

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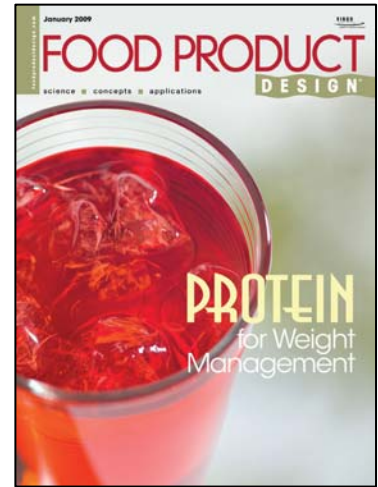
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters,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

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FOOD PRODUCT DESIGN

Virgo Publishing LLC.
3300 N. Central Ave., Ste. 300
Phoenix, AZ 85012
Tel.: (480) 990-1101
Fax: (480) 990-0819
www.foodproductdesign.com

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 _____	878
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	383
All Other _____	403
TOTAL	1,664

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	31,258	100.0	31,258	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,258	100.0	31,258	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____	30	30	30,915	-			30,915	November _____	9,823	9,801	28,225	3,786			32,011
September _____	205	205	30,952	-			30,952	December _____	116	105	28,450	3,551			32,001
								TOTAL	10,635	10,620					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

This issue is 2.9% or 904 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)	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
MEAT PRODUCTS													
Sausages/Other Prepared Meats _____	1,189	3.7	1,087	102	917	220	32	20	-	509	247	262	171
Poultry Processing _____	1,030	3.2	950	80	871	106	28	25	-	428	146	200	256
Additional Meat Products _____	995	3.1	897	98	786	156	39	14	-	487	191	191	126
Sub-Total Meat Products	3,214	10.0	2,934	280	2,574	482	99	59	-	1,424	584	653	553
DAIRY PRODUCTS													
Creamery Butter _____	160	0.5	153	7	127	28	4	1	-	62	36	40	22
Cheese, Natural & Processed _____	867	2.7	770	97	605	179	71	12	-	385	173	185	124
Condensed & Evaporated Milk _____	90	0.3	83	7	66	18	4	2	-	46	27	15	2
Ice Cream & Frozen Desserts _____	459	1.4	417	42	334	96	20	9	-	200	95	123	41
Fluid Milk _____	674	2.1	633	41	515	118	34	7	-	282	118	214	60
Additional Dairy Products _____	880	2.8	773	107	684	133	49	14	-	405	168	196	111
Sub-Total Dairy Products	3,130	9.8	2,829	301	2,331	572	182	45	-	1,380	617	773	360
PRESERVED FRUITS & VEGETABLES													
Canned Specialties _____	295	0.9	266	29	227	58	7	3	-	155	37	52	51
Canned Fruits & Vegetables _____	393	1.2	366	27	326	48	8	11	-	179	65	102	47
Dehydrated Fruits, Veg. & Soups _____	316	1.0	278	38	226	64	23	3	-	155	58	66	37
Pickles, Sauces & Salad Dressings _____	612	1.9	537	75	492	88	22	10	-	327	92	142	51
Frozen Fruits & Vegetables _____	265	0.8	231	34	196	49	16	4	-	131	56	49	29
Additional Fruits & Vegetables _____	662	2.1	586	76	504	122	28	8	-	340	129	140	53
Sub-Total Preserved Fruits & Vegetables	2,543	7.9	2,264	279	1,971	429	104	39	-	1,287	437	551	268
GRAIN MILL PRODUCTS													
Flour & Dough, Prepared, Blended _____	555	1.7	479	76	426	84	31	13	1	220	171	123	41
Cereal Breakfast Foods _____	435	1.4	367	68	366	52	14	3	-	109	57	136	133
Dog, Cat & Other Pet Food _____	459	1.4	408	51	384	54	14	7	-	208	86	116	49
Prepared Feeds N.E.C. _____	384	1.2	364	20	333	44	1	6	-	233	83	46	22
Additional Grain Mill Products _____	666	2.1	593	73	520	98	37	11	-	341	139	127	59
Sub-Total Grain Mill Products	2,499	7.8	2,211	288	2,029	332	97	40	1	1,111	536	548	304
BAKERY PRODUCTS													
Bread, Cakes & Related Products _____	1,930	6.0	1,633	297	1,288	499	99	44	-	875	405	462	188
Cookies & Crackers _____	448	1.4	370	78	297	116	22	13	-	190	81	100	77
Additional Bakery Products _____	785	2.5	683	102	540	169	62	14	-	467	133	133	52
Sub-Total Bakery Products	3,163	9.9	2,686	477	2,125	784	183	71	-	1,532	619	695	317
CONFECTIONERY PRODUCTS													
Candy & Confectionery _____	611	1.8	543	68	448	136	13	14	-	280	119	146	66
Chocolate & Cocoa Products _____	312	1.0	273	39	236	56	13	7	-	144	37	96	35
Chewing Gum _____	58	0.2	50	8	50	6	2	-	-	19	7	26	6
Additional Confectionery Products _____	246	0.8	221	25	181	40	19	6	-	127	45	57	17
Sub-Total Confectionery Products	1,227	3.8	1,087	140	915	238	47	27	-	570	208	325	124
BEVERAGES													
Malt Beverages _____	385	1.2	354	31	265	100	14	6	-	182	97	54	52
Wines, Brandy & Brandy Spirits _____	594	1.9	545	49	340	219	30	5	-	335	133	84	42
Distilled & Blended Liquor _____	153	0.5	134	19	105	42	2	4	-	80	26	37	10
Bottled & Canned Soft Drinks _____	819	2.6	764	55	547	201	48	23	-	282	175	217	145
Flavoring Extracts & Syrups N.E.C. _____	1,266	4.0	1,120	146	939	182	124	21	-	516	284	359	107
Additional Beverages Products _____	1,098	3.3	943	155	698	295	74	31	-	555	221	235	87
Sub-Total Beverages	4,315	13.5	3,860	455	2,894	1,039	292	90	-	1,950	936	986	443
PREPARED FOODS													
Prepared Dinners, Meals, Side Dishes _____	1,424	4.4	1,251	173	1,125	217	51	31	-	537	339	311	237
Frozen Specialties, Dinners _____	876	2.7	799	77	679	136	43	18	-	361	151	210	154
Food Service, Fast Food _____	3,424	10.7	3,136	288	2,643	581	109	91	-	1,292	770	811	551
Sub-Total Prepared Foods	5,724	17.9	5,186	538	4,447	934	203	140	-	2,190	1,260	1,332	942
OTHER FOOD PRODUCTS													
Canned & Cured Seafoods _____	199	0.6	178	21	159	34	5	1	-	111	39	27	22
Prepared Fresh/Frozen Seafood _____	456	1.4	405	51	324	100	19	13	-	250	94	94	18
Roasted/Flavored Coffee _____	201	0.6	183	18	144	48	7	2	-	104	44	33	20
Processed Food Ingredients _____	2,536	7.9	2,120	416	1,648	473	371	44	-	1,106	550	632	248
Potato Chips, Corn Chips & Snacks _____	524	1.6	462	62	400	97	17	10	-	245	78	113	88
Macaroni, Spaghetti, Noodles _____	148	0.5	132	16	103	32	10	3	-	76	28	33	11
Salted/Roasted Nuts & Seeds _____	277	0.9	250	27	171	81	20	5	-	116	84	51	26
Shortening & Cooking Oils _____	388	1.2	330	58	288	63	29	8	-	181	80	93	34
Sub-Total Other Foods Products	4,729	14.8	4,060	669	3,237	928	478	86	-	2,189	997	1,076	467
Food Products and Food Preparations Not Classified Above, and Others Allied the Food Industry _____	1,467	4.6	1,108	359	977	462	15	3	10	798	248	228	193
TOTAL QUALIFIED CIRCULATION	32,011	100.0	28,225	3,786	23,500	6,200	1,700	600	11	14,431	6,442	7,167	3,971
PERCENT	100.0		88.2	11.8	73.4	19.4	5.3	1.9	-	45.1	20.1	22.4	12.4

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 NOVEMBER 2008

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years						
I. TOTAL - Personal direct request from the recipient: _____	21,463	5,461	-	23,138	3,786			26,924	84.2
a. Written _____	307	128	-	394	41			435	1.4
b. Telecommunication _____	16,498	4,479	-	18,950	2,027			20,977	65.6
c. Internet and E-Mail _____	4,658	854	-	3,794	1,718			5,512	17.2
II. TOTAL - Request from recipient's company: _____	16	-	-	16	-			16	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Internet and E-Mail _____	16	-	-	16	-			16	-
III. TOTAL - Membership Benefit: _____	330	-	-	330	-			330	1.0
a. Individual _____	330	-	-	330	-			330	1.0
b. Organizational _____	-	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,741	-	-	4,741	-			4,741	14.8
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Independent field reports _____	-	-	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
*Other sources _____	4,741	-	-	4,741	-			4,741	14.8
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	26,550	5,461	-	28,225	3,786			32,011	100.0
*See Paragraph 11 PERCENT	82.9	17.1	-	88.2	11.8			100.0	

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

MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	28,202	3,783			31,985	99.9
Individuals by name only _____	1	-			1	-
Titles or functions only _____	22	3			25	0.1
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	28,225	3,786			32,011	100.0

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

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	137	16	153	
030-038 New Hampshire _____	60	5	65	
050-059 Vermont _____	114	6	120	
010-027 Massachusetts _____	580	48	628	
028-029 Rhode Island _____	72	12	84	
060-069 Connecticut _____	308	26	334	
NEW ENGLAND	1,271	113	1,384	4.3
100-149 New York _____	1,363	107	1,470	
070-089 New Jersey _____	1,434	137	1,571	
150-196 Pennsylvania _____	1,275	76	1,351	
MIDDLE ATLANTIC	4,072	320	4,392	13.7
430-459 Ohio _____	1,263	74	1,337	
460-479 Indiana _____	565	47	612	
600-629 Illinois _____	2,156	192	2,348	
480-499 Michigan _____	766	64	830	
530-549 Wisconsin _____	1,240	94	1,334	
EAST NO. CENTRAL	5,990	471	6,461	20.2
550-567 Minnesota _____	1,129	106	1,235	
500-528 Iowa _____	554	35	589	
630-658 Missouri _____	741	61	802	
580-588 North Dakota _____	110	6	116	
570-577 South Dakota _____	91	4	95	
680-693 Nebraska _____	333	24	357	
660-679 Kansas _____	481	24	505	
WEST NO. CENTRAL	3,439	260	3,699	11.6
197-199 Delaware _____	76	8	84	
206-219 Maryland _____	516	43	559	
200-205 Washington, DC _____	78	11	89	
220-246 Virginia _____	383	32	415	
247-268 West Virginia _____	69	2	71	
270-289 North Carolina _____	613	29	642	
290-299 South Carolina _____	188	20	208	
300-319 Georgia _____	788	66	854	
320-349 Florida _____	933	83	1,016	
SOUTH ATLANTIC	3,644	294	3,938	12.3

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
400-427 Kentucky _____	441	29	470	
370-385 Tennessee _____	534	36	570	
350-369 Alabama _____	255	11	266	
386-397 Mississippi _____	182	4	186	
EAST SO. CENTRAL	1,412	80	1,492	4.7
716-729 Arkansas _____	389	27	416	
700-714 Louisiana _____	277	16	293	
730-749 Oklahoma _____	249	13	262	
750-799 Texas _____	1,394	121	1,515	
WEST SO. CENTRAL	2,309	177	2,486	7.8
590-599 Montana _____	81	5	86	
832-838 Idaho _____	217	7	224	
820-831 Wyoming _____	17	2	19	
800-816 Colorado _____	394	40	434	
870-884 New Mexico _____	76	3	79	
850-865 Arizona _____	228	29	257	
840-847 Utah _____	287	21	308	
889-898 Nevada _____	129	11	140	
MOUNTAIN	1,429	118	1,547	4.8
995-999 Alaska _____	47	3	50	
980-994 Washington _____	649	61	710	
970-979 Oregon _____	476	47	523	
900-961 California _____	3,170	317	3,487	
967-968 Hawaii _____	99	10	109	
PACIFIC	4,441	438	4,879	15.2
UNITED STATES	28,007	2,271	30,278	94.6
969 & 004-009 U.S. Territories _____	30	7	37	
Canada _____	123	1,300	1,423	
Mexico _____	8	26	34	
Other International _____	57	182	239	
APO/FPO _____	-	-	-	
TOTAL QUALIFIED CIRCULATION	28,225	3,786	32,011	100.0

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
6-Month Period Ended:	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified _____	30,114	30,014	31,189	32,006	31,258
Qualified Non-Paid Total _____	30,114	30,014	31,189	32,006	31,258
Print Only _____	30,114	30,014	31,189	32,006	30,035
Electronic Only _____	-	-	-	-	1,223
Qualified Paid Total _____	-	-	-	-	-
Print Only _____	-	-	-	-	-
Electronic Only _____	-	-	-	-	-
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 period, 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:

METHOD OF DISTRIBUTION:

Print copies are distributed via postal services or other carriers. Recipients who request the electronic versions are notified via email when the version is available.

PARAGRAPH 3b:

Other Sources include 11 sources of circulation for quantities of 3 copies or -% to 2,138 copies or 6.7%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,035	100.0	30,035	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,035	100.0	30,035	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,223	100.0	1,223	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,223	100.0	1,223	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Peggy Jackson, Publisher

Simone Kjolsrud, Chief Technology Director

(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 20, 2009

State AZ

County Maricopa

Received by BPA Worldwide January 20, 2009

Type PD

ID Number F103P0D8