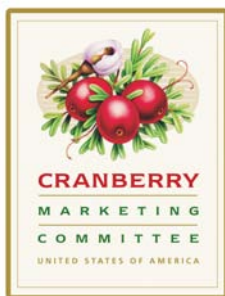

CRANBERRY MARKETING COMMITTEE

Monthly Report for December 2009



Prepared by Motix Co., Ltd.

DECEMBER PROMOTIONS & ACTIVITIES

MEDIA COVERAGE HIGHLIGHTS

CMC Japan monitored **73** consumer and trade professional media hits, with coverage reaching about 5 million consumers and trade professionals, providing an exposure value of **¥122,700,474 (US\$1,369,884)** during the period of November 21 through December 21, 2009.

This month, Yomiuri newspaper, a top national newspaper, featured the 'Cranberry bog and Thanksgiving story' on December 13, reaching an estimated 10 million people and generating a media value of **¥113,128,583 (\$1,263,000)**!

A reporter visited the cranberry harvest in Plymouth, MA where the history of the Puritans arrival and learning cranberry cultivation, as well as the origin of Thanksgiving Day in the 17th century were featured. This editorial explained how cranberries were an essential "fruit of life" to the settlers and the Native Americans.

Like these general newspapers, the exposure value and the readership were overwhelming!

The article also was featured in the Yomiuri online edition.



REMAINING TOTAL COVERAGE FOR DECEMBER

Exchange rate (TTM):@89.57

Newspaper

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
1	Nihon Shokuryo Shimbun	11/23	101,300	3.3cm	B/W	¥33,000	\$368.43	4
2	Nikkei Sangyo Shimbun (Tokyo)	11/24	166,968	1.0cm	B/W	¥12,000	\$133.97	5
3	Nikkei Sangyo Shimbun (Osaka)	11/24	166,968	1.0cm	B/W	¥12,000	\$133.97	5
4	Nihon Shokuryo Shimbun	11/25	101,300	1.0cm	B/W	¥10,000	\$111.64	4
5	Pan News	11/25	15,000	11.8cm	B/W	¥59,000	\$658.70	4
6	Pan News	11/25	15,000	1.0cm	B/W	¥5,000	\$55.82	5
7	Kenko Sangyo Shimbun	11/25	65,000	7.6cm	B/W	¥15,838	\$176.83	4
8	Shokuhin Kagaku Shimbun	11/26	26,000	1.0cm	B/W	¥2,858	\$31.91	4
9	Ryutsu Journal	11/30	28,720	1.0cm	B/W	¥2,728	\$30.46	4
10	Convenience Store Shimbun	12/1	55,000	1.0cm	B/W	¥1,667	\$18.61	4
11	Nikkei MJ	12/2	248,568	1.0cm	C	¥916,429	\$10,231.43	4
12	Kenko Sangyo Shimbun	12/2	13,000	1.0cm	B/W	¥3,000	\$33.49	5
13	Kenko Sangyo Shimbun	12/2	65,000	1.0cm	B/W	¥2,084	\$23.27	5
14	J Nude	12/3	170,000	1/100P	C	¥18,000	\$200.96	4
15	Pan News	12/5	15,000	21.3cm	B/W	¥106,500	\$1,189.01	1
16	Kenko Shokuhin Shimbun	12/9	13,000	1.0cm	B/W	¥3,000	\$33.49	5
17	Kenko Sangyo Shimbun	12/9	65,000	1.0cm	B/W	¥2,084	\$23.27	5
18	Yomiuri Shimbun (Takaoka)	12/12	108,299	1.0cm	B/W	¥10,000	\$111.64	4
19	Yomiuri Shimbun (Tokyo)	12/13	6,068,547	273.1cm	C	¥32,550,789	\$363,411.73	3
20	Yomiuri Shimbun (Tokyo)	12/13	6,068,547	226.3cm	C	¥26,972,697	\$301,135.39	3
21	Yomiuri Shimbun (Sapporo)	12/13	232,992	273.1cm	C	¥2,926,813	\$32,676.26	3
22	Yomiuri Shimbun (Sapporo)	12/13	232,992	226.3cm	C	¥2,425,257	\$27,076.67	3
23	Yomiuri Shimbun (Osaka)	12/13	2,547,583	273.1cm	C	¥14,171,705	\$158,219.33	3
24	Yomiuri Shimbun (Osaka)	12/13	2,547,583	226.3cm	C	¥11,743,160	\$131,105.95	3
25	Yomiuri Shimbun (Nagoya)	12/13	160,333	273.1cm	C	¥2,694,132	\$30,078.50	3
26	Yomiuri Shimbun(Nagoya)	12/13	160,333	226.3cm	C	¥2,232,450	\$24,924.08	3
27	Yomiuri Shimbun (Takaoka)	12/13	108,299	273.1cm	C	¥2,731,000	\$30,490.12	3
28	Yomiuri Shimbun (Takaoka)	12/13	108,299	226.3cm	C	¥2,263,000	\$25,265.16	3
29	Yomiuri Shimbun (Kita Kyushu)	12/13	914,687	273.1cm	C	¥6,790,632	\$75,813.68	3
30	Yomiuri Shimbun (Kita Kyushu)	12/13	914,687	226.3cm	C	¥5,626,950	\$62,821.81	3
Newspaper Total			21,504,005			¥114,343,771	\$1,281,593.49	

Magazine

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
31	Kyo No Kenko	11/21	270,250	1/6 P	C	¥166,667	\$1,860.75	4
32	Kindai Shokudo	11/22	95,000	1/6 P	B/W	¥30,000	\$334.93	1
33	JJ	11/23	149,273	1/8 P	C	¥287,500	\$3,209.78	3
34	SPUR	11/23	73,183	1/8 P	C	¥225,000	\$2,512.00	4
35	SPUR	11/23	73,183	1/10 P	C	¥180,000	\$2,009.60	4
36	Ray	11/23	219,279	1/6 P	B/W	¥11,000	\$122.81	4
37	KeLLy	11/23	120,000	1/60 P	C	¥183,334	\$2,046.82	4
38	SAVVY	11/23	170,000	1/15 P	C	¥40,000	\$446.58	4
39	SAVVY	11/23	170,000	1/2 P	C	¥300,000	\$3,349.34	4
40	Lettuce Club	11/25	253,467	1/6 P	C	¥366,667	\$4,093.64	4
41	TJ Hiroshima	11/25	75,000	1/2 P	C	¥125,000	\$1,395.56	4
42	Gekkan Seika Seipan	11/25	40,000	1/3 P	B/W	¥106,667	\$1,190.88	5
43	Yamagata Zero/Ni/San	11/27	14,000	1/8 P	C	¥25,000	\$279.11	4
44	BACK STAGE PASS	11/27	150,000	1/10 P	C	¥85,000	\$948.98	3
45	Mart	11/28	93,708	1/6 P	C	¥266,667	\$2,977.19	4
46	Mart	11/28	93,708	1/100P	C	¥16,000	\$178.63	4
47	Mart	11/28	93,708	1/100P	C	¥16,000	\$178.63	3
48	Love Berry	12/1	124,698	1/100P	C	¥10,000	\$111.64	4
49	Yokohama Walker	12/1	82,938	1/2 P	C	¥500,000	\$5,582.23	3
50	Chozai To Joho	12/1	21,000	1/6 P	C	¥30,000	\$334.93	5
51	Orange Page	12/2	426,518	2/3 P	C	¥1,666,667	\$18,607.42	4
52	Sutekina Okusan*	12/2	138,509	2 P	C	¥0	\$0.00	1
53	Shukan Bunshun	12/3	526,744	1/100P	B/W	¥6,500	\$72.57	5
54	cafe sweets	12/5	80,000	1/50 P	C	¥8,000	\$89.32	4
55	Hana Jikan	12/7	56,375	1/4 P	C	¥250,000	\$2,791.11	4
56	PRECIOUS	12/7	111,666	1/2 P	C	¥800,000	\$8,931.56	4
57	VERY	12/7	137,007	1/2 P	C	¥900,000	\$10,048.01	4
58	Mrs.	12/7	110,000	1/100P	C	¥18,500	\$206.54	4
59	Mrs.	12/7	110,000	1/100P	C	¥18,500	\$206.54	5
60	nadesico	12/7	200,000	1/10 P	C	¥1,200,000	\$13,397.34	3
61	nadesico	12/7	200,000	1/100P	C	¥12,000	\$133.97	4
62	nina's	12/7	100,000	1/100P	C	¥12,000	\$133.97	4
63	Gourmet Journal	12/7	71,000	1/5 P	C	¥84,000	\$937.81	5
64	Eiyou To Ryori	12/9	250,000	1/100P	C	¥7,200	\$80.38	5
65	Aye You Happy?	12/10	50,000	1/10 P	C	¥50,000	\$558.22	4
66	GINZA	12/12	92,016	1/15 P	C	¥106,667	\$1,190.87	4
67	bea's up	12/12	150,250	1/100P	C	¥12,000	\$133.97	4
68	Bijin Hyakka	12/12	100,000	1/100P	C	¥16,000	\$178.63	4
69	HOTERES	12/18	50,000	1/100P	C	¥3,500	\$39.08	3
70	edu	12/18	100,000	1/100P	C	¥12,000	\$133.97	5
71	Café & Restaurant	12/19	85,000	1/6 P	B/W	¥66,000	\$736.85	1
72	Café & Restaurant	12/19	85,000	1/8 P	C	¥50,000	\$558.22	4
73	TOKYO 1week	12/22	64,663	1/15 P	C	¥86,667	\$967.59	4
Magazine Total			5,677,143			¥8,356,703	\$93,664.01	

* No. 52 is advertorial

	Circulation	Exposure Value(¥)	Exposure Value(\$)
Dec. '09 Grand Total	27,181,148	¥122,700,474	\$1,369,883.60
Jan. ~Dec. '09 Total	86,832,948	¥159,996,671	\$1,768,042.81

Jan. ~ Dec. '09 Total

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	44	\$68,169	\$68,169	34%
Category 2	4	\$2,775	\$1,388	
Category 3	54	\$1,349,731	\$449,910	
Category 4	355	\$323,787	\$80,947	
Category 5	69	\$23,581	\$4,716	
Total:	526	\$1,768,043	\$605,130	

CONSUMER PR ACTIVITIES UPDATE

- **CONSUMER RESEARCH**

The 3rd round of consumer research was conducted via the Internet in December. Ten questions were provided to 1000 respondents, women ranging from their 20's to 60's residing nationally. CMC Japan has achieved its goal of establishing dried cranberries as a regularly consumed item. Previously behind apricots and pineapples, cranberries have now risen to sixth on the list.

- 63.2% of respondents know about cranberries
- 21.5% of respondents consumed dried cranberries regularly, moving up from 8th, with less than 10%, to 6th place in the dried fruit ranking. Dried cranberries overtook pineapples and apricots in this survey.
- Among nine juices, cranberry juice ranked 8th with 19.1% of respondents regularly drinking it. Vegetable juice ranked 1st, followed by orange and then apple juice.
- 55% of respondents had knowledge of the health benefits. Degrees of knowledge included, "I have heard of them" and "I knew them very well".
- Regarding items containing cranberry they have eaten, sweets ranked top (51.7%), followed by cranberry juice (49.9%), and cranberry bread, including doughnuts and muffins, (34.1%).

The English and Japanese summary report will be produced in January.

- **'CHARMING HOUSEWIFE' MAGAZINE PUBLICITY**

A story about a married couple tasting and commenting on dried cranberries was featured in the December 31st issue of *Charming Housewife*.

- **PRESS RELEASE**

CMC Japan distributed a press release to leading media outlets titled 'Introducing Cranberry Christmas Products-Part II.'

(Appendix 1)



TRADE COMMUNICATION HIGHLIGHTS

NISSHIN WORLD DELICATESSEN

Nisshin World Delicatessen conducted retail promotions on November 21st, 22nd, 23rd, 28th, and 29th. They sold fresh cranberries at 580 yen, dried cranberries at 300 yen, and cranberry juice at 680 yen.

Other than November 21st, sales averaged around 35,000 yen (about US\$390), a marked improvement from the previous year. Since cranberry sales were slow on November 21st, the store prepared cranberry jelly using fresh cranberries. The demonstrator then sold 40 packs of fresh cranberries on November 22nd as compared to only 7 packs on November 21st.

The store is located in a trendy area where many embassies are located and many ex-pats live. Therefore, those foreigners have more experience with fresh cranberries when compared to Japanese consumers. Many commented that they had never seen fresh cranberries before the demo.

MATSUKO

Mr. Yoshimura, the president of Matsuko, was pleased that they sold all the fresh cranberries purchased this year. CMC supported several in-store promotions for its primary customer, Fresh One, located in Tokyo's major department stores. Fresh One sells fresh and dried cranberries, as well as cranberry juice. Some Fresh One stores had juice bars that served homemade cranberry juice during the promotion, helping move their entire inventory. We were informed by a Fresh One manager at the Matsuzakaya department store in Ginza that freshly made cranberry jelly and whipped cream sandwiches were very successful!

Fresh One has suggested it might be a good idea to conduct in-store sampling at department store locations where many different types of people from many places visit every day. It may be an effective approach to introduce various cranberry products to consumers.

SAPPORO BEVERAGE

We have been speaking to Sapporo, whom is interested in CMC's retail promotions, about the program since being appointed as the CMC representative. Although unsuccessful last

year, representatives at Sapporo said they would like to try in-store sampling during 2010. It should be noted, however, that the beverage section is quite different from produce section in supermarkets as the promotion schedule is decided at least two to three months in advance. We will hold in-depth discussions once MAP funding is secured.

There was personal change in the marketing department as Mr. Nobusuke Tsuruo, deputy manager, is our contact now.

ROYAL

Royal sold 80 cases of fresh cranberries this year. Because of healthy sales at department store and high-end supermarkets by Matsuko, Royal recognized the opportunity to import fresh cranberries. Unfortunately, their order was too late for the US shipper to arrange for the products in time.

Royal conducted 69 in-store samplings this season. 60 out of 69 demonstrations were conducted at a leading supermarket chain, Daiei. Daiei handled fresh and dried cranberries, as well as honey cranberries for the promotions.

EBISU GARDEN PLACE

Unfortunately, Ebisu Garden Place wanted CMC to support participation of its Valentine Day's event, (occurring February 1st to 14th), by the first week of December. Although the promotion idea was rather attractive and seemed effective for cranberry products, we decided to not participate this year. However, after observing the result of the cranberry festival in Fukuoka, they showed interest in conducting an event including cranberry products. We will continue to discuss a joint promotion with Ebisu Garden Place in 2010. They frequently conduct sales promotions with restaurants and retail stores located in the area.

◆ TRADE VISITS/CONTACTS OF THIS MONTH

Trade: Royal Kyoto head office and Tokyo Office, Sapporo Beverage, Shoei, Marugen Inryo, Nangoku Fruits, Kato Brothers Honey, Foxmark, Delta International head office and Sapporo branch, Ebisu Garden Place, Royal Host, Matsuko, Krispy Kream, Kanematsu, Nisshin World Delicatessen

Media : Suteki na Okusan magazine, Recipe Blog, Kokusai Seika Tsushin, Asahiya Publishing, Elle a table, Bread and sweets newspaper, Café

sweets magazine, Sankei Living Newspaper, Health Industrial Newspaper, Josei Seven Magazine, Gakken Seika Seipan Magazine, Myfood, CREA Magazine, Shokuhin & Kaihatsu Magazine, Orange page Magazine

Others : Macromill, ABC cooking studio, Gromet Navi

WEBSITE UPDATE




CMC website visits in December totaled 2,053 unique visitors with 8,046 page views. This was a slight decrease in visitors as compared to November. The top five key search words were: cranberry, cranberry recipe, cranberry positive effect, cranberry fruit punch, and stuffed chicken recipe.


The staff blog was also renewed in December.



NEW PRODUCT INFORMATION


CRANBERRY PRODUCTS IN THE JAPANESE MARKET

CMC Japan has found new **151** cranberry items in total produced in Japan in 2009.

Branded Beverage & Food							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
1	Cocktail Karori 'Berry Berry Snow'	Suntory	Cocktail with strawberry & cranberry	350ml	141	Limited sale	
2	Mannan meal 'cranberry'	Haisky Foods Co.,Ltd.	Konjac food with cranberry flavor	1	Open price	On sale	
3	Cranberry & Raspberry Kurozu	Hyakuten Manten Shop	Vinegar drink with cranberry & raspberry juice	500g	735	On sale	

Confectionery & Patisserie							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
	Cranberry Bavarois	Sweet Haruka	Milk pudding topped with cranberry sauce	140cc	250	On sale	

5	Cranberry Sauce	Gourmet Meat World Co.,Ltd.	Cranberry sauce for roast turkey	130g	280	On sale	
6	Herb Cordial 'Sweet Cranberry'	Thorn Croft	Herb & cranberry water	360ml	2,100	X'mas edition	

Others							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
7	Colony Cranberry & Pomegranate	Colony	Christmas candle with cranberry & pomegranate flavor	1	450	X'mas Edition	

Jan.	12	July.	14
Feb.	10	Aug.	19
Mar.	9	Sep.	15
Apr.	11	Oct.	13
May	11	Nov.	18
June.	12	Dec.	7
'09 Jan.- Dec. Total			151

UPCOMING ACTIVITIES 2010

Month	Activities
January	<ul style="list-style-type: none">➤ Japanese and English consumer summary research report will be produced➤ The research report will be distributed to all trade members➤ Blog update (twice)➤ Formulate the most effective cranberry activities
February	<ul style="list-style-type: none">➤ Formulate the most effective cranberry activities➤ Blog update (twice)

Appendix 1