

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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# FOOD PRODUCT DESIGN

Virgo Publishing LLC.  
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Official Publication of: None  
Established: 1991  
Issues Per Year: 12



**FIELD SERVED**

FOOD PRODUCT DESIGN serves companies that develop and/or market products in the food and beverage industry, food service, and other allied industries.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are executives, management and staff personnel in research & development, quality assurance, quality control, corporate management, purchasing, sales & marketing.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	826
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	400
Electronic _____	-
All Other _____	307
<b>TOTAL</b>	<b>1,533</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	32,022	100.0	32,022	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,022</b>	<b>100.0</b>	<b>32,022</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																	
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____	39	39	28,474	3,505	21			32,000	May _____	79	177	28,486	3,574	38			32,098
March _____	51	51	28,199	3,755	46			32,000	June _____	69	3	28,475	3,519	38			32,032
									<b>TOTAL</b>	<b>382</b>	<b>413</b>						

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

This issue is 0.3% or 92 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	CLASSIFICATION BY TITLE					NUMBER OF EMPLOYEES			
						Research & Development, Assurance, Quality Control (A) (Note 1)	Corporate Management (B) (Note 2)	Sales & Marketing (C) (Note 3)	Purchasing (D) (Note 4)	Other Titled & Non-Titled Personnel Company Copies (E)	1 - 19 (Note 5)	20 - 99	100 - 499	500 & Above
<b>MEAT PRODUCTS</b>														
Sausages/Other Prepared Meats _____	1,170	3.6	1,084	86	-	903	214	32	21	-	497	243	262	168
Poultry Processing _____	1,039	3.2	962	77	-	879	106	29	25	-	437	146	199	257
Additional Meat Products _____	991	3.1	901	90	-	785	152	39	15	-	484	192	189	126
Sub-Total Meat Products	3,200	9.9	2,947	253	-	2,567	472	100	61	-	1,418	581	650	551
<b>DAIRY PRODUCTS</b>														
Creamery Butter _____	159	0.5	152	7	-	126	28	4	1	-	61	36	40	22
Cheese, Natural & Processed _____	866	2.7	775	89	2	599	182	71	14	-	384	173	183	126
Condensed & Evaporated Milk _____	92	0.3	85	7	-	68	18	4	2	-	46	27	16	3
Ice Cream & Frozen Desserts _____	455	1.4	415	40	-	330	96	20	9	-	201	95	120	39
Fluid Milk _____	667	2.1	633	34	-	509	115	35	8	-	278	116	215	58
Additional Dairy Products _____	867	2.7	769	95	3	674	128	51	14	-	399	165	195	108
Sub-Total Dairy Products	3,106	9.7	2,829	272	5	2,306	567	185	48	-	1,369	612	769	356
<b>PRESERVED FRUITS &amp; VEGETABLES</b>														
Canned Specialties _____	296	0.9	267	28	1	228	57	7	3	1	156	36	52	52
Canned Fruits & Vegetables _____	393	1.2	366	27	-	326	48	8	11	-	178	65	103	47
Dehydrated Fruits, Veg. & Soups _____	312	1.0	277	35	-	225	63	22	2	-	152	57	66	37
Pickles, Sauces & Salad Dressings _____	614	1.9	545	69	-	492	89	23	10	-	331	92	140	51
Frozen Fruits & Vegetables _____	260	0.8	229	31	-	192	49	15	4	-	123	57	52	28
Additional Fruits & Vegetables _____	666	2.1	591	72	3	506	123	29	8	-	343	129	141	53
Sub-Total Preserved Fruits & Vegetables	2,541	7.9	2,275	262	4	1,969	429	104	38	1	1,283	436	554	268
<b>GRAIN MILL PRODUCTS</b>														
Flour & Dough, Prepared, Blended _____	545	1.7	469	75	1	417	83	32	12	1	217	165	121	42
Cereal Breakfast Foods _____	438	1.4	372	66	-	369	51	15	3	-	111	58	137	132
Dog, Cat & Other Pet Food _____	453	1.4	413	40	-	378	54	14	6	1	205	84	117	47
Prepared Feeds N.E.C. _____	378	1.2	362	16	-	329	42	1	6	-	228	82	46	22
Additional Grain Mill Products _____	654	2.0	587	67	-	507	99	37	11	-	333	138	126	57
Sub-Total Grain Mill Products	2,468	7.7	2,203	264	1	2,000	329	99	38	2	1,094	527	547	300
<b>BAKERY PRODUCTS</b>														
Bread, Cakes & Related Products _____	1,911	6.0	1,652	259	-	1,274	497	95	45	-	858	404	462	187
Cookies & Crackers _____	447	1.4	373	74	-	295	115	23	13	1	188	81	99	79
Additional Bakery Products _____	785	2.4	695	86	4	536	174	61	14	-	467	132	136	50
Sub-Total Bakery Products	3,143	9.8	2,720	419	4	2,105	786	179	72	1	1,513	617	697	316
<b>CONFECTIONERY PRODUCTS</b>														
Candy & Confectionery _____	609	1.9	548	61	-	447	134	13	14	1	276	120	147	66
Chocolate & Cocoa Products _____	312	1.0	275	36	1	237	55	13	7	-	146	37	93	36
Chewing Gum _____	59	0.2	51	8	-	51	6	2	-	-	19	7	27	6
Additional Confectionery Products _____	241	0.7	218	23	-	177	39	19	6	-	124	45	56	16
Sub-Total Confectionery Products	1,221	3.8	1,092	128	1	912	234	47	27	1	565	209	323	124
<b>BEVERAGES</b>														
Malt Beverages _____	382	1.2	354	28	-	263	99	14	6	-	181	96	53	52
Wines, Brandy & Brandy Spirits _____	584	1.8	544	40	-	339	210	30	5	-	328	132	83	41
Distilled & Blended Liquor _____	155	0.5	136	19	-	107	41	3	4	-	81	28	36	10
Bottled & Canned Soft Drinks _____	819	2.6	767	51	1	546	202	48	23	-	282	173	218	146
Flavoring Extracts & Syrups N.E.C. _____	1,259	3.9	1,115	143	1	932	180	124	21	2	507	284	362	106
Additional Beverages Products _____	1,091	3.4	942	147	2	688	291	81	31	-	551	219	232	89
Sub-Total Beverages	4,290	13.4	3,858	428	4	2,875	1,023	300	90	2	1,930	932	984	444
<b>PREPARED FOODS</b>														
Prepared Dinners, Meals, Side Dishes _____	1,415	4.4	1,249	164	2	1,115	220	48	31	1	522	339	314	240
Frozen Specialties, Dinners _____	870	2.7	789	80	1	670	139	43	18	-	352	152	212	154
Food Service, Fast Food _____	3,438	10.7	3,150	286	2	2,670	565	108	93	2	1,298	768	813	559
Sub-Total Prepared Foods	5,723	17.8	5,188	530	5	4,455	924	199	142	3	2,172	1,259	1,339	953
<b>OTHER FOOD PRODUCTS</b>														
Canned & Cured Seafoods _____	194	0.6	175	19	-	155	34	4	1	-	109	37	27	21
Prepared Fresh/Frozen Seafood _____	453	1.4	404	49	-	323	97	20	13	-	248	93	94	18
Roasted/Flavored Coffee _____	198	0.6	182	16	-	142	47	7	2	-	103	44	32	19
Processed Food Ingredients _____	2,553	8.0	2,137	412	4	1,658	471	376	43	5	1,126	545	632	250
Potato Chips, Corn Chips & Snacks _____	522	1.6	466	55	1	401	96	16	9	-	243	83	112	84
Macaroni, Spaghetti, Noodles _____	158	0.5	142	16	-	112	32	10	3	1	84	28	35	11
Salted/Roasted Nuts & Seeds _____	276	0.9	252	24	-	171	81	19	5	-	115	84	50	27
Shortening & Cooking Oils _____	385	1.2	333	52	-	286	63	28	8	-	180	79	92	34
Sub-Total Other Foods Products	4,739	14.8	4,091	643	5	3,248	921	480	84	6	2,208	993	1,074	464
Food Products and Food Preparations Not Classified Above, and Others Allied the Food Industry _____	1,667	5.2	1,283	375	9	1,135	480	19	3	20	963	248	230	192
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,098</b>	<b>100.0</b>	<b>28,486</b>	<b>3,574</b>	<b>38</b>	<b>23,572</b>	<b>6,165</b>	<b>1,712</b>	<b>603</b>	<b>36</b>	<b>14,515</b>	<b>6,414</b>	<b>7,167</b>	<b>3,968</b>
<b>PERCENT</b>	<b>100.0</b>		<b>88.9</b>	<b>11.0</b>	<b>0.1</b>	<b>73.5</b>	<b>19.2</b>	<b>5.3</b>	<b>1.9</b>	<b>0.1</b>	<b>45.3</b>	<b>20.0</b>	<b>22.3</b>	<b>12.4</b>

Note 1: (A) VP Research & Development, Director of Research, Technical Director, Director/VP/Mgr/Supervisor, Quality Control, Technical Service Director, Laboratory Director, Technician, Chemist, Scientist, Food Technologist, Product Developer.

Note 2: (B) President, Owner, Corporate Official, Partner, Exec VP, COO, General Manager.

Note 3: (C) VP Marketing & Sales, Directors and Managers of Marketing/Sales/Advertising, Product, Brand Managers.

Note 4: (D) VP Purchasing, Director/Mgr Purchasing, Procurement Manager, Purchasing Agents, Buyers.

Note 5: Includes individuals who did not respond to the question as each company is assumed to have at least one employee.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009										
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years							
I. Direct Request: _____	21,522	5,475	-	23,386	3,573	38			26,997	84.2
II. Request from recipient's company: _____	16	-	-	15	1	-			16	-
III. Membership Benefit: _____	331	-	-	331	-	-			331	1.0
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	4,754	-	-	4,754	-	-			4,754	14.8
Association rosters and directories _____	-	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-			-	-
*Other sources _____	4,754	-	-	4,754	-	-			4,754	14.8
VI. Single Copy Sales: _____	-	-	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,623</b>	<b>5,475</b>	<b>-</b>	<b>28,486</b>	<b>3,574</b>	<b>38</b>			<b>32,098</b>	<b>100.0</b>
<b>*See Paragraph 9 PERCENT</b>	<b>82.9</b>	<b>17.1</b>	<b>-</b>	<b>88.9</b>	<b>11.0</b>	<b>0.1</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	28,453	3,574	37			32,064	99.9
Individuals by name only _____	3	-	-			3	-
Titles or functions only _____	29	-	1			30	0.1
Company names only _____	1	-	-			1	-
Multi-Copy Same Addressee copies _____	-	-	-			-	-
Single Copy Sales _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,486</b>	<b>3,574</b>	<b>38</b>			<b>32,098</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009											
State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine _____	137	15	-	152		400-427 Kentucky _____	444	28	-	472	
030-038 New Hampshire _____	60	4	-	64		370-385 Tennessee _____	532	34	-	566	
050-059 Vermont _____	112	6	-	118		350-369 Alabama _____	263	9	-	272	
010-027 Massachusetts _____	594	50	-	644		386-397 Mississippi _____	182	4	-	186	
028-029 Rhode Island _____	75	10	-	85		<b>EAST SO. CENTRAL</b>	<b>1,421</b>	<b>75</b>	<b>-</b>	<b>1,496</b>	<b>4.7</b>
060-069 Connecticut _____	313	24	-	337		716-729 Arkansas _____	391	28	-	419	
<b>NEW ENGLAND</b>	<b>1,291</b>	<b>109</b>	<b>-</b>	<b>1,400</b>	<b>4.4</b>	700-714 Louisiana _____	281	13	-	294	
100-149 New York _____	1,388	103	2	1,493		730-749 Oklahoma _____	253	12	-	265	
070-089 New Jersey _____	1,449	143	6	1,598		750-799 Texas _____	1,425	108	1	1,534	
150-196 Pennsylvania _____	1,288	73	-	1,361		<b>WEST SO. CENTRAL</b>	<b>2,350</b>	<b>161</b>	<b>1</b>	<b>2,512</b>	<b>7.8</b>
<b>MIDDLE ATLANTIC</b>	<b>4,125</b>	<b>319</b>	<b>8</b>	<b>4,452</b>	<b>13.9</b>	590-599 Montana _____	79	5	-	84	
430-459 Ohio _____	1,275	73	-	1,348		832-838 Idaho _____	217	6	-	223	
460-479 Indiana _____	562	47	-	609		820-831 Wyoming _____	16	2	-	18	
600-629 Illinois _____	2,176	183	2	2,361		800-816 Colorado _____	397	36	1	434	
480-499 Michigan _____	769	63	-	832		870-884 New Mexico _____	77	2	-	79	
530-549 Wisconsin _____	1,230	91	-	1,321		850-865 Arizona _____	236	25	1	262	
<b>EAST NO. CENTRAL</b>	<b>6,012</b>	<b>457</b>	<b>2</b>	<b>6,471</b>	<b>20.1</b>	840-847 Utah _____	290	18	-	308	
550-567 Minnesota _____	1,135	100	3	1,238		889-898 Nevada _____	125	14	-	139	
500-528 Iowa _____	555	31	-	586		<b>MOUNTAIN</b>	<b>1,437</b>	<b>108</b>	<b>2</b>	<b>1,547</b>	<b>4.8</b>
630-658 Missouri _____	752	52	1	805		995-999 Alaska _____	47	2	-	49	
580-588 North Dakota _____	108	6	-	114		980-994 Washington _____	649	62	-	711	
570-577 South Dakota _____	92	2	-	94		970-979 Oregon _____	475	52	1	528	
680-693 Nebraska _____	339	21	-	360		900-961 California _____	3,212	294	4	3,510	
660-679 Kansas _____	487	21	-	508		967-968 Hawaii _____	99	8	-	107	
<b>WEST NO. CENTRAL</b>	<b>3,468</b>	<b>233</b>	<b>4</b>	<b>3,705</b>	<b>11.5</b>	<b>PACIFIC</b>	<b>4,482</b>	<b>418</b>	<b>5</b>	<b>4,905</b>	<b>15.3</b>
197-199 Delaware _____	78	8	-	86		<b>UNITED STATES</b>	<b>28,269</b>	<b>2,178</b>	<b>25</b>	<b>30,472</b>	<b>94.9</b>
206-219 Maryland _____	528	44	-	572		969 & 004-009 U.S. Territories _____	32	7	-	39	
200-205 Washington, DC _____	77	13	-	90		Canada _____	122	1,174	6	1,302	
220-246 Virginia _____	383	32	1	416		Mexico _____	9	26	-	35	
247-268 West Virginia _____	69	2	-	71		Other International _____	54	189	7	250	
270-289 North Carolina _____	618	28	-	646		AP0/FPO _____	-	-	-	-	
290-299 South Carolina _____	191	20	-	211		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,486</b>	<b>3,574</b>	<b>38</b>	<b>32,098</b>	<b>100.0</b>
300-319 Georgia _____	796	67	1	864							
320-349 Florida _____	943	84	1	1,028							
<b>SOUTH ATLANTIC</b>	<b>3,683</b>	<b>298</b>	<b>3</b>	<b>3,984</b>	<b>12.4</b>						

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
6-Month Period Ended:	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified:	30,114	30,014	31,189	32,006	31,258	32,022
Qualified Non-Paid Total:	30,114	30,014	31,189	32,006	31,258	32,022
Print Version Only	30,114	30,014	31,189	32,006	30,035	28,420
Electronic Version Only	-	-	-	-	1,223	3,566
Both Print & Electronic Version (Unduplicated)	-	-	-	-	-	36
Qualified Paid Total:	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Electronic Version Only	-	-	-	-	-	-
Both Print & Electronic Version (Unduplicated)	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**9. ADDITIONAL DATA:**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the electronic version are notified via email when the version is available.

**PARAGRAPH 3b:**

Other Sources include 13 sources of circulation for quantities of 3 copies or -% to 2,089 copies or 6.5%.

**PARAGRAPHS 5 & 6 ARE NOT REQUIRED.**

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Version Only**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,420	100.0	28,420	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,420</b>	<b>100.0</b>	<b>28,420</b>	<b>100.0</b>	-	-

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Version Only**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,566	100.0	3,566	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,566</b>	<b>100.0</b>	<b>3,566</b>	<b>100.0</b>	-	-

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Both Print & Electronic Version Only**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	36	100.0	36	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36</b>	<b>100.0</b>	<b>36</b>	<b>100.0</b>	-	-

**8. 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)

**PUBLISHER'S AFFIDAVIT**

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

Videssa Djucich, Marketing Director

Peggy Jackson, Director of Publishing

(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 July 24, 2009

State AZ

County Maricopa

Received by BPA Worldwide July 24, 2009

Type PD

ID Number F103P0J9