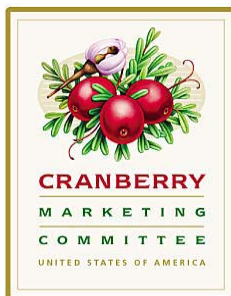


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CRANBERRY MARKETING COMMITTEE

**Monthly Report for July 2010**

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

## JULY PROMOTIONS & ACTIVITIES

### MEDIA COVERAGE HIGHLIGHTS

During the period of June 21 through July 21, 2010, CMC Japan monitored **42** consumer and trade professional media hits, with coverage reaching roughly 6.1 million consumers and trade professionals, providing an exposure value of **¥4,037,314 (US\$46,009)**.



the number', reaching an estimated 120,000 people and generating a media value of ¥408,333 (\$4,653). The benefit of 1750 ORAC units (per 100 g) of cranberries was introduced to stress the healthfulness of cranberries. It explained that cranberries score high on the antioxidant scale compared to other fresh fruits. The CMC recipe contest and cocktail recipes from the Japan website were also introduced.

This month, a top selling women's weekly, 'Women's Seven', introduced cranberry juice of Spring Foods Link as a most wanted power fruits juice under the title of 'Drink fruits and eat juice'. This opportunity was introduced to Spring Foods by CMC Japan, generating a total media value of ¥537,500 (\$6,125).

As a result of CMC Japan's success in generating a one-on-one interview with 'Sankei City Living Newspaper' (cir - 189,000), the newspaper featured free publicity on cranberries under the column of 'factor behind

**ウラの数字**

**クランベリーの抗酸化力は? 1750 ORACです**

※ORAC=活性酸素吸収能力 ※資料: USDA(米国農務省)

夏に気になる栄養素といえばビタミンC。そこで今回は、女性にうれしい魅力を持つクランベリーを調査。古くはネイティブアメリカンが薬や染料にも活用していたクランベリーは、ビタミンCをはじめ、ポリフェノールや食物繊維も多く含む果実。さらに、米国クランベリーマーケティング協会の天野いず美さんによると「原産国のアメリカでは、抗酸化力を表すORAC値が高く、ポリフェノールたっぷりなので、ヘルシーで若々しい肌を目指すフルーツとして愛用されています。また、ORACとは、食品などに含まれる抗酸化物質(カテキン、フラボノイドなど)の抗酸化能力を分析する方法のこと。活性酸素の吸収能力(抗酸化力)を表す指標として米国農務省と国立老化研究所によって開発されました。クランベリーは“1750 ORAC値(フレッシュクランベリー100g中)”。これはブルーベリーなど、ほかのベリー類やよく売られているフルーツと比較して最も高い数値なのだとか。

生のクランベリーは季節限定なので、日本ではドライやジュースなら手に入りやすそう。「ドライフルーツならヨーグルトやシリアル、サラダのトッピングで一層おいしくいただけます。クランベリーを使ったスイーツやパンも増えていますよ。この夏、元気に過ごすために上手に取り入れてみてくださいね」

彩りも華やかなカクテルレシピを紹介

米国クランベリーマーケティング協会では、家庭でも簡単に楽しめるカクテルレシピをウェブで紹介しています。

7月31日(土)まで レシピコンテストを開催

花が舞(クレン)の園とくらばしに似ていることから命名されたクランベリー。収穫時期は9~11月。7月31日(土)まで賞金10万円がもらえるレシピコンテストを開催中。詳細は、右上のアドレスにアクセスして確認して下さい。

**REMAINING TOTAL COVERAGE FOR JULY**

**Newspaper**

Exchange rate (TTM ¥@87.75)

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category	
1	Nihon Shokuryo Shimbun	6/23	101,300	1.0	cm	B/W	¥10,000	\$113.96	4
2	Nikkan Gendai (Tokyo)	6/24	1,177,000	1.0	cm	C	¥524,000	\$5,971.51	5
3	Nikkan Gendai (Chubu)	6/24	162,500	1.0	cm	B/W	¥4,500	\$51.28	5
4	Nikkan Gendai (Osaka)	6/24	342,000	1.0	cm	B/W	¥9,900	\$112.82	5
5	Nikkan Gendai (Sapporo)	6/24	78,500	1.0	cm	B/W	¥3,400	\$38.75	5
6	Pan News	6/25	15,000	1.0	cm	B/W	¥5,000	\$56.98	2
7	Kenko Sangyo Shimbun	6/28	65,000	1/100	p	B/W	¥5,000	\$56.98	4
8	Dentsu Hou	7/5	30,000	1.0	cm	B/W	¥1,695	\$19.32	4
9	Pan News	7/5	15,000	1.0	cm	B/W	¥5,000	\$56.98	4
10	City Living Tokyo	7/9	188,974	1/6	p	C	¥408,333	\$4,653.37	1
11	Nihon Shokuryo Shimbun	7/14	101,300	1.0	cm	B/W	¥10,000	\$113.96	4
12	Kenko Sangyo Shimbun	7/14	65,000	1/100	p	B/W	¥5,000	\$56.98	5
13	Health Life Business	7/15	33,000	1/100	p	B/W	¥5,500	\$62.68	4
14	Health Life Business	7/15	33,000	1/28	p	B/W	¥19,643	\$223.85	3
15	Nihon Shokuryo Shimbun	7/16	101,300	1.2	cm	B/W	¥12,000	\$136.75	4
16	Kanagawa Shimbun	7/17	215,526	1.0	cm	C	¥60,000	\$683.76	4
17	Nikkan Shokuhin Tsushin	7/20	10,500	1/5	p	B/W	¥14,000	\$159.54	4
<b>Newspaper Total</b>			<b>2,734,900</b>				<b>¥1,102,971</b>	<b>\$12,569.47</b>	

**Magazine**

Exchange rate (TTM ¥@87.75)

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category	
18	Shumi No Engei	6/21	345,000	1/15	p	C	¥114,000	\$1,299.15	3
19	Shumi No Engei	6/21	345,000	1/2	p	C	¥860,000	\$9,800.57	3
20	Kindai Shokudo	6/22	95,000	1/10	p	B/W	¥18,000	\$205.13	1
21	ViVi	6/23	342,595	1/100	p	C	¥19,000	\$216.52	5
22	Denen Toshi Seikatsu	6/25	120,000	1/100	p	C	¥10,000	\$113.96	4
23	ROSALBA	6/25	30,000	1/2	p	C	¥200,000	\$2,279.20	4
24	NYLON JAPAN	6/28	200,000	1/8	p	C	¥187,500	\$2,136.75	4
25	Lightning	6/30	123,000	1/50	p	C	¥20,000	\$227.92	4
26	Josei Seven	7/1	303,015	1/4	p	C	¥537,500	\$6,125.36	2
27	Como	7/1	56,503	1/50	p	C	¥32,000	\$364.67	4
28	FoodLife	7/1	65,000	1	p	B/W	¥200,000	\$2,279.20	1
29	FoodLife	7/1	65,000	5/6	p	B/W	¥166,667	\$1,899.34	2
30	FoodLife	7/1	65,000	1/4	p	B/W	¥50,000	\$569.80	2
31	FOOD STYLE	7/1	65,000	1/100	p	B/W	¥2,000	\$22.79	5
32	Japan Food Science	7/5	25,000	1/5	p	B/W	¥18,000	\$205.13	1
33	Richer	7/5	100,000	1/50	p	C	¥16,000	\$182.34	4
34	Richer	7/5	100,000	1/100	p	C	¥8,000	\$91.17	4
35	cafe sweets	7/5	80,000	1/16	p	C	¥25,000	\$284.90	4
36	cafe sweets	7/5	80,000	1/16	p	C	¥25,000	\$284.90	4
37	Tokai Walker	7/6	61,629	1/17	p	C	¥41,176	\$469.25	4
38	GLITTER	7/7	145,000	1/50	p	C	¥30,000	\$341.88	4
39	Kobo Guide	7/9	100,000	1/4	p	B/W	¥62,500	\$712.25	1
40	ar	7/12	76,126	1/100	p	C	¥12,000	\$136.75	4
41	Waraku	7/12	23,767	1/50	p	C	¥30,000	\$341.88	4
42	Orange Page	7/17	387,968	1/10	p	C	¥250,000	\$2,849.00	4
<b>Magazine Total</b>			<b>3,399,603</b>				<b>¥2,934,343</b>	<b>\$33,439.81</b>	

	Circulation		Exposure Value(¥)	Exposure Value(\$)
<b>Jul. '10 Grand Total</b>	<b>6,134,503</b>		<b>¥4,037,314</b>	<b>\$46,009.28</b>
<b>Jan. ~ Jul. '10 Total</b>	<b>51,260,697</b>		<b>¥45,911,763</b>	<b>\$505,792.78</b>

### Jul. '10 Total

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	5	\$8,055	\$8,055	
Category 2	4	\$8,651	\$4,326	
Category 3	3	\$11,324	\$3,775	
Category 4	23	\$11,509	\$2,877	<b>44%</b>
Category 5	7	\$6,470	\$1,294	
<b>Total:</b>	<b>42</b>	<b>\$46,009</b>	<b>\$20,326</b>	

### Jan. ~ Jul. '10 Total

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	26	\$87,612	\$87,612	
Category 2	10	\$9,705	\$4,853	
Category 3	23	\$203,730	\$67,910	
Category 4	205	\$190,651	\$47,663	<b>42%</b>
Category 5	35	\$10,134	\$2,027	
<b>Total:</b>	<b>299</b>	<b>\$501,832</b>	<b>\$210,064</b>	






“Lucky” 600 female readers will be selected to attend the event. CMC will participate with a cranberry seminar and exhibit booth. Cranberry publicity announcing the seminar will be featured in their September issue. CMC and the newspaper are working tirelessly to obtain a very popular model or beautician for the cranberry seminar featured speaker.


**NEW PRODUCT INFORMATION**

**CRANBERRY PRODUCTS IN THE JAPANESE MARKET**

<b>Branded Beverage &amp; Food (Chain stores)</b>							
	<b>Product/ Menu Name</b>	<b>Brand</b>	<b>Description</b>	<b>Size</b>	<b>Price YEN</b>	<b>Sale Date</b>	<b>Photo</b>
<b>1</b>	FAUCHON Beaute Red Beauty Tea	Asahi Beverage Co.,Ltd.	Ceylon tea and cranberry juice	500ml	140	8/17~	
<b>2</b>	WEST Fruits Bar	WEST	Healthy bar with dried cranberries	100g	525	8/1~	
<b>3</b>	Cocktail Partner 'Pink Grapefruits'	Asahi Beer Co.,Ltd	Grapefruits Cocktail includes cranberry juice	350ml	141	8/24~	
<b>4</b>	Cranberry Milk	BAGEL & BAGEL	Cranberry bagel with condensed milk	1	150	~7/31	

<b>Confectionery &amp; Bread (Independent stores)</b>							
	<b>Product/ Menu Name</b>	<b>Brand</b>	<b>Description</b>	<b>Size</b>	<b>Price YEN</b>	<b>Sale Date</b>	<b>Photo</b>
5	Cake Earl Grey	BELAMER	Pound cake topped with dried cranberries	1	1,100	On sale	
6	German Bread Set	Pain de Reve	Kouglof with dried cranberries	1set	2,600	On sale	
7	Anniversary Cake	Le Café Mamie	Caramel flavored cake topped with white chocolate & dried cranberries	1	5,040	On sale	
8	Berry Torte Cake	Yuki Farm Ibaraki	Cake topped with four kinds of berries. Blueberry, strawberry, raspberry & cranberry	1	970	On sale	
9	GLASSY	Taniguchi Co.,Ltd.	Cranberry jelly	8	3,000	On sale	

10	Homemade Pie 'Fruits Hime'	Shanbara Co.,Ltd.	Fruits pie with apricot jam & dried cranberries	1	2,500	On sale	
11	Scone Set	Dominique Doucet	Cranberry scone	5	600	On sale	

Others							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
12	Cranberry Pure	Dog Smile	Cranberry supplement for dog	300mg	2,100	On Sale	

Jan.	15	July.	12
Feb.	10	Aug.	
Mar.	11	Sep.	
Apr.	15	Oct.	
May.	17	Nov.	
June.	12	Dec.	
<b>'10 Jan. ~ Jun. Total</b>			<b>92</b>

## UPCOMING ACTIVITIES 2010

<b>Month</b>	<b>Activities</b>
<b>July</b>	<ul style="list-style-type: none"><li>➤ Recipe Contest (Application period until 7/31)</li><li>➤ Blog update</li></ul>
<b>August</b>	<ul style="list-style-type: none"><li>➤ Recipe Contest (Screening)</li><li>➤ Blog update</li></ul>
<b>September</b>	<ul style="list-style-type: none"><li>➤ Recipe Contest (Announcement of award winners)</li><li>➤ Consumer Educational Workshop at ABC Cooking School</li></ul>
<b>October</b>	<ul style="list-style-type: none"><li>➤ Consumer Educational Workshop at ABC Cooking School</li></ul>
<b>November</b>	<ul style="list-style-type: none"><li>➤ Women's Forum (November 8)</li><li>➤ Consumer Educational Workshop at ABC Cooking School</li></ul>