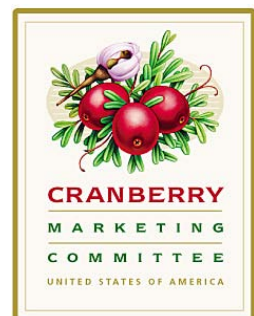




Activity Report

Media & Trade Relations in Poland
The Cranberry Marketing Committee

October 2010



Activity Report

Media and Trade Relations in October 2010

Media Activities

MEDIA EXPOSURE

In October, we monitored **13 clippings** about cranberries from the USA, including four printed and eight online media mentions. The publicity reached a total of **1.8 million people** and had an **advertising equivalence of 161,800 EUR** (\$220,000).

First to mention is the great feature with Robert Sowa on Polish morning television on Channel TVN (viewers: 50,000). With two assistants, he prepared various meals with American cranberries.



Further clipping highlights appeared in October: The monthly home and lifestyle magazine **Home& Home** (circulation: 180,000), featured two CMC recipes for the fall kitchen.



The newspaper **Gazeta Krakowska** (circulation: 41,090) published an article about the health characteristics of American cranberries. The difference between cranberries and lingonberries was also explained. The article is then followed by various CMC cranberry recipes.

Also, the monthly health magazine **Teraz Zdrowie** (circulation: 287,000) printed an article about the health benefits of cranberries. This is



the result of the last CMC press release in Poland "Protect the heart and circulatory system with U.S. cranberries". The magazine is distributed as a supplement to the local newspaper nationwide.

OCTOBER ARTICLES

The following articles appeared in printed publications in October:

Publication	Circulation	Date	Pages	Headline	Cat.	Value In PLN
Home&Home	180.000	01.10.10	2	In the land of the taste	1	37.299
Poradnik Domowy, supplement	561.000	01.10.10	2	Ideas for dishes with cranberries	1	52.615
Teraz Zdrowie	287.000	01.10.10	1	Beneficial cranberries	1	8.745
Polska Gazeta Krakowska	41.090	23.10.10	1	Cranberry taste	1	8.953

The following online articles appeared in October:

Website	Unique users	Starting date	Pages	Headline	Cat.	Value In PLN
Warszawianki.pl	20.970	07.10.10	1	Beneficial herbs	5	342
Mmkielce.eu	7.640	11.10.10	1	Naturally grown vitamins and medicine	5	65
Portalspozywczy.pl	51.160	12.10.10	1	Portal's analyze: stable prices of cranberries	4	94
Dlahandlu.pl	9.580	15.10.10	1	Cranberries in wholesale from 13,50 PLN	4	30
Zdrowie.senior.pl	18.282	15.10.10	1	All about fiber	5	320
Female.pl	9.340	18.10.10	1	Cranberries prevent UTI's	5	163
Ecowawa.pl	3.750	19.10.10	1	Cranberries	1	76
Czaskobiety.pl	1.860	28.10.10	1	Cranberry Cooler	1	120

The following television spot appeared in October:

Channel	Circulation	Date	Headline	Cat.	Value in CZK
TVN	665.913	24.10.10	Good Morning TVN	1	53 040

This month 99% of the media exposure was preferred.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	7	160.848 zł	160.848 zł	
Category 2	0	0 zł	0 zł	
Category 3	0	0 zł	0 zł	
Category 4	2	124 zł	31 zł	
Category 5	4	890 zł	178zł	
Total:	14	161.862 zł	161.057 zł	99%

POLISH WEBSITE

This month, 422 unique visitors visited the CMC Polish language website, compared to 344 in September 2010. Many readers visited the page with cranberry recipes.

Trade Work

FOOD BUSINESS FORUM

CMC participated in the Food Business Forum – a B2B conference for the gastronomy and catering sector in the Hilton hotel in Warszawa on the 27th of October. CMC had a promotion booth in the exhibition hall during the conference. CMC provided materials including CMC leaflets, brochures, technical manuals, recipes, and dried cranberries. Different appetizers with cranberries were also served.

CMC was represented in two ways: First, through the promotion stand and also through an FAS representative (Mrs. Jolanta Figurska from the U.S. Embassy).

163 representatives of Management boards in the HRI industry and distributors participated in the conference.



The main topics of the panel were:

- Catering sector in crisis
- The supply chain in catering
- Terms of foodservice supply chain optimization – from different perspectives: producer, supplier and catering service,
- Possibilities for market development

All attendees visiting the CMC booth received a thank-you-email from CMC and additional requested material. Attendees were added to our trade database as well.



PRESS MAILING

Dried cranberries make a great, healthy snack especially for hiking excursions. CMC sent out a press release to journalists informing about the health aspects of cranberries. The press release featured muesli bars and snacks containing cranberries.

NEWSLETTER 03/2010

The third edition of the Cranberry Newsletter was sent to 280 trade contacts this month. The newsletter included a title article about the “Cookie festival” that was organized by CMC in cooperation with the U.S. embassy and the food service provider “More than a cookie”. It also reported on the CMC’s activities at the PTU Congress, which was organized by the Polish Association of Urologists. The aim was to increase the knowledge about the cranberry’s health benefits among specialists and encourage them to use them as a natural prevention for UTIs.



Page two of the newsletter informed the trade about the different product types and forms containing cranberries, such as dried and frozen product.

Also included in this newsletter was a selection of new cranberry products in Poland and information about the cranberry harvest in the USA.



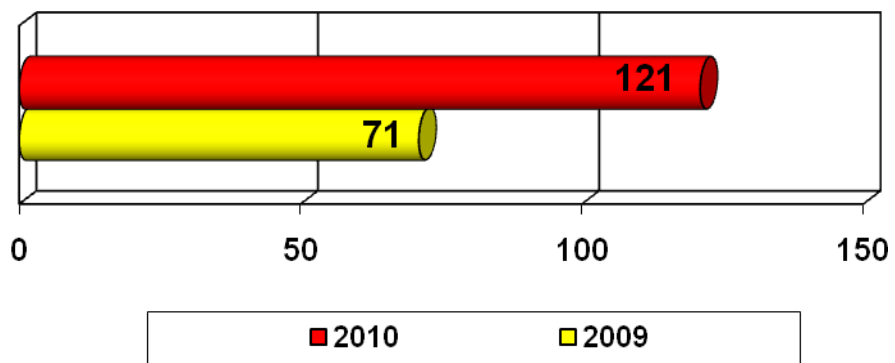
NEW PRODUCTS

This month, we monitored three new cranberry products being sold in Poland. Currently, there are 121 cranberry products being sold in the Polish market. It is remarkable that all three of these new products have a high cranberry content of 33.3%.

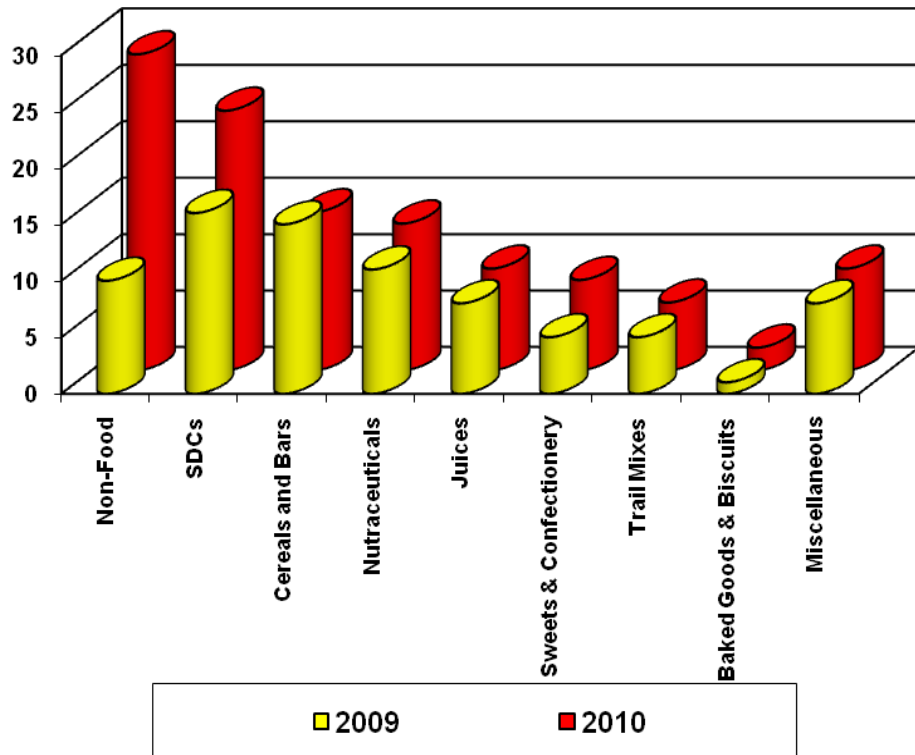
New Products			
Product	Photo	Producer/Brand	Description
Dried fruits and nuts mix		Bakalland	Mix of cranberries, raisins, almonds in 50g packaging. Content of cranberries: 33,3% Country of origin: USA / Canada Price: 2,50 PLN High Cranberry Content Product
Dried fruits and nuts mix		Bakalland	Mix of cranberries, almonds and Cashew nuts in 50g packaging. Content of cranberries: 33,3% Country of origin: USA / Canada Price: 2,50 PLN High Cranberry Content Product

Dried fruits and nuts mix		Bakalland	<p>±</p> <p>Mix of cranberries, macadamia nuts and raisins in 50g packaging.</p> <p>Content of cranberries: 33,3%</p> <p>Country of origin: USA / Canada</p> <p>Price: 2,50 PLN</p> <p><u>High Cranberry Content Product</u></p>
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TOTAL PRODUCTS



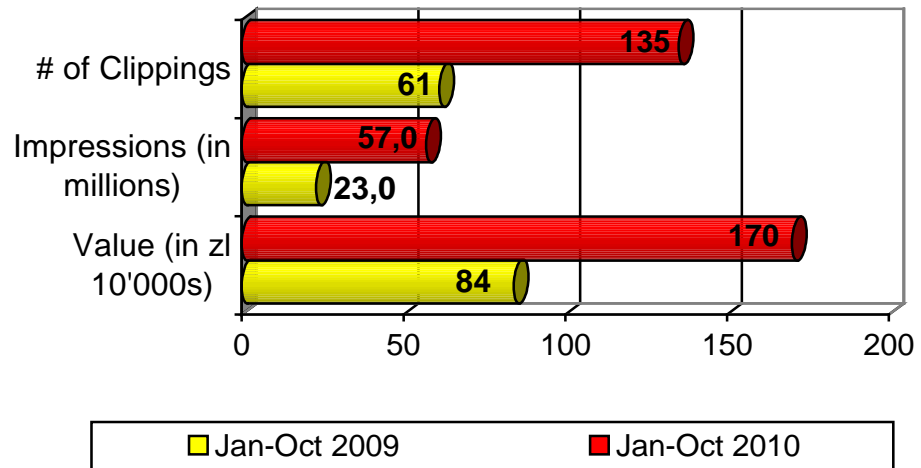
The historical development in 2010 is as follows:



Performance Measures

MEDIA REPORT SUMMARY THROUGH OCTOBER 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 – October 2010:	135
Total advertising equivalent:	zł 1,757,934 (US\$ 607,218)
Total impressions:	55,711,097

Upcoming Promotions & Activities

<i>Month</i>	<i>Activity</i>
November	<ul style="list-style-type: none"> ▪ Press emailing ▪ Website update
December	<ul style="list-style-type: none"> ▪ Press mailing ▪ Website update ▪ Final media and activity reports due