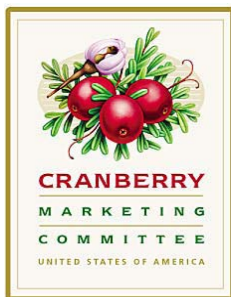

CRANBERRY MARKETING COMMITTEE

Monthly Report for March 2010



Prepared by Motix Co., Ltd.

MARCH PROMOTIONS & ACTIVITIES

MEDIA COVERAGE HIGHLIGHTS

CMC Japan monitored **37** consumer and trade professional media hits, with coverage reaching roughly 4.9 million consumers and trade professionals, providing an exposure value of **¥4,078,872 (US\$45,060.45)** during the period of February 21 through March 21, 2010.



This month, 'PLUS 1 Living.' magazine, a popular homemakers magazine, featured how to enjoy 'Cranberry Sparkling Drink' at home its April issue, reaching an estimated 120,000 people and generating a media value of **¥250,000 (\$2,761.82)**.

Consumer and trade food magazine called 'Ryori Tsushin' featured half page of 'Torta di grano' using Japanese Soba flour and cranberry jam developed by a popular Italian chef. It reached about 50,000 people and media value is **¥400,000 (\$4,418.91)**



REMAINING TOTAL COVERAGE FOR MARCH

Exchange rate (TTM) ¥@90.52

Newspaper

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
1	Shokuhin Kagaku Shimbun	2/25	26,000	1.0cm	B/W	¥2,858	\$31.57	3
2	Hokkaido Shimbun (Sapporo)	3/4	1,204,151	1.0cm	C	¥30,715	\$339.32	4
3	Fuji Sankei Business I (Tokyo)	3/5	160,000	20.2cm	C	¥259,732	\$2,869.33	4
4	Fuji Sankei Business I (Osaka)	3/5	160,000	20.2cm	C	¥259,732	\$2,869.33	4
5	fit	3/5	140,000	1/100P	C	¥3,300	\$36.46	4
6	Nihon Shokuryo Shimbun	3/10	101,300	4.4cm	B/W	¥44,000	\$486.08	2
7	Kenko Sangyo Shimbun	3/10	65,000	1.0cm	B/W	¥2,084	\$23.02	4
8	Shogyo Nippo	3/11	44,000	27.2cm	B/W	¥77,738	\$858.79	4
9	Shukan Shogyo Keizai	3/11	34,950	39.5cm	B/W	¥197,500	\$2,181.84	4
10	Nihon Shokuryo Shimbun	3/12	101,300	1.0cm	B/W	¥10,000	\$110.47	4
11	Sekken Nichiyohin Shimpō	3/17	23,000	3.0cm	B/W	¥6,429	\$71.02	4
12	Kenko Sangyo Shimbun	3/17	65,000	1.0cm	B/W	¥2,084	\$23.02	4
13	Kenko Sangyo Shimbun	3/17	65,000	1.0cm	B/W	¥2,084	\$23.02	4
14	Kenko Sangyo Shimbun	3/17	65,000	2.0cm	B/W	¥4,168	\$46.05	3
15	SANKEI EXPRESS (Tokyo)	3/20	50,000	24.7cm	C	¥148,200	\$1,637.21	4
16	SANKEI EXPRESS (Osaka)	3/20	20,000	24.7cm	C	¥148,200	\$1,637.21	4
Newspaper Total			2,324,701			¥1,198,823	\$13,243.73	

Magazine

No.	Vehicle	Issue Date	Circulation	Space	Color	Exposure Value(¥)	Exposure Value(\$)	Category
17	poroco	2/20	70,000	1/6 P	C	¥66,667	\$736.49	4
18	VOCE	2/23	110,429	1/6 P	C	¥158,333	\$1,749.15	4
19	Hanako	2/25	80,334	1/100P	C	¥13,500	\$149.14	4
20	Setagaya Life Magazine	2/26	120,000	1/100P	C	¥10,000	\$110.47	4
21	Gekkan Seika Seipan	2/25	40,000	1 P	B/W	¥32,000	\$353.51	4
22	City Joho Fukuoka CLASS	2/28	50,000	1/40 P	C	¥7,500	\$82.85	4
23	Domani	3/1	86,569	1/13 P	C	¥123,077	\$1,359.67	3
24	TOKYO 1 week	3/2	64,663	1/25 P	C	¥52,000	\$574.46	4
25	TOKYO 1 week	3/2	64,663	1/25 P	C	¥52,000	\$574.46	4
26	Tokyo Walker	3/2	79,818	1/8 P	C	¥206,250	\$2,278.50	4
27	Oz magazine Zokan	3/4	73,638	1/6 P	C	¥183,333	\$2,025.33	4
28	Richer	3/5	100,000	1/8 P	C	¥100,000	\$1,104.73	4
29	Ryori Tsushin	3/6	50,000	1/2 P	C	¥400,000	\$4,418.91	4
30	Ryori Tsushin	3/6	50,000	1/36 P	C	¥22,222	\$245.50	4
31	Saita	3/7	350,000	1/24 P	C	¥91,667	\$1,012.67	4
32	Saita	3/7	350,000	1/8 P	C	¥275,000	\$3,038.00	4
33	Plus1 Living	3/7	120,000	1/4 P	C	¥250,000	\$2,761.82	4
34	Otonano Shumatsu	3/15	96,546	1/100P	C	¥12,000	\$132.57	2
35	Otonano Shumatsu	3/15	96,546	1/100P	C	¥12,000	\$132.57	4
36	Orange Page	3/17	426,518	1/4 P	C	¥625,000	\$6,904.55	4
37	Tabi	3/20	50,000	1/8 P	C	¥187,500	\$2,071.37	4
Magazine Total			2,529,724			¥2,880,049	\$31,816.71	

	Circulation	Exposure Value(¥)	Exposure Value(\$)
Mar. '10 Grand Total	4,854,425	¥4,078,872	\$45,060.45
Jan. ~ Mar. '10 Total	23,959,925	¥22,871,674	\$252,551.80

Mar. '10 Total

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	0	\$0	\$0	
Category 2	2	\$619	\$309	
Category 3	3	\$1,437	\$479	
Category 4	32	\$43,005	\$10,751	26%
Category 5	0	\$0	\$0	
Total:	37	\$45,061	\$11,540	

Jan. ~ Mar. '10 Total

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	2	\$13,764	\$13,764	
Category 2	2	\$619	\$310	
Category 3	14	\$133,839	\$44,613	
Category 4	97	\$102,256	\$25,564	34%
Category 5	15	\$2,074	\$415	
Total:	130	\$252,552	\$84,665	

CONSUMER PR ACTIVITIES UPDATE

2010 ON-GOING PR PROJECTS

CMC Japan negotiated a tie-in with 'Sex and the City II' preview event sponsored by Suntory, a distributor of Skyy Vodka from Skyy Spirits, LLC. SKyy Spirits is one of the official sponsors of the movie and will create official signature cocktails inspired by the film. Unfortunately, cranberry drink is not one of the official cocktails; therefore we are not able to tie in with the event this time.

However, we have successfully obtained another opportunity to air a CMC original commercial for 30 seconds before the movie at three major movie theaters for 15 days. CMC has to work under the condition that the content will not use any names of SATC II. We will negotiate to implement this promotion effectively to the fullest extent possible within the budget.

Another possible promotion we are working on is a women's forum conveying cranberry beauty and health benefits by a very popular beautician. More details of the forum will be discussed.

- **RECIPE CONTEST**

CMC Japan has the set the time for the recipe contest with the 'Home Made Association', which will run from June to September. The school will produce a contest poster using our cranberry visuals.

- **COOKING SCHOOL PROGRAM**

We provided dried cranberry samples in cooperation with Shoei, Kyoritsu, and Crown Foods for ABC cooking school to develop a cranberry bread recipe for the program. The cranberry recipe will be produced as a gift bread. An estimated 15,000 students will take the class and CMC Japan will provide 1 ounce of dried cranberry per person for their cooking demonstrations.

TRADE COMMUNICATION HIGHLIGHTS

SPRING FOODS LINK

Spring Foods Link approached us to inquire how we could help boost the profile of their new cranberry drink. They appreciated that we connected them to major general newspapers to help in introducing the drink through the "present corner."

ROYAL

Royal has started selling dried cranberries through a leading supermarket chain called AEON. AEON group is going to conduct an American Fair from July 2nd- 4th this year. Currently, they are gathering information on US products to make fair promotion selections.

The CMC Japan office is currently reviewing the cost of demonstration companies. We have received estimates from four companies and will soon chose a company to conduct the tasting activities.

SHOEI SHOKUHIN

Shoei Shokuhin exhibited at FOODEX 2010. They displayed various products, including dried fruits. They had a cranberry section which drew a large crowd each day. They invited their customers and potential customers, affiliated entities (including CMC) to their reception at the Hotel New Otani Makuhari on March 4th. Shoei is planning to attend other trade shows throughout the year.

ATO TOKYO

The USDA mission will be visiting Japan the first week of April. Thirteen cooperators will participate in the mission that will include over 115 participants. The USDA Secretary, Mr. Tom Vilsack, and participants will visit Yamanashi prefecture for various events including celebration of the Iowa -Yamanashi sister-state relationship as an example of the benefits of a collaborative agriculture relationship. Also, they will visit supermarkets to learn more about Japanese products.

ATO OSAKA

Two hotels in Kansai region will conduct menu promotions in this summer.

- "Grand View" in Westin Hotel in Kyoto will conduct either "US Fair" or "Boston Fair" in July and August.
- "The Garden" in Biwako Hotel will conduct "US fair" from June 1st to end of August.

We have recommended dried cranberries and cranberry juice to both hotels through ATO Osaka. Motix has experienced working with both hotels through activities with another U.S. commodity group.

ISHIHARA

Ishihara Co., Ltd is a leading wholesaler of ingredients for bakery and confectionary products based in Osaka. It participated in the FOODEX 2010 with a Canadian cranberry company. They informed us that they would like to be part of the marketing activities of CMC. We explained that our activities are paid by the US government that we can't assist due to their Canadian source. However, there is lots of room to grow both US and Canadian cranberry sales in the Japanese market.

ROYAL/DELTA INTERNATIONAL

The CMC has been in discussions with Royal AEON's American Fair, which will be conducting from July 2nd and 4th. We are presently checking with the ATO Tokyo to see if Ralse Hokkaido is going to conduct an American Fair in May. We have a good connection with Ralse through California pistachios (we know the buyer) and believe chance is we can add cranberries as one of their promotional items during the fair. We also have informed Delta International Hokkaido branch about this promotion.

MITSUBISHI INTERNATIONAL FOOD INGREDIENTS

CMC Japan contacted Mitsubishi International Food Ingredients Inc, a leading supplier of functional food ingredients, based in the U.S. They informed us that they plan to put more focus

on functional fruits powder, including cranberry and implementing an advertising campaign in trade newspapers in Japan to seek more buyers.

COINTREAU POLITAN

Tokyo Midtown, the hottest trendy destination, is a six building development featuring stores, restaurants, offices and a hotel, located in Roppongi.

Three bars within Midtown promoted Cointreaupolitan as 'open terrace night' during the cherry blossom season. The Cointreaupolitan advertising campaign makes it possible for us to tie-in with their bar promotion.

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, Royal Park, AEON, Rals Hokkaido, Crown Foods, Spring Foods Link.



Media : Gourmet Navi, Usen, Recipe Blog, Okazu no Cooking Magazine, Café sweets magazine, Health Industrial Newspaper, Josei Seven Magazine, Gakken Seika Seipan Magazine, Myfood, Orange page Magazine, Sankei Newspaper, OZ Magazine, Shokuryo Shimbun, Shibata Publishing, Dancyu Magazine, Elle a table Magazine, Spoon Press, Shufu & Seikatsu Publishing, Nikkei Business Newspaper, Nokei Newspaper, Tokyo Walker



Others: ABC cooking studio, Home Made Association, OCCS Planning, Yin & Yang Corporation (PR agency), Tetris Inc. (Planning agency)





NEW PRODUCT INFORMATION


CRANBERRY PRODUCTS IN THE JAPANESE MARKET

Branded Beverage & Food							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
1	Yasai Seikatsu 100 Sweet Tomato	Kagome	Tomato juice with cranberry	200ml	109	3/2~	
2	[Renewal] Aohata Double berry jam	Kewpie	Blueberry & cranberry jam with low-sugar	165g 330g	220 380	[Renew al]	

Confectionery & Patisserie							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
3	White Chocolate & Cranberry Cookies	Family Mart	Cranberry cookies with white chocolate	1	105	On sale	
4	Spring fondue	Jouvencell e Co., Ltd.	Strawberry chocolate fondue with fruits & dried cranberries	1 set	2,000	3/1~	

5	Cranberry Chocolate	Made in Shimanami	Wild yeast bread with dried cranberries & chocolate	70g	250	On sale	
6	Baked Cheese Cake Set	Crown Foods Co., Ltd.	Bread mix with dried cranberries	1set	525	On Sale	
7	Berry Berry Pan Cake	Bills	Pancake with cheese, raspberry, blueberry & cranberry	1	1,400	3/27~	
8	Ippon Sakura Cheese Cake	Koiwai Noujo	Cherry blossom colored tart with cheese & cranberry sauce	1 hole	2,415	3/15~ 5/5	

Others							
	Product/ Menu Name	Brand	Description	Size	Price YEN	Sale Date	Photo
9	Sekai Koro Cranberry	Kobayashi Pharmace utical Co., Ltd.	Deodorizing air freshener with cranberry scent	250ml	420	On Sale	
10	Natural harvest Fruits & Vegetables	Natural Harvest	Dog food with fruits, vegetables & herbs	170g	378	On Sale	

11	Tropiques EDT Spray	LANCOM E	Perfume water with cranberry scent	50ml	5,380	On Sale	
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Jan.	15	July.	
Feb.	10	Aug.	
Mar.	11	Sep.	
Apr.		Oct.	
May		Nov.	
June.		Dec.	
'10 Jan. ~ Mar. Total			36

UPCOMING ACTIVITIES 2010

Month	Activities
April	<ul style="list-style-type: none"> ➤ Formulate and plan the most effective cranberry activities ➤ Blog update
May	<ul style="list-style-type: none"> ➤ Formulate and plan the most effective cranberry activities ➤ Blog update
June	<ul style="list-style-type: none"> ➤ Recipe Contest ➤ Shohei Shokuhin Exhibition ➤ Blog update
July	<ul style="list-style-type: none"> ➤ Recipe Contest ➤ Blog update
August	<ul style="list-style-type: none"> ➤ Recipe Contest ➤ Blog update
September	<ul style="list-style-type: none"> ➤ Recipe Contest ➤ 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"> ➤ Retail Promotion ➤ Consumer Research ➤ Blog update