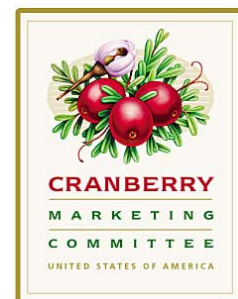




Activity Report

Media & Trade Relations in Poland
The Cranberry Marketing Committee

June 2011



Activity Report

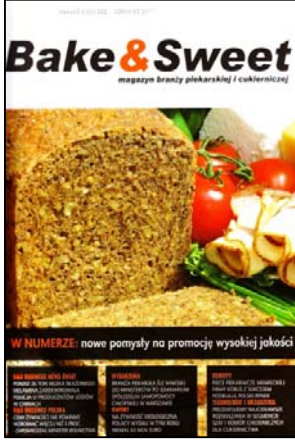
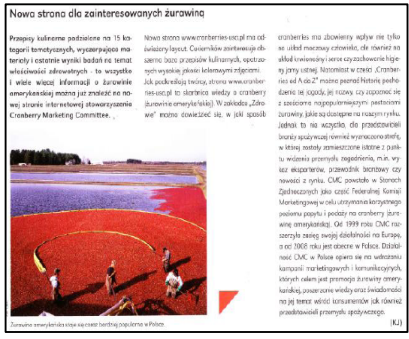
Media and Trade Relations in June 2011

Media Activities

MEDIA EXPOSURE

In June, we monitored **8 clippings** about cranberries from the USA, including six print and two online media articles. The publicity reached a total of **324,510 persons** and an **advertising equivalence of zł 338,060 (US\$121,000)**.

The monthly trade magazine **Bake & Sweet** (circulation: 6,000) targets people working in the confectionery and baking sector of Poland. The publication shares the latest information about foreign manufacturers, new products, events, and new ingredients for the baking industry. An article published in the magazine is pertains to the cranberry's U.S. origin, harvest methods and the role the cranberry plays in the USA. Further, the health benefits are mentioned and the launch of the new CMC website was announced. The article contains two photos that can be credited to the CMC.



Also this month, CMC ambassador, spokesman and celebrity chef Robert Sowa appeared in print media with American cranberries. This time, he presented three CMC recipes like "Asparagus with Cranberry Ham Salsa" or "Beef Carpaccio" in the popular women's and lifestyle magazine **Woman** (circulation: 6,000).



Another clipping highlight can be credited directly to the last two CMC mailings “Picnic” and “Baking”. All recipes were published on four pages in the celebrity and lifestyle magazine **Rewia** (circulation: 244,102).



JUNE ARTICLES

The following articles appeared in printed publications in June:

	Publication	Circulation	Date	Size	Headline	Cat.	Value in PLN
1.	Bake & Sweet	6.000	01.06.11	1/2	New website for those, who are interested in cranberries	1	18.263
2.	Bake & Sweet	6.000	01.06.11	1/3	The taste of cranberries	1	12.986
3.	Świat Kobiety. To jest pyszne	350.080	07.06.11	2	CMC recipe: Chicken curry with cranberries	1	107.193
4.	Rewia	244.102	21.06.11	4	Cranberries for all occasions	1	115.974
5.	Express Ilustrowany	70.483	25.06.11	1/3	Weekend grill guide	1	21.205
6.	Woman	6.000	27.06.11	3	Finesse of taste	1	58.365

The following online articles appeared in June:

	Website	Visitors per Month	Date	Pages	Headline	Cat.	Value in PLN
7.	dlalejdis.pl	1.845	01.06.11 1	4	All CMC baking recipes	1	1.581
8.	newsgastro.pl	240.000	01.06.11 1	2	CMC recipes: Lime tart with cranberries and Éclairs with whipped cream and cranberry cream	1	2.493

This month 100% of the media exposure was preferred.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	8	338,060zł	338,060zł	
Category 2	0	0zł	0zł	
Category 3	0	0zł	0zł	
Category 4	0	0zł	0zł	
Category 5	0	0zł	0zł	
Total:	18	338,060zł	338,060zł	100%

POLISH WEBSITE & PRESS MAILING






This month, 617 unique visitors visited the CMC Polish language website. Web users were mostly interested in the archive of CMC recipes.

The emails “Baking” and “Budget Recipes” were sent to monthly, daily and internet media contacts. The baking recipes showed food editors ways cranberries can be used for baking. All emails show dishes that are affordable and cost below 1,90 € per portion.



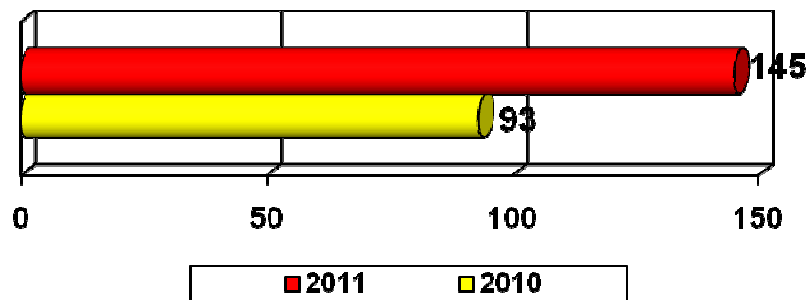
NEW PRODUCTS

This month, six new cranberry products were monitored in Poland. Four of those are high content cranberry products. The Polish preserves producer **Eterno** launched new products using American cranberries with up to 65 % cranberry content.

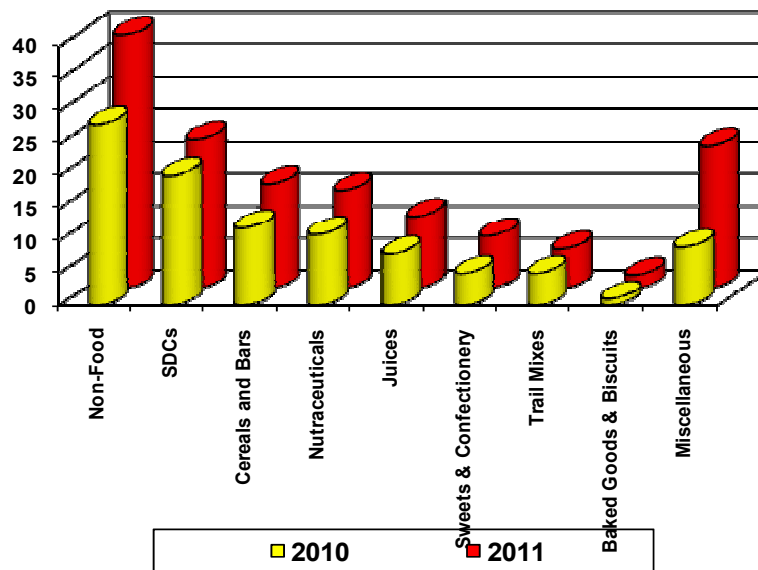
New Products			
Product	Photo	Producer/Brand	Description
Cranberry horseradish		Eterno	Horsedish with cranberry in 230 ml jar. <u>Cranberry content: 65 %</u> <u>High Content Cranberry Product</u> Price: 16, 62PLN
Mango and cranberry		Eterno	Mango and cranberry in 230ml jar. <u>Cranberry content: 52 %</u> <u>High Content Cranberry Product</u> Price: 16, 62PLN
Apricot with cranberry		Eterno	Apricot with cranberry in 230ml jar. <u>Cranberry content: no information</u> Price: 13,50 PLN
Lemons with cranberry		Eterno	Lemons and cranberry in 230 ml jar. <u>Cranberry content: 26 %</u> <u>High Content Cranberry Product</u> Price: 14 PLN
Quince with cranberry		Eterno	Quince with cranberry in 230ml jar. <u>Cranberry content: 52 %</u> <u>High Content Cranberry Product</u> Price: 10, 05 PLN

New Products			
Product	Photo	Producer/Brand	Description
Cranberry syrup with herbs		Eterno	Mix of cranberry, chokeberry, lemon balm, hops, nettle, and marigold flower in 200ml bottle. <u>Cranberry content: no information</u> <u>Price: 9,50 PLN</u>

TOTAL PRODUCTS



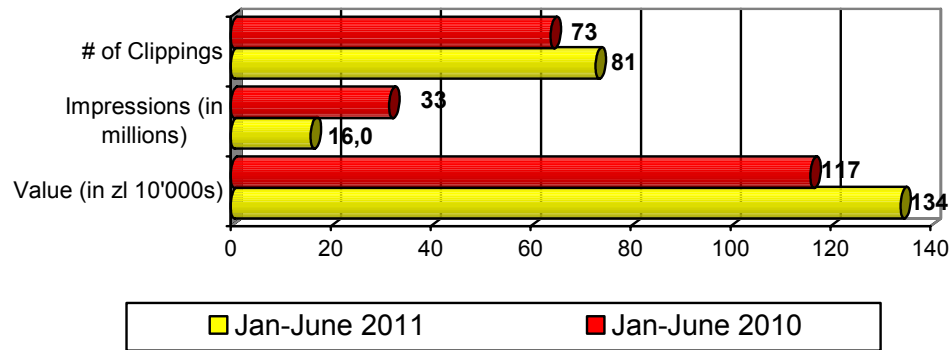
The historical development in 2011 is as follows:



Performance Measures

MEDIA REPORT SUMMARY THROUGH JUNE 2011

mk² upholds its commitment to meet goals set for 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 – June 2011:

81

Total advertising equivalent:

zł 1,340,330

(US\$ 465,500)

Total impressions:

16,611,010

Upcoming Promotions & Activities

Month	Activity
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"> ▪ Program Break
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

Appendix A
Press Emailing “Baking”

Appendix B
Press Emailing “Budget Recipes”