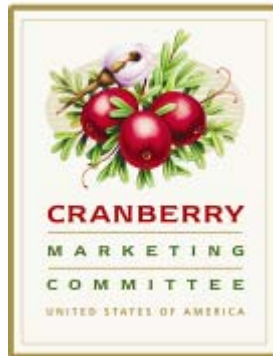




GRUPO PM



MONTHLY ACTIVITY REPORT MEXICO MARCH 2010



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



TRADE RELATIONS

TECHNICAL VISITS

During March, CMC's technical engineer continued visiting different companies to promote consumption of US cranberries for different food applications, such as:

- **CANAINPA:** The technical engineer visited CANAINPA facilities in order to develop new recipes using dehydrated cranberries and cranberry juice for the upcoming gelatins seminar, to be held on April 22nd
- **Sanborns:** During this month, we have visited this restaurants chain purchase department to give them cranberry samples for product tests. They commented they are currently looking for new products for their confectionery department and restaurant. Our technical engineer will be in contact with them following up their progress, offering support and evaluating their results.
- **El Globo:** This month, El Globo has launched a new cranberry gelatin. It is important to mention this company has participated during our last gelatins and bakery seminars with CANAINPA, so this new product is a direct result of those activities and the support they have received. In addition to that, they commented they have been working on using cranberries on salted bread, but they are currently under the testing process. We will follow up their progress and results.
- **Delicias para Celiacos:** This Company received flavored cranberry samples for product tests.
- **Comercializadora Cerezo:** This chocolate and confectionery company received cranberry samples for product tests. They plan to test cranberries by applying different types of coatings, such as chocolate. They commented they have previously made similar tests with positive results, so this time they would like to resume the project and analyze the feasibility of introducing a new product with this fruit.
- **Exotimex:** This fruits and vegetables handler received cranberry samples, which they plan to promote among their clients, and possibly develop the idea of creating a cranberry, nuts, seeds and dehydrated fruits mix.
- **Panatta:** We have provided this company with dehydrated cranberries for them to test in new gourmet bread recipes. Our engineer will provide them with technical support.



- **El Palacio de Hierro:** The technical engineer visited this company to provide them with flavored cranberries, and he also suggested the idea of developing a new cranberry cake, which they seemed to like. We will provide them with the required support.
- **Comercializadora La Hojuela:** This nuts, seeds and dehydrated fruits company received cranberries samples, which they will offer to their clients and analyze their response, evaluating the option of buying cranberries for their business.
- **Comercializadora Emmanuel:** During a visit this month, this nuts and seeds handler received flavored cranberry samples and printed materials. They will offer these samples to their clients and analyze the response.
- **La Fuente de las Nueces Finas:** This Nuts, seeds and dehydrated fruits handler located at Mexico City's Wholesale Market received flavored cranberries samples, as well as printed materials.

PUBLIC RELATIONS

PRINTED PUBLICATIONS

During this month, the public relations efforts have shown excellent results, registering 21 more articles from the Mexican printed and electronic media, including five late publications from February. The Equivalent Space Value so far for 2010 is \$ 176,559.78 with a Media Cost Equivalent of \$ 617,959.23. The detailed information about media publications during this month is as follows:

- **Kena Cocina Magazine (Circulation: 75,000):** The February issue included the special section "Cranberry Beverages" with the recipes: "Cranberry Cosmopolitan," "Citrics and Cranberry Juice," "Berries and Cranberry Juice Smoothie," and "Cranberry and Orange."
- **Soy Chef Magazine (Circulation: 30,000):** The February issue included the recipe "Goat Milk Cheese with Cranberry Vinaigrette."
- **Cocina Practica Magazine –Salads Supplement- (Circulation: 45,000):** A recipe "*Cranberry Cocktail*" was included in the recipes section of this cuisine magazine.



- **Irresistibles Ensaladas Magazine (Circulation: 15,500):** The recipes "*Cranberry and Rice Salad*" and "*Apple and Cranberry Salad*" were included in this month's issue.
- **Balance Magazine (Circulation: 60,000):** This health and fitness magazine included the recipe "*Goat Cheese*", including cranberries.
- **Jugos Curativos Magazine (Circulation: 35,000):** The March issue of this healthy and natural juice recipes magazine included the recipe "*Cranberries, Apple and Plums Juice.*"
- **Cocina Estrella Magazine (Circulation: 75,000):** The recipe "*Cranberry Gelatin*" was included.
- **Cocina Practica Magazine Mixiotes Supplement- (Circulation: 45,000):** The recipe "*Cranberry and Pecans Amaranth Bar (Alegria)*" was included.
- **Irresistibles Ensaladas Magazine -25 Recipes, Special Issue- (Circulation: 15,500):** The recipes "*Mushrooms and Cranberries Salad*" and "*Mango and Papaya*" were included as part of the 25 special recipes issue published during March.
- **Soy Chef Magazine (Circulation: 30,000):** The March issue included the article "*Cranberries, Powerful Health Protectors,*" mentioning nutritional content and health benefits. The recipes "*Crostinins with Cranberry and Cheese Sauce*" and "*Green Curried Chicken and Cranberry*" were also included.
- **Pasion por la Cocina Magazine (Circulation: 40,000):** The following recipes were included: "*Chicken with Fruits and Vegetables,*" "*Dry Spinach Salad with Cranberries, Pecans and Cheese*" and "*Cranberry Mousse Tart Covered with Honey.*"
- **Comida Vegetariana Magazine (Circulation: 35,000):** The recipe "*Chicken Salad*" was included using cranberries.

Actual pictures from these articles follow:



**SOY CHEF MAGAZINE
FEBRUARY 2010**

FRONT COVER



ARTICLE



**COCINA PRACTICA MAGAZINE –Salads Supplement-
MARCH 2010**

FRONT COVER



ARTICLE





IRRRESISTIBLES ENSALADAS MAGAZINE
MARCH 2010

FRONT COVER



ARTICLES



BALANCE MAGAZINE
MARCH 2010

FRONT COVER



ARTICLE





JUGOS CURATIVOS MAGAZINE
MARCH 2010

FRONT COVER



ARTICLE

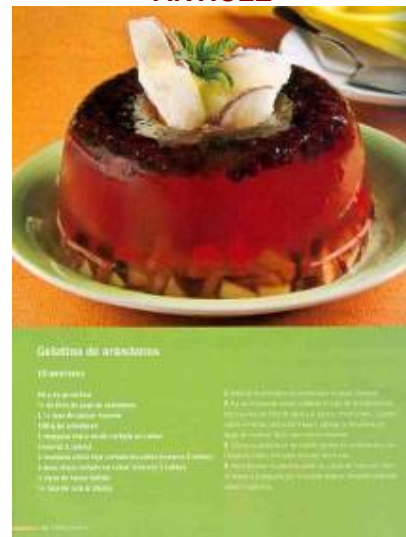


COCINA ESTRELLA MAGAZINE
MARCH 2010

FRONT COVER



ARTICLE





COCINA PRACTICA MAGAZINE –Mixiotes Supplement-
MARCH 2010

FRONT COVER



ARTICLE



IRRESISTIBLES ENSALADAS MAGAZINE -25 Purifying Recipes, Special issue-
MARCH 2010

FRONT COVER



ARTICLES





SOY CHEF MAGAZINE
MARCH 2010

FRONT COVER



ARTICLE





**COMIDA VEGETARIANA MAGAZINE
MARCH 2010**

FRONT COVER



ARTICLE



**TOTAL PRINTED MEDIA EXPOSURE
MÉXICO 2010**

Country	Placements	Total Circulation	Total Readers	Equivalent Space Value	Media Cost Equivalent (US\$)
México	44	1,313,925	3,761,388	\$ 176,559.78	\$ 617,959.23

PRINTED PUBLICATIONS

No	Publication	Media Type	Issue/Date	Distribution	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
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



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



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

INTERNET PUBLICATIONS

During this month, no additional website publications were registered. The Equivalent Space Value so far for 2010 is \$ 5,538.32 and the Total Visitors number is 99,342. The detailed information about media publications during this month is shown next:

TOTAL INTERNET EXPOSURE MÉXICO 2010

Pick-ups	Total Visitors	Equivalent Space Value (US\$)
8	99,342	\$ 5,538.32

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



No	Publication	Link	Issue/Date	Distribution	Visitors	Cat	Equivalent Space Value (US\$)
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

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.	29	\$ 93,318.35	\$ 93,318.35
2.	1	\$ 791.66	\$ 395.83
3.	9	\$ 25,121.48	\$ 8,373.83
4.	13	\$ 55,124.98	\$ 13,781.25
5.	0	0	0
Total	52	\$ 174,356.47	\$ 115,869.25

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.

El consumo de arándanos, jugo de arándanos y jaleo de arándanos puede reducir el riesgo de padecer enfermedades como la diabetes, el colesterol alto, la hipertensión, por sus propiedades antioxidantes (antitumorales, anticancerígenas y antiinflamatorias) que pueden ser un factor de protección contra algunas enfermedades como el cáncer y enfermedades de las arterias.

Una alimentación adecuada y la actividad física constituyen el mejor de los factores que mejoran la salud.

El Arándano y sus propiedades.

- Contiene flavonoides, un subgrupo de los polifenoles que actúan como antioxidantes.
- Los antioxidantes ayudan a proteger al ADN (material genético) que se acumula en las células de los tejidos de los radicales libres que pueden causar enfermedades y problemas de reproducción que pueden asociarse a la aparición de ciertos tipos de cáncer, además de mantener saludable el sistema inmune y demás, reduciendo el riesgo de padecer enfermedades.
- El jugo de arándano y el jaleo de arándanos pueden reducir el riesgo de padecer diabetes, ya que reducen los niveles de los niveles de azúcar en la sangre. En los estudios clínicos arándanos.
- Los antioxidantes ayudan a reducir el riesgo de padecer enfermedades como la diabetes, el colesterol alto, la hipertensión, por sus propiedades antioxidantes (antitumorales, anticancerígenas y antiinflamatorias) que pueden ser un factor de protección contra algunas enfermedades como el cáncer y enfermedades de las arterias.

Arándanos: 'El superalimento'

• Tiene propiedades antioxidantes que pueden ayudar a prevenir enfermedades de las arterias.

• Los jugos que por su contenido antioxidante (flavonoides) reducen el riesgo de padecer enfermedades de las arterias y de la sangre por lo que puede contribuir a la prevención de enfermedades de las arterias y de la sangre.

• Reduce el riesgo de padecer diabetes, ya que reduce los niveles de los niveles de azúcar en la sangre. En los estudios clínicos arándanos.

Fresca Bebida de Arándanos y Cítricos

Ingredientes:

- 1 taza de jugo de arándanos
- 1 taza de jugo de naranja
- 1 taza de jugo de limón
- 1 taza de jugo de lima

Preparación:

• Mezclar los ingredientes y agregarle al hielo, servir en vaso o vaso Adonis con hielo.

Nota importante:

• Este preparado debe ser refrigerado.

Información de contacto:

Comité de Marketing de Arándanos
Caja Postal 1000
40000 San Juan, P.R. 00900
Tel: 787-833-1111
Fax: 787-833-1111
www.cranberry.com



PR Television/Radio MEDIA AIRINGS

During March 2010, the Cranberry Marketing Committee appeared on three additional television/radio shows. The following chart shows detailed information about these accumulated media broadcasts:

COUNTRY	AIRINGS	EQUIVALENT SPACE VALUE	TOTAL AUDIENCE
Mexico	6	\$ 160,103.72	8,188,579

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. 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	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



OTHER ACTIVITIES

NEW CRANBERRY PRODUCTS

The following cranberry products were found during this month:

Dial "AntiOxidante" Body Shampoo	Valle Verde "Arandano Deshidratado" Dehydrated Cranberries	El Globo "Gelatina de Arandano" Cranberry Gelatin
		

CANAINPA BAKERY SEMINARS

On April 22nd CMC and CANAINPA will carry out the Cranberry Gelatins Seminar in Mexico City. For this seminar, the technical engineer has been working jointly with CANAINPA experts in order to develop new and attractive recipes. As usual, the seminar is planned to be divided into the theoretical section and the "hands-on" practical part.

EXPHOTEL VALLARTA

From April 21ST to 24th CMC will take part in this year's edition of ExpHotel in Vallarta Jalisco as part of the US Products Pavilion of the American Trade Office. This year will be participating with printed materials and cranberry recipes elaboration within the cooking classes at the U.S. Pavilion.