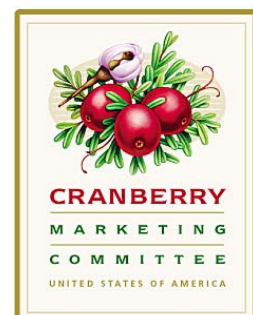




Activity Report

Media & Trade Relations in Germany
The Cranberry Marketing Committee

October 2010



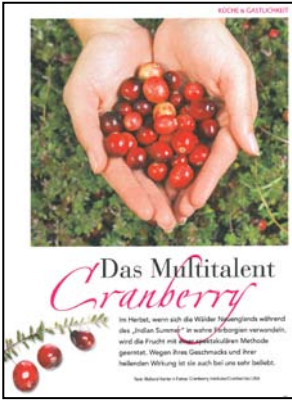
Activity Report

Media and Trade Relations in October 2010

Media Activities

ARTICLES FEATURING CRANBERRIES

In October 2010, we monitored **37 press clippings** with an **advertising equivalence of EUR 209,400** (approximately USD \$291,100).



The Winter edition of the Country-House lifestyle magazine **Landleben** (circulation: 58,000) featured a five-page article about the “Multitalented Cranberry” and even showed the CMC recipe “Cranberry Euclaires” on the cover of the magazine. The article provided information



about the qualities of the berries, what can be made of them and also gave information on growing and harvesting. On three recipe pages, the versatile use of cranberries was presented. Examples were given for savory sauces, baking and dessert.



One of Germany’s biggest daily newspapers, the **Frankfurter Allgemeine**

Sonntagszeitung (Sunday edition, circulation: 380.740) wrote half a page on cranberries. In its article “Cranberries – red, wild and bitter” it published information on the use of cranberries and how they can be stored. It also featured seven different recipes for cooking and baking.

The special Christmas baking supplement of the monthly women’s magazine **Freundin** (circulation: 526,690) shows its readers how to integrate cranberries into their traditional Christmas baking with an unusual recipe for Cranberry shortbread.



The same goes for the weekly magazine **Glücksrevue** (circulation: 148,215) which featured a recipe for Cranberry Happen (cranberry bites).

The clippings were categorized according to the following **weighted media value** chart for October:

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	11	56,955 €	56,955 €	
Category 2	1	31,620 €	15,810 €	
Category 3	3	24,550 €	8,183 €	
Category 4	16	83,680 €	20,920 €	
Category 5	6	12,583 €	2,517 €	
Total:	37	209,388 €	104,385 €	50%

The share of preferred articles year to date is 53%.

PRINT

Publication	Circulation	Date	Pages	Headline	Ca t.	Value In €
Kreiszeitung Neue Buxtehuder / Stader Wochenblatt zum WE	98.200	11.09.10	1/4	Healthy protection shield against UTIs	5	1.360
Frau von Heute	185.000	17.09.10	1/2	Cranberry recipe: Potato-cucumber salad	3	5.100
Fruchthandel-Magazin	4.400	17.09.10		Cranberry crop about 6 % bigger	3	1.300
Blickpunkt	45.700	18.09.10	1/16	Article: The bladder	5	1.670
Westfalenpost	151.400	25.09.10	1/16	Cranberries prevent UTIs	4	1.440
Märkische Oderzeitung	90.200	25.09.10	1/16	Article: private gardening	4	1.100
Westdeutsche Allgemeine Zeitung	617.800	25.09.10	1/16	Cranberries against bacteria	4	1.500
NRZ	325.300	25.09.10	1/16	Cranberries against bacteria	4	570
Iserlohner Kreisanzeiger und Zeitung	26.300	25.09.10	1/16	Cranberries against bacteria	4	100
Westfälische Rundschau	335.500	25.09.10	1/16	Cranberries against bacteria	4	570
Freizeitwoche	515.300	29.09.10	1/2	Cranberries prevent UTIs	4	4.500
Rheinische Post	12.400	30.09.10	1/8	Articles: Berry season at the market	5	1.800
Aktuell für die Frau	235.000	01.10.10	1/4	Recipe: Chestnut Soup with Cranberries	1	1.860
Bild der Frau Gut kochen & backen	148.300	01.10.10	1 1/2	Several recipes	3	18.150
Bild der Frau Gut kochen & backen	148.300	01.10.10	1/3	Recipe: Chicken Satés with Mango Cranberry Smoothie	1	6.000
Das große Weihnachtsbuch	4.000	01.10.10	1	Recipe: Baked Camembert with Cranberries	1	n.a.
Land Leben	58.000	01.10.10	5	Article: Multitalent Cranberry; Recipes: Cold Sweet Yoghurt Cranberry Soup, Spagetti with Cranberry-Bolognese, Eclairs with Cranberry-Crème, Cranberry Cream Cheese Balls	1	35.500
Neue Woche	343.300	01.10.10	¼	Recipe: Cranberry soup	1	2.230
Natur & Kosmos	61.600	01.10.10	½	Berries for the bladder	4	4.300
Neue woche	252.200	01.10.10	¼	Recipe: Pumpkin soup	1	2.230
Trinktime	98.600	01.10.10	½	Several cocktails	5	6.800
24 Stunden Gastlichkeit	49.700	01.10.10	1/3	Recipe: Coconut-Chicken-Skewers with hot Cranberry-Salsa	1	3.615
Die zwei	104.800	02.10.10	1/16	Recipe: Waffles	4	500
Frankfurter Allgemeine Sonntagszeitung	380.800	03.10.10	1/2	Article & Recipes: Cranberries – red, wild and bitter	2	31.620
Journal am Sonntag	32.600	17.10.10	1/16	Protective shield for the sensitive bladder	5	730

Essen & trinken Für jeden Tag	166.000	19.10.10	2	Recipe: Sweet Bulgur	4	28.200
Für Sie kochen & verwöhnen	100.000	19.10.10	2	Recipe: Saddle of venison with Cranberry-Red Cabbage	4	12.700
Glücks Revue	147.600	20.10.10	1/4	Recipe: Cranberry Stollen Scones	1	1.470
Lea	159.000	20.10.10	1/8	Beauty-Trunk	4	550
Tina	497.400	20.10.10	1/16	Recipe: Paraguay Tea with cranberries	5	223
Nürnberger Nachrichten	285.800	23.10.10	1/8	Cranberries: Good and healthy	4	1.960
Nürnberger Zeitung	25.900	23.10.10	1/8	Cranberries: Good and healthy	4	870
Freundin	520.600	25.10.10	1/2	Recipe: Cranberry-Shortbread	4	17.850
Meine Familie und ich	364.600	26.10.10	1/3	Recipe: Cranberry-Cookies	4	6.970
Glücks Revue	147.600	27.10.10	1/3	Recipe: Stuffed pumpkin	1	1.770

ONLINE MEDIA

Media	Unique Users	Date	Pages	Title	Cat.	Value In €
Bongusto.de	320.000	19.10.10	2	Recipes : Cranberry Dumpling Casserole & Dumpling with Cranberry Sauce	1	1.140
Bongusto.de	320.000	29.10.10	2	Recipes: Veal Schnitzel with Cranberry Balsam & Veal Roulades with Cranberries	1	1.140

GERMAN WEBSITE

This month, nearly **1,300 unique visitors** visited the CMC German website.



On the homepage a new text about fresh cranberries gives information on their versatile use and how to store them. Six different recipes give examples for different meals and sauces with fresh cranberries.

PRESS EMAILING

To remind journalists of the cranberry recipes and information contained in the press box and USB-stick they received a few weeks ago, an email themed "Cranberries and Chocolate" was sent to 170 media contacts. We introduced four recipes – from Cranberry Chocolate to Banana-Chocolate Smoothies with Cranberries – in the emailing and on the CMC website. Journalists could click on the recipe pictures in the emails. They were then linked to the CMC press portal. Cranberries and Chocolate is one of the eight culinary topics of the press box. Further emails dealing with one topic each will follow.






IN-HOUSE BAKING SHOWS

In October, the CMC exhibited at Südback, the largest German trade show for the bakery and confectionary industry. The CMC had a booth within the BÄKO exhibition area. BÄKO is the largest bakery ingredient distributor in Germany. A CMC representative was present to speak with visitors, share information about cranberries and distribute informative materials. Because BÄKO member bakeries attending the trade show all purchase their ingredients from the same cooperative, they could place orders for SDC's right at the booth. Some BÄKO sales representatives even ordered CMC information material to hand it over to their clients. In total, more than 500 bakery manuals and more than 3,000 dried cranberry samples were distributed.



PRODUCT LIST

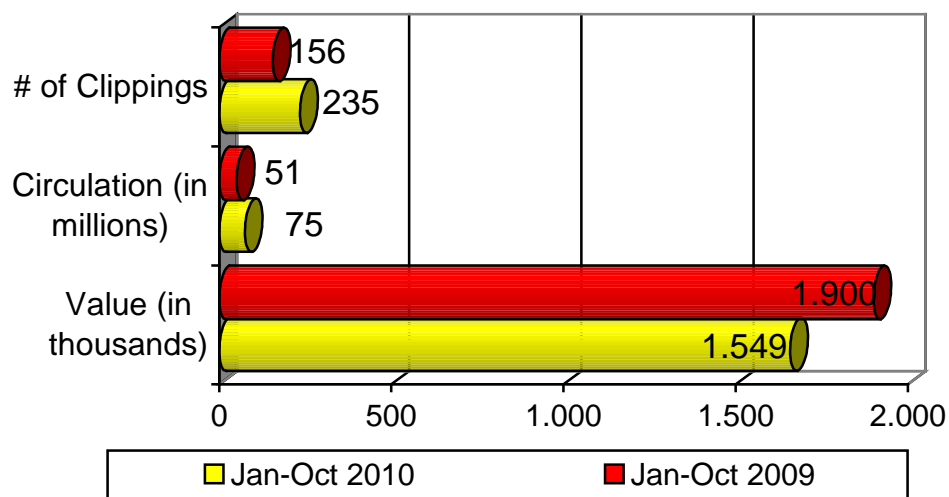
This month, 13 new cranberry products were monitored in Germany, one of which had a high cranberry content of 10% or more. 94 products were monitored year-to-date.

Product		Producer / Brand	Description
Butter Cranberry Cookies		Aachener Printen- und Schokoladenfabrik Henry Lambertz GmbH & Co. KG www.lambertz.de	Light butter cookies with cranberry pieces and white chocolate Size: 175 g Prize: 2,24 €
Köln Muesli Chocolate-Cherry		Peter Kölln KGaA www.koelln.de	Chocolate-Müsli with cranberries and cherries Size: 600 g Prize: 3,82 €
Enerbio Cranberry Bar		Dirk Rossmann GmbH www.rossmann.de	Cereal bar with cranberries Size: 33 g Prize: 0,49 €

Saveurs Attitudes Fruit-Spread		Naturgie www.naturgie.com	Fruit-spread with cranberries, no sugar added Size: 310 g Prize: 4,85 € <u>High Content Cranberry Product</u>
"Sturm der Liebe" Tea-Mix		Fruteg GmbH www.fruteg.de	Five exclusive tea blends with cranberry, pomegranate, figs and dates. Size: 100 g Prize:
Oskri Jalow Bar		Biozeit Handelsagentur für gute Lebensmittel www.biozeit.de	Sugar-reduced cereal bar with 8 % cranberry content Size: 43 g Prize: 0,99 €

Performance Measures

MEDIA REPORT SUMMARY THROUGH OCTOBER 2010



Total number of clippings from January 1 – October 31, 2010: 235
Total advertising equivalent: € 1,658,000
Total circulation: 75,247,400

Upcoming Promotions & Activities

Month	Activity
November	<ul style="list-style-type: none">▪ Press Emailing▪ Recipe development▪ Recipe photo production
December	<ul style="list-style-type: none">▪ Final media and activity report due▪ Website update▪ Consumer evaluation interviews