

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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Refrigerated & Frozen Foods



BEST PRACTICES FOR VALUE-ADDED PROCESSORS

BNP Media II, LLC
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Troy, MI 48084-3333
Tel.: (248) 362-3700
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www.refrigeratedfrozenfood.com

Official Publication of: None
Established: 1990
Issues Per Year: 12

FIELD SERVED

REFRIGERATED & FROZEN FOODS serves processors that include prepared foods & specialties; refrigerated & frozen snacks; prepared meat, poultry, seafood; dairy/beverage; refrigerated & frozen fruits/vegetables; refrigerated & frozen bakery products; warehousing/distribution (frozen & refrigerated); distributors, suppliers, manufacturers and other processors as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled personnel in general management/administration, plant operations & plant production & packaging, engineering, warehouse/distribution, technical & R&D, marketing & sales, purchasing and others allied to the field as described in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	42
Advertiser and Agency _____	795
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	575
TOTAL	1,412

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,000	100.0	18,995	100.0	5	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,000	100.0	18,995	100.0	5	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	890	890			20,500	October _____	5,857	2,857			17,500
August _____	258	258			20,500	November _____	197	197			17,500
September _____	118	118			20,500	December _____	20	20			17,500
						TOTAL	7,340	4,340			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**This issue is 9.3% or 1,800 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management/ Administration (Note 1)	Plant Operation, Plant Production, Packaging, Engineering, Warehousing/ Distribution (Note 2)	Technical & R&D (Note 3)	Marketing & Sales (Note 4)	Purchasing (Note 5)	Others Allied to the Field and Job Title not reported
PREPARED FOODS & SPECIALTIES (including prepared dinners/ meals/ entrees, side dishes, breakfast foods, pizza & deli products including prepared dinners, sandwiches, salad bars, soups, lunch meat); REFRIGERATED & FROZEN SNACKS (including hors d'oeuvres, ethnic snacks, confections, popcorn & appetizers)	6,000	34.3	2,713	1,426	1,397	316	148	-
PREPARED MEAT, POULTRY, SEAFOOD (including prepared meat, sausage, poultry, eggs and seafood products)	4,874	27.9	2,498	1,597	468	203	108	-
DAIRY/BEVERAGE (including milk, butter, cheese, cottage cheese, yogurt, ice cream, frozen novelties, juices and drinks)	1,344	7.7	721	303	137	151	32	-
REFRIGERATED & FROZEN FRUITS/ VEGETABLES (including prepared fruits and vegetables, berries, potatoes, vegetable and sauce)	1,443	8.2	856	276	201	81	29	-
REFRIGERATED & FROZEN BAKERY PRODUCTS (including bread, cakes, donuts, muffins, bagels, frozen dough)	1,452	8.3	608	550	208	41	45	-
OTHER PROCESSORS include food processing, food service, snacks, ethnic foods, convenience foods & bakery products	-	-	-	-	-	-	-	-
WAREHOUSING/DISTRIBUTION (FROZEN & REFRIGERATED) (including cold storage dist. warehouses, public/private refrigerated warehouses, trucking, rail transportation & logistics)	1,604	9.1	1,086	296	111	95	16	-
DISTRIBUTORS, SUPPLIERS & MANUFACTURERS (including ingredient suppliers, suppliers of frozen food plant equipment, independent laboratories, consultants, associations, cooperatives, and universities)	783	4.5	400	64	83	211	25	-
TOTAL QUALIFIED CIRCULATION	17,500	100.0	8,882	4,512	2,605	1,098	403	-
PERCENT	100.0		50.8	25.8	14.9	6.2	2.3	-

Note 1: General Management/Administration: President, VP, Owner, Chairman of the Board, CEO, CFO, General Manager and Assistant Manager.

Note 2: Plant Operation, Plant Production, Packaging, Engineering, Warehousing/Distribution: VP Production, Prod. Mgr, Plt Mgr/Supervisor, Pkg. Supt., Maintenance Mgr, Chief Eng, Project Eng, Plant/Design/System Eng, Warehouse/Distribution Mgrs, Logistics/Traffic Mgr.

Note 3: Technical & R&D: VP/R&D Director/Manager and Group Leader, Scientist, Chemist, Research Tech., Food Technologist, QA/QC Manager.

Note 4: Marketing and Sales: VP/Director of Marketing/Sales, New Products Director, Brand Manager, Marketing Services Manager, Product Manager and other Marketing and Sales personnel.

Note 5: Purchasing: VP/Purchasing, Director of Purchasing, Senior Buyer & Other Purchasing Dept. Personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	10,102	4,350	-			14,452	82.6
a. Written _____	880	183	-			1,063	6.1
b. Telecommunication _____	8,158	3,918	-			12,076	69.0
c. Electronic _____	1,064	249	-			1,313	7.5
II. TOTAL - Request from recipient's company: _____	116	-	-			116	0.7
a. Written _____	3	-	-			3	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	113	-	-			113	0.7
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. *TOTAL - Communication from recipient or recipient's company (other than request): _____	2,932	-	-			2,932	16.7
a. Written _____	112	-	-			112	0.6
b. Telecommunication _____	2,572	-	-			2,572	14.7
c. Electronic _____	248	-	-			248	1.4
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	13,150	4,350	-			17,500	100.0
*See Paragraph 11 PERCENT	75.1	24.9	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			17,500	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			17,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	98		400-427 Kentucky _____	226	
030-038 New Hampshire _____	61		370-385 Tennessee _____	284	
050-059 Vermont _____	58		350-369 Alabama _____	206	
010-027 Massachusetts _____	417		386-397 Mississippi _____	122	
028-029 Rhode Island _____	48		EAST SO. CENTRAL	838	4.8
060-069 Connecticut _____	158		716-729 Arkansas _____	315	
NEW ENGLAND	840	4.8	700-714 Louisiana _____	207	
100-149 New York _____	943		730-749 Oklahoma _____	161	
070-089 New Jersey _____	654		750-799 Texas _____	979	
150-196 Pennsylvania _____	894		WEST SO. CENTRAL	1,662	9.5
MIDDLE ATLANTIC	2,491	14.2	590-599 Montana _____	49	
430-459 Ohio _____	852		832-838 Idaho _____	163	
460-479 Indiana _____	338		820-831 Wyoming _____	13	
600-629 Illinois _____	1,085		800-816 Colorado _____	199	
480-499 Michigan _____	526		870-884 New Mexico _____	55	
530-549 Wisconsin _____	712		850-865 Arizona _____	121	
EAST NO. CENTRAL	3,513	20.1	840-847 Utah _____	145	
550-567 Minnesota _____	651		889-898 Nevada _____	55	
500-528 Iowa _____	405		MOUNTAIN	800	4.6
630-658 Missouri _____	381		995-999 Alaska _____	25	
580-588 North Dakota _____	82		980-994 Washington _____	390	
570-577 South Dakota _____	81		970-979 Oregon _____	265	
680-693 Nebraska _____	280		900-961 California _____	1,746	
660-679 Kansas _____	237		967-968 Hawaii _____	50	
WEST NO. CENTRAL	2,117	12.1	PACIFIC	2,476	14.1
197-199 Delaware _____	39		UNITED STATES	17,116	97.8
206-219 Maryland _____	238		969 & 004-009 U.S. Territories _____	17	
200-205 Washington, DC _____	9		Canada _____	367	
220-246 Virginia _____	306		Mexico _____	-	
247-268 West Virginia _____	38		Other International _____	-	
270-289 North Carolina _____	415		AP0/FPO _____	-	
290-299 South Carolina _____	153		TOTAL QUALIFIED CIRCULATION	17,500	100.0
300-319 Georgia _____	524				
320-349 Florida _____	657				
SOUTH ATLANTIC	2,379	13.6			

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified: _____	20,490	20,500	20,500	20,500	19,000
Qualified Non-Paid: _	20,490	20,500	20,500	20,498	18,995
Qualified Paid: _____	-	-	-	2	5
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

***NOTE: 2008 data is unaudited. With each successive year, new data will be added until six 6-month periods are displayed.**

****NC = None Claimed.**

10. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA**PARAGRAPH 3b:**

Communication from recipient or recipient's company (other than request): Telecommunication includes 3 sources of circulation for quantities of 910 copies or 5.2% to 1,026 copies or 5.9%, including subscriptions from FOOD & BEVERAGE PACKAGING, FOOD ENGINEERING and THE NATIONAL PROVISIONER.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Christine A. Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 12, 2009

State Michigan

County Oakland

Received by BPA Worldwide January 12, 2009

Type PD

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