
CRANBERRY MARKETING COMMITTEE

Monthly Report for **October** 2009



Prepared by Motix Co., Ltd.

TV INFOMERCIAL

The TV program, "Shitte-Oko", was broadcast nationwide on November 7. Featured on this program were the cranberry harvest in Wareham and a cranberry sauce recipe with yogurt. The program informed viewers that, "Around 80% of cranberries are produced in the U.S. and cranberries are effective for both maintaining health and keeping skin beautiful". "No wonder the cranberry is popular among women," was added in voice-over narration. The audience rating in the Tokyo metropolitan area was 7.5% and the Kansai area had a rating of 8.6%. In total, an estimated 4,400,000 households watched the TV show. The advertising value to cranberry was **¥70,000,000 (about US \$780,000)**.



REMAINING TOTAL COVERAGE FOR OCTOBER

Exchange rate (TTM):@90.36

Newspaper

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
1	Pan News	9/25	15,000	9.4cm	B/W	¥47,000	\$520.14	4
2	Pan News	9/25	15,000	1.0cm	B/W	¥5,000	\$55.33	4
3	Pan News	9/25	15,000	1.0cm	B/W	¥5,000	\$55.33	4
4	Kouri Keizai Shimbun	9/25	45,000	1.0cm	B/W	¥5,000	\$55.33	3
5	Nihon Shokuryo Shimbun	9/28	101,300	1.0cm	B/W	¥10,000	\$110.67	4
6	Ryutsu Journal	9/28	28,720	1.0cm	B/W	¥2,728	\$30.19	4
7	Chubu Inshokuryo Shimbun	9/29	33,000	1.0cm	B/W	¥4,000	\$44.27	3
8	Nihon Shokuryo Shimbun	10/5	101,300	1.0cm	B/W	¥10,000	\$110.67	4
9	Food Weekly	10/5	61,500	10.2cm	B/W	¥51,000	\$564.41	1
10	Pan News	10/5	15,000	1.0cm	B/W	¥5,000	\$55.33	4
11	Nikkei Sangyo Shimbun(Tokyo)	10/7	166,968	1.0cm	B/W	¥12,000	\$132.80	4
12	Nikkei Sangyo Shimbun(Osaka)	10/7	166,968	1.0cm	B/W	¥12,000	\$132.80	4
13	Teiin Shokuryo Shimbun	10/7	85,000	1.0cm	B/W	¥2,858	\$31.63	3
14	Nikkann Jozo Sangyo Sokuho	10/8	15,000	1.0cm	B/W	¥2,000	\$22.13	4
15	Nihon Shokuryo Shimbun	10/9	101,300	1.0cm	B/W	¥10,000	\$110.67	3
16	Nokei Shimbun	10/12	30,000	21.3cm	B/W	¥39,256	\$434.44	1
17	Kenko Sangyo Shimbun	10/14	65,000	36.0cm	B/W	¥75,024	\$830.28	4
18	Nihon Gaisyoku Shimbun	10/15	55,000	1.0cm	B/W	¥3,572	\$39.53	5
19	Pan News	10/15	15,000	1.0cm	B/W	¥5,000	\$55.33	4
20	Nihon Shokuryo Shimbun	10/16	101,300	18.3cm	B/W	¥183,000	\$2,025.23	4
21	Nihon Shokuryo Shimbun	10/16	101,300	1.0cm	B/W	¥10,000	\$110.67	4
Newspaper Total			1,333,656			¥499,438	\$5,527.20	

Magazine

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
22	TV Japan (Kanto)	9/15	710,211	1/10 P	C	¥80,000	\$885.35	4
23	TV Japan (Kansai)	9/15	150,000	1/10 P	C	¥60,000	\$664.01	4
24	Shokuhin To Kagaku	9/20	28,500	1/100P	B/W	¥980	\$10.85	5
25	Shokuhin To Kagaku	9/20	28,500	1/17 P	B/W	¥5,765	\$63.80	3
26	KANSAI 1week	9/22	122,500	1/35 P	C	¥28,571	\$316.19	4
27	PINKY	9/23	210,000	1/6 P	C	¥283,333	\$3,135.60	4
28	OZ Wedding	9/23	50,000	1/5 P	C	¥189,475	\$2,096.89	4
29	KeLLy	9/23	120,000	1/23 P	C	¥17,391	\$192.47	4
30	KeLLy	9/23	120,000	1/23 P	C	¥17,391	\$192.47	4
31	Hanako	9/24	80,334	1/100P	C	¥13,500	\$149.40	5
32	25ans	9/28	80,225	1/4 P	C	¥500,000	\$5,533.42	3
33	Sogo Shokuhin	10/1	38,000	1/60 P	B/W	¥3,333	\$36.89	4
34	EFIL	10/1	80,000	1/9 P	C	¥155,556	\$1,721.51	4
35	Sutekina Okusan	10/2	138,509	1/6 P	C	¥333,333	\$3,688.95	1
36	cafe sweets	10/5	80,000	1/47 P	C	¥8,511	\$94.19	4
37	Gekkan Seika Seipan	10/5	40,000	1/3 P	B/W	¥106,667	\$1,180.46	1
38	In Red	10/7	160,000	1/50 P	C	¥26,000	\$287.74	4
39	steady.	10/7	120,000	1/100P	C	¥13,000	\$143.87	4
40	Newsweek Japan	10/7	77,127	1/100P	C	¥12,000	\$132.80	5
41	GINZA	10/12	92,016	1/100P	C	¥16,000	\$177.07	5
42	GINZA	10/12	92,016	1/2 P	C	¥800,000	\$8,853.47	4
43	GINZA	10/12	92,016	1/2 P	C	¥800,000	\$8,853.47	5
44	GINZA	10/12	92,016	1/18 P	C	¥88,889	\$983.72	5
45	Shokuhin Kogyo	10/15	25,000	1/5 P	B/W	¥16,000	\$177.07	1
46	Karada Ni likoto	10/16	100,000	14/421P	C	¥39,907	\$441.64	4
47	Niigata Week!	10/16	30,000	1/3 P	C	¥50,000	\$553.34	4
48	Bi STORY	10/17	100,000	1/4 P	C	¥400,000	\$4,426.74	5
49	Hanako	10/20	80,334	1/100P	C	¥13,500	\$149.40	4
50	Hanako	10/20	80,334	1/100P	C	¥13,500	\$149.40	4
51	KANSAI 1 week	10/20	122,500	1/88 P	C	¥11,364	\$125.76	4
52	Kansai Walker	10/20	115,226	1/100P	C	¥12,500	\$138.34	4
53	TOKYO 1 week	10/20	64,663	1/32 P	C	¥40,625	\$449.59	4
54	ecocolo	10/20	90,000	1/43 P	C	¥18,605	\$205.89	4
55	ecocolo	10/20	90,000	1/43 P	C	¥18,605	\$205.89	4
Magazine Total			3,700,027			¥4,194,300	\$46,417.66	

	Circulation	Exposure Value(¥)	Exposure Value(\$)
Oct. '09 Grand Total	5,033,683	¥4,693,738	\$51,944.87
Jan. ~Oct. '09 Total	51,112,418	¥30,570,276	\$322,773.41

WEIGHTED MEDIA VALUE

Oct. '09 Total			
Category	# of Articles	Ad Value	Weighted Value
Category 1	5	\$6,045	\$6,045
Category 2	0	\$0	\$0
Category 3	6	\$5,839	\$1,946
Category 4	36	\$25,287	\$6,322
Category 5	8	\$14,774	\$2,955
Total:	55	\$51,945	\$17,268

Jan. ~ Oct. '09 Total			
Category	# of Articles	Ad Value	Weighted Value
Category 1	37	\$41,548	\$41,548
Category 2	3	\$1,467	\$734
Category 3	30	\$55,936	\$18,645
Category 4	262	\$182,438	\$45,610
Category 5	48	\$19,360	\$3,872
Total:	380	\$300,749	\$110,408

CONSUMER PR ACTIVITIES UPDATE

• **RECIPE CONTEST THROUGH MAGAZINE AND WEB**

The November issue of "Charming Housewife" magazine, the organizer of a previous cranberry recipe contest, featured a 3-page advertorial on cranberries. Three recipes, including Cranberry Brownies, Cranberry Bavarian Cream, and Cranberry Sauce with Roast Chicken, as well as information on cranberries, were featured. In the upcoming December 1 issue, an announcement of the grand prize award for "The Berry Good Japanese Style Stewed Chicken" recipe



contest will be announced in the magazine and on the "Recipe Blog" website. A page of cranberry publicity will be featured in the December 30 issue.

- **ELF PUBLICITY IN FUKUOKA IN KYUSHU AREA**

A local free paper, "ELF" (circulation 175,000), featured a quarter-page of publicity conveying cranberry health attributes and information about the October harvest season. A half-page of publicity will be featured in November. Content was changed to include recipes for cranberry cocktails and cranberry jam for the Christmas season, as well as information about fresh cranberry sales at the Iwataya department store.

- **CONSUMER RESEARCH**

CMC will conduct a 3rd round of consumer research in December via Macromill, an internet research company. 1000 surveys will be given to women aged from 20 to 69. Some of the questions will be revised for weighted value purposes.

- **MYFOOD**

The US ATO website "MYFOOD" introduced a Cranberry Meat Pie recipe that we provided. In the editorial corner, cranberry health and skin benefits are discussed.

- **PRESS RELEASE**

CMC Japan distributed a press release to 100 media outlets announcing a "Cranberry Fair" at the Sizzler restaurant chain during November and December. (Appendix 1)

- **POP PRODUCTION**

A new fresh and dried cranberry flyer for retail promotions was produced. A Cranberry Jam recipe using fresh cranberries is introduced in this flyer.



TRADE COMMUNICATION HIGHLIGHTS

Izumi Amano visited the Kyushu and Kansai regions in October to discuss in-store promotions for fall and winter. She visited Nangoku Fruits, TOKIO, Toho Kyushu, Shunkobo, and Orange Life in Fukuoka. Shunkobo and Orange Life are home delivery companies. She also visited Toho Kansai, Koyo, Izumiya and Royal in the Kansai region.

- TOHO

Toho has 5 outlets in the Fukuoka area. Their parent company is a leading wholesaler for the foodservice industry. They conducted in-store sampling on August 4th and 5th at the Tenjin store. They sold dried cranberries and two sizes of honey cranberries. About \$100 in sales was generated each day. According to the demonstrators, those who tasted cranberries had never tried cranberries before, although they were familiar with the name. This created some difficulty in selling the products (lack of awareness).

- ORANGE LIFE

Orange Life is a very popular home delivery company in Fukuoka. They will introduce honey cranberries after the week of November 7th. More detail will be submitted in the next monthly report.

- SHUN KOBO

Shun Kobo belongs to the same group as Orange Life, which is everyday.com. The concept of Shun Kobo is high end, as compared to other home delivery companies. Their core customers purchase more than ¥ 6,000 (over US \$60) per month and 80% are repeat customers. They sold honey cranberries, 330g at JPY798 and received 138 orders per week. Sales were higher than expected, according to a Shun Kobo buyer.

Currently their focus of business is in the Fukuoka area, but will expand to Kumamoto and Kita Kyushu cities in the future.

- NANGOKU FRUITS/TOKIO

TOKIO shop (Iwataya department store) has been selling both dried and honey cranberries on a regular basis. They said that 4 –5 bottles of honey cranberries are sold each day –

and more sales are expected.

Nangoku Fruits plans to sell fresh cranberries this year as well. They will sell them both through TOKIO retail outlets, as well TOKIO'S website. They have ordered about 20 cases of fresh cranberries from Royal this year.

Fruits Parlor, TOKIO, and Juice stand, TOKIO, all participated in the cranberry festival in Fukuoka last summer. They continue to sell cranberry cake and cranberry juice.

- ROYAL

Royal is going to handle fresh cranberries this year. Orders for 80 cases have been placed. It will be shipped on the week of November 16th and delivered to stores accordingly. Royal has decided to import bulk pack after its experience last year. They will either ask their customer to pack at the stores or pack at their facility in order to ensure optimum quality. About 100 promotions will be conducted from mid-November through mid-December.

- KOHYO

Kohyo is a group company of AEON. It has two different stores: Kohyo and Max Value. Kohyo is high-end and Max Value is more mainstream. Kohyo handled a small quantity of fresh cranberries last year. They said that it is possible for them to conduct in-store sampling at Kohyo supermarkets, but not at Max Value. We will follow up on this potential opportunity in cooperation with Royal.

- IZUMIYA

Sales of fresh fruits have been stagnant, even though Izumiya reduced prices for most products. However, sales of dried fruits and nuts have stabilized. We requested Izumiya to carry fresh cranberries when they become available, but so far, they have not agreed to do so. Their stores are price-friendly to customers. They have been reducing prices of various products but sales remain slow. They do not see a reason to sell expensive products, which includes fresh cranberries.

Formatted: First line: 0 ch, Tab stops: 0",
Left + Not at 0.63"

- ATO

For the first time, the ATO Tokyo is supporting the Wine & Gourmet Japan show, organized by Koelnmesse, and scheduled for April 7-9, 2010. This show will be held at the same time and place as FABEX and the Dessert, Sweet & Drink Festival at the

Tokyo Big site. The show annually attracts over 60,000 trade visitors, including top Japanese food and beverage distributors and buyers.

FAS Japan, Iowa State and Yamanashi Prefecture officials, as well as several U.S. cooperators, are working on a series of events entitled "Partners in Agriculture" from March through May 2010, which will take place in Tokyo and Yamanashi prefecture. These events will commemorate the special agricultural relationship between the U.S. and Japan, the famous "hog lift", the 50th anniversary of the Grains Council, and the 50th anniversary of the Iowa-Yamanashi sister-state relationship. "Partners in Agriculture" will take place in Kofu, the capital of Yamanashi Prefecture, on April 8 and 9.

◆ TRADE VISITS/CONTACTS OF THIS MONTH



- Trade:** Royal Kyoto head office and Tokyo Office, Sapporo Beverage, Shoei, Marugen Inryo, Nangoku Fruits, Kato Brothers Honey, Marugen FPJ Co., Ltd, Tokio, AEON, Foxmark, Delta International, Toho, Orange Life, Shun Kobo, Kohyo, Izumiya
- Media :** Gateaux, Okazu no cooking magazine, Spoon press, Suteki na Okusan magazine, Recipe Blog, Kokusai Seika Tsushin, Japan bread & cake newspaper, Asahiya Publishing, Hotel and Restaurant Magazine, TV Asahi, Elle a table, The Cuisine Magazine, Dancyu magazine, Café sweets magazine, Sankei Living Newspaper, Senmon Ryori Magazine, Health Industrial Newspaper, Tokyo MX TV, Food Weekly, Nokei Newspaper, Gakken Seika Seipan Magazine, Shokuhin Kogyo Magazine, Myfood
- Others :** Nishiko (Advertising Agency), Full House (PR agency), Mediate Kiri (Advertising agency), Macromill, Asahi Kokoku (Advertising Agency)

WEBSITE UPDATE


CMC website visits in October totaled **2,362** “surfers” with 9,134 page views. This was a slight decrease in visitors compared to September. The top five key search words were: cranberry, cranberry recipe, cranberry positive effect, cranberry marketing committee and cranberry steamed bread recipe.



The staff blog was revised twice in October.

NEW PRODUCT INFORMATION

Branded Beverage & Food							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
1	Cocktail Partner "Cranberry Martini"	Asahi Brewerie s, Ltd.	Cocktail with vodka, white wine & cranberry juice	350ml	141	On sale	
2	Teisseire Cranberry Syrup	Teisseire	Cranberry syrup for cocktails	700ml	1,680	On sale	
3	Kurozu Konpeki "Three Berry"	Kenko Farm	Vinegar drink with blueberry, raspberry & cranberry	900ml	1,680	On sale	
4	Cranberry Ade 1L	Mita Beverage	Cocktail & cranberry juice	1,000 ml	924	On sale	

Confectionery & Patisserie							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
5	Cinnamon	HEDIARD	Cinnamon bread topped with dried cranberries	1	462	On sale	
6	Mont Blanc Serenade	Krispy Crème Doughnuts	Doughnut with chestnuts cream topped with green raisins & cranberries	1	180	Limited Sale	
7	Fruits Compote of Pears	Denny's	Fruits compote of pear cranberry sauce	1	450	10/29~	
8	Buche Kawaii	Pierre Herme Paris	Christmas cake with chestnuts, passion fruits & cranberries	17cm	6,300	Limited Sale for X'mas	
9	Marumaru Kajitsu Cranberry Jam	Dai Shizen Seikatsu Kan	Cranberry jam	200g	590	On sale	
10	Yogurt Cranberry	Kozantei Ubuya	Yogurt covered cranberries	1pack	1,050	On sale	

11	Korokoro Cookies	Hikari no cafe	Cranberry cookies	20 pieces	300	On sale	
----	------------------	----------------	-------------------	-----------	-----	---------	--

Others							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
12	Cranberry U Eki	Honma Animal Medical supply	Pet supplement with cranberry extract	60ml	3,150	On sale	
13	Juicy Jam Hand Cream	OP Lab	Hand lotion with cranberry scent	80g	882	On sale	

Jan.	12	July.	14
Feb.	10	Aug.	19
Mar.	9	Sep.	15
Apr.	11	Oct.	13
May	11		
June.	12		
Jan.- Oct. Total			126

UPCOMING ACTIVITIES 2009

Month	Activities
November	<ul style="list-style-type: none">➤ On-Air TV Infomercial➤ Cranberry Retail Promotions (about 120 demos)➤ Cranberry Menu Promotion at Sizzler restaurant chains➤ ELF magazine publicity➤ Blog update (twice)
December	<ul style="list-style-type: none">➤ Cranberry Menu Promotion at Sizzler restaurant chains➤ Consumer Research➤ "Charming Housewife" magazine advertorial (twice)➤ Recipe contest winner announcement to the trade➤ Blog update (twice)

Press Release