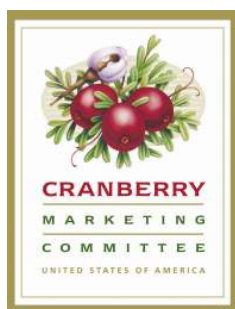

CRANBERRY MARKETING COMMITTEE

Monthly Report for February 2010



Prepared by Motix Co., Ltd.

FEBRUARY PROMOTIONS & ACTIVITIES

MEDIA COVERAGE HIGHLIGHTS

CMC Japan monitored **50** consumer and trade professional media exposures, with coverage reaching about 14 million consumers and trade professionals, providing an A&P value of **¥14,306,029 (US\$158,305.07)** during the period of January 21 through February 21.

This month, Yomiuri Newspaper evening edition, a leading daily newspaper, featured 'Cranberry Olympic Rings' in its February 9 issue. This reached an estimated 1.3 million people, generating a media value of **¥3,424,838 (\$37,897.95)**.



The 'Asahi Shimbun' newspaper, widely regarded as the most respected daily newspaper for its journalism, also featured the Cranberry Olympic Rings. The media value was **¥3,200,000 (\$35,409.98)** and reached about 2 million people.

P664-1 実り 五輪にも

バンクーバー冬季五輪のスピードスケート競技が行われるカナダ・リッチモンド市で8日、農家らの協力で特産のクランベリーを使った五輪マーク作りが始まった＝写真、上田幸一撮影。市役所近くの公園に約62万、幅70cmの五輪マークとメープルリーフの枠が置かれ、昨秋収穫した約1300万個のクランベリーが次々と流し込まれた。

P664-1 五輪彩る 赤い果実

【バンクーバー＝評川吉永】冬季五輪開幕を4日後に控え、バンクーバーに隣接するリッチモンド市内の公園に8日、約1300万個のクランベリーの実を使って五輪マークとカエデをかたどった巨大ロゴが出現した。

リッチモンド市はカナダ有数のクランベリー生産地。地元特産品で五輪ムードを盛り上げようと計画された。総面積約4300平方メートルにおよぶ枠に実が流し込まれると、赤色のロゴが鮮やかに浮かび上がった。

クランベリーで作られた五輪マークは、約4000平方メートルの面積に、約1300万個のクランベリーの実を使って五輪マークとカエデをかたどった巨大ロゴが出現した。市役所近くの公園に約62万、幅70cmの五輪マークとメープルリーフの枠が置かれ、昨秋収穫した約1300万個のクランベリーが次々と流し込まれた。

REMAINING TOTAL COVERAGE FOR FEBRUARY

Exchange rate (TTM):@90.37

Newspaper

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
1	Kanagawa Shimbun	1/25	218,041	10.0cm	C	¥100,000	\$1,106.56	4
2	Nikkei MJ	1/27	248,568	1.0cm	C	¥16,429	\$181.80	4
3	Nikkan Shokuhin Tsushin	2/3	10,500	1.0cm	B/W	¥3,429	\$37.94	5
4	Akita Sakigake Shimpo	2/1	260,884	43.3cm	C	¥1,586,660	\$17,557.37	3
5	Fuji Sankei Business I (Tokyo)	2/4	160,000	1.0cm	C	¥12,858	\$142.28	5
6	Fuji Sankei Business I (Osaka)	2/4	160,000	1.0cm	C	¥12,858	\$142.28	5
7	Yomiuri Shimbun (Takaoka)	2/5	108,299	9.1cm	B/W	¥91,000	\$1,006.97	3
8	Sankei Shimbun (Tokyo)	2/6	975,652	4.0cm	C	¥105,716	\$1,169.81	4
9	Sankei Shimbun (Osaka)	2/6	1,224,957	4.0cm	C	¥108,572	\$1,201.42	4
10	Sankei Shimbun (Tokyo)	2/7	975,652	1.0cm	C	¥26,429	\$292.45	4
11	Sankei Shimbun (Osaka)	2/7	1,224,957	1.0cm	C	¥27,143	\$300.35	4
12	Shokuryo Jokai Shimbun	2/8	135,000	1.0cm	B/W	¥2,000	\$22.13	4
13	Living (Toyonaka/Ikeda)	2/6	136,223	1.0cm	C	¥6,667	\$73.77	4
14	Living (Takatsuki/Ibaraki)	2/6	150,688	1.0cm	C	¥6,667	\$73.77	4
15	Living (Suita/Mino)	2/6	150,524	1.0cm	C	¥6,667	\$73.77	4
16	Asahi Shimbun (Okayama)	2/7	87,150	1.0cm	C	¥3,715	\$41.11	4
17	Asahi Shimbun (Tokyo) Evening	2/9	1,958,061	40.0cm	C	¥3,200,000	\$35,409.98	3
18	Nihon Keizai Shimbun (Tokyo) Evening	2/9	937,844	37.8cm	B/W	¥1,382,422	\$15,297.35	3
19	Kenko Sangyo Shimbun	2/10	65,000	1.0cm	B/W	¥2,084	\$23.06	5
20	Shokuhin Shimbun	2/10	105,000	1.0cm	B/W	¥6,000	\$66.39	4
21	Asahi Shimbun (Sapporo) Evening	2/9	53,740	39.5cm	C	¥506,000	\$5,599.20	3
22	Asahi Shimbun (Kita Kyushu) Evening	2/9	135,628	43.7cm	C	¥1,162,696	\$12,865.95	3
23	Yomiuri Shimbun (Osaka) Evening	2/9	1,332,683	50.3cm	C	¥3,424,838	\$37,897.95	3
24	Yomiuri Shimbun (Takaoka) Evening	2/9	5,180	63.7cm	C	¥452,301	\$5,004.99	4
25	Nihon Keizai Shimbun (Nagoya) Evening	2/9	143,319	44.1cm	B/W	¥207,932	\$2,300.89	3
26	Joyo Shimbun	2/10	85,000	36.4cm	B/W	¥62,426	\$690.78	3
27	Kobe Shimbun	2/11	561,881	1.0cm	B/W	¥21,286	\$235.54	4
28	Pan News	2/15	15,000	1.0cm	B/W	¥5,000	\$55.33	4
29	Shokuryo Jokai Shimbun	2/18	135,000	1.0cm	B/W	¥2,000	\$22.13	4
30	Nikkei MJ	2/19	248,568	1.0cm	C	¥16,429	\$181.80	4
Newspaper Total			12,008,999			¥12,568,222	\$139,075.16	

Magazine

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
31	Zipper	1/23	96,208	1/10 P	C	¥100,000	\$1,106.56	4
32	OZ plus	1/23	150,000	1/100P	C	¥13,000	\$143.85	4
33	Lettuce Club	1/25	253,467	1/2 P	C	¥1,050,000	\$11,618.90	4
34	TJ Hiroshima	1/25	75,000	1/100P	C	¥2,500	\$27.66	4
35	Gekkan Niigata Komachi	1/25	31,870	1/100P	C	¥2,200	\$24.34	4
36	Gekkan Niigata Komachi	1/25	31,870	1/29 P	C	¥7,586	\$83.95	4
37	Gekkan Niigata Komachi	1/25	31,870	1/42 P	C	¥5,238	\$57.96	4
38	Gekkan Niigata Komachi	1/25	31,870	1/100P	C	¥2,200	\$24.34	4
39	Oggi	1/28	172,055	1/45 P	C	¥24,444	\$270.49	4
40	Hanako	1/28	80,334	1/100P	C	¥13,500	\$149.39	4
41	25ans	1/28	80,225	1/100P	C	¥10,000	\$110.66	5
42	Hanachu	2/1	155,254	1/30 P	C	¥33,333	\$368.85	5
43	Yokohama Walker	2/2	82,938	1/100P	C	¥10,000	\$110.66	4
44	Kansai Walker	2/2	115,226	1/57 P	C	¥21,930	\$242.67	4
45	KANSAI 1 week	2/2	122,500	1/100P	C	¥10,000	\$110.66	4
46	ELLE a table	2/1	60,000	1/40 P	C	¥25,000	\$276.64	4
47	Saita	2/7	350,000	1/10 P	C	¥220,000	\$2,434.44	4
48	Karada Ni Iikoto	2/16	100,000	1/10 P	C	¥120,000	\$1,327.87	4
49	Nikkei Health Premie	2/20	120,000	1/20 P	C	¥55,000	\$608.61	2
50	Clubism	2/20	65,000	1/32 P	C	¥11,875	\$131.40	4
Magazine Total			2,205,687			¥1,737,807	\$19,229.91	

	Circulation		Exposure Value(¥)	Exposure Value(\$)
Feb. '10 Grand Total	14,214,686		¥14,306,029	\$158,305.07
Jan. ~ Feb. '10 Total	23,894,925		¥18,792,802	\$207,491.36

Feb. '10 Total

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	1	\$609	\$609	
Category 2	0	\$0	\$0	
Category 3	9	\$128,626	\$42,875	
Category 4	34	\$28,245	\$7,061	32%
Category 5	6	\$825	\$165	
Total:	50	\$158,305	\$50,711	

Jan. ~ Feb. '10 Total

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	2	\$13,764	\$13,764	
Category 2	0	\$0	\$0	
Category 3	11	\$132,402	\$44,134	
Category 4	65	\$59,251	\$14,813	35%
Category 5	15	\$2,074	\$415	
Total:	93	\$207,491	\$73,126	

CONSUMER PR ACTIVITIES UPDATE

- **2010 PR ACTIVITIES**

Development of the 2010 PR plan continues. The recipe contest and consumer educational workshop are set. Influential activities, including the women's forum, are under discussion to determine the most cost effective action plan.

- **RECIPE CONTEST**

CMC Japan will collaborate with the 'Home Made Association', a popular cooking school that consists of 30,000 students in 120 classes nationwide, to conduct a cranberry recipe contest in 2010. The cranberry recipe contest will be targeted to students who seriously commit and put great effort into recipe development. The 300 cranberry recipes gathered will be the largest recipe contest conducted by CMC Japan. The students will buy cranberry items to develop contest recipes. CMC will select 10 recipe finalists with professional judging to follow. Five association culinary instructors will prepare the 10 final recipes, selecting the winner after taste-testing. Additional details for the schedule and other matters are still under discussion.

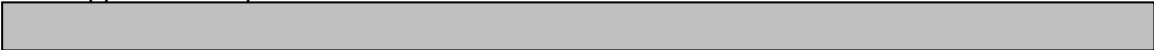
- **COOKING SCHOOL PROGRAM**

We selected 'ABC cooking school', one of the Japan's most popular cooking schools with 230,000 students, to conduct an effective consumer educational workshop reaching out



directly to women in their 20-30's. The cooking class, teaching a cranberry bread recipe, will be conducted nationwide at ABC cooking studios from September through November. The estimated number of students learning the recipe will be about 15,000. As a result of our negotiation, the cranberry's positive nutrition and health facts will be included in the recipe

session. Internet questionnaires for 2000 students will be conducted. A recipe using dried cranberries will be produced in April by ABC cooking school. Samples will be supplied in cooperation with members of the trade.



TRADE COMMUNICATION HIGHLIGHTS

MARUGEN INRYO INDUSTRY CO., LTD

Marugen will be part of FOODEX this year. Its featured products will include premium jello series (coffee, British tea and brown sugar), IQF fruits mix berries, avocados, etc. They participate in FOODEX because of its reach to overseas' customers. Marugen will also participate in the FABEX/Dessert, Sweet and Drink show, April 7th to 9th. Their experience is that this is a selling show, compared to the marketing presence of FOODEX.

Therefore, they recommended that we not participate in this show because our function is marketing, not sales.

SHOEI SHOKUHIN

At their request, we will participate in Shoei's exhibition on June 10th and 11th. Members of the trade will have their own booths – so we won't sample cranberries but will display various products which do not compete (such as beverages), although Shoei does not distribute beverages. We plan to show their customers the numerous cranberry products available in the Japanese market. It is likely that we will share booth space with the California Pistachio Export Commission.

Shoei Shokuhin will provide more details in the coming weeks.

FUJI PAN STORE

Fuji Pan Store is a subsidiary of Fuji Baking Group. There are about 700 stores located in

supermarkets nationwide. They are interested in having dried cranberries or honey cranberries as ingredients for their breads. We had a meeting with the company and learned that Fuji Pan Store conducts recipe contest internally and the winner's product will be sold at all stores.

We shared this information with Shoei Shokuhin and Kato Brothers. They will provide a list of products with prices to Fuji Pan.

ROYAL

Royal has started supplying dried cranberries to a leading supermarket chain, AEON. AEON group is conducting an American Fair from July 2nd through 4th. Currently, they are getting information of US products in order to select Fair promotional items.

ROYAL PARK HOTEL



The USAEEC is going to conduct a turkey promotion with the Royal Park Hotel this year. The Royal Park Hotel buffet is considered the best in Tokyo (probably number one in Japan). We are negotiating to add roasted turkey to entrée offerings this coming November and December. We would like to include cranberry sauce along with the roasted turkey. We will negotiate about this at our next meeting.

Probably, they will also conduct a turkey buffet promotion at Royal Park Hotel in Hakozaki (near the Tokyo Air Terminal) and Shiodome (near Ginza, a very elegant and fashionable area).

KATO BROTHERS

Kato Brothers participated in a supermarket trade show in February. They said that buyers are serious about finding new products and new ingredients to develop new products due to slow business and low profits versus the previous year. Therefore, they will support CMC if we participate in the Dessert, Sweet and Drink Show.

Kato Brothers successfully launched honey cranberries to Peacock stores, which has 49 outlets in the Tokyo area. They would like to conduct in-store sampling and asked us to support the promotion. We will discuss the promotion's timing with them.

DELTA INTERNATIONAL SAPPORO

Delta International Sapporo would like to become involved in cranberry sales this year. They ordered fresh cranberries from Royal, but Royal had sold out of the products last year.

Sapporo and all of Hokkaido prefecture are famous for sweets, including the well known 'Shiroi Koibito Park' for tourists. Mr. Kudo of Delta International would like to introduce cranberry products both at supermarkets and sweets shops.



◆ 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, Fuji Pan Store, Kanematsu, Spring Foods, Ishihara, and Royal Park Hotel
- Media :** Groument Navi, Usen, COOKPAD, Recipe Blog, Asahiya Publishing, Orange Page Cooking Magazine, Josei Seven Magazine, Myfood, Dancyu magazine, Sankei Living Newspaper, Tokyo MX TV, Nokei Newspaper, Spoon Press, Shokuraku Magazine
- Others :** Macromill, ABC cooking studio, Home Made Association, Daily Advertising Agent, Tetris (marketing company)



WEBSITE UPDATE



CMC website visits in February totaled 1,818 “surfers” with 6,384 page views. This was an increase in visitors as compared to January. The top five key search words were: cranberry, cranberry positive effect, how to make cranberry chocolate recipe, cranberry recipe.





NEW PRODUCT INFORMATION

CRANBERRY PRODUCTS IN THE JAPANESE MARKET

Branded Beverage & Food							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
1	Delmonte Rose & Nyusankin	Kikkoma n	Lactic acid drinks with rose hip, lemon & cranberry	750ml 200ml	248 90	2/22~	
2	Ichigo Yogurt Mix	Kagome	Vegetables & fruit juice with carrot, spinach, strawberry, apple, lemon & cranberry	200ml	109	2/22~	

Confectionery & Patisserie							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
3	Triple berry	Doughnut Plant	Glazed doughnut with strawberry, raspberry & cranberry	1	290	2/1~ 3/16	
4	White Cranberry	Dean & Deluca	Dried cranberries coated with white chocolate	45g	630	On sale	

5	Cranberry & Mango Nuts Cube	E Stores Co.,Ltd.	Snacks with almonds, peanuts, dried cranberries & Mangos	200g	500	On sale	
6	Cranberry Marble	Sweet of Oregon	Cranberry cheese cake	1	630	On Sale	

Others							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
7	Mountain Oil Cranberry	Pinnacle	Cranberry scent oil for nails	15ml	1,575	On Sale	
8	Dew Remove Cranberry	Pinnacle	Nail-polish remover with cranberry scent	240ml	1,470	On Sale	
9	Organic Lip Cream 'Cranberry & Orange'	Kiss My Face	Lip balm with cranberry & orange scent	4.25g	680	On Sale	
10	Tonttu soap 'Blueberry & Cranberry'	Charley Co.,Ltd.	Soap with blueberry & cranberry scent	100g	525	On sale	

Jan.	15	July	
Feb.	10	Aug.	
Mar.		Sep.	
Apr.		Oct.	
May		Nov.	
June		Dec.	
'10 Jan. ~ Feb. Total			25

UPCOMING ACTIVITIES 2010

Month	Activities
March	<ul style="list-style-type: none"> ➤ Formulate and plan the most effective cranberry activities ➤ Blog update
April	<ul style="list-style-type: none"> ➤ Formulate and plan the most effective cranberry activities ➤ Blog update
May	<ul style="list-style-type: none"> ➤ Blog update
June	<ul style="list-style-type: none"> ➤ Shoei Shokuhin Exhibition ➤ Blog update
July	<ul style="list-style-type: none"> ➤ Blog update
August	<ul style="list-style-type: none"> ➤ Blog update
September	<ul style="list-style-type: none"> ➤ Consumer Educational Workshop at ABC Cooking School ➤ Blog update
October	<ul style="list-style-type: none"> ➤ Consumer Educational Workshop at ABC Cooking School ➤ Retail Promotion ➤ Blog update
November	<ul style="list-style-type: none"> ➤ Retail Promotion ➤ Blog update
December	<ul style="list-style-type: none"> ➤ Consumer Research ➤ Blog update