

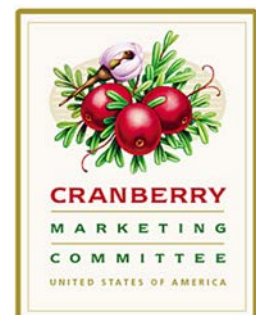
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# Activity Report

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Media and Trade Relations in France  
The Cranberry Marketing Committee

February 2011



## Activity Report

### Media and Trade Relations in February 2011

#### Media Activities

#### ARTICLES FEATURING CRANBERRIES

In February 2011, we monitored **43 press clippings** and **23 web clippings** reaching almost **21.1 million** consumers with an **advertising equivalence of EUR 230,618** (approximately USD \$317,800).

Among the clipping highlights of this month was a publication in the supplement of the magazine **Closer (circulation: 482,500)** which is the leader of the French tabloids. The supplement was the hard cover cookbook "Vite fait Bienfait" sharing 30 easy desserts. Like all recipes, the CMC's "Cranberry Chocolate" is presented in a unique way: Each single ingredient is shown with a photo and a short description of how to prepare it. When the last ingredient is used, the dessert is finished. The photo of the prepared dessert is shown on the second page of each recipe. Photo and recipe of "Cranberry Chocolate" is credited to the CMC by sharing the French CMC website [www.cranberries-usa.fr](http://www.cranberries-usa.fr).

**Chocolat oh la la !**  
Donnez-lui une saveur envoiante

Noix	Chocolat	Cardamome	Cannelle	Cranberries des Etats-Unis
40 g Hachez grossièrement les noix.	400 g Cassez et faites fondre le chocolat au bain-marie.	8 gousses Ouvrez les gousses, écrasez légèrement les graines noires et ajoutez les au chocolat.	2 c. à c. Incorporez la cannelle. Versez la préparation sur une plaque à pâtisserie recouverte de papier sulfurisé.	200 g Prenez des noix hachées et de cranberries séchées.



A second highlight appeared in the bimonthly culinary magazine **Pratique Cuisine (circulation: 104,100)**. Three CMC clippings were published on two and a half pages in the February issue with a total advertising equivalence of € 16,250:

- Beef Tenderloin in a Cabbage Pancetta Coat with Cranberry Pepper Ragout
  - Borschtsch with Cranberries
  - Pappardelle with Cranberry Walnut Sauce
- All recipes are accompanied by CMC photos.

**Viandes & Volailles**  
**Filet de bœuf à la sauce au gorgonzola et aux cranberries**

**Préparation: 15 minutes**  
Cuisson: 15 minutes

**Préparation :** 15 minutes  
Cuisson : 15 minutes

1. Préparez la sauce au gorgonzola et aux cranberries.  
2. Faites cuire le filet de bœuf.  
3. Servez le bœuf avec la sauce.

**Pappardelles à la sauce cranberry-noix**

**Préparation: 20 minutes**  
Cuisson: 15 minutes

**Préparation :** 20 minutes  
Cuisson : 15 minutes

1. Préparez la sauce cranberry-noix.  
2. Faites cuire les pappardelles.  
3. Mélangez la sauce et les pâtes.

**Plats traditionnels**  
**Pot au feu aux betteraves polonaise et US cranberries**

**Préparation: 30 minutes**  
Cuisson: 1h30

**Préparation :** 30 minutes  
Cuisson : 1h30

1. Préparez le pot au feu.  
2. Ajoutez les betteraves et les cranberries.  
3. Laissez cuire jusqu'à tendreté.

The category of online clippings is growing constantly. The CMC monitored that publications are increasingly preferring clippings.

In February, the CMC recipe, "Sweet and Sour Shrimp Curry with Cranberries," was published on **iSaveurs**, one of the biggest and most popular recipe websites in France with nearly 17,000 unique users per day. **Lesfoodies.com**, an other popular recipe website sharing over 10,000 recipes, published the CMC recipe "Cosmopolitan". Besides these preferred clippings, the CMC is encouraged to see that the number of websites using the term "cranberry" instead of "canneberge" is growing. Most publications appearing were about cranberry's positive impact on UTIs.



	Publication	Circulation	Date	Size	Headline	Cat.	Value in Euro
1.	Cosmetique Magazine	6.500	01.02.11	1/8	Superfruits which have superpowers	3	913
2.	Courrier Picard	62.500	01.02.11	1/8	Pain because of UTI's	4	810
3.	Cuisine et Vins de France	19.800	01.02.11	1/3	Wellness menu: Apple cranberry Strudel	4	4.000
4.	Cuisine Revue	19.800	01.02.11	1 1/3	CMC recipe: Carrot soup with cranberries	1	8.645
5.	Cuisine Revue	19.800	01.02.11	1	CMC recipe: Apple cranberry muffins	1	8.645
6.	Cuisiner au Jour le Jour	18.200	01.02.11	1/8	CMC recipe: Muesli and cranberry muffins	2	813
7.	Fenua'Orama	13.700	01.02.11	1/16	The dried fruits	3	64
8.	Genesis	8.000	01.02.11	¼	End of the cranberry dietary supplement anarchy	4	413
9.	Guide Cuisine	71.500	01.02.11	1/4	Everything's hot	5	3.900
10.	La République de Pyrénées	32.000	01.02.11	1/4	How to treat urinary infections	4	1.285
11.	L'Éclair	8.800	01.02.11	1/16	How to treat urinary infections	4	3.573
12.	Mes Recettes Faciles	30.000	01.02.11	1	CMC recipe: Cranberry muffins with walnuts and maple syrup	1	6.500
13.	Muscle & Fitness	30.000	01.02.11	½	A very good reason to drink cranberry juice	4	1.211
14.	Nutriform Magazine	7.000	01.02.11	1/8	The DGCCRF examines the dosages	4	438
15.	Pleine Vie	854.400	01.02.11	1/16	Nutrition: anti-chilliness diet	5	1.781
16.	Pratique Cuisine	104.100	01.02.11	2 1/2	CMC recipes: Beef tenderloin with cranberry pepper ragout / Papardelle with cranberry walnut sauce / Borschtsch with cranberries	1	16.250

17.	Santé Révue Seniors	27.800	01.02.11	1/16	The end of urinary discomfort	5	406
18.	Sensuelle	35.000	01.02.11	1/16	Indulge yourself	5	373
19.	TEMOIGNAGE S	6.000	01.02.11	1/4	Urinary infection: where is the good choice?	4	950
20.	Votre Beauté	77.300	01.02.11	1/16	My cheeks are on fire	5	1.025
21.	Journal de Millau	6.100	03.02.11	1/8	Urinary tract infection: cranberry, where is the good choice?	4	150
22.	La Maurienne	3.500	03.02.11	1/4	How to reduce the risks of urinary infections?	4	450
23.	Le Messager Chablais	44.400	03.02.11	1/4	How to reduce the risk of urinary infection?	4	692
24.	L'Essor Savoyard	5.000	03.02.11	1/4	How to reduce the risks of urinary infections?	4	300
25.	Nord Éclair	26.700	03.02.11	1/16	Urinary infection: did you try the cranberry?	4	2.056
26.	La Renaissance du Loir et Cher	2.100	04.02.11	1/4	Urinary tract infection: cranberry, where is the good choice?	4	128
27.	Le Courrier Français Dordogne	23.700	04.02.11	1/4	Urinary tract infection: cranberry, where is the good choice?	4	1.838
28.	Le Dauphine Libere	235.100	04.02.11	1/4	Cranberry and urinary tract infections	4	12.627
29.	Le Pays Gessien	4.800	04.02.11	1/4	How to reduce the risks of urinary infections?	4	408
30.	Le Moniteur des Pharmacies	18.800	05.02.11	1	The cranberry	4	7.600
31.	PHARMA	23.000	05.02.11	1/4	Scientific press review: cranberry or antibiotic?	4	1.500
32.	Ardennais Dimanche	106.400	06.02.11	1/4	Was the cranberry effective?	4	1.209
33.	Le Républicain Lorrain	131.900	06.02.11	1/16	The cranberry, the sweet weapon	4	2.386
34.	L'Union	102.100	06.02.11	1/16	Was the cranberry effective?	4	1.902
35.	Républicain Lorrain Supplement	130.600	06.02.11	1/2	Women's cystitis	4	938
36.	Revue du Praticien Médecine Générale	12.500	07.02.11	1/16	Women's cystitis	4	644
37.	Vie Pratique Gourmand	198.700	10.02.11	1/4	Buritos with cranberries	4	2.625
38.	ELLE	370.700	11.02.11	1/16	A healthy nutrition	5	1.944
39.	Closer Supplement	482.500	17.02.11	2	CMC recipe: Cranberry chocolate	1	33.000
40.	BELLE	36.000	22.02.11	1/16	Natural antiwrinkle	5	746
41.	Révue Médicale Suisse	7.000	23.02.11	1/2	Cranberry juice, a remedy against UTI's	4	3.990
42.	L'Auvergnat de Paris	10.000	24.02.11	1/16	Blackcurrantpolitan	5	156
43.	MAXI	458.600	28.02.11	¼	How to treat a cystitis	5	4.388

The following articles appeared in online publications this month.

	Publication	Circulation	Date	Size	Headline	Cat.	Value in €
1.	isaveurs.com	209.000	01.02.11	1/3	Shrimps with sweet-and-sour sauce and ginger	1	2.248
2.	temoignages.re	23.000	01.02.11	1/3	Urinary infection: what is the good choice?	4	4.389
3.	paperblog.fr	1.258.200	02.02.11	1/1 6	Super smooth gingerbread with marmelade	5	231
4.	Terrafemina.com	103.000	03.02.11	1	Cranberry cake with white chocolate and saffron	4	11.468
5.	nordeclair.fr	109.000	04.02.11	1/3	Did you try the cranberry?	4	2.926
6.	paperblog.fr	1.258.200	10.02.11	1/4	Cosmopolitan and a pair of foie gras for Valentin's day	4	925
7.	vosgesmatin.fr	16.000	10.02.11	1/3	The cranberry against urinary infection	4	2.926
8.	web-libre.org	1.020.000	10.02.11	1/8	Cystitis : causes, symptoms and processing	5	1.446
9.	isaveurs.com	209.000	11.02.11	2/3	Redfruits with cranberries and Espelette pepper cooked in an aromatic court-bouillon	4	4.495
10.	articlesenligne.com	61.400	11.02.11	1/8	Using herbal medicine to lookafter its health	5	1.097
11.	actu-master.com	27.000	11.02.11	1/4	Using herbal medicine to lookafter its health	5	2.195
12.	isaveurs.com	209.000	11.02.11	1	Friday detox lunch recipe	5	6.743
13.	magloomandises.canalblog.com	n/a	15.02.11	1	Oats flakes and cranberries cookies	4	6.743
14.	paperblog.fr	1.258.200	15.02.11	1/4	Valentin's cupcakes	5	925
15.	magicmaman.com	395.200	18.02.11	1/1 6	Preventive help: yes but which one?	4	717
16.	linternaute.com	7.978.700	18.02.11	1/1 6	A breakfast full of energy: the anti-water retention recipes	5	400
17.	prunillefee.canalblog.com	n/a	22.02.11	1 1/2	S'more cookies	4	9.938
18.	magazine-avantages.fr	64.000	23.02.11	1/2	Spicy Cube cocktail	4	5.734
19.	lesfoodies.com	177.000	24.02.11	1	Cosmopolitan	1	7.098
20.	laposte.net	2.316.900	24.02.11	1/2	Spicy Cube cocktail	4	4.389
21.	cuisine-et-mets.com	87.000	26.02.11	1	Thanksgiving turkey with cranberries recipe	4	6.556
22.	du-sacre-au-sucre.blogspot.com	3.500	27.02.11	1/2	My cranberry brownies recipe	4	3.313
23.	maison.com	204.000	28.02.11	1/4	Cranberry, the slightly acid berry	3	44

This month, 63% of the print media exposure was preferred.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	5	73.040 €	73.040 €	
Category 2	1	813 €	407 €	
Category 3	2	977 €	326 €	
Category 4	26	54.123 €	13.531 €	
Category 5	9	14.719 €	2.944 €	
<b>Total:</b>	<b>43</b>	<b>143.672 €</b>	<b>90.247 €</b>	<b>63%</b>

Of all online publications, 32% were preferred.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	2	9.346 €	9.346 €	
Category 2	0	0 €	0 €	
Category 3	1	44 €	15 €	
Category 4	13	64.519 €	16.130 €	
Category 5	7	13.037 €	2.607 €	
<b>Total:</b>	<b>23</b>	<b>86.946 €</b>	<b>28.098 €</b>	<b>32%</b>

## FRANCE WEBSITE

1,322 unique visitors visited the CMC France website in February 2011 compared to 1,419 in the same month in 2010. The pages with the highest traffic were the health-oriented sections.

## Trade Activities

### TRADE CONTACTS


The French CMC trade representatives have been in contact with several French companies interested in cranberries from the USA. Among them were:

- A French confectionary chef
- A popular French restaurant in Paris
- A bakery with 14 stores in France and Japan, which will launch a new product with U.S. cranberries
- The chef of a French five star hotel's restaurant
- A cheese manufacturer interested in US cranberries as puree, pulp and dried fruits for their production

Much time was spent following-up on the 85 trade requests received at SIRHA.

### PRODUCT LIST

In February 2011, we monitored a total of 12 products in the French market. Of these, seven were of high cranberry content (over 10%).

Product	Packaging	Manufacturer	Information
Juste Cranberries		Un air d'ici <a href="http://www.unairdici.com">www.unairdici</a>	Mix of almonds, nuts and cranberries Plastic Jar of 90 g 2,00 € sold online or in snack sections
Fresh & Oil Cranberry & Hibiscus		Fa	Shower gel flavored with cranberry and hibiscus 250ml 1,90€
Very Irrésistible Fresh Attitude Summer Sorbet		Givenchy	Fragrance for men with cranberry, blueberry, grapefruit, peppermint and basil aroma 75cl 46,80€
Gommage Lactescent		Terra Humana	Body scrub with cranberry and guarana particles 200ml 20,90€
Cystactif Cranberry		Fitoform	Urinary comfort with extract of organic cranberry concentrate <b>High cranberry content product</b> 30 capsules 14,00€
Cys-control		Arkopharma	20 capsules against urinary tract problems and for prevention of recurrence <b>High cranberry content product</b>
Vitamont Equilibre Cranberry		Vitamont	Cranberry juice with apple and raspberry juice <b>High cranberry content product</b> 75cl 5,85€

Joker Cranberry		Joker Eckes-granini	Cranberry juice without added sugar <b>High cranberry content product</b> Bottle of 1liter 1,95 €
Verger Bio Cranberry		Le Verger Bio (Vatimont Group)	Organic cranberry juice (38 %), grapes and apples <b>High cranberry content product</b> Glass Bottle of 75 cl 2,35 €
bio! Cranberry		Monoprix private label Produced by Lacon Offenburg	Organic cranberry juice (15 %) with apples and red grapes <b>High cranberry content product</b> Glass bottle of 1 liter 1,95 €
Wild Cranberry Chutney		The English Provender Company	Wild Cranberry Chutney <b>High cranberry content product</b> 300g 4,95€
Diet Cranberry Raspberry		SodaStream	Cranberry and raspberry syrup 500ml 4,99€

## Upcoming Promotions & Activities

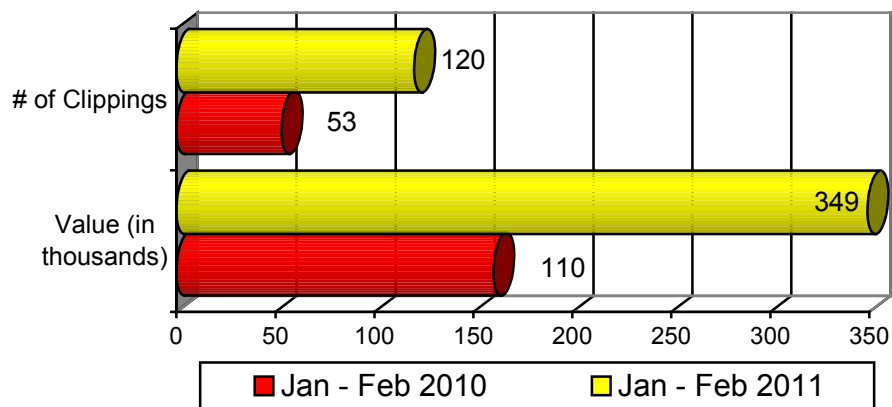
Month	Activity
<b>March</b>	Press Mailing “Summer Recipes” sent to 160 women’s & culinary magazines First media breakfast takes place with summer (salads, ice cream) theme Website update
<b>April</b>	Second media breakfast takes place with smoothies & drinks theme Health Press Conference takes place Mixology Workshop takes place
<b>May</b>	Website update
<b>June</b>	Emailing “Low Budget” sent to 160 women’s & culinary magazines

<b>July</b>	Website update
<b>August</b>	Press Mailing “Festive Recipes” sent to 160 women’s & culinary magazines
<b>September</b>	Nutritional Breakfast takes place Website update
<b>October</b>	Emailing “Aphrodisiac” sent to 160 women’s & culinary magazines
<b>November</b>	Press Mailing “New Recipes” sent to 160 women’s & culinary magazines Online evaluation takes place Website update
<b>December</b>	Website update

## Performance Measures

### MEDIA REPORT SUMMARY THROUGH FEBRUARY 2011

mk<sup>2</sup> 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 – February, 2011: 120  
Total advertising equivalent: € 348,998  
Total circulation: 31,215,700