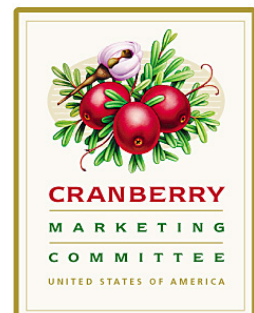


Activity Report

Media and Trade Relations in France
The Cranberry Marketing Committee

January 2010



Activity Report

Media and Trade Relations in January 2010

Media Activities

ARTICLES FEATURING CRANBERRIES

In January 2010, we monitored **28 press clippings** reaching more than **4.2 million consumers** and trade professionals with an **advertising equivalence of EUR 102,000** (approximately USD \$140,000).

This month's highlight appeared in the magazine **Le Particulier Pratique**, a consumer magazine with a circulation of 488,300. The article explained that the little red fruit called cranberries come from America. It then talked about how they can be purchased in different forms in France and noted some of their health benefits. Finally, the author explained how the bouncing test is used to make sure that only the freshest berries are sold.

This article was a direct result of CMC France's last press mailing, "Bouncing Test", which included fresh cranberries and a small hurdle so journalists could test for themselves how fit each cranberry is.

The French media continued to print many CMC recipes, such as the culinary magazine, **Vie Pratique Gourmand**, with a circulation of 199,000. They published the CMC recipe, Cranberry & Shrimp Stir Fry. Later, they shared the recipe for Cranberry Taboulé. Each recipe was in the form of a



PLAT Curry de crevettes à l'aigre-douce et au gingembre

POUR 4 PERSONNES ■ PRÉPARATION 15 MINUTES ■ CUISSON 15 MINUTES

• 400 g de crevettes royales • 4 carottes • 2 citrons verts non traités • 2 oignons • 2 gousses d'ail
 • 1 morceau de gingembre • 4 brins de coriandre • 4 c. à soupe de cranberries séchées
 • 4 c. à café d'huile • 4 c. à café de miel • sauce soja • poivre



- Lavez puis séchez les crevettes. Pelez les carottes, les oignons, l'ail et le gingembre. Hachez ces 2 derniers ingrédients et la coriandre, coupez les citrons verts en tranches.
- Poêlez les crevettes dans l'huile 5 minutes environ. Retirez-les, remplacez-les par l'ail et le gingembre, faites revenir doucement. Ajoutez les légumes, les cranberries, le citron vert et 10 cl d'eau, puis faites cuire environ 10 minutes.
- Incorporez les crevettes puis assaisonnez l'ensemble avec la sauce soja, le miel et le poivre. Saupoudrez de coriandre et servez avec du riz.

card which readers could cut out and add to their recipe file. Full color photos accompanied each recipe.

Finally, more and more culinary magazines are developing their own creations with cranberries. Mes meilleures Recettes (circulation: 80,000) created the Méli-Méli Épicé, a trail mix with cranberries for eating as an Aperitif or snack.

JANUARY ARTICLES

The following articles appeared in printed publications this month.

	Publication	Circulation	Publ. Date	Size	Headline	Cat.	Value in EUR
1.	Cuisine actuelle	191.000	01.01.10	1/16	Recipe: Cranberry muffins	5	975
2.	Cuisine magazine	60.000	01.01.10	½	Recipe: Cranberry cheese	4	1.950
3.	Cuisine sympa	60.000	01.01.10	½	Recipe: Peach pie	5	2.000
4.	Diana pâtisserie facile	80.000	01.01.10	1	Recipe: Apple pie	5	4.000
5.	Glamour	359.900	01.01.10	1/16	Recipe: Subtle cocktail	5	1.469
6.	GQ supplement	70.900	01.01.10	1/16	Cocktail proposals	5	1.000
7.	La lettre du Spina Bifida	5.000	01.01.10	1	The red bay	1	500
8.	Le courrier de l'Ouest angers	99.300	01.01.10	mention	How to refresh with ginger and cucumbers	5	981
9.	Le Particulier Pratique	488.300	01.01.10	½	Cranberries can jump	1	8.000
10.	Le shaker	5.000	01.01.10	mention	Long drink or shaker	5	256
11.	L'essentiel du bien être	170.000	01.01.10	1	UTI problems	1	2.500
12.	Magazine de la discothèque	53.000	01.01.10	1/16	Cocktail recipe: Le cosmo	5	163
13.	Marie Claire	430.400	01.01.10	mention	Recipe: Cookies with cranberries.	5	2.188
14.	Mes meilleures recettes	80.000	01.01.10	¼	Recipe: Spicy meli-melo	5	1.875
15.	Notre temps	890.500	01.01.10	1	Cranberries help against cystitis	1	34.900
16.	Trends	9.900	01.01.10	1/16	Cognac and Armagnac are good for shaking cocktails	5	334
17.	Vive la vie	50.000	01.01.10	½	Recipe: Cranberry cheese	4	1.950
18.	Vive la vie	50.000	01.01.10	mention	Recipe: Cocktail No 12	5	244
19.	Vivre Bio	110.000	01.01.10	1/16	Healthy and natural anti-wrinkle	5	313
20.	L'Est Eclair	26.600	05.01.10	¼	Recipe: Cranberry punch	4	1.645
21.	Libération Champagne	5.700	05.01.10	mention	Recipe: Cranberry punch	5	2.026
22.	Ici paris	346.900	19.01.10	¼	Taste and enjoy it!	1	2.388
23.	Vie pratique Gourmand	198.800	27.01.10	2	Cranberries a freshness with added vitamins	1	19.200
24.	Vie pratique Gourmand	198.800	28.01.10	¼	Recipe: Shrimp curry with ginger	1	2.400
25.	Vie pratique Gourmand	198.800	28.01.10	½	Recipe: Cranberry taboulé	5	4.800

The following articles appeared in online publications this month.

	Website	Unique Visitors	Publ. Date	Size	Headline	Cat.	Value in EUR
26.	Papilles et Pupilles	n/a	01.01.10	3	Recipe: Cranberry Cake	5	n/a
27.	Plurielles.com	n/a	25.01.10	1	Recipe: chocolate cake with cranberries	5	n/a
28.	Confidentelles.com	n/a	31.01.10	1	Recipe: Cranberry cupcakes	5	n/a

This month, 75% of the media exposure was preferred.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	7	69.888 €	69.888 €	
Category 2	0	0 €	0 €	
Category 3	0	0 €	0 €	
Category 4	3	5.545 €	1.386 €	

Category 5	18	26.219 €	5.243 €	
Total:	28	101.652 €	76.518 €	75%

FRANCE WEBSITE

This month, 1,854 unique visitors visited the CMC France website compared to 583 in January 2009

Trade Program

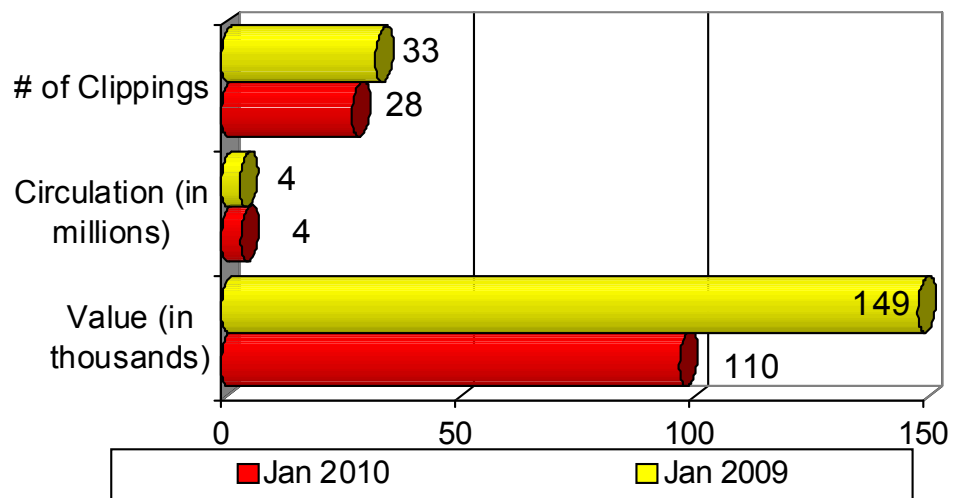
PRODUCT LIST

In January 2010, the trade program was officially on hold. New product launches will be included in next month's report.

Performance Measures

MEDIA REPORT SUMMARY THROUGH JANUARY 2010

mk² upholds its commitment to meet goals set for the publicity in the French media on behalf of the CMC both in terms of value of publications as well as the number of articles and broadcasts published.



Total number of clippings from January 1 – January 31, 2010:	28
Total advertising equivalent:	€ 98,000
Total circulation:	4,200,000