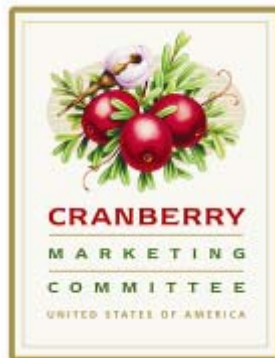




GRUPO PM

MONTHLY ACTIVITY REPORT



SEPTEMBER 2009



MEXICO

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



TRADE RELATIONS

Technical Visits

During the month of September, CMC's technical engineer continued visiting different companies to promote consumption of US cranberries for different food applications; during this month, we focused mainly on the following wholesale companies:

Follow-up:

- **CANAINPA:** The technical engineer visited CANAINPA facilities in Mexico City this month in order to collaborate with their bakery and confectionery experts to develop new recipes, which were applied in a hands-on seminar, held on September 24th. This seminar had a total of 40 participants from the bakery industry and some important companies like “El Globo” bakery chain also attended. The seminar was divided in two sections, being the first one a technical presentation about cranberries general aspects, health benefits, products and applications. The second part was the hands-on section, where participants had the chance to directly elaborate the cranberry confectionery recipes, such as gelatin, cakes, pies, among others. At first, some participants were wondering if these cranberry gelatins and desserts would taste good, due to the tart flavor of the juice, but they were very surprised and satisfied with the final result. At the end of the seminar, all attendees received cranberry printed materials, technical manuals and recipe booklets, showing real interest in having another seminar in the future.
- **El Globo:** CMC's technical engineer has been developing a positive relationship with this important bakery chain. This month, he visited the company to give them cranberry samples for some new product development tests, as well as CMC's printed informative materials. The engineer had also the opportunity to visit their bakery facilities. The idea of holding a technical seminar for their personnel was discussed, and they seem to initially like the idea. El Globo received an invitation for the confectionery seminar in CANAINPA. We will be contacting them later to know the results of the tests, and hopefully define a final date for the seminar.
- **Taifeld's:** As a result of previous visits when we provided them with cranberry samples and information, Taifeld's has launched a new baked product: linseed light brownies with cranberries. This product is being sold in supermarkets such as Walmart, Superama and Comercial Mexicana. The technical engineer has visited them again this month to give them more cranberry samples for their upcoming product development tests, as well as printed technical information.
- **Belem:** This Company received dehydrated cranberry samples for new product tests. They



also received technical manuals, and a technical seminar was discussed to directly explain some cranberry product applications. We will contact them later to learn of their test results and if they are interested in the seminar.

- **Impulso Comercial Tanqui:** CMC's technical engineer visited this snack manufacturing company this month, and gave them technical manuals and recipe booklets. The product development area would like to combine the dehydrated cranberries with some other fruit and seeds products. A second visit will be scheduled to give them cranberry samples for product tests.

New Contacts:

- **Bellver:** This snack and candy manufacturing company received cranberry samples, as they currently handle products with dehydrated fruits and seeds. The purchasing department received technical manuals and CMC's engineer explained how cranberries could be combined with different flavors.
- **Confitería Giolotti:** Specializing in dehydrated fruits' coating, especially raisins, this company received cranberry samples for product testing. A technical seminar was discussed. We will be contacting this company to give them more information and follow-up on their test results.
- **Mark Al Chemical de Mexico:** Previously visited by CMC's engineer, we have contacted this dehydrated fruits company again to know if they have analyzed the technical information regarding cranberries, and if they have any additional requests. They showed interest and asked us to schedule a second visit.

PUBLIC RELATIONS

During September 2009, we registered two pick-ups from the Mexican printed and electronic media. The accumulated Equivalent Space Value so far for 2009 is \$ 210,666.03 with a Media Cost Equivalent of \$ 737,331.11. Following is detailed information about media publications during this month:



- **Cocina Especial Magazine (Circulation: 40,500):** The August edition of this magazine included a small article regarding cranberries health benefits, as well as the recipe “White Gelatin with Cranberry.”
- **Cocina Especial Magazine (Circulation: 40,500):** The September issue included the recipes “Spinach and Apples Salad with Cranberries Dressing,” “Fruit & Cinnamon Muffins” and “Cranberry Frozen Margarita.”

Actual pictures from the magazines are shown next:

COCINA ESPECIAL MAGAZINE
AUGUST 2009 FRONT COVER



COCINA ESPECIAL MAGAZINE
AUGUST 2009 ARTICLE



COCINA ESPECIAL MAGAZINE
SEPTEMBER 2009 FRONT COVER

COCINA ESPECIAL MAGAZINE
SEPTEMBER 2009 ARTICLE



PR PUBLICATIONS

MEDIA EXPOSURE MÉXICO 2008

COUNTRY	PLACEMENTS	TOTAL CIRCULATION	READERS PER COPY	EQUIVALENT SPACE VALUE	MEDIA COST EQUIVALENT (US\$)
México	43	2,576,150	5,667,530	\$ 210,666.03	\$ 737,331.11

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 nd 2009	Cuernavaca and Metropolitan Area	30,487	\$ 744.00
4.	Life & Style Shockvisual	Web Page	January 2 nd 2009	Nationwide	12,500	\$ 360.00
5.	Life & Style Shockvisual	Web Page	January 16 th 2009	Nationwide	12,500	\$ 360.00
6.	Life & Style Shockvisual	Web Page	January 23 rd 2009	Nationwide	12,500	\$ 360.00



No	Publication	Media Type	Issue/ Date	Distribution	Circulation/ Monthly Hits	Advertising Cost (US\$)
7.	Life & Style Shockvisual	Web Page	January 30 th 2009	Nationwide	12,500	\$ 360.00
8.	Irresistibles Gelatinas	Magazine	January 2009	Nationwide	50,000	\$ 1,728.00
9.	Life & Style Shockvisual	Web Page	February 3 rd 2009	Nationwide	12,500	\$ 360.00
10.	Life & Style Shockvisual	Web Page	February 6 th 2009	Nationwide	12,500	\$ 360.00
11.	Life & Style Shockvisual	Web Page	February 13 th 2009	Nationwide	12,500	\$ 360.00
12.	Cocina Estrella	Magazine	February 2009	Nationwide	75,000	\$ 6,048.00
13.	Revista del Consumidor	Magazine	February 2009	Nationwide	70,000	\$ 342.85
14.	Jugos Curativos	Magazine	February 2009	Nationwide	35,000	\$ 2,000.00
15.	Kena Especial Guía de la Salud	Magazine	February 2009	Nationwide	70,000	\$ 2,944.00
16.	Alkimia	Magazine	February 2009	Nationwide	10,000	\$ 4,320.00
17.	Club Spira	Magazine	February 2009	Nationwide	150,000	\$ 11,068.80
18.	Restaurantes de México	Web Page	February 26 th 2009	Nationwide	25,000	\$ 720.00
19.	Jugos Espec. La gran enciclopedia de los jugos	Magazine	March 2009	Nationwide	35,000	\$ 3,200.00
20.	Cocina Vital	Magazine	March 2009	Nationwide	115,128	\$ 9,296.00
21.	Life & Style Shockvisual	Web Page	March 02 nd 2009	Nationwide	12,500	\$ 360.00
22.	Platillos Dietéticas	Magazine	March 2009	Nationwide	30,000	\$ 2,776.00
23.	Siempre en Familia	Magazine	March 2009	Nationwide	100,000	\$ 4,872.00
24.	Siempre en Familia	Magazine	March 2009	Nationwide	100,000	\$ 4,872.00
25.	El Informador Sección Calor de Hogar	Newspaper	March 27 th 2009	Guadalajara and Metropolitan Area	45,600	\$ 1,280.00
26.	Cocina Estrella	Magazine	April 2009	Nationwide	75,000	\$ 6,048.00
27.	Cocina Fácil	Magazine	April 2009	Nationwide	300,000	\$ 4,761.92
28.	Irresistibles Jugos	Magazine	May 2009	Nationwide	45,000	\$ 1,280.00
29.	Comida Vegetariana	Magazine	May 2009	Nationwide	35,000	\$ 2,776.00
30.	Irresistibles Gelatinas	Magazine	May 2009	Nationwide	50,000	\$ 1,728.00
31.	Siempre en Familia	Magazine	June 2009	Nationwide	100,000	\$ 8,412.08
32.	Kena Cocina	Magazine	June 2009	Nationwide	75,000	\$ 61,824.00



PR MASSIVE MEDIA AIRINGS

During September, the Cranberry Marketing Committee did not appear in any issues of massive media shows. The next chart shows detailed information about the accumulated media airings during 2009:

COUNTRY	AIRINGS	EQUIVALENT SPACE VALUE	TOTAL AUDIENCE
Mexico	10	\$ 46,474.50	22,930,737

No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
1	Bionatura	136 de Sky (local channel 34) TV Mexiquense	Tue March 3rd, 2009	5'00"	450,000	Chef Geraldine	Mexico City & Metropolitan Area, per Cable Nationwide	Recipe elaboration "Rejuvenating Juice" with cranberry juice as one of the main ingredients.	\$ 2,559.86
2	Bionatura	137 de Sky (local channel 34) TV Mexiquense	Thur May14th. 2009	8'59"	450,000	Chef Geraldine Romero	Mexico City & Metropolitan Area, per Cable Nationwide	Cranberry Cheeseballs recipe elaboration. Cranberries mentioned as delicious and nutritive, helpful in diseases prevention.	\$ 5,197.13
3	Imagen en la cocina	90.5 fm	Sun May 31th,2009	4'32"	390,000	Alejandra Alvarado	Mexico City & Metropolitan	The cranberry plant and the importance of cranberry consumption in any different presentation.	\$ 5,143.89
4	Bionatura	137 de Sky (local channel 34) TV Mexiquense	Tues June 02, 2009	8'52"	450,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Cranberry gelatin elaboration.. Cranberries are healthy and have anti-adhesive properties, helping to prevent diseases, also beneficial for the urinary tract.	\$ 5,187.50



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
5	Bionatura	138 de Sky (local channel 34) TV Mexiquense	Tues June 09, 2009	10'33"	450,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Oat and cranberry snack bars elaboration. SDC's used as an ingredient for the recipe.	\$ 6,103.99
6	Bionatura	139 de Sky (local channel 34) TV Mexiquense	Tues June 23, 2009	10'25"	450,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Cranberry and Chicken Salad elaboration. Cranberries are nutritious, contain vitamins, healthy and have anti-adhesive properties.	\$ 6,026.95
7	Bionatura	140 de Sky (local channel 34) TV Mexiquense	Thru July 02nd, 2009	7'48"	450,000	Chef Geraldine Romero	Mexico City & Metropolitan Area, per Cable Nationwide	Cranberry cookies elaboration. Suggested to eat cranberry products on a daily basis to obtain health benefits.	\$ 4,328.08
8	Las mañanas del 11	Canal 11 XCIPN	Mon August 3rd, 2009	7'23"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	"Cranberry Gelatin" recipe elaboration, using cranberry juice and SDC's. Cranberries' anti-oxidants content was mentioned.	\$4,383.98
9	Las mañanas del 11	Canal 11 XCIPN	Mon August 3rd, 2009	9'41"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	"Mashed Potatoes with Cranberries" recipe elaboration. Cranberries benefits mentioned: anti-oxidants, which protect cells; and anti-adhesive properties, helpful in protecting the digestive and urinary tracts from bacteria.	\$5,705.85
10	Las mañanas del 11	Canal 11 XCIPN	Wed August 12th, 2009	3'03"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	"Cranberry Smoothie" recipe elaboration.	\$1,837.27

OTHER ACTIVITIES

CMC WEBSITE

During September 2009, CMC's Mexican website received 177 unique visitors, increasing 13.4% in comparison to the last two months.

CRANBERRY GELATINS AND CONFECTIONERY SEMINAR IN CANAINPA

On September 24th, our technical engineer held a seminar within CANAINPA facilities in Mexico City. This seminar was mainly focused on cranberry gelatins and confectionery. The seminar had an important participation of 40 attendees from the bakery industry, who directly experienced cranberry applications and its versatility through the technical and hands-on sections of the seminar.





NEW PRODUCTS

The following new cranberry products have appeared on store shelves this month:



LAKWOOD
PURE CRANBERRY
CONCENTRATE



LAKWOOD
ORGANIC POMEGRANATE &
CRANBERRY
100% FRUIT JUICE



LAKWOOD
CRANBERRY 100%
FRUIT JUICE



INNOVID
CRANBERRY
SEEDS OIL (50 ml)



OCEAN SPRAY
"LIGHT" CRANBERRY
JUICE COCKTAIL



OCEAN SPRAY
CRANBERRY & MANGO
JUICE COCKTAIL



KIRKLAND
CRANBERRY &
RASPBERRY
JUICE COCKTAIL



QUAKER OATS COOKIES "RED FRUITS SPECIAL EDITION"



TAIFELD'S BROWNIES LIGHT



EL GLOBO CRANBERRY COOKIES



COSTCO's KIRKLAND SPINACH, GOAT CHEESE AND CRANBERRY SALAD



GREAT VALUE DRIED CRANBERRIES

DANISH STYLE BREAD (SUPERAMA CHAIN)



PARTICIPATION IN THE 2009 CMC'S REP CONFERENCE

From September 22nd to 25th two members of Grupo PM staff participated in the 2009 CMC Rep Conference in Chicago. Beatriz Moreno and Armando Magallanes had the opportunity to present results and successes of CMC's program in the Mexican market while sharing ideas with CMC's staff and representatives from other countries. Additionally they had the opportunity to talk with members of the U.S. cranberry industry in Wisconsin about the potential for U.S. cranberry products in Mexico.