Toluca, Queretaro, Morelia, Aguascalientes, Veracruz, Villahermosa and Durango. Cranberry juice was sampled while a demonstrator explained cranberries' health benefits and showed the variety of cranberry products available in the market. Sales were tracked in a report, and an attitudes and preferences questionnaire was given to people who received product samples.

The main results of the activity are as follows:

Supermarket Chain	Cities	Stores	Promotion Days	Sales	People Surveyed
Wal Mart	Cuernavaca, Querétaro, Puebla, Toluca, Morelia, Aguascalientes, Veracruz, Durango, Villahermosa	17	136	3,736	1,600
Comercial Mexicana	Cuernavaca, Queretaro, Puebla, Toluca, Morelia, Aguascalientes, Veracruz,	20	160	4,345	2,128
Chedraui	Cuernavaca, Queretaro, Puebla, Toluca, Morelia, Aguascalientes, Veracruz, Villahermosa	22	176	3,969	2,016
	<b>TOTAL</b>	<b>59</b>	<b>472</b>	<b>12,050</b>	<b>5,744</b>





## CMC Website

During January 2009, CMC's Spanish website received 211 visits, a decrease of 15% over December, which is not surprising due to the fact that the last quarter of the year is usually the best season for cranberries.

Additionally, this month we finished developing some information updates to the website. The sections updated were cranberry recipes, electronic newsletters, and the suppliers' list.

