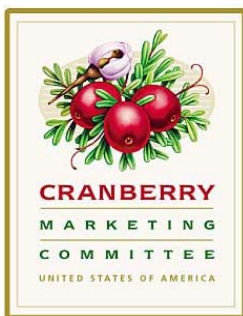


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CRANBERRY MARKETING COMMITTEE

**Monthly Report for January 2010**

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**Prepared by Motix Co., Ltd.**

## JANUARY PROMOTIONS & ACTIVITIES

Awaiting approval of the 2010 budget, our main activities in January were:

1. Planning of consumer PR activities; cooking school program, recipe contest, and women's forum.
2. One-on-one meetings with companies/associations that might be involved in consumer PR activities, such as cooking schools and operators of recipe contests. Details of the meetings are in the Consumer PR activities section.
3. Reviewed consumer research and market share information with Japanese trade and CMC (English version).
4. Submitted country progress report to CMC, as well as Japan FY'10 budget breakdown.

## MEDIA COVERAGE HIGHLIGHTS

CMC Japan monitored **43** consumer and trade professional media hits, with coverage reaching about 9.7 million consumers and trade professionals, providing an exposure value of **¥4,486,773 (US\$49,186.29)** during the period of December 21 through January 21, 2010.

This month, MRS magazine, a popular homemaker's magazine, featured a 'Cranberry and Apple Confiture on ice cream' recipe in its February issue, reaching an estimated 110,000 people and generating a media value of **¥575,000 (\$1,263,000)**.



## REMAINING TOTAL COVERAGE FOR JANUARY

Exchange rate (TTM) @91.22

### Newspaper

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
1	Fuji Sankei Business I (Osaka)	12/22	160,000	4.0cm	C	¥51,432	\$563.82	5
2	Pan News	12/25	15,000	1.0cm	B/W	¥5,000	\$54.81	4
3	Shimbun Akahata	12/26	300,000	1.0cm	B/W	¥6,000	\$65.78	5
4	Pan News	1/1	15,000	12.7cm	B/W	¥63,500	\$696.12	4
5	Pan News	1/1	15,000	3.0cm	B/W	¥15,000	\$164.44	4
6	Pan News	1/1	15,000	1.0cm	B/W	¥5,000	\$54.81	4
7	Pan News	1/1	15,000	1.0cm	B/W	¥5,000	\$54.81	4
8	Kenko Sangyo Shimbun	1/6	65,000	1.0cm	B/W	¥2,084	\$22.85	5
9	Fuji Sankei Business I (Osaka)	1/7	160,000	6.0cm	B/W	¥77,148	\$845.74	4
10	Nikkan Shokuhin Tsushin	1/19	10,500	1.0cm	B/W	¥3,429	\$37.59	5
11	Kenko Sangyo Shimbun	1/20	65,000	1.0cm	B/W	¥2,084	\$22.85	4
<b>Newspaper Total</b>			<b>835,500</b>			<b>¥235,677</b>	<b>\$2,583.61</b>	

### Magazine

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
12	FYTTE	12/23	83,304	1/8 P	C	¥150,000	\$1,644.38	4
13	Gekkan Seika Seipan	12/25	40,000	1/6 P	B/W	¥53,333	\$584.67	4
14	Gekkan EXILE	12/27	300,000	1/6 P	C	¥200,000	\$2,192.50	3
15	Gekkan EXILE	12/27	300,000	1/24 P	C	¥50,000	\$548.13	4
16	Gekkan EXILE	12/27	300,000	1/8 P	C	¥150,000	\$1,644.38	4
17	Gekkan EXILE	12/27	300,000	1/8 P	C	¥150,000	\$1,644.38	4
18	Gekkan EXILE	12/27	300,000	1/4 P	C	¥300,000	\$3,288.75	4
19	Mart	12/28	93,708	1/20 P	C	¥80,000	\$877.00	4
20	Hanako WEST	12/28	71,667	1/100P	C	¥10,000	\$109.63	4
21	eclat	1/1	100,000	1/6 P	C	¥266,667	\$2,923.34	4
22	eclat	1/1	100,000	1/8 P	C	¥200,000	\$2,192.50	4
23	eclat	1/1	100,000	1/8 P	C	¥200,000	\$2,192.50	4
24	Sutekina Okusan *	1/2	138,509	0.5cm	C	¥1,200,000	\$13,155.01	1
25	FOOD STYLE 21	1/1	12,000	1/100P	B/W	¥1,000	\$10.96	5
26	cafe sweets	1/7	80,000	1/100P	C	¥4,000	\$43.85	4
27	cafe sweets	1/7	80,000	1/100P	C	¥4,000	\$43.85	4
28	cafe sweets	1/7	80,000	1/15 P	C	¥26,666	\$292.33	4
29	cafe sweets	1/7	80,000	1/28 P	C	¥14,286	\$156.61	4
30	cafe sweets	1/7	80,000	1/25 P	C	¥16,000	\$175.40	4
31	SKYWARD	1/1	4,705,000	1/100P	C	¥25,000	\$274.06	5
32	Mrs.	1/7	110,000	1/2 P	C	¥575,000	\$6,303.44	4
33	steady.	1/7	120,000	1/9 P	C	¥144,444	\$1,583.47	3
34	CREA	1/7	91,833	1/100P	C	¥8,000	\$87.70	5
35	CREA	1/7	91,833	1/100P	C	¥8,000	\$87.70	5
36	Josei Seven	1/14	352,024	1/100P	C	¥11,500	\$126.07	4
37	Bi STORY	1/17	100,000	1/5 P	C	¥300,000	\$3,288.75	4
38	TOKYO 1 week	1/19	64,663	1/100P	C	¥13,000	\$142.51	4
39	KANSAI 1week	1/19	122,500	1/16 P	C	¥62,500	\$685.16	4
40	Kansai Walker	1/19	115,226	1/100P	C	¥12,500	\$137.03	4
41	mina	1/20	234,472	1/100P	C	¥9,000	\$98.66	5
42	Kagawa Komachi	1/20	28,000	1/100P	C	¥2,200	\$24.12	4
43	Poroco	1/20	70,000	1/100P	C	¥4,000	\$43.85	4
<b>Magazine Total</b>			<b>8,844,739</b>			<b>¥4,251,096</b>	<b>\$46,602.67</b>	

	Circulation	Exposure Value(¥)	Exposure Value(\$)
<b>Jan. '10 Grand Total</b>	<b>9,680,239</b>	<b>¥4,486,773</b>	<b>\$49,186.29</b>

## Jan. '10 Total

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	1	\$13,155	\$13,155	
Category 2	0	\$0	\$0	
Category 3	2	\$3,776	\$1,259	
Category 4	31	\$31,006	\$7,752	<b>46%</b>
Category 5	9	\$1,249	\$250	
<b>Total:</b>	<b>43</b>	<b>\$49,186</b>	<b>\$22,415</b>	

## CONSUMER PR ACTIVITIES UPDATE

- **2010 PR ACTIVITIES**

We are developing and formulating the 2010 PR plan. The plan's focus is to conduct intensive and targeted PR activities directly reaching out to relevant consumer groups. Discussions and activity prioritization on specific points within the budget have begun.

- **RECIPE CONTEST**

CMC Japan has contacted recipe portal websites and cooking schools to identify the most effective recipe contest in 2010. We contacted the world's largest recipe site, 'Cookpad', which conducted the 2008 cranberry recipe contest. Unfortunately, their estimated cost has been much higher due to increased page views and the number of sponsors. Therefore, it might be difficult for us to collaborate with Cookpad this time. Another potential site is 'Recipe Blog', with 3.4 million page views, which conducted the 2009 cranberry recipe contest. 'Recipe Blog' is a portal recipe blog website that has produced popular culinary experts. We also continued to explore another possibility for collaboration with a cooking school named 'Home Made Association' to conduct a recipe contest for its students. We will make a decision after deep deliberation for the 2010 recipe contest to develop a cost effective plan without compromising the impact on enhancing consumer awareness.

- **COOKING SCHOOL PROGRAM**

We selected cooking school candidates to conduct an effective consumer educational workshop. CMC Japan negotiated repeatedly with 'ABC cooking school', one of the Japan's most popular cooking schools with 230,000 students. We will consider adopting their program due to the challenge of distributing leaflets and samples at the classes. We are also considering collaborating with 'Home Made Association', a smaller organization with 120 cooking classes and 30,000 students. The workshop class will be customized to meet our specific goals, and workshops can be held for both teachers and students. We also contacted 'Better Home Association', with 5 million students, to seek a larger opportunity to conduct the program.

## **TRADE COMMUNICATION HIGHLIGHTS**

### **SPRING FOODS**

Spring Foods manufactures handmade juices, a unique selling point for the company. Their cranberry-grape juice is a 100% blend of cranberries and white grapes. Their cranberry juice has a 14% white juice percentage.

Spring Foods conducted in-store sampling of its cranberry juice along with dried cranberries and cranberry sauce. They sold two sizes of cranberry juice, 600ml at 1,250 yen (\$13.90) and 230ml at 525 yen (\$5.83). Total sales during the promotion were 50,220 yen (about \$660.00). After the promotion, the products continued to sell consistently, with sales of 35 bottles of 230ml and 27 bottles of 600ml per week. This was an exceptional sales result, and representatives at Spring Foods gave credit to CMC for its support in contributing to this success.

### **SHOEI SHOKUHIN**

Shoei Shokuhin will celebrate its 100<sup>th</sup> anniversary this year and is holding its own exhibition in Ikebukuro, Tokyo on June 10<sup>th</sup> and 11<sup>th</sup>. CMC Japan is considering having one booth and splitting it with CMC and CPEC (California Pistachio Export Council).

## **SAPPORO BEVERAGE**

We received an excellent proposal by a leading women's weekly publication called "Women Seven." The magazine circulation is 450,000, a runaway leader among women's weeklies in Japan. The magazine has a social group called "Seven Club," and 5,000 leaders belong to this club. Seven Club has its own page in the magazine, and members submit information on foods, cosmetics and recipes to the page. It is possible for Sapporo to provide samples to these leaders and ask them to report about cranberry juice. So far, we have received a positive response from Sapporo about this opportunity.

## **NANGOKU FRUITS**

Nangoku Fruits will open a restaurant, juice bar, and fruits and vegetable shop at a newly opened department store attached to the Hakata station. Hakata station is a major railway station in Fukuoka with excellent pedestrian traffic. This is positive news, as we are able to promote cranberries at these shops. Nangoku Fruits will support CMC retail promotions throughout the year.

### **◆ 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, Royal Host, Matsuko, Krispy Kream, Kanematsu, Spring Foods, Toho Kobe.
- Media :** Groument Navi, Usen, COOKPAD, Recipe Blog, Asahiya Publishing, Okazu no Cooking Magazine, Café sweets magazine, Health Industrial Newspaper, Josei Seven Magazine, Gakken Seika Seipan Magazine, Myfood, Shokuhin & Kaihatsu Magazine, Orange page Magazine, Nikkei Health Premier Magazine, Health Ingredients Japan, Dancyu magazine, Sankei Newspaper
- Others :** Macromill, ABC cooking studio, Home Made Association, Better Home Association

## **WEBSITE UPDATE**





CMC website visits in January totaled 1,608 “surfers” with 6,105 page views. This was a decrease in visitors as compared to December. The top five key search words were: cranberry, cranberry positive effect, cranberry recipe, CMC and chocolate cranberry recipe. January visitor numbers are historically lower as the Japanese take a long winter holiday to spend time with their families.


## NEW PRODUCT INFORMATION


### CRANBERRY PRODUCTS IN THE JAPANESE MARKET

<b>Branded Beverage &amp; Food</b>							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
1	Double berry & Sugar Cookies	Family Mart (Conveni ence store)	Strawberry & Cranberry Cookies	1	110	On sale	
2	Fruits Cake	Family Mart (Conveni ence store)	Pound cake with Orange peel, raisin, apple & dried cranberries	1 cut	125	On Sale	
3	Chocolate & Cranberry	Circle K Sunkus (Conveni ence store)	Danish pastry with chocolate cream & dried cranberries	1	137	On sale	
4	Cranberry wine	The Fort Wine Company	Cranberry wine	750ml	1980	2/12~	
5	LOHAS Mix Berry Cookies	HABA	Sugar-free & butter-free cookies with dried cranberries	28g	284	On Sale	

6	Kinomi To Kajitsu No Chikara	Delta Internatio nal Co.,Ltd.	Nuts & dry fruits mix	65g	269	On Sale	
7	Sea Made Collagen	Harazaw a Pharmac eutical Co.,Ltd.	Cranberry juice with collagen & hyaluronan	50ml	698	On Sale	
8	Pocky 'Tsubu Tsubu Mix Berry'	Glico Co., Ltd.	Chocolate-drippe d pretzel with dried cranberries	20 sticks	176	Limited Sale	
9	Cranberry & Nuts	Uchiyam a Shoten Co.,Ltd.	Nuts & dry fruits mix	33g	168	On Sale	

Confectionery & Patisserie							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
10	Seed Crisp 'Cranberry & Almond'	Valley Produce Company	Organic cracker with cranberries& almonds	150g	880	On sale	
11	Tennen Kobo Cream cheese/Cran berry/raisin	Anrosee	Cream cheese bread with dried cranberries & raisins	1	420	On sale	
12	Fruits rye bread	ISM Corporatio n	Frozen dough with raisin, walnut, pumpkin & cranberry	120g			
13	Chocolat Baquette	DONQ	Chocolate bread with dried cranberries & cashew nuts	S size L size	577 945	Valentin e's Day edition	

Others							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
14	Mori no Mazegohan Fruits Mix	Pet Pro Japan Co.,Ltd.	dried fruits (raisin, pineapple & cranberry) for pet	40g	220	On Sale	

15	Mio Dry Katsuo Mix	Japan Pet Food Co.,Ltd.	Cat food tuna powder & cranberry powder	1.2Kg	488	On Sale	
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Jan.	15	July	
Feb.		Aug.	
Mar.		Sep.	
Apr.		Oct.	
May		Nov.	
June		Dec.	
<b>'10 Jan. Total</b>			<b>15</b>

## UPCOMING ACTIVITIES 2010

<b>Month</b>	<b>Activities</b>
<b>February</b>	<ul style="list-style-type: none"><li>➤ Formulate and plan the most effective cranberry activities</li><li>➤ Blog update</li></ul>
<b>March</b>	<ul style="list-style-type: none"><li>➤ Formulate and plan the most effective cranberry activities</li><li>➤ Blog update</li></ul>