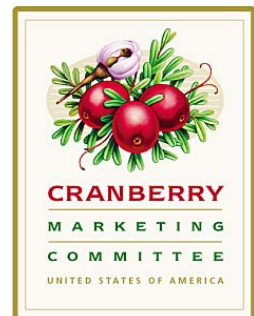




Activity Report

Media & Trade Relations in Poland
The Cranberry Marketing Committee

January 2011



Activity Report

Media and Trade Relations in January 2011

Media Activities

MEDIA EXPOSURE

In January, we monitored **18 clippings** about cranberries from the USA, including eight printed and 11 online media articles. The publicity reached a total of **8.8 million persons** and had an **advertising equivalence of zł 240,600** (approximately USD 83,400).

The year 2011 started with 16 clippings that can be tracked back to CMC press activities. One highlight, for example, was the publication in the lifestyle magazine **Home & Home** (circulation: 180,000) with two whole pages of CMC recipes. Under the title, "Time for Fish," they shared the recipes "Pikeperch with Lentil Cranberry Curry" and "Salmon with Lukewarm Cranberry Mustard Vinaigrette," which were credited to the Cranberry Marketing Committee.

Another highlight was a feature in the magazine **Pani** (circulation: 160,000) with the CMC recipe developer Antje

Kütke. Under the headline, "Secrets

of the Kitchen Mistress," they featured the CMC recipe "Rosemary Cranberry Muffins" on a whole page. Antje Kütke is working as journalist, author, and recipe developer and is an expert in American cranberries. **Pani** is a high-end magazine and is considered to be one of the most popular magazines among woman in Poland. Apart from articles about celebrities in the worlds of culture and art, the magazine presents new trends in fashion, lifestyle, psychology, and health.

USA cranberries also made an appearance in the weekly magazine **Pani domu** (circulation: 458,000). The berries were presented as a healthy fruit that could prevent problems with the heart and circulatory system by





regulating blood pressure and cholesterol level. The weekly magazine is extremely popular among women and housewives interested in family and health topics.

JANUARY ARTICLES

The following articles appeared in printed publications in January:

	Publication	Circulation	Date	Size	Headline	Cat.	Value PLN
1.	Home&Home	180,000	01.01.11	2	CMC recipes: Time for fish	1	39.400
2.	Pani	160,000	01.01.11	¼	Secrets of the Kitchen Mistress	1	12.900
3.	Przegląd Gastronomiczny	7,500	01.01.11	1	Culinary show for senses	1	2.000
4.	Echo Dnia	44,500	05.01.11	¼	Energy from cranberries	1	2.000
5.	Pani Domu	458,000	24.02.11	1/2	CMC recipe: Cranberries for the heart	1	14.200
6.	Chwila dla Ciebie	424,000	27.01.11	3	What are cranberries for?	1	59.900
7.	Tygodnik Rolniczy Modna Gospodyni	29,600	28.01.11	1/2	CMC recipe: More than two in one	1	17.300
8.	Polska Głos Wielkopolski	62,000	29.01.11	1/4	CMC recipe: Kitchen gadgets	1	26.600

The following online articles appeared in January:

	Website	Visitors per Month/ Viewers	Date	Pages	Headline	Cat.	Value PLN
9.	zpierszegotloczenia.pl	111,300	02.01.11	1	Cake rolls with apple and cranberries	3	100
10.	fitness.wp.pl	4.291,900	11.01.11	3	Cranberries protect against cancer	1	21,800
11.	portaldzrowia.pl	2,100	18.01.11	1	Good nutrition is a weapon against colds and the flu	5	100
12.	poradnikzdrowie.pl	191,200	24.01.11	1	Cranberries protect against UTI's	1	1,300
13.	dlalejdis.pl	25,700	26.02.11	4	CMC recipes: Aphrodisiacs:	1	1,500
14.	echodnia.eu	408,100	26.01.11	1	CMC recipes: Valentine's Day is coming – prepare "love" appetizers	1	1,300
15.	gotujmy.pl	313,500	26.01.11	4	CMC recipes: Aphrodisiacs :	1	9,700
16.	kobieta.dziennik.pl	1.379,700	26.01.11	5	CMC recipe: For those in love: Black and white chocolate mousse	1	50,000
17.	female.pl	62,000	31.01.11	1	Problems with urinary tracks	1	200
18.	polki.pl	418,700	31.01.11	1	Cranberry: The most precious fruit	1	2,100

This month 99% of the media exposure was preferred.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	16	240,400 zł	240,400 zł	
Category 2	0	0 zł	0 zł	
Category 3	1	100 zł	800 zł	
Category 4	0	0 zł	0 zł	
Category 5	1	100 zł	20 zł	
Total:	18	240,600 zł	241,220 zł	99%

POLISH WEBSITE



This month 615 unique visitors viewed the CMC Polish language website, compared to 638 in November 2010. Visitors were mostly interested in the archive of CMC recipes.

The e-mailing "Cooking for love" was sent to 28 weekly media contacts. Four cranberry recipes were introduced with artichokes, strawberries, figs, and prawns and showed editors that cranberries can transform many dishes into real aphrodisiacs.

RADIO PROMOTION



Also in January, radio spots appeared as part of the CMC radio promotion offered by Radio Kolor 106 FM. In total 25 cranberry jingles were aired. The slogan of the contest was: "Go through life with cranberries."

The announcer even said that American cranberries are healthy and can be added to salads, desserts, or cocktails.

She further added that cranberries are available dried, fresh, or frozen and that the listeners should visit the homepage www.cranberries-usa.pl for more information about U.S. cranberries.

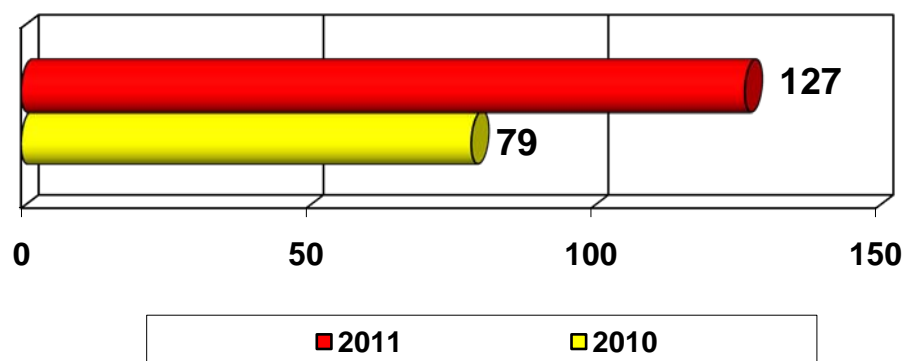
Trade Relation

NEW PRODUCTS

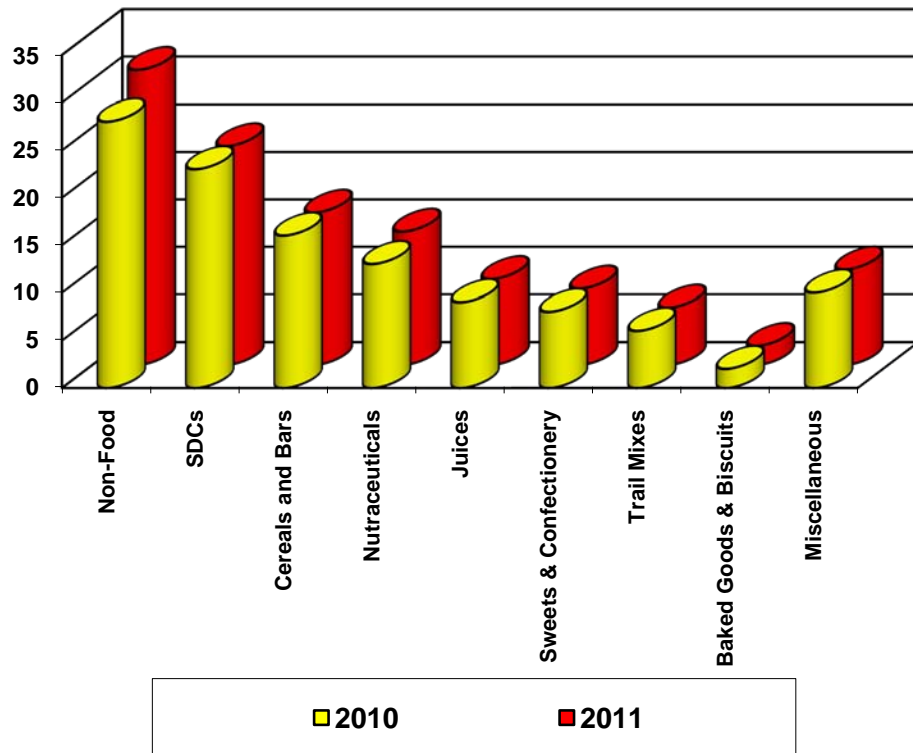
This month, three new cranberry products were monitored being sold in Poland, one of which contains high cranberry content.

New Products			
Product		Producer/Brand	Description
Urinal Intensive		Walmart	<p>Dietary supplement with cranberry extract in packaging of 10 tablets.</p> <p><u>Cranberry content:</u> each pill has an extract from 338 to 400 mg of cranberries.</p> <p><u>Country of origin:</u> USA</p> <p><u>Price:</u> 25 PLN</p> <p><u>High Cranberry Content Product</u></p>
Shampoo		Schwarzkopf Henkel	<p>Shampoo with extract from cranberries, acai berries, pomegranate and goji berries in bottles of 250 ml and 400 ml.</p> <p><u>Price:</u> 7 PLN / 250 ml, 10 PLN / 400 ml</p>
Conditioner		Schwarzkopf Henkel	<p>Conditioner with extract from cranberries, acai berries, pomegranate and goji berries in bottles of 200 ml.</p> <p><u>Price:</u> 7 PLN</p>

TOTAL PRODUCTS



The historical development in 2011 is as follows:



TRADE MEETINGS

In January, the Cranberry Marketing Committee in Poland conducted trade meetings with importers, distributors and retailers for future cooperation and activities.

On the side of the Polish trade, CMC supplied two importers with photo material and information. Both importers plan to promote products containing U.S. cranberries on their websites, among clients and business partners.

Performance Measures

MEDIA REPORT SUMMARY THROUGH JANUARY 2011

mk² upholds its commitment to meet goals set for the publicity in the Czech media, as well as on TV and radio on behalf of the CMC, both in terms of the value of clippings, as well as the number of clippings published.



Total number of clippings from January – December 2010:	18
Total advertising equivalent:	zł 240,600 (US\$ 83,400)
Total impressions:	8,804,000

Upcoming Promotions & Activities

Month	Activity
February	<ul style="list-style-type: none"> ▪ E-Mailing "Aphrodisiacs" mailed to dailies & internet portals ▪ E-Mailing "4 Ingredients" mailed to monthlies
March	<ul style="list-style-type: none"> ▪ E-Mailing "Cakes" sent to monthlies ▪ E-Mailing "Picnic" sent to monthlies ▪ In-store promotions
April	<ul style="list-style-type: none"> ▪ E-Mailing "4 Ingredients" sent to weeklies ▪ E-Mailing "4 Ingredients" sent to dailies and internet portals ▪ E-Mailing "Picnic" sent to weeklies, dailies, and internet portals
May	
June	<ul style="list-style-type: none"> ▪ E-Mailing "Cakes" sent to weeklies, dailies, and internet portals ▪ E-Mailing "Low Budget" sent to monthlies ▪ Restaurant promotion commences
July	<ul style="list-style-type: none"> ▪ E-Mailing "Muffins" sent to monthlies ▪ Cooperation with Morning TV ▪ Restaurant promotion continues
August	<ul style="list-style-type: none"> ▪ E-Mailing "Low Budget" sent to weeklies, dailies, and internet portals ▪ E-Mailing "Muffins" sent to weeklies, dailies, and internet portals ▪ E-Mailing "All American" sent to monthlies ▪ Cooperation with Makłowicz w podróży TV
September	<ul style="list-style-type: none"> ▪ E-Mailing "Muffins" sent to weeklies, dailies, and internet portals ▪ E-Mailing "All American" sent to monthlies ▪ Cooperation with Makłowicz w podróży TV
October	<ul style="list-style-type: none"> ▪ E-Mailing "Chocolate" sent to monthlies
November	<ul style="list-style-type: none"> ▪ E-Mailing "All American" sent to weeklies, dailies, and internet portals
December	<ul style="list-style-type: none"> ▪ E-Mailing "Chocolate" sent to weeklies, dailies, and internet portals