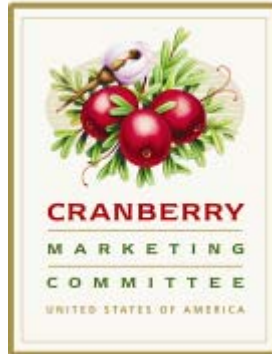




GRUPO PM



MONTHLY ACTIVITY REPORT MEXICO AUGUST 2010



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



TRADE RELATIONS

TECHNICAL VISITS

In August 2010, CMC's engineer held meetings with food processors, restaurants and other food-related companies to promote the use of U.S. cranberries. The following summarizes the result of those meetings:

- **Maymi:** CMC's technical engineer executed new cranberry bakery tests with different kinds of dough for Mexipan 2010. As a result, 300 pieces of cranberry bread were given out each day the event was held.
- **Belem:** This company received dehydrated cranberry samples for new product development tests. These tests are being made for one of their most important clients. The engineer will be monitoring their advances.
- **El Globo:** A CMC engineer visited this company and delivered cranberry samples for their tests on white and Danish bread. El Globo has previously conducted tests with cranberries in puff pastry, but the results were not as good as expected. Our engineer will be in contact with them for additional technical assistance.
- **Mark Al Chemical de Mexico:** We have been in contact with this dehydrated fruits supplier for the food industry in order to know if they require additional information about cranberries. They have previously received product samples.
- **Distribuidora e Industrializadora de Alimentos:** This company received dehydrated cranberry samples for their product development tests. The engineer offered additional technical assistance.
- **El Palacio de Hierro:** A CMC engineer visited this department store chain with in-house restaurants and delivered dehydrated cranberry samples, which they will use for their tests in bakery and confectionery products. They are currently offering new cranberry bread in their restaurants, and we will be contacting them to offer additional technical and promotional support.
- **Grupo Taifeld's:** This company is currently selling some cranberry products, such as cookies and white bread. The company received cranberry product samples for product development tests, such as new chocolate and vanilla cookies with cranberries.



- **CANAINPA:** A CMC technical engineer visited CANAINPA's technical facilities in order to develop bakery and confectionery tests with cranberries and cranberry juice for future seminars.

PUBLIC RELATIONS

PRINTED PUBLICATIONS

CMC's public relations program has continued with great success in Mexico. During August 2010, 18 pick-ups from printed media were registered, 6 of them from late July publications.

Accumulated results during 2010 (January-August):

Equivalent Space Value: US \$415,895.73; Media Cost Equivalent US \$1,455,635.06. Total readers: 11,182,880

The following provides a summary of publicity gained this month:

- **Ganar Salud Magazine (Circulation: 100,000):** This health and well-being magazine included an article titled "Cranberries vs Urinary Infections and More." The article included a short explanation about UTIs and why cranberries are helpful in UTI prevention.
- **Harper's Bazaar Magazine (Circulation: 35,000):** As part of the Beauty section of this magazine, a short feature about a cranberry cocktail called "Anti-oxidant Cocktail" was included.
- **Irresistibles Gelatinas Magazine (Circulation: 50,000):** The July issue of this gelatin recipe magazine included the recipe "Cranberry, Lemon and Blueberry Gelatin."
- **Maravillas de la Reposteria Magazine (Circulation: 17,500):** Last month, this magazine published the recipe "Cranberry and Pecan Empanadas."
- **El Sol de Cuernavaca Newspaper (Circulation: 16,000):** On July 30th, this local newspaper included the recipe "Pork Ribs with Cranberry Sauce"
- **Cocina Facil Magazine (Circulation 155,000):** The August issue of this magazine included the recipe "Cranberry Muffins" in the section "Weekend Breakfast" and "Cranberry Pan Cakes" as a late afternoon meal. Cranberry nutritional information was also included.



- **Irresistibles Ensaladas Magazine (Circulation: 15,000):** The recipes “Cous Cous Salad with Cranberry” and “Cabbage Salad” were published during August.
- **Kena Cocina Magazine (Circulation: 75,000):** The recipes “Cranberry and Coconut”, “Tangerine and Cranberry Muffins,” “Fruity Smoothie,” “Red Fruits Pavlovas”, “Cranberry Ice Lollies”, and “Caramel Coated Pop-Corn” were included with a brief article about cranberries.
- **Delicias con Pollo Magazine (Circulation: 17,000):** The recipe “Cranberry and Minted Fruits” was included in the August issue of this magazine.
- **Elle Magazine (Circulation: 57,000):** A short mention was included, the “Wonderful Mix” with peanuts and cranberries as a healthy snack.
- **Maravillas de la Reposteria Magazine (Circulation: 17,500):** The recipe “Cranberry and Apple Pie” was included this month.

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

**GANAR SALUD MAGAZINE
JULY 2010**

FRONT COVER	ARTICLE



HARPER'S BAZAAR MAGAZINE
JULY 2010

FRONT COVER



ARTICLE



IRRESISTIBLES GELATINAS MAGAZINE
JULY 2010

FRONT COVER



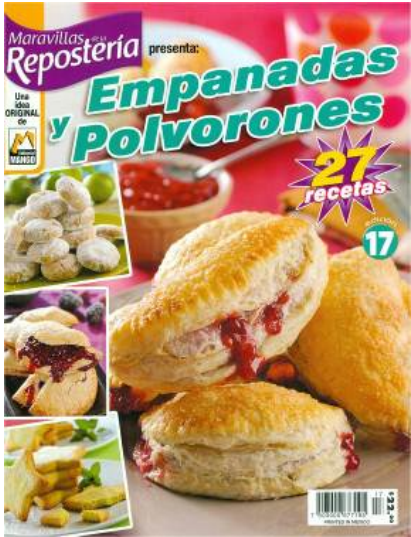
ARTICLE





MARAVILAS DE LA REPOSTERIA MAGAZINE
JULY 2010

FRONT COVER



ARTICLE



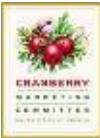
EL SOL DE CUERNAVACA & EL SOL DE MEXICO NEWSPAPERS
JULY 30TH 2010

FRONT COVER



ARTICLE





CON FRUTAS

Arándanos

El arándano, también conocido como cranberry, se considera un fruto especialmente saludable, ya que contiene más antioxidantes por gramo que la mayoría de las frutas y además es delicioso!



CON FRUTAS

Paletas heladas

CULINARIAS PARA FAMILIAS S.A.

Ingredientes:
 7 Tazas de jugo de arándanos
 1 Onza de Spray de Onzas de arándanos
 1 Onza de Spray de Tazas de azúcar asado o frías

1. Mezcla todos los ingredientes en la licuadora hasta obtener una mezcla homogénea.
 2. Vierte en moldes para paletas, enfría en el congelador.
 3. Cuando estén a medio congelar, coloca un palito de madera en cada una.
 4. Déjale en congelador hasta que estén totalmente frías.



CON FRUTAS

Muffins de mandarina y arándano

CULINARIAS PARA FAMILIAS S.A.

Ingredientes:
 2 Tazas de harina
 1/2 Taza de azúcar
 2 cucharaditas de polvo para hornear
 1 cucharadita de sal
 1 Taza de leche
 1/2 Taza de aceite vegetal
 1/2 Taza de arándanos Onzas Spray®
 1 Mandarina, sin cáscara
 1 cucharadita de esencia de mandarina

1. Mezclar la harina a 200 °C.
2. Combinar en un tazón la harina, el azúcar, polvo para hornear y la sal.
3. Añadir el resto de ingredientes, excepto la fruta, y mezclar hasta obtener una mezcla homogénea.
4. Agregar los arándanos, la esencia de mandarina y la mandarina.
5. Mezclar hasta obtener un dough.
6. Untar con aceite vegetal los moldes de papel con un cepillo para que la mezcla no se pegue al molde para servirlos y hornear hasta que estén dorados.
7. Hornear durante 25 minutos a 350 °F en horno eléctrico.
8. Espolvorear de azúcar y glasear con la esencia de mandarina y glasear con la esencia de mandarina.




CON FRUTAS

Smoothie de frutas

CULINARIAS PARA FAMILIAS S.A.

Ingredientes:
 7 Tazas de fruta congelada: fresas, papas de azúcar, uvas y arándanos
 1/2 Taza de jugo de arándanos Onzas Spray®. 1/2 taza
 1/2 taza de azúcar
 1/2 taza de jugo de papaya natural

1. Coloca todos los ingredientes hasta obtener una mezcla homogénea. Batido en un vaso eléctrico a 30 segundos.



CON FRUTAS

Pavlovas de frutos rojos

CULINARIAS PARA FAMILIAS S.A.

Ingredientes:
 4 merengues
 1 Taza de crema chantilly
 1 Taza de fresas deshidratadas, cortadas en mitades
 1 Taza de arándanos
 1 Taza de arándanos Onzas Spray®
 1 Jarabe de fructosa

1. Refriera los merengues con un poco de crema chantilly.
2. Reparte en cada uno un poco de fresas y mezcla con los arándanos.
3. Refriera por un día.



CON FRUTAS

Mezcla de palomitas acarameladas

CULINARIAS PARA FAMILIAS S.A.

Ingredientes:
 1 Doble de palomitas acarameladas, para microondas
 1/2 Taza de azúcar de chocolate
 1/2 Taza de azúcar granulado
 1 Taza de arándanos Onzas Spray®

1. Precalentar el horno a 300 °F.
2. Mezclar el azúcar de chocolate, el azúcar granulado y los arándanos.
3. Derretir el caramelo de las palomitas, cubrir a media en un recipiente, añadir la mezcla de azúcar, arándanos y palomitas acarameladas.





DELICIAS CON POLLO MAGAZINE
AUGUST 2010

FRONT COVER



ARTICLE



ELLE MAGAZINE
AUGUST 2010

FRONT COVER



ARTICLE





MARAVILLAS DE LA REPOSTERIA MAGAZINE
AUGUST 2010



TOTAL PRINTED MEDIA EXPOSURE
MÉXICO 2010

Country	Placements	Total Corclulation	Total Readers	Equivalent Space Value	Media Cost Equivalent (US\$)
México	106	3,638,176	11,182,880	\$ 415,895.73	\$ 1,455,635.06

PRINTED PUBLICATIONS

No	Publication	Media Type	Issue/Date	Distributi on	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
1.	Galerías	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



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
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
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



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
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
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
52.	Cocina Vital	Magazine	May 2010	Nationwide	121,639	3.0	364,917	3	\$ 5,132.16
53.	Irresistibles Ensaladas	Magazine	May 2010	Nationwide	15,500	4.0	62,000	4	\$ 1,250.00
54.	Cocina Fácil	Magazine	May 2010	Nationwide	155,000	3.3	511,500	3	\$ 7,933.33
55.	Cocina Fácil	Magazine	May 2010	Nationwide				3	\$ 5,158.30



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
56.	Irresistibles Jugos	Magazine	May 2010	Nationwide	17,500	4.0	70,000	3	\$ 1,333.33
57.	Yo con Diabetes	Magazine	May 2010	Nationwide	55,444	3.0	166,332	4	\$ 331.25
58.	Pasión por la Cocina	Magazine	May 2010	Nationwide	40,000	2.2	88,000	1	\$ 8,304.66
59.	Pasión por la Cocina	Magazine	May 2010	Nationwide				1	\$ 3,170.66
60.	El Mundo del Pan	Magazine	May 2010	Nationwide	5,000	3.0	20,000	1	\$ 438.33
61.	El Mundo del Pan	Magazine	May 2010	Nationwide				1	\$ 438.33
62.	El Mundo del Pan	Magazine	May 2010	Nationwide				1	\$ 438.33
63.	El Informador	Newspaper	June 11 th 2010	Guadalajara and Metropolitan Area	46,197	3.3	152,450	1	\$ 2,500.00
64.	Postres y Dulces	Magazine	June 2010	Nationwide	30,000	3.8	114,000	4	\$ 3,758.33
65.	Reforma Suplemento Cànada	Magazine	June 2010	Nationwide	145,963	3.8	554,569	2	\$ 603.33
66.	Platillos Dieteticos	Magazine	June 2010	Nationwide	35,000	5.0	175,000	1	\$ 2,891.66
67.	Irresistibles Gelatinas	Magazine	June 2010	Nationwide	50,000	4.0	200,000	1	\$ 1,000.00
68.	Cocina con Alegria	Magazine	June 2010	Nationwide	50,000	2.2	110,000	1	\$ 1,916.66
69.	Cocina con Alegria	Magazine	June 2010	Nationwide				1	\$ 2,129.62
70.	Irresistibles Jugos	Magazine	June 2010	Nationwide	17,500	4.0	70,000	1	\$1,333.33
71.	Irresistibles Jugos	Magazine	June 2010	Nationwide				4	\$ 1,333.33
72.	Pasión por la Cocina	Magazine	June 2010	Nationwide	40,000	2.2	88,000	1	\$ 5,134.00
73.	El Porvenir	Newspaper	June 20 th 2010	Nationwide	23,425	3.0	70,275	1	\$ 3,500.00
74.	Cocina Fácil	Magazine	June 2010	Nationwide	155,000	3.3	511,500	4	\$ 7,141.66
75.	Irresistibles Platillos	Magazine	June 2010	Nationwide	15,000	3.5	52,500	1	\$ 708.33
76.	Sport Life	Magazine	June 2010	Nationwide	100,000	3.0	300,000	1	\$ 2,722.22
77.	Cocina Vital	Magazine	July 2010	Nationwide	121,639	3.0	364,917	4	\$ 5,132.16
78.	Kena Cocina	Magazine	July 2010	Nationwide	75,000	3.1	232,500	1	\$ 9,200.00
79.	Kena Cocina	Magazine	July 2010	Nationwide				1	\$ 9,200.00
80.	Kena Cocina	Magazine	July 2010	Nationwide				1	\$ 5,791.66
81.	Kena Cocina	Magazine	July 2010	Nationwide				1	\$ 9,200.00



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
82.	Kena Especial Guía de la Salud	Magazine	July 2010	Nationwide	70,000	4.2	294,000	2	\$ 1,840.00
83.	Ganar Salud	Magazine	July 2010	Nationwide	100,000	4.5	450,000	1	\$ 4,583.25
84.	Harper's Bazaar	Magazine	July 2010	Nationwide	35,000	4.0	140,000	1	\$ 1,131.25
85.	Irresistibles Gelatinas	Magazine	July 2010	Nationwide	50,000	4.0	200,00	4	\$ 2,250.00
86.	Maravillas de la Repostería	Magazine	July 2010	Nationwide	17,500	3.0	52,500	4	\$ 1,333.33
87.	Cocina Especial	Magazine	July 2010	Nationwide	40,500	3.2	129,600	1	\$ 4,416.66
88.	Cocina Especial	Magazine	July 2010	Nationwide				1	\$ 4,416.66
89.	Cocina Especial	Magazine	July 2010	Nationwide				1	\$ 2,208.33
90.	Cocina Especial	Magazine	July 2010	Nationwide				1	\$ 4,416.66
91.	Cocina Especial	Magazine	July 2010	Nationwide				1	\$ 4,416.66
92.	Irresistibles Ensaladas	Magazine	July 2010	Nationwide	15,000	3.5	52,500	1	\$ 354.16
93.	El Sol de México	Newspaper	July 30 th , 2010	D.F. and Metropolitan Area	60,500	2.2	133,100	3	\$ 1,388.88
94.	El Sol de Cuernavaca	Newspaper	July 30 th , 2010	Cuernavaca and Metropolitan Area	16,000	2.2	35,200	3	\$ 549.92
95.	Cocina Fácil	Magazine	August 2010	Nationwide	155,000	3.3	511,500	3	\$ 12,300.00
96.	Cocina Fácil	Magazine	August 2010	Nationwide				3	\$ 7,933.33
97.	Irresistibles Ensaladas	Magazine	August 2010	Nationwide	15,000	3.5	52,500	3	\$ 708.33
98.	Irresistibles Ensaladas	Magazine	August 2010	Nationwide				3	\$ 937.50
99.	Kena Cocina	Magazine	August 2010	Nationwide	75,000	3.1	232,500	3	\$ 4,491.66
100	Kena Cocina	Magazine	August 2010	Nationwide				4	\$ 18,400.00
101	Kena Cocina	Magazine	August 2010	Nationwide				4	\$ 9,200.00
102	Kena Cocina	Magazine	August 2010	Nationwide				4	\$ 9,200.00
103	Kena Cocina	Magazine	August 2010	Nationwide	75,000	3.1	232,500	3	\$ 4,491.66
104.	Delicias con Pollo	Magazine	August 2010	Nationwide	17,000	4.0	68,000	1	\$ 708.33
105	Elle	Magazine	August 2010	Nationwide	57,000	3.6	205,200	1	\$ 526.25
106	Maravillas de la Repostería	Magazine	August 2010	Nationwide	17,500	3.0	52,500	4	\$ 1,333.33



INTERNET PUBLICATIONS

No additional Internet publications were reported this month. The Equivalent Space Value so far for 2010 (January-July) is \$8,246.65 and the Total number of visitors is 145,438. The following provides detailed information about internet publications during the year:

TOTAL INTERNET EXPOSURE MÉXICO 2010

Pick-ups	Total Visitors	Equivalent Space Value (US\$)
12	145,438	\$8,246.65

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
9.	Restaurantes de Mexico Website	http://www.restaurantesdemexico.com.mx/347/Receta_Camarones_Con_Aderezo_De_Cahuates_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
11	Mujer en Armonia Website	http://www.mujiarmonia.com.mx/cocina.com.mx/cocina-nutricion/cocina+mexicana/jamon-con-peras-y-arandanos-glaseados.html	July 14 th , 2010	Nationwide	6,500	1	\$ 750.00



No	Publication	Link	Issue/Date	Distribution	Visitors	Cat	Equivalent Space Value (US\$)
12	Mujer en Armonia Website	http://www.mujiarmonia.com.mx/cocina.com.mx/cocina-nutricion/rapida-facil/cuscus-con-arandanos.html	July 14th, 2010	Nationwide	7,126	1	\$ 750.00

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	66	\$ 210,642.75	\$ 210,642.75
2	4	\$ 9,501.65	\$ 4,750.83
3	21	\$ 85,221.51	\$ 28,407.17
4	27	\$ 118,776.47	\$ 29,694.12
5	0	0	0
Total	118	\$ 424,142.38	\$ 273,494.86

PRESS RELEASE

During this month, the article “Cranberry Juice and Adolescence, an Ideal Combination to Prevent Digestive Issues” was sent to media contacts. The recipe “Puff Pastry Brie” was included with the press release.

El jugo de arándano y la adolescencia: una combinación ideal para prevenir los problemas digestivos

La adolescencia es una etapa de industrialización. También es una etapa de rebeldía de los preceptos de los adultos. El adolescente se cuestiona todas las reglas de sus padres, y comienza las que hacen que vive con la alimentación. Deja de disfrutar las comidas en familia y las preparaciones caseras y empieza a salir solo, buscando por sí mismo qué comer y a qué hora. En una palabra, desea su libertad también en los hábitos de la alimentación.

Tendrán a tener hábitos de comidas desordenados, a saltarse algunos alimentos y a preferir snacks, comidas rápidas y productos empaquetados. Consumen menos verduras, ensaladas, frutas y preparaciones caseras. De haber optado por los refrescos y los jugos industrializados por aspecto, olvidan el alcohol, el tabaco y la coca.

Ma es poco común ver adolescentes que en las primeras años de universidad por los hábitos de preparación gastrointestinal para no perder sus hábitos. Pero es así que una amiga a las jóvenes de nuestra país, sobre todo a las que viven en una situación urbana, es la gastritis o la colitis.



Algunas veces, un antibiótico, el mal tratamiento dietético no es suficiente para tanto la gastritis como la colitis pueden tener algunas bacterias o complicarse con la presencia de hongos que provocan molestias en el tejido. En cometa, por ejemplo, encontrar guscos o orugas completas con la presencia de la bacteria helicobacter pylori, y es importante los arándanos se pueden utilizar los mejores aliados de la juventud.

Tanto en el jugo de arándano como en los suplementos de arándanos encontramos grandes cantidades de antioxidantes (en particular los antocianidinos) y otros antioxidantes naturales más potentes como los polifenoles, los flavonoides y los taninos.

Todas estas sustancias mejoran la flexibilidad y capacidad de recuperación de las membranas celulares y les permiten una más fácil y rápida recuperación. Pero sobre todo, las antocianinas, pigmento morado-rojo presentes en grandes concentraciones en estas bacterias y cereales frutas, tienen la capacidad de ayudar a detener la propagación de bacterias en el estómago y el resto del aparato digestivo e incluso pueden ayudar a prevenirlos. Y es que las antocianinas pueden modificar la estructura de las bacterias, evitando su adherencia en los tejidos.

Las antocianinas, que normalmente son azúcares y se instalan con facilidad en la boca del estómago, complicando las gastritis, son modificadas cuando la dieta es abundante en productos de origen de mayor fructosa ya que pierden su forma habitual y se vuelven más solubles. Los tejidos afectados no se adhieren fácilmente a los tejidos y pueden ser eliminados con el más eficiencia.

El consumo de los arándanos que ayudan de gastritis o colitis, sobre todo cuando ya se han agudado los síntomas, al menos y en la dieta y por otros, los arándanos, la respuesta puede ser el arándano. Por su elevada concentración de fitonutrientes antioxidantes, por lo tanto, sobre todo por su aporte de antocianinas, los arándanos son remedios preventivos de bacterias en el aparato digestivo y así ayudan a mejorar los síntomas de la inflamación crónica.

Brie en Costra de Hojaldre

Ingredientes

- Polvo 1 taza
- 250g
- 2 cucharadas
- 3 cucharadas
- 1/2 taza
- 1
- 250g

Arándanos (Cranberries) Secos Endulzados de Estados Unidos

queso brie, rebajado
queso parmesano, rallado
albahaca fresca, picada
pimiento, tostado
tomates, dachshund en anillo, pimiento
pasta hojaldre
mantarilla, la rebanada la
hojaldre al punto.

Preparación

Precaliente el horno a 180°C.
Con la ayuda del rodillo extienda la pasta hojaldre solo sobre una superficie plana, corte cuadrados de 15 x 15cm. Untados con mantequilla derretida en forma de triángulo, colócalos en una bandeja para horno y hornea por 12 minutos. Saque del horno, trate de mejorar las reparaciones rápidas y rellenar con queso brie, jitomate, un poco de albahaca, arándanos y queso parmesano hasta la tapa con queso y hornea por 5 minutos más.

Nota:
Coloque un triángulo en cada plato, adorne con hojas de lechuga y tomates.

Rinde 6 porciones



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PR MASSIVE MEDIA AIRINGS

During August 2010, success of TV and Radio airings for CMC continued with 9 more broadcasts. The following chart shows detailed information about these accumulated media airings:

COUNTRY	AIRINGS	EQUIVALENT SPACE VALUE	TOTAL AUDIENCE
Mexico	52	\$ 134,335.00	56,371,842

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. Heath 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	Mexico City & Metropolitan Area, per Cable Nationwide	"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	Mexico City & Metropolitan Area, per Cable Nationwide	The recipe "Cranberry and Orange Sponge Cake" was developed. Cranberries' health benefits were mentioned, such as their anti-adhesive properties	\$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 antioxidant content mentioned.	\$2,822.40

Cranberry Marketing Committee
Activity Report August 2010



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 versatility is mentioned, including juice as a fresh option, dehydrated cranberry 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	Mexico City & Metropolitan Area, per Cable Nationwide	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	Mexico City & Metropolitan Area, per Cable Nationwide	Elaboration of "Chicken and Cranberry Salad" recipe. Antioxidant 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	Mexico City & Metropolitan Area, per Cable Nationwide	Elaboration of "Chicken and Cranberry Salad" recipe. Cranberries mentioned as a basic product to have at home because of their anti-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	Mexico City & Metropolitan Area, per Cable Nationwide	"Rice and Cranberries" recipe elaboration. Cranberries antioxidants content was mentioned.	\$ 2,656.80
12	Casa con Lety	Radio Mujer	April 15th 2010	1'14"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Invitation to the Radio Mujer event. Mention about cooking with cranberries	\$107.16



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
13	Cosa de Dos	Radio Mujer	April 16th 2010	11'02"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Invitation to the Radio Mujer event. Mentioned cooking with cranberries. Cranberries origin, harvesting, flavor and health benefits were mentioned.	\$1,035.88
14	Casa con Lety	Radio Mujer	April 16th 2010	5'52"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberries versatility and product presentations were mentioned, as well as health benefits such as antioxidants and flavonoids content. Cranberry recipe elaborated: "Goat Cheese Bags with Cranberries and Pillo Pasta"	\$518.88
15	Con Sazón	Radio Mujer	April 19th 2010	5'46"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Talking about fiber consumption, cranberries fiber content was mentioned, also as helpful in preventing heart attacks and cardiovascular diseases.	\$513.24
16	Faldas al Aire	Radio Mujer	April 20th 2010	8'54"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberries origin, harvesting, flavor, availability, product presentations and some health benefits were mentioned.	\$802.76
17	Mundo Mujer	Radio Mujer	April 20th 2010	11'03"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Invited the audience to the Radio Mujer event, as well as promoting cranberry consumption due to their health benefits. Cranberries availability, harvesting and fiber content were also mentioned.	\$1,036.82
18	Pasiones	Radio 880	April 20th 2010	21'41"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberry health benefits were mentioned as well as flavor, harvesting and product presentations.	\$2,117.88
19	Pulso Informativo	Radio 880	April 20th 2010	3'10"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Invited the audience to the Radio Mujer event, mentioning some cranberry recipes that would be prepared. Nutritional content mentioned: Vitamins A, E and C and fiber content.	\$1,362.20



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
20	El Molcajete	Radio 880	April 21st 2010	39'48"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberry Margarita cocktail recipe was recommended for this World Cup season. Nutritional content mentioned: Vitamins A, E and C and fiber content also mentioned the harvesting process and product presentations.	\$3,905.36
21	Voces	Radio 880	April 21st 2010	27'01"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberries versatility and product presentations were mentioned. Health benefits mentioned: antioxidants and flavonoids content.	\$2,671.83
22	Quiero Vivir	Radio Mujer	April 21st 2010	7'07"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberry health benefits mentioned: UTIs prevention, E-Coli bacteria adhesion, and ulceration prevention.	\$664.58
23	Te levanta	134 de Sky (canal local 34) TV Mexiquense	April 21th 2010	11' 17"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Recipe elaboration: Chicken and Cranberry Salad. Cranberries suggested as a basic product to keep at home due to their health benefits.	\$ 5,923.45
24	Mas de Uno	Radio Mujer	April 22th 2010	7'28"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberry health benefits mentioned: E-Coli bacteria adhesion and ulceration prevention. Suggested to consume more cranberries.	\$684.32
25	Agarrate	Radio 880	April 22nd 2010	11'10"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Invitation to the Radio Mujer event. Cranberries origin, harvesting and health benefits were explained. Antioxidants and flavonoids content were also mentioned.	\$1,098.01
26	Mujer al Aire	Canal 8	April 22nd 2010	11' 24"	515,000	Patricia Serrano	Guadalajara & Metropolitan Area	Recipe elaboration: "Goat Cheese and Cranberry Salad". Cranberries mentioned as a low-calories fruit, helpful in UTIs and cardiovascular diseases prevention.	\$1,820.88



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
27	Charlas de Café	Radio 880	April 23rd 2010	7'41"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Invitation to the Cuisine Festival, mentioning some cranberry recipes will be prepared. Health benefits and product presentations were mentioned.	\$733.00
28	Servicio 880	Radio 880	April 23rd 2010	4'44"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	Cranberry juice mentioned as a good option for reduction of bad cholesterol, and also mentioned as one of the 10 healthiest fruits.	\$439.20
29	Casa con Lety	Radio Mujer	April 23rd 2010	41'48"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	How to use cranberries in all their different product presentations	\$3,899.12
30	Casa con Lety	Radio Mujer	April 26th 2010	42'53"	104,119	Lety de Huerta	Guadalajara & Metropolitan Area	A cranberry recipe was prepared. Cranberries versatility and product presentations were mentioned.	\$3,997.82
31	Te levanta	135 de Sky (canal local 34) TV Mexiquense	April 28th 2011	5' 01"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Recipe elaboration: "Rice and Cranberry". Cranberries mentioned as an important antioxidants source.	\$ 2,656.80
32	Las Mañanas del Once	Canal 11 XCIPN	May 17th 2010	8' 12"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	Recipe elaboration: "Cranberry Gelatin"	\$5,128.75
33	Te levanta	134 de Sky (canal local 34) TV Mexiquense	May 19th 2010	9' 27"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Recipe elaboration: "Cabbage, Cranberries and Orange Salad". Cranberries anti-adhesive properties were explained.	\$4,915.88
34	Las Mañanas del Once	Canal 11 XCIPN	May 20th 2010	9' 53"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	Recipe elaboration: "Smoked Pork Chops with Cranberry Puree". Cranberries anti-adhesive properties and antioxidants content were explained.	\$6,019.34



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
35	Mujer al Aire	Canal 8	May 20th 2010	17' 23"	515,000	Patricia Serrano	Guadalajara & Metropolitan Area	Recipe elaboration: "Mixed Salad with Cranberry and Strawberry Dressing". Cranberries mentioned as a low-calories fruit with antioxidants content, also helpful in preventing UTIs	\$2,791.26
36	Te levanta	134 de Sky (canal local 34) TV Mexiquense	May 26th 2010	5' 27"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	Recipe elaboration: "Cranberry Small Sticks". Cranberries availability and flavor were mentioned	\$2,794.68
37	Las Mañanas del Once	Canal 11 XCIPN	May 26th 2010	4' 07"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	Recipe elaboration: "Cranberry Smoothie."	\$2,570.69
38	Te levanta	134 de Sky (canal local 34) TV Mexiquense	June 2nd 2010	5' 45"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	"Cranberry Cheese Pie" recipe elaboration. Cranberries mentioned as delicious, healthy and easy to find.	\$2,890.14
39	Te levanta	134 de Sky (canal local 34) TV Mexiquense	June 9th 2010	4' 07"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	"Cranberry and Apple Gelatin" recipe development. Cranberries anti-adhesive properties were mentioned, helpful in preventing UTI's.	\$2,158.32
40	Mujer al Aire	Canal 8	June 10th 2010	17' 23"	515,000	Patricia Serrano	Guadalajara & Metropolitan Area	"Mixed Salad with Cranberry and Strawberry Dressing" recipe elaboration. Cranberries antioxidants were mentioned, and also as helpful in cancer prevention.	\$2,791.26
41	Te levanta	134 de Sky (canal local 34) TV Mexiquense	June 16th 2010	9' 51"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	"Cheese and Cranberry Snack" recipe elaboration. Cranberries mentioned as healthy with plenty of antioxidants.	\$5,043.15



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
42	Te levanta	134 de Sky (canal local 34) TV Mexiquense	June 23rd 2010	7' 07"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	"Cranberry and Honey Bread" recipe elaboration. Cranberries mentioned as a healthy fruit with antioxidants and also easy to transport and to enjoy as a snack.	\$3,749.22
43	Te levanta	134 de Sky (canal local 34) TV Mexiquense	June 30th 2010	8' 05"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	"Pork Loin with Cranberry Sauce" recipe elaboration. Cranberries mentioned as a versatile food, found as juice, dehydrated and jelly. Easy to prepare as a snack and easy to find in supermarkets.	\$4,268.92
44	Te levanta	134 de Sky (canal local 34) TV Mexiquense	July 14th 2010	8' 25"	350,000	Chef Mariana Coria	Ciudad de México y zona Metropolitana por cable a nivel Nacional	Recipe elaboration "Cranberry Salad and Cheese Crostini." Cranberries availability and product presentations were mentioned.	\$4,374.98
45	Te la Pongo Facil	XEABC 760 AM Radio	July 18th 2010	2' 55"	19,632	Gloria Zabalgoitia	Ciudad de México y zona Metropolitana	Cranberries nutritional content and anti-oxidants content were mentioned.	\$212.49
46	Te levanta	134 de Sky (canal local 34) TV Mexiquense	July 21st 2010	7' 07"	350,000	Chef Mariana Coria	Ciudad de México y zona Metropolitana por cable a nivel Nacional	Recipe elaboration "Cranberry Honey Bread." Cranberries nutritional content and availability were mentioned. Also SDCs were suggested as a healthy snack.	\$3,749.22
47	Te levanta	134 de Sky (canal local 34) TV Mexiquense	July 28th 2010	6' 06"	350,000	Chef Mariana Coria	Ciudad de México y zona Metropolitana por cable a nivel Nacional	Recipe elaboration "Cranberry Scones." Special PR gifts (jars) were given to the audience.	\$3,213.62



No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
48	Te la Pongo Facil	XEABC 760 AM Radio	August 01st 2010	5' 35"	19,632	Gloria Zabalgoitia	Ciudad de México y zona Metropolitana	Recipe elaboration "Pig Ribs with Cranberry Sauce," mentioning cranberry product presentations.	\$445.82
49	Te la Pongo Facil	XEABC 760 AM Radio	August 01st 2010	16' 14"	19,632	Gloria Zabalgoitia	Ciudad de México y zona Metropolitana	A nutritionist talked about cranberries anti-oxidant content, nutritional information and cardiovascular properties.	\$1,344.95
50	Las Mañanas del Once	Canal 11 XCIPN	August 05th 2010	7' 57"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	Recipe development "Vietnamese Cranberry Rolls"	\$4,781.36
51	Las Mañanas del Once	Canal 11 XCIPN	August 06th 2010	7' 09"	6,613,579	Chef Thelma Morgan	Mexico City & Metropolitan Area	"Cranberry Tea" recipe development	\$4,478.19
52	Te la Pongo Facil	XEABC 760 AM Radio	August 15th 2010	2' 00"	19,632	Gloria Zabalgoitia	Ciudad de México y zona Metropolitana	In an interaction with the audience, people were asked how to consume cranberries, and people responded correctly about cranberry juice and dehydrated cranberries consumption. The UTI's prevention property was mentioned.	\$166.66



OTHER ACTIVITIES

EXPO GOURMET

From August 27th to 29th, Expo Gourmet was carried out in Mexico City. The event included gastronomic demonstrations, cuisine classes, and everything else related to new gastronomy products and trends. CMC was invited to participate and distributed printed information to attendees. Approximately 2,700 people attended the event.



MEXIPAN

From August 25th to 28th the most important event within the Bakery Industry in Mexico, MEXIPAN, was carried out in Mexico City's World Trade Center. This year, the event surpassed all expectations, with an attendance record of 23,000 people, increasing participation in 88% compared to 2008. CMC participated in the event and distributed printed material for the bakery industry and dehydrated cranberry samples. Our technical engineer was present at the booth, making new contacts for the technical visits program and also gave technical development assistance. More than 300 relevant new contacts were made during the show.



