



GRUPO PM



MONTHLY ACTIVITY REPORT MEXICO APRIL 2010



Prepared by Grupo PM, S.A. de C.V.



TRADE RELATIONS

TECHNICAL VISITS

During April, CMC's technical engineer visited various companies to promote consumption of US cranberries for different food applications, such as:

- **Pane en Via:** We provided this restaurant chain with flavored cranberries, as they have been recently testing new product recipes. They are still considering the possibility of including a new cranberry recipe in their menu.
- **CANAINPA:** The technical engineer visited CANAINPA facilities in Mexico City to develop new cranberry recipes and also to finalize the details for the seminar, which, thus far, has had a great response.
- **Megafarma:** We kept in touch with this company to invite them to the cranberry and bakery seminar with CANAINPA.
- **Sanborns:** The engineer visited this restaurant chain to provide them with additional cranberry samples and also to invite them to the bakery seminar.
- **Comercializadora de Nueces Hidrocalida:** This seed and nut company received flavored cranberry samples for their clients. We will contact them soon to find out more about their clients' responses.
- **El Hidalguense:** This nut, seed and dehydrated fruit company previously received samples of dried cranberries. They are supplying the samples to their clients in order to gauge their responses and see if it would be feasible and profitable to carry the product. The technical engineer offered support for them and their clients.
- **Casa Larris:** This company received a cranberry distributor list, and we also provided them with flavored cranberry samples for their clients.
- **Comercializadora Guzman:** This new contact, a distributor of dried fruits (among other products), received cranberry samples for testing with their clients.



- **El Ruiseñor:** As we previously provided this company with cranberry samples, we contacted them for their response and to see if they require additional information or technical assistance. They are still testing the product.
- **El Globo:** This important bakery chain was invited to the cranberry seminar, as they have shown interest in developing new cranberry products.
- **El Palacio de Hierro:** This important restaurant chain was invited to the cranberry bakery seminar.
- **Pasteleria La Esperanza:** This company is a large bakery chain in Mexico City that was invited to the cranberry seminar, because in the past they have previously launched baked cranberry products.

PUBLIC RELATIONS

PRINTED PUBLICATIONS

This month, our public relations efforts have yielded excellent results, registering seven additional pick-ups from Mexican print and electronic media. The Equivalent Space Value so far for 2010 is \$ 203,234.61, with a Media Cost Equivalent of \$ 711,321.14. The following is information detailing the media publications:

- **Cocina Especial Magazine (Circulation: 40,500):** Recipes included in this month's edition were, "Cocktail Preparation without Secrets", "Cranberries Appetizer" and "Cranberries and Vanilla Smoothie."
- **Harper's Bazaar Magazine (Circulation: 40,000):** Cranberry antioxidants are mentioned in a special article concerning hair maintenance and care. This article was written by nutritionist, Cecilia Garcia, and it explains how cranberry's components aid in developing healthier, vibrant and more beautiful hair.
- **Irresistibles Jugos Magazine (Circulation: 17,500):** The recipe, "Cucumbers and Cranberries", was included within the "Fat Burning Juices" section.



- **Yo con Diabetes Magazine (Circulation: 55,444):** The short article titled, “Cranberries Against Infections” explains how cranberries help prevent urinary tract infections. The findings were validated and published in the Mexican Gynecology and Obstetrics Magazine.
- **Pasion por la Cocina Magazine (Circulation: 40,000):** The following recipes were included in this month’s issue: “Gorgonzola and Cranberry Linguini” and “Special Shrimp.”

Actual images from the printed media pick-ups are shown next:

**COCINA ESPECIAL MAGAZINE
APRIL, 2010**

FRONT COVER



ARTICLES





HARPER'S BAZAAR MAGAZINE
APRIL 2010

FRONT COVER



ARTICLE



IRRESISTIBLES JUGOS MAGAZINE
APRIL 2010

FRONT COVER

ARTICLE



YO CON DIABETES MAGAZINE
APRIL 2010



PASION POR LA COCINA MAGAZINE
APRIL 2010

FRONT COVER

ARTICLE



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
1.	Galerias	Magazine	January 2010	Nationwide	74,000	3	222,000	3	\$ 5,504.00
2.	Irresistibles Ensaladas	Magazine	January 2010	Nationwide	15,500	4	62,000	1	\$ 400.00
3.	Irresistibles Ensaladas	Magazine	January 2010	Nationwide				4	\$ 1,200.00
4.	Cocina Estrella	Magazine	January 2010	Nationwide	75,000	2.4	180,000	1	\$ 3,816.00
5.	Cocina Estrella	Magazine	January 2010	Nationwide				1	\$ 6,048.00
6.	Pasión por la Cocina	Magazine	January 2010	Nationwide	40,000	2.2	88,000	1	\$ 4,928.64
7.	Sabor y Estilo	Magazine	January 2010	Nationwide	75,000	2.3	172,500	4	\$ 5,640.00
8.	Sabor y Estilo	Magazine	January 2010	Nationwide				1	\$ 2,820.00
9.	Cocina Práctica	Magazine	January 2010	Nationwide	40,000	3.8	152,000	4	\$ 3,608.80
10.	Jugos	Magazine	January 2010	Nationwide	35,000	3.8	133,000	4	\$ 3,608.80
11.	El Porvenir	Newspaper	January 24 th , 2010	Monterrey and Metropolitan Area	23,425	3.5	81,988	1	\$ 6,125.00
12.	Publimetro	Newspaper	February 4 th , 2010	Monterrey and Metropolitan Area	60,000	2.2	132,000	1	\$ 437.50
13.	Galerias	Magazine	February 2010	Nationwide	120,000	3	360,000	4	\$ 3,700.00
14.	Cocina Estrella	Magazine	February 2010	Nationwide	75,000	2.4	180,000	1	\$ 3,975.00
15.	Kena Cocina	Magazine	February 2010	Nationwide	75,000	3.1	232,000	1	\$ 9,200.00
16.	Irresistibles Ensaladas	Magazine	February 2010	Nationwide	15,500	4	62,000	4	\$ 1,250.00
17.	Pasión por la Cocina	Magazine	February 2010	Nationwide	40,000	2.2	88,000	1	\$ 5,134.00
18.	Pasión por la Cocina	Magazine	February 2010	Nationwide				1	\$ 5,134.00
19.	Pasión por la Cocina	Magazine	February 2010	Nationwide				1	\$ 5,134.00



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
20.	Cocina Especial	Magazine	February 2010	Nationwide	40,500	2.2	89,100	1	\$ 4,968.75
21.	Cocina Especial	Magazine	February 2010	Nationwide				1	\$ 4,416.66
22.	A la Carta	Magazine	February 2010	Nationwide	9,000	2.2	19,800	1	\$ 2,264.12
23.	A la Carta	Magazine	February 2010	Nationwide				1	\$ 754.70
24.	Kena Cocina	Magazine	February 2010	Nationwide	75,000	3.1	232,500	4	\$ 4,491.66
25.	Kena Cocina	Magazine	February 2010	Nationwide				4	\$ 9,200.00
26.	Kena Cocina	Magazine	February 2010	Nationwide				4	\$ 9,200.00
27.	Kena Cocina	Magazine	February 2010	Nationwide				4	\$ 9,200.00
28.	Soy Chef	Magazine	February 2010	Nationwide	30,000	2.2	66,000	3	\$ 4,166.66
29.	Cocina Práctica Especial Delicias de.....	Magazine	March 2010	Nationwide	45,000	3.5	157,500	4	\$ 2,891.66
30.	Irresistibles Ensaladas	Magazine	March 2010	Nationwide	15,500	4.0	62,000	3	\$ 1,250.00
31.	Irresistibles Ensaladas	Magazine	March 2010	Nationwide				3	\$ 1,250.00
32.	Balance	Magazine	March 2010	Nationwide	60,000	3.0	180,000	4	\$ 414.06
33.	Jugos Curativos	Magazine	March 2010	Nationwide	35,000	3.8	133,000	3	\$ 3,759.16
34.	Cocina Estrella	Magazine	March 2010	Nationwide	75,000	2.4	180,000	3	\$ 6,300.00
35.	Cocina Práctica	Magazine	March 2010	Nationwide	45,000	3.5	157,500	3	\$ 2,891.66
36.	Irresistibles Ensaladas Especial 25 Recetas	Magazine	March 2010	Nationwide	15,500	4.0	62,000	3	\$ 1,958.30
37.	Soy Chef	Magazine	March 2010	Nationwide	30,000	2.2	66,000	1	\$ 2083.33
38.	Soy Chef	Magazine	March 2010	Nationwide				1	\$ 2083.33
39.	Soy Chef	Magazine	March 2010	Nationwide				1	\$ 2083.33
40.	Soy Chef	Magazine	March 2010	Nationwide				1	\$ 2083.33
41.	Pasión por la Cocina	Magazine	March 2010	Nationwide	40,000	2.2	88,000	1	\$ 5,134.00
42.	Pasión por la Cocina	Magazine	March 2010	Nationwide				1	\$ 5,134.00
43.	Pasión por la Cocina	Magazine	March 2010	Nationwide				1	\$ 5,134.00
44.	Comida Vegetariana	Magazine	March 2010	Nationwide	35,000	3.5	122,500	3	\$ 5,783.33
45.	Cocina Especial	Magazine	March 2010	Nationwide	40,500	2.2	89,100	1	\$ 4,968.75
46.	Cocina Especial	Magazine	March 2010	Nationwide				1	\$ 4,146.66



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
47.	Harper's Bazaar	Magazine	March 2010	Nationwide	40,000	2.2	88,000	2	\$ 6,266.66
48.	Irresistibles Jugos	Magazine	April 2010	Nationwide	17,500	4.0	70,000	4	\$ 1,333.33
49.	Yo con Diabetes	Magazine	April 2010	Nationwide	55,444	3.0	166,332	4	\$ 1,654.77
50.	Pasión por la Cocina	Magazine	April 2010	Nationwide	40,000	2.2	88,000	1	\$ 3,170.66
51.	Pasión por la Cocina	Magazine	April 2010	Nationwide				1	\$ 5,134.00

INTERNET PUBLICATIONS

This month, two additional website publications were registered. The Equivalent Space Value so far for 2010 is \$6,746.65 and Total Visitors were 131,812. The following information details the media publications:

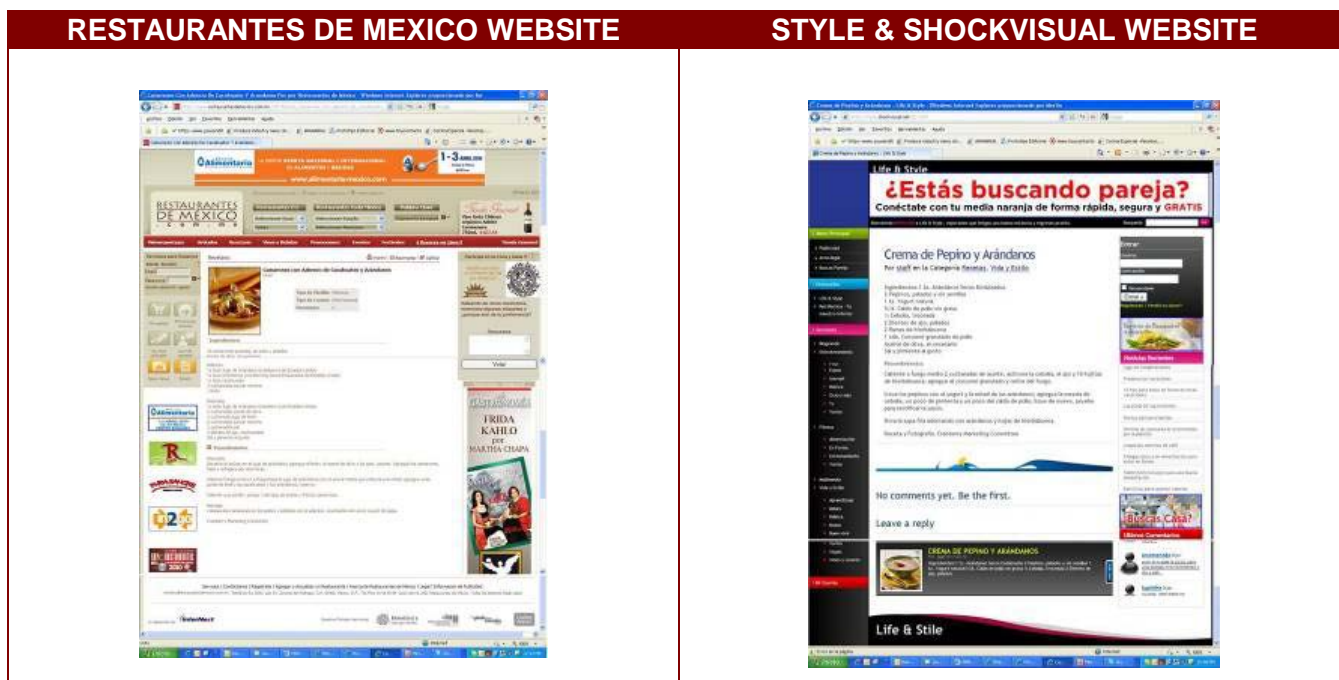
TOTAL INTERNET EXPOSURE MÉXICO 2010

Pick-ups	Total Visitors	Equivalent Space Value (US\$)
10	131,812	\$ 6,746.65

No	Publication	Link	Issue/Date	Distribution	Visitors	Cat	Equivalent Space Value (US\$)
1.	Fernanda Magazine Website	www.fernanda.com.mx	January 12 th , 2010	Nationwide	25,674	4	\$ 720.00
2.	Style & Shockvisual Website	http://style.shockvisual.net/	January 20 th , 2010	Nationwide	33,297	1	\$ 360.00
3.	El Porvenir Newspaper Website	http://www.elporvenir.com.mx/notas.asp?nota_id=368167	January 24 th , 2010	Nationwide	1,221	1	\$ 666.66
4.	Cocina Especial Magazine Website	http://cocinaespecial.net/Default.aspx	February 2010	Nationwide	9,000	1	\$ 750.00
5.	Cocina Especial Magazine Website	http://cocinaespecial.net/Default.aspx	February 2010	Nationwide	9,000	1	\$ 750.00
6.	Cocina Especial Magazine Website	http://cocinaespecial.net/Default.aspx	February 2010	Nationwide	9,000	1	\$ 750.00
7.	Cocina Especial Magazine Website	http://cocinaespecial.net/Default.aspx	February 2010	Nationwide	9,000	1	\$ 750.00
8.	CANAINPA Website	http://www.canainpa.com.mx/Secciones/SubSecciones.asp?IdSubSeccion=16&Status=S&StatusAcomVer=S	February 2010	Nationwide	3,150	2	\$ 791.66



No	Publication	Link	Issue/Date	Distribution	Visitors	Cat	Equivalent Space Value (US\$)
9.	Restaurantes de Mexico Website	http://www.restaurantesdemexico.com.mx/347/Receta_Camarones_Con_Aderezo_De_Cacahuates_Y_Arandanos.html#	March 17 th 2010	Nationwide	6,011	1	\$ 750.00
10.	Style & Shockvisual Website	http://style.shockvisual.net/?p=1259	March 29 th , 2010	Nationwide	26,459	1	\$ 458.33



TOTAL WEIGHTED MEDIA VALUES


Taking into consideration both printed and internet publications, the following chart shows the Weighted Media Values according to the 5 categories suggested by CMC:

Cat	Total Pick-ups	Ad Value	Weighted Value
1.	35	\$ 111,946.75	\$ 111,946.75
2.	2	\$ 7,058.32	\$ 3,529.16
3.	9	\$ 32,863.11	\$ 10,954.37
4.	15	\$ 58,113.08	\$ 14,528.27
5.	0	0	0
Total	61	\$ 209,981.26	\$ 140,958.55



PRESS RELEASES

During this month, the article “Cranberry Benefits for the Whole Family” was sent to media contacts. The recipe “Fresh Beverage with Cranberries and Citrics” was also included.




Beneficios del Arándano para toda la familia

Heriberto Gámez Corral, médico por Credita Gaceta S, neurólogo


El consumo de arándanos, jugo de arándano y jaleas de arándano puede implicar grandes beneficios para la salud a cualquier edad, especialmente por sus propiedades protectoras (antioxidantes), anti-inflamatorias y anti-infectivas que pueden ser un factor de protección contra algunas enfermedades como el cáncer e infecciones de las vías urinarias.


Una alimentación adecuada y la actividad física combate a lo largo de la vida sus factores y es importante para promover la salud.



El Arándano y sus propiedades

- ◆ Contiene fitonutrientes, que además de darle color y sabor actúan como antioxidantes. Los antioxidantes ayudan a proteger al ADN (material genético) que se encuentra en las células de los glóbulos de los radicales libres que pueden causar mutaciones y problemas de reproducción que pueden asociarse a la aparición de ciertos tipos de cáncer. Además, el arándano fresco contribuye a fortalecer el sistema inmune y disminuir la inflamación frente a enfermedades infecciosas. En algunos estudios en que se bebió diariamente jugo de arándano, durante tres meses, se encontró que hubo un aumento en los índices de antioxidantes de la sangre, lo que explicaría efectos anti-inflamatorios.
- ◆ Los antioxidantes también son un factor que ayuda a fortalecer el colágeno, que forma parte de cartílagos, tendones y ligamentos. Estas sustancias también son importantes en procesos de curación inflamatórios de las articulaciones y de lesiones.







- ◆ Tiene propiedades anti-infectivas que pueden ayudar a prevenir infecciones en diversos sistemas. Se ha visto que por contener proantocianidinas (fitonutrientes antioxidantes) el jugo de arándano puede ayudar a evitar que las bacterias, en especial la Escherichia Coli, se peguen a la membrana de las vías urinarias y de la vejiga por lo que puede contribuir en la prevención y como parte del tratamiento de infecciones de las vías urinarias.
- ◆ Beba 2 a 3 vasos de jugo de arándano (crudo) o con 2 puñitos de arándanos deshidratados todos los días, de preferencia una porción por la mañana y otra por la noche, para garantizar el efecto protector.




Arándano: “El fruto saludable”





Fresca Bebida de Arándanos y Cítricos



Ingredientes

- 3 tazas JUGO DE ARÁNDANO DE ESTADOS UNIDOS
- 1 taza Arándano en jugo
- 1/2 taza Jugo de toronja
- 1/2 taza Jugo de naranja
- 1/2 taza Miel o fructosa
- Esencia de almendra (opcional)

Preparación

Mezcle todos los ingredientes agregando al final si usa un copazo o vasos. Déjela a su gusto.

Notas Especiales

Tiempo de preparación: 5 minutos

Recomendamos en México Grupo FM S. de C.V. distribuidor del 100. Lomas del Sol, México C.P. 02156 Querétaro, México Teléfono: 52 562 248 248 Fax: 01777 524 74 49 Imágenes e información disponibles en: www.uscranberries.com

www.uscranberries.com

www.uscranberries.com

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PR MASSIVE MEDIA AIRINGS

During April 2010, the Cranberry Marketing Committee appeared in four additional massive media shows. The following chart shows detailed information about these accumulated media airings:

COUNTRY	AIRINGS	EQUIVALENT SPACE VALUE	TOTAL AUDIENCE
Mexico	11	\$ 37,791.34	10,103,579

No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
1	Te levanta	134 de Sky (canal local 34) TV Mexiquense	January 6th, 2010	7' 48"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	The recipe "Cranberry Cookies" was prepared. Health properties were mentioned.	\$3,807.99
2	Futbol en la Sangre	NRM Comunicaciones	January 13 2010	15' 22"	10,000	Nutriologa Patricia Rodriguez	Nuevo León & Metropolitan Area	Cranberry juice consumption suggested for urinary tract infections.	\$202.88
3	Te levanta	134 de Sky (canal local 34) TV Mexiquense	February 12th, 2010	7' 48"	350,000	Chef Mariana Coria	Ciudad de México y zona Metropolitana por cable a nivel Nacional	"Cranberry and Orange Sponge Cake" recipe developed. Cranberry nutritional content and health properties were mentioned.	\$3,807.99
4	Te levanta	134 de Sky (canal local 34) TV Mexiquense	February 12th, 2010	7' 48"	350,000	Chef Mariana Coria	Ciudad de México y zona Metropolitana por cable a nivel Nacional	The recipe "Cranberry and Orange Sponge Cake" was developed. Cranberries health benefits were mentioned, such as their anti-adhesive property	\$3,807.99
5	Las Mañanas del Once	Canal 11 XCIPN	Thu March 18th, 2010	08' 09"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	Recipe developed: "Yarn Bean; Lettuce and Cranberry Salad"	\$4,905.45
6	Ellas son Mujeres	Radio Alegria	Fry March 26th 2010	07' 35"	350,000	Nut. Patricia Rodriguez	Monterrey & Metropolitan Area	Cranberry product presentations were introduced (juice, dehydrated and jelly). Prevention of urinary infections and antioxidants content mention.	\$2,822.40



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
7	Ellas son Mujeres	Radio Alegria	Fry March 26th 2010	07' 35"	350,000	Nut. Patricia Rodriguez	Monterrey & Metropolitan Area	Cranberry presentations are mentioned, including juice as a fresh option, dehydrated cranberries applications like with cereals and salads, and also jelly, which can be used with meat. Cranberries in general are rich in antioxidants and helpful to avoid urinary infections.	\$ 2,939.93
8	Te levanta	134 de Sky (canal local 34) TV Mexiquense	April 6th 2010	6' 58"	350,000	Chef Mariana Coria	Ciudad de México y zona Metropolitana por cable a nivel Nacional	Preparation of "Cranberry and Pecans Cookies" recipe. Cranberry benefits mentioned included cystitis and urinary tract infections.	\$ 3,489.37
9	Te levanta	134 de Sky (canal local 34) TV Mexiquense	April 14th 2010	12' 12"	350,000	Chef Mariana Coria	Ciudad de México y zona Metropolitana por cable a nivel Nacional	Elaboration of "Chicken and Cranberry Salad" recipe. Antioxidants content was mentioned.	\$ 6,427.24
10	Te levanta	134 de Sky (canal local 34) TV Mexiquense	April 21th 2010	11' 17"	350,000	Chef Mariana Coria	Ciudad de México y zona Metropolitana por cable a nivel Nacional	Elaboration of "Chicken and Cranberry Salad" recipe. Cranberries mentioned as a basic product to have at home because of their ant-adhesive properties.	\$ 5,923.45
11	Te levanta	135 de Sky (canal local 34) TV Mexiquense	April 28th 2011	5' 01"	350,000	Chef Mariana Coria	Ciudad de México y zona Metropolitana por cable a nivel Nacional	"Rice and Cranberries" recipe elaboration. Cranberries antioxidants content was mentioned.	\$ 2,656.80



OTHER ACTIVITIES

CANAINPA BAKERY SEMINARS

On April 22nd, the CMC and CANAINPA convened for the Cranberry Gelatins Seminar in Mexico City. For this seminar, a technical engineer worked jointly with CANAINPA experts in order to develop new and attractive recipes. As usual, the seminar was divided into a theoretical section, and a hands-on workshop. More than 30 participants were part of this seminar.





EXPHOTEL VALLARTA

Exphotel Vallarta took place from April 20th-24th. CMC was present during this event as part of the US Pavilion, where we were able to give out informative brochures. Additionally, within the US Gourmet Kitchen, the chef prepared a special recipe using cranberries: Spicy spaghetti with dried cranberries, which visitors were able to try. Comments from visitors were that they liked the flavor provided by dried cranberries to the spaghetti, mixed with chipotle hot pepper. The primary visitors during this event were part of the HRI industry, including managers, purchasers, chefs, and even some culinary school students. The idea of participating in these events is to let visitors know more about cranberries, their health benefits and versatility in foodservice applications.

