

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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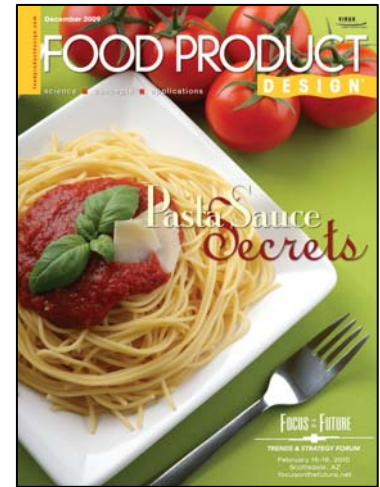
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# FOOD PRODUCT DESIGN

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Tel.: (480) 990-1101  
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Official Publication of: SupplySide East and SupplySide West  
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 _____	764
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	325
Digital _____	-
All Other _____	298
<b>TOTAL</b>	<b>1,387</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	32,186	100.0	32,186	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	1	-	1	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,187</b>	<b>100.0</b>	<b>32,187</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)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____	88	88	28,256	3,707	39			32,002	November _____	10,350	10,737	28,534	3,970	-			32,504
September _____	179	179	28,304	3,663	35			32,002	December _____	9	1	28,526	3,969	-			32,495
									<b>TOTAL</b>	<b>13,572</b>	<b>14,036</b>						

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

This issue is 1.2% or 380 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)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	CLASSIFICATION BY TITLE					NUMBER OF EMPLOYEES			
						Research & Development, Assurance, Quality Control (Note 1)	Corporate Management (Note 2)	Sales & Marketing (Note 3)	Purchasing (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	1,151	3.5	1,034	117	-	801	268	57	25	-	486	262	254	149
Poultry Processing	978	3.0	890	88	-	681	234	42	21	-	396	139	196	247
Additional Meat Products	796	2.5	700	96	-	625	120	36	15	-	248	218	176	154
Sub-Total Meat Products	2,925	9.0	2,624	301	-	2,107	622	135	61	-	1,130	619	626	550
<b>DAIRY PRODUCTS</b>														
Creamery Butter	129	0.4	120	9	-	110	14	5	-	-	38	34	33	24
Cheese, Natural & Processed	826	2.5	735	91	-	604	135	77	9	1	306	188	203	129
Condensed & Evaporated Milk	188	0.6	181	7	-	117	36	33	2	-	124	27	25	12
Ice Cream & Frozen Desserts	433	1.3	390	43	-	322	89	15	7	-	156	100	126	51
Fluid Milk	493	1.5	454	39	-	364	89	31	9	-	115	120	205	53
Additional Dairy Products	665	2.0	544	121	-	480	112	56	17	-	270	157	155	83
Sub-Total Dairy Products	2,734	8.4	2,424	310	-	1,997	475	217	44	1	1,009	626	747	352
<b>PRESERVED FRUITS &amp; VEGETABLES</b>														
Canned Specialties	201	0.6	169	32	-	146	44	7	4	-	92	31	44	34
Canned Fruits & Vegetables	354	1.1	311	43	-	281	60	5	8	-	151	53	94	56
Dehydrated Fruits, Veg. & Soups	315	1.0	254	61	-	216	63	31	5	-	127	63	72	53
Pickles, Sauces & Salad Dressings	451	1.4	380	71	-	267	150	28	6	-	211	79	127	34
Frozen Fruits & Vegetables	281	0.8	245	36	-	204	50	22	5	-	124	63	62	32
Additional Fruits & Vegetables	581	1.8	509	72	-	447	91	33	10	-	272	122	117	70
Sub-Total Preserved Fruits & Vegetables	2,183	6.7	1,868	315	-	1,561	458	126	38	-	977	411	516	279
<b>GRAIN MILL PRODUCTS</b>														
Flour & Dough, Prepared, Blended	542	1.7	451	91	-	433	68	31	10	-	188	192	115	47
Cereal Breakfast Foods	401	1.2	328	73	-	329	57	11	4	-	99	36	153	113
Dog, Cat & Other Pet Food	462	1.4	423	39	-	379	56	20	7	-	223	89	112	38
Prepared Feeds N.E.C.	362	1.1	343	19	-	260	76	14	12	-	244	70	32	16
Additional Grain Mill Products	631	2.0	558	73	-	465	110	48	8	-	279	158	132	62
Sub-Total Grain Mill Products	2,398	7.4	2,103	295	-	1,866	367	124	41	-	1,033	545	544	276
<b>BAKERY PRODUCTS</b>														
Bread, Cakes & Related Products	2,666	8.2	2,358	308	-	1,966	509	148	43	-	1,208	631	598	229
Cookies & Crackers	539	1.7	464	75	-	418	87	24	10	-	210	113	131	85
Additional Bakery Products	852	2.6	714	138	-	595	180	61	16	-	353	207	221	71
Sub-Total Bakery Products	4,057	12.5	3,536	521	-	2,979	776	233	69	-	1,771	951	950	385
<b>CONFECTIONERY PRODUCTS</b>														
Candy & Confectionery	1,155	3.6	1,072	83	-	760	305	71	19	-	713	168	199	75
Chocolate & Cocoa Products	430	1.3	386	44	-	356	52	14	8	-	224	62	95	49
Chewing Gum	69	0.2	64	5	-	61	6	2	-	-	23	10	28	8
Additional Confectionery Products	234	0.7	207	27	-	158	48	20	7	1	102	52	63	17
Sub-Total Confectionery Products	1,888	5.8	1,729	159	-	1,335	411	107	34	1	1,062	292	385	149
<b>BEVERAGES</b>														
Malt Beverages	357	1.1	314	43	-	240	95	16	6	-	151	102	62	42
Wines, Brandy & Brandy Spirits	575	1.8	530	45	-	379	160	32	4	-	329	136	73	37
Distilled & Blended Liquor	178	0.5	152	26	-	132	36	6	4	-	93	32	41	12
Bottled & Canned Soft Drinks	1,300	4.0	1,224	76	-	733	482	64	21	-	648	230	262	160
Flavoring Extracts & Syrups N.E.C.	682	2.1	682	-	-	538	118	18	8	-	311	147	178	46
Additional Beverages Products	1,370	4.2	1,188	182	-	824	447	63	36	-	597	321	315	137
Sub-Total Beverages	4,462	13.7	4,090	372	-	2,846	1,338	199	79	-	2,129	968	931	434
<b>PREPARED FOODS</b>														
Prepared Dinners, Meals, Side Dishes	1,517	4.7	1,323	194	-	1,237	201	46	32	1	504	340	375	298
Frozen Specialties, Dinners	946	2.9	853	93	-	664	219	44	19	-	384	164	235	163
Food Service, Fast Food	3,067	9.4	2,720	347	-	2,404	464	109	89	1	1,088	726	752	500
Sub-Total Prepared Foods	5,530	17.0	4,896	634	-	4,305	884	199	140	2	1,976	1,230	1,362	961
<b>OTHER FOOD PRODUCTS</b>														
Canned & Cured Seafoods	169	0.5	144	25	-	96	66	6	1	-	93	34	29	13
Prepared Fresh/Frozen Seafood	501	1.5	436	65	-	344	115	33	9	-	248	129	100	24
Roasted/Flavored Coffee	201	0.6	186	15	-	144	48	7	2	-	93	50	41	17
Processed Food Ingredients	1,873	5.8	1,873	-	-	1,421	399	21	31	1	791	392	485	205
Potato Chips, Corn Chips & Snacks	713	2.2	639	74	-	590	87	27	9	-	309	126	170	108
Macaroni, Spaghetti, Noodles	135	0.4	116	19	-	84	36	12	3	-	58	26	40	11
Salted/Roasted Nuts & Seeds	310	1.0	289	21	-	216	71	18	5	-	124	102	60	24
Shortening & Cooking Oils	314	1.0	250	64	-	224	53	33	4	-	124	72	81	37
Sub-Total Other Foods Products	4,216	13.0	3,933	283	-	3,119	875	157	64	1	1,840	931	1,006	439
Food Products and Food Preparations Not Classified Above, and Others Allied the Food Industry	2,111	6.5	1,331	780	-	1,144	840	91	13	23	1,258	331	320	203
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,504</b>	<b>100.0</b>	<b>28,534</b>	<b>3,970</b>	<b>-</b>	<b>23,259</b>	<b>7,046</b>	<b>1,588</b>	<b>583</b>	<b>28</b>	<b>14,185</b>	<b>6,904</b>	<b>7,387</b>	<b>4,028</b>
<b>PERCENT</b>	<b>100.0</b>		<b>87.8</b>	<b>12.2</b>	<b>-</b>	<b>71.5</b>	<b>21.7</b>	<b>4.9</b>	<b>1.8</b>	<b>0.1</b>	<b>43.7</b>	<b>21.2</b>	<b>22.7</b>	<b>12.4</b>

Note 1: 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: President, Owner, Corporate Official, Partner, Exec VP, COO, General Manager.

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

Note 4: 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 2009**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years							
I. Direct Request: _____	21,806	5,337	-	23,480	3,663	-			27,143	83.5
II. Request from recipient's company: _____	156	3	-	106	53	-			159	0.5
III. Membership Benefit: _____	316	-	-	283	33	-			316	1.0
IV. Communication from recipient or recipient's company (other than request): _____	457	-	-	236	221	-			457	1.4
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	4,429	-	-	4,429	-	-			4,429	13.6
*Association rosters and directories _____	531	-	-	531	-	-			531	1.6
*Business directories _____	765	-	-	765	-	-			765	2.4
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-			-	-
*Other sources _____	3,133	-	-	3,133	-	-			3,133	9.6
VI. Single Copy Sales: _____	-	-	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,164</b>	<b>5,340</b>	<b>-</b>	<b>28,534</b>	<b>3,970</b>	<b>-</b>			<b>32,504</b>	<b>100.0</b>
<b>*See Paragraph 9 PERCENT</b>	<b>83.6</b>	<b>16.4</b>	<b>-</b>	<b>87.8</b>	<b>12.2</b>	<b>-</b>			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	28,493	3,970	-			32,463	99.9
Individuals by name only _____	6	-	-			6	-
Titles or functions only _____	29	-	-			29	0.1
Company names only _____	2	-	-			2	-
Multi-Copy Same Addressee copies _____	4	-	-			4	-
Single Copy Sales _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,534</b>	<b>3,970</b>	<b>-</b>			<b>32,504</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine _____	124	14	-	138	
030-038 New Hampshire _____	70	4	-	74	
050-059 Vermont _____	117	5	-	122	
010-027 Massachusetts _____	648	48	-	696	
028-029 Rhode Island _____	103	7	-	110	
060-069 Connecticut _____	324	24	-	348	
<b>NEW ENGLAND</b>	<b>1,386</b>	<b>102</b>	<b>-</b>	<b>1,488</b>	<b>4.6</b>
100-149 New York _____	1,499	88	-	1,587	
070-089 New Jersey _____	1,379	108	-	1,487	
150-196 Pennsylvania _____	1,376	56	-	1,432	
<b>MIDDLE ATLANTIC</b>	<b>4,254</b>	<b>252</b>	<b>-</b>	<b>4,506</b>	<b>13.9</b>
430-459 Ohio _____	1,330	60	-	1,390	
460-479 Indiana _____	576	30	-	606	
600-629 Illinois _____	2,080	136	-	2,216	
480-499 Michigan _____	805	54	-	859	
530-549 Wisconsin _____	1,131	83	-	1,214	
<b>EAST NO. CENTRAL</b>	<b>5,922</b>	<b>363</b>	<b>-</b>	<b>6,285</b>	<b>19.3</b>
550-567 Minnesota _____	1,104	86	-	1,190	
500-528 Iowa _____	502	24	-	526	
630-658 Missouri _____	714	47	-	761	
580-588 North Dakota _____	120	4	-	124	
570-577 South Dakota _____	82	-	-	82	
680-693 Nebraska _____	317	13	-	330	
660-679 Kansas _____	460	17	-	477	
<b>WEST NO. CENTRAL</b>	<b>3,299</b>	<b>191</b>	<b>-</b>	<b>3,490</b>	<b>10.7</b>
197-199 Delaware _____	66	3	-	69	
206-219 Maryland _____	500	29	-	529	
200-205 Washington, DC _____	69	12	-	81	
220-246 Virginia _____	393	29	-	422	
247-268 West Virginia _____	74	1	-	75	
270-289 North Carolina _____	621	28	-	649	
290-299 South Carolina _____	209	16	-	225	
300-319 Georgia _____	731	57	-	788	
320-349 Florida _____	968	94	-	1,062	
<b>SOUTH ATLANTIC</b>	<b>3,631</b>	<b>269</b>	<b>-</b>	<b>3,900</b>	<b>12.0</b>

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
400-427 Kentucky _____	446	22	-	468	
370-385 Tennessee _____	490	23	-	513	
350-369 Alabama _____	257	6	-	263	
386-397 Mississippi _____	171	3	-	174	
<b>EAST SO. CENTRAL</b>	<b>1,364</b>	<b>54</b>	<b>-</b>	<b>1,418</b>	<b>4.4</b>
716-729 Arkansas _____	396	17	-	413	
700-714 Louisiana _____	287	9	-	296	
730-749 Oklahoma _____	225	10	-	235	
750-799 Texas _____	1,477	102	-	1,579	
<b>WEST SO. CENTRAL</b>	<b>2,385</b>	<b>138</b>	<b>-</b>	<b>2,523</b>	<b>7.8</b>
590-599 Montana _____	75	6	-	81	
832-838 Idaho _____	229	9	-	238	
820-831 Wyoming _____	18	2	-	20	
800-816 Colorado _____	409	32	-	441	
870-884 New Mexico _____	76	1	-	77	
850-865 Arizona _____	228	37	-	265	
840-847 Utah _____	259	44	-	303	
889-898 Nevada _____	123	22	-	145	
<b>MOUNTAIN</b>	<b>1,417</b>	<b>153</b>	<b>-</b>	<b>1,570</b>	<b>4.8</b>
995-999 Alaska _____	43	3	-	46	
980-994 Washington _____	659	63	-	722	
970-979 Oregon _____	474	42	-	516	
900-961 California _____	3,326	378	-	3,704	
967-968 Hawaii _____	86	6	-	92	
<b>PACIFIC</b>	<b>4,588</b>	<b>492</b>	<b>-</b>	<b>5,080</b>	<b>15.6</b>
<b>UNITED STATES</b>	<b>28,246</b>	<b>2,014</b>	<b>-</b>	<b>30,260</b>	<b>93.1</b>
969 & 004-009 U.S. Territories _____	24	6	-	30	
Canada _____	237	1,400	-	1,637	
Mexico _____	6	84	-	90	
Other International _____	21	466	-	487	
APO/FPO _____	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,534</b>	<b>3,970</b>	<b>-</b>	<b>32,504</b>	<b>100.0</b>

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified _____	30,014	31,189	32,006	31,258	32,022	32,187
Qualified Non-Paid Total__	30,014	31,189	32,006	31,258	32,022	32,187
Print Only _____	30,014	31,189	32,006	30,035	28,420	28,430
Digital Only _____	-	-	-	1,223	3,566	3,733
Print & Digital (Unduplicated) _____	-	-	-	-	36	24
Qualified Paid Total _____	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Digital Only _____	-	-	-	-	-	-
Print & Digital (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 - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.  
 \*\*NC= None Claimed.

**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)

**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 digital version are notified via email when the version is available.

**PARAGRAPH 3b:**

Association rosters and directories include 2 sources of circulation for quantities of 28 copies or 0.2% to 443 copies or 1.4%. Business directories include 2 sources of circulation for quantities of 317 copies or 1.0% to 448 copies or 1.4%. Other Sources include 2 sources of circulation for quantities of 658 copies or 2.0% to 2,475 copies or 7.6%.

**PARAGRAPHS 5 AND 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 _____	28,429	100.0	28,429	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	1	-	1	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,430</b>	<b>100.0</b>	<b>28,430</b>	<b>100.0</b>	-	-

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,733	100.0	3,733	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,733</b>	<b>100.0</b>	<b>3,733</b>	<b>100.0</b>	-	-

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	24	100.0	24	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24</b>	<b>100.0</b>	<b>24</b>	<b>100.0</b>	-	-

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.  
 Simone Kjolsrud, Executive Director of Marketing & Technology  
 Peggy Jackson, Vice President, Health & Nutrition Division  
 (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Date signed January 8, 2010  
 State Arizona  
 County Maricopa  
 Received by BPA Worldwide January 8, 2010  
 Type PD  
 ID Number F103Y0D9

**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.