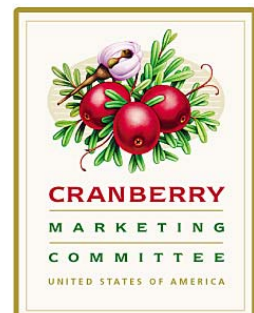




Activity Report

Media & Trade Relations in Poland
The Cranberry Marketing Committee

February 2010



JANUARY/FEBRUARY ARTICLES

The following print articles appeared in printed publications in January & February.

	Publication	Circulation	Publ. Date	Size	Headline	Cat.	Value in zł
1.	Przegląd Gastronomiczny	7.500	01.01.10	1/2	News about Cranberries	1	1.563
2.	Olivia	69.600	31.01.10	1	Good Cooking Secrets of Robert Sowa	1	505.000
3.	Party	563.000	08.02.10	3	The sweet art of love	1	82.980

The following online articles appeared in January & February.

	Website	Visitors per Month	Date	Pages	Headline	Cat.	Value in zł
4.	wiadomoscihandlowe.pl	264.000	02.01.10	1	Chips have rivals	5	1.481
5.	gp24.pl	195.000	07.02.10	1	Cranberry is valuable for health	3	1.481
6.	sfora.pl	267.000	17.02.10	1	Do you have hypertension? This is the solution	1	1626
7.	dlahandlu.pl	450	26.02.10	1	Larger amounts of cranberries sold than a few years ago	2	44

This month, 99% of the media exposure was preferred. Year-to-date results also average 99%.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	2	84.600 zł	84.600 zł	
Category 2	1	44 zł	22 zł	
Category 3	1	1.481 zł	494 zł	
Category 4	0	0 zł	0 zł	
Category 5	0	0 zł	0 zł	
Total:	4	86.131 zł	85.122 zł	99%

RECIPE PRODUCTION

Together with the other CMC European markets, we expanded the media archive with the following cranberry recipes to provide editors with new innovative recipes to share with their readers all year round. These were adapted and translated into Polish:

Fish & Seafood

- Cranberry Potato Salad with Fish Sticks
- Scallops with Cranberry Lime Sauce
- Potato Wasabi Soup with Cranberries
- Salmon with warm Cranberry Mustard Vinaigrette
- Plaice Leek Rolls with Cranberry Saffron Sauce
- Spaghetti with Curcuma Cream
- Tuna Sashimi with Cranberry Dip
- Pikeperch with Cranberry Curry



Snacks & Drinks

(for the World Cup/South Africa)

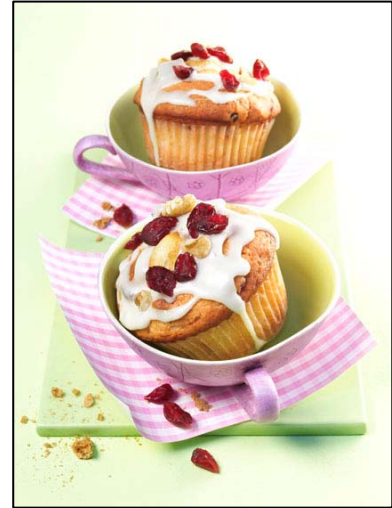
- Cranberry Iced Tea
- Cranberry Vermouth
- Cranberry Gin & Tonic
- Cranberry Melon Punch with Mint
- Coconut Chicken Skewers with Spicy Apricot Cranberry Salsa
- Cranberry Avocado Cucumber Smoothie
- Cranberry Tortilla Bites
- Cranberry Samosas

Muffins

- Cranberry Apricot Muffins
- Cranberry Apple Muffins
- Cranberry Muesli Muffins
- Cranberry Muffins Greek Style
- Cranberry Pesto Muffins
- Cranberry Rosemary Muffins
- Cranberry Sauerkraut Muffins
- Cranberry Sweet Potato Muffins

All American

- BBQ Spareribs with Cranberry Dip
- Clam Chowder with Cranberries
- Crab Cakes with Cranberry Lime Aioli
- Cranberry Cheesecake
- Cranberry Cookies
- Cranberry Waldorf Salad
- Thanksgiving Turkey
- Pumpkin with Cranberry Stuffing



POLISH WEBSITE

In February 2010, 146 unique visitors visited the CMC Polish language website, compared to 25 in February 2009. The most popular pages were in the consumer recipe archive.





Trade Work

NEW PRODUCTS

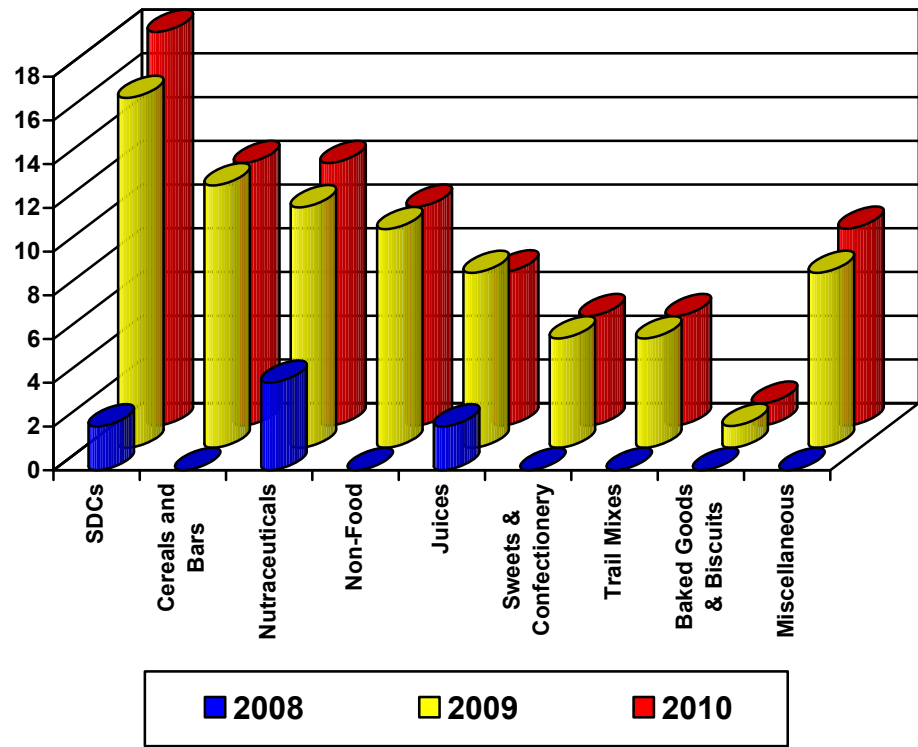
This month, we received a visit from CMC International Marketing representative, Mike Rucier. During the several meetings, CMC Poland representatives were present as were three importers and two retail buyers.

NEW PRODUCTS

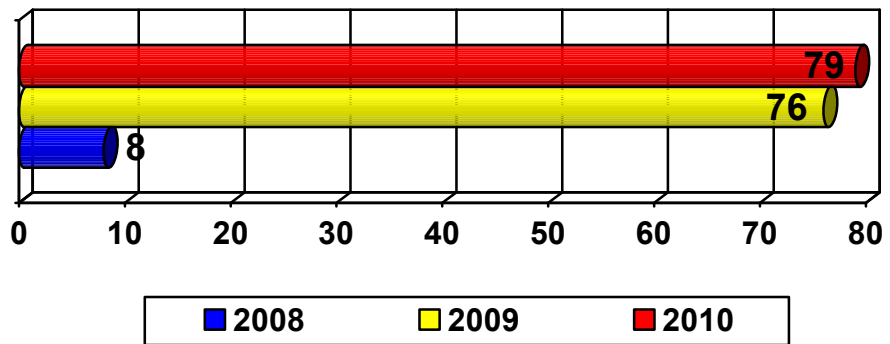
This month, we discovered four new cranberry products being sold in Poland for an aggregate total of 79 in the market.

New Products		
Product		Producer, Brand & Description
Dried cranberries		Jutrzenka / Siesta Dried cranberries in 100 g packaging Price: 6 PLN
Dried flavored cranberries		Sante Dried cranberries with orange flavor in 100 g packaging Price: 6,50 PLN
Horseradish with Cranberries		Provitus Cranberry Horseradish in 170 g packaging Price: 2,70 PLN
Cranberry nutraceutical		Doppelherz active (German Brand) Nutraceuticals with extract from US cranberries in 30 tablets packaging Price: 18,50 PLN

The historical development in 2010 is as follows:



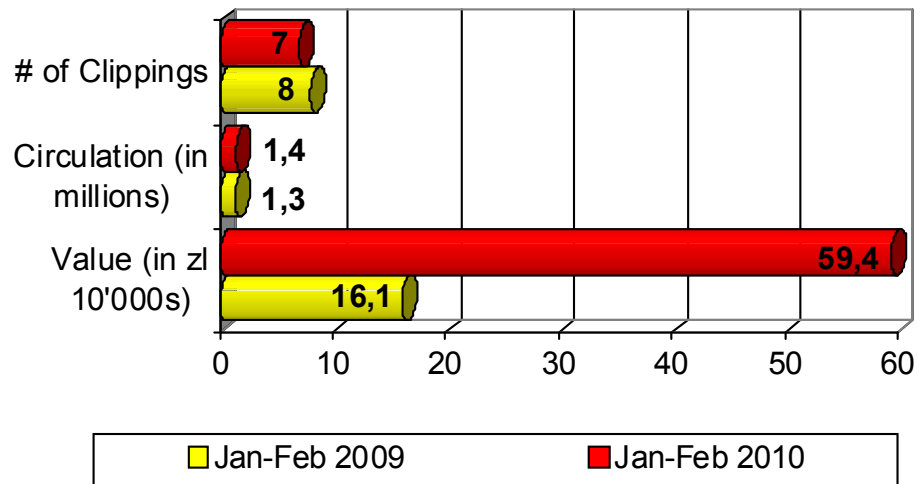
TOTAL PRODUCTS



Performance Measures

MEDIA REPORT SUMMARY THROUGH FEBRUARY 2010

mk² upholds its commitment to meet goals set for the publicity in the Polish media as well as on TV and radio on behalf of the CMC both in terms of value of clippings as well as the number of clippings published.



Total number of clippings from January – February 2010:

7

Total advertising equivalent:

zł 594,175
(US\$ 203,400)

Total circulation:

1,366,550

Upcoming Promotions & Activities

Month	Activity
March	<ul style="list-style-type: none"> ▪ Press mailing ▪ Press emailing ▪ Trade newsletter mailed ▪ Website update
April	<ul style="list-style-type: none"> ▪ Press mailing ▪ Direct mailing to health professionals ▪ Website update
May	<ul style="list-style-type: none"> ▪ Press emailing ▪ Restaurant Promotion ▪ Press emailing ▪ Website update
June	<ul style="list-style-type: none"> ▪ Press mailing ▪ Robert Sowa Event ▪ TV Promotion ▪ Website update
July	<ul style="list-style-type: none"> ▪ Press emailing ▪ Website update
August	<ul style="list-style-type: none"> ▪ Press mailing ▪ Website update
September	<ul style="list-style-type: none"> ▪ Press emailing ▪ TV Promotion ▪ Website update
October	<ul style="list-style-type: none"> ▪ Press mailing ▪ Website update
November	<ul style="list-style-type: none"> ▪ Press emailing ▪ Trade Event ▪ Website update
December	<ul style="list-style-type: none"> ▪ Press mailing ▪ Press emailing ▪ Recipe development & photography ▪ Website update ▪ Final media and activity reports due