

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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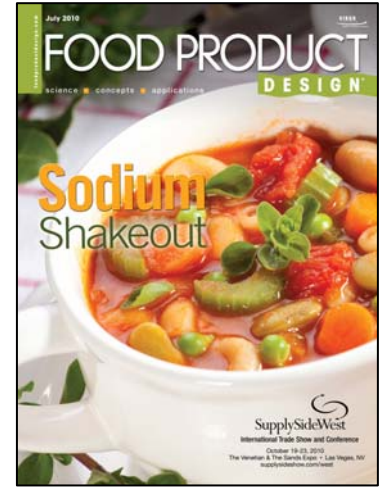
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# FOOD PRODUCT DESIGN

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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 _____	620
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	-
<b>TOTAL</b>	<b>620</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	32,134	100.0	32,134	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	4	-	4	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,138</b>	<b>100.0</b>	<b>32,138</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2a. QUALIFIED CIRCULATION BY ISSUES						
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
January _____	498	5	28,140	3,862	-	32,002
February _____	180	180	28,242	3,756	4	32,002
March _____	109	109	28,278	3,718	6	32,002
April _____	98	98	28,298	3,698	6	32,002
May _____	634	1,116	28,384	4,100	-	32,484
June _____	776	628	28,299	4,034	3	32,336
<b>TOTAL</b>	<b>2,295</b>	<b>2,136</b>				

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	84,074	40,167	34,437	1.17	01:18	02:42
February _____	73,126	36,424	31,340	1.16	01:18	02:37
March _____	109,085	48,344	41,383	1.17	01:12	02:42
*April _____	-	-	-	-	-	-
*May _____	-	-	-	-	-	-
June _____	93,419	41,935	34,198	1.23	01:27	03:14
<b>AVERAGE:</b>	<b>89,926</b>	<b>41,718</b>	<b>35,340</b>	<b>1.18</b>	<b>01:21</b>	<b>02:59</b>

\*See Paragraph 8

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010****This issue is 1.3% or 415 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	1 - 19 (Note 5)	20 - 99	100 - 499	500 & Above
<b>MEAT PRODUCTS</b>														
Sausages/Other Prepared Meats	1,133	3.5	1,025	108	-	799	256	53	25	-	442	275	263	153
Poultry Processing	942	2.9	853	89	-	661	217	41	21	2	349	144	193	256
Additional Meat Products	814	2.5	732	82	-	635	130	31	18	-	250	220	174	170
Sub-Total Meat Products	2,889	8.9	2,610	279	-	2,095	603	125	64	2	1,041	639	630	579
<b>DAIRY PRODUCTS</b>														
Creamery Butter	124	0.4	117	7	-	107	12	5	-	-	35	32	34	23
Cheese, Natural & Processed	857	2.6	765	92	-	628	143	70	10	6	304	201	213	139
Condensed & Evaporated Milk	157	0.5	152	5	-	88	35	32	2	-	99	29	23	6
Ice Cream & Frozen Desserts	435	1.3	390	45	-	325	90	14	5	1	145	104	133	53
Fluid Milk	518	1.6	472	46	-	386	91	31	10	-	115	132	219	52
Additional Dairy Products	684	2.1	561	123	-	495	114	50	20	5	254	174	160	96
Sub-Total Dairy Products	2,775	8.5	2,457	318	-	2,029	485	202	47	12	952	672	782	369
<b>PRESERVED FRUITS &amp; VEGETABLES</b>														
Canned Specialties	204	0.6	173	31	-	141	53	5	4	1	87	31	45	41
Canned Fruits & Vegetables	333	1.0	294	39	-	257	59	6	8	3	123	54	99	57
Dehydrated Fruits, Veg. & Soups	336	1.0	282	54	-	237	66	27	5	1	131	72	80	53
Pickles, Sauces & Salad Dressings	449	1.4	376	73	-	282	133	28	6	-	204	77	132	36
Frozen Fruits & Vegetables	271	0.8	240	31	-	197	50	18	5	1	112	63	63	33
Additional Fruits & Vegetables	619	2.0	546	73	-	474	98	35	11	1	286	133	120	80
Sub-Total Preserved Fruits & Vegetables	2,212	6.8	1,911	301	-	1,588	459	119	39	7	943	430	539	300
<b>GRAIN MILL PRODUCTS</b>														
Flour & Dough, Prepared, Blended	566	1.7	485	81	-	456	71	31	6	2	198	202	122	44
Cereal Breakfast Foods	426	1.3	352	74	-	358	51	11	4	2	95	45	158	128
Dog, Cat & Other Pet Food	481	1.5	435	46	-	389	63	17	8	4	217	94	126	44
Prepared Feeds N.E.C.	354	1.1	335	19	-	254	73	16	11	-	226	73	34	21
Additional Grain Mill Products	624	1.9	548	76	-	469	95	48	10	2	258	156	142	68
Sub-Total Grain Mill Products	2,451	7.5	2,155	296	-	1,926	353	123	39	10	994	570	582	305
<b>BAKERY PRODUCTS</b>														
Bread, Cakes & Related Products	2,619	8.0	2,359	260	-	1,920	514	141	39	5	1,160	624	602	233
Cookies & Crackers	542	1.7	471	71	-	416	92	23	9	2	212	110	133	87
Additional Bakery Products	836	2.6	718	118	-	589	176	55	16	-	344	205	219	68
Sub-Total Bakery Products	3,997	12.3	3,548	449	-	2,925	782	219	64	7	1,716	939	954	388
<b>CONFECTIONERY PRODUCTS</b>														
Candy & Confectionery	1,075	3.3	996	79	-	724	265	70	15	1	637	164	196	78
Chocolate & Cocoa Products	450	1.4	396	54	-	369	56	15	10	-	230	66	102	52
Chewing Gum	65	0.2	59	6	-	56	7	2	-	-	23	9	25	8
Additional Confectionery Products	220	0.7	190	30	-	146	46	22	5	1	100	43	60	17
Sub-Total Confectionery Products	1,810	5.6	1,641	169	-	1,295	374	109	30	2	990	282	383	155
<b>BEVERAGES</b>														
Malt Beverages	348	1.2	304	44	-	229	94	16	8	1	147	102	59	40
Wines, Brandy & Brandy Spirits	565	1.7	521	44	-	367	164	30	4	-	322	136	70	37
Distilled & Blended Liquor	171	0.5	149	22	-	129	31	6	4	1	83	35	42	11
Bottled & Canned Soft Drinks	1,221	3.8	1,137	84	-	694	442	61	21	3	591	212	254	164
Flavoring Extracts & Syrups N.E.C.	760	2.3	689	71	-	600	126	20	10	4	309	178	212	61
Additional Beverages Products	1,376	4.2	1,184	192	-	829	446	63	35	3	595	317	326	138
Sub-Total Beverages	4,441	13.7	3,984	457	-	2,848	1,303	196	82	12	2,047	980	963	451
<b>PREPARED FOODS</b>														
Prepared Dinners, Meals, Side Dishes	1,569	4.8	1,365	204	-	1,283	205	43	32	6	509	349	395	316
Frozen Specialties, Dinners	957	3.0	868	89	-	690	206	43	15	3	360	171	250	176
Food Service, Fast Food	3,123	9.6	2,747	376	-	2,452	458	111	94	8	1,065	758	770	529
Sub-Total Prepared Foods	5,649	17.4	4,980	669	-	4,425	869	197	141	17	1,934	1,278	1,415	1,021
<b>OTHER FOOD PRODUCTS</b>														
Canned & Cured Seafoods	170	0.5	150	20	-	106	57	6	1	-	85	37	34	14
Prepared Fresh/Frozen Seafood	502	1.6	438	64	-	334	126	32	9	1	240	135	103	24
Roasted/Flavored Coffee	205	0.6	182	23	-	150	44	9	2	-	94	51	44	16
Processed Food Ingredients	1,646	5.1	1,378	268	-	1,183	382	51	26	4	666	356	444	180
Potato Chips, Corn Chips & Snacks	755	2.3	666	89	-	632	84	27	10	2	304	142	182	127
Macaroni, Spaghetti, Noodles	139	0.4	118	21	-	92	32	12	3	-	54	29	44	12
Salted/Roasted Nuts & Seeds	310	1.0	289	21	-	217	71	19	3	-	121	98	64	27
Shortening & Cooking Oils	330	1.0	263	67	-	239	56	30	4	1	123	81	88	38
Sub-Total Other Foods Products	4,057	12.5	3,484	573	-	2,953	852	186	58	8	1,687	929	1,003	438
Food Products and Food Preparations Not Classified Above, and Others Allied the Food Industry	2,203	6.8	1,614	589	-	1,182	841	109	22	49	1,253	351	357	241
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,484</b>	<b>100.0</b>	<b>28,384</b>	<b>4,100</b>	<b>-</b>	<b>23,266</b>	<b>6,921</b>	<b>1,585</b>	<b>586</b>	<b>126</b>	<b>13,557</b>	<b>7,070</b>	<b>7,608</b>	<b>4,247</b>
<b>PERCENT</b>	<b>100.0</b>		<b>87.4</b>	<b>12.6</b>	<b>-</b>	<b>71.6</b>	<b>21.3</b>	<b>4.9</b>	<b>1.8</b>	<b>0.4</b>	<b>41.7</b>	<b>21.8</b>	<b>23.4</b>	<b>13.1</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 MAY 2010**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	23,771	4,106	-	23,826	4,051	-	27,877	85.8
II. Request from recipient's company:	140	9	-	129	20	-	149	0.5
III. Membership Benefit:	233	6	-	238	1	-	239	0.7
IV. Communication from recipient or recipient's company (other than request):	323	35	-	330	28	-	358	1.1
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>3,861</b>	-	-	<b>3,861</b>	-	-	<b>3,861</b>	<b>11.9</b>
*Association rosters and directories	469	-	-	469	-	-	469	1.4
*Business directories	886	-	-	886	-	-	886	2.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-
*Other sources	2,506	-	-	2,506	-	-	2,506	7.8
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,328</b>	<b>4,156</b>	-	<b>28,384</b>	<b>4,100</b>	-	<b>32,484</b>	<b>100.0</b>
<b>PERCENT</b>	<b>87.2</b>	<b>12.8</b>	-	<b>87.4</b>	<b>12.6</b>	-	<b>100.0</b>	

\*See Paragraph 8

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function	28,346	4,099	-	32,445	99.9
Individuals by name only	11	-	-	11	-
Titles or functions only	20	1	-	21	0.1
Company names only	3	-	-	3	-
Multi-Copy Same Addressee copies	4	-	-	4	-
Single Copy Sales	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,384</b>	<b>4,100</b>	-	<b>32,484</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine	121	18	-	139	
030-038 New Hampshire	69	3	-	72	
050-059 Vermont	113	9	-	122	
010-027 Massachusetts	652	55	-	707	
028-029 Rhode Island	104	7	-	111	
060-069 Connecticut	306	33	-	339	
<b>NEW ENGLAND</b>	<b>1,365</b>	<b>125</b>	-	<b>1,490</b>	<b>4.6</b>
100-149 New York	1,464	118	-	1,582	
070-089 New Jersey	1,348	140	-	1,488	
150-196 Pennsylvania	1,366	91	-	1,457	
<b>MIDDLE ATLANTIC</b>	<b>4,178</b>	<b>349</b>	-	<b>4,527</b>	<b>13.9</b>
430-459 Ohio	1,330	62	-	1,392	
460-479 Indiana	570	38	-	608	
600-629 Illinois	2,024	177	-	2,201	
480-499 Michigan	809	49	-	858	
530-549 Wisconsin	1,118	94	-	1,212	
<b>EAST NO. CENTRAL</b>	<b>5,851</b>	<b>420</b>	-	<b>6,271</b>	<b>19.3</b>
550-567 Minnesota	1,096	96	-	1,192	
500-528 Iowa	479	29	-	508	
630-658 Missouri	705	54	-	759	
580-588 North Dakota	110	6	-	116	
570-577 South Dakota	81	2	-	83	
680-693 Nebraska	319	15	-	334	
660-679 Kansas	454	27	-	481	
<b>WEST NO. CENTRAL</b>	<b>3,244</b>	<b>229</b>	-	<b>3,473</b>	<b>10.7</b>
197-199 Delaware	63	4	-	67	
206-219 Maryland	495	32	-	527	
200-205 Washington, DC	70	13	-	83	
220-246 Virginia	385	32	-	417	
247-268 West Virginia	75	3	-	78	
270-289 North Carolina	610	39	-	649	
290-299 South Carolina	209	17	-	226	
300-319 Georgia	728	59	-	787	
320-349 Florida	956	109	-	1,065	
<b>SOUTH ATLANTIC</b>	<b>3,591</b>	<b>308</b>	-	<b>3,899</b>	<b>12.0</b>
400-427 Kentucky	443	27	-	470	
370-385 Tennessee	484	30	-	514	
350-369 Alabama	240	16	-	256	
386-397 Mississippi	175	7	-	182	
<b>EAST SO. CENTRAL</b>	<b>1,342</b>	<b>80</b>	-	<b>1,422</b>	<b>4.4</b>
716-729 Arkansas	398	23	-	421	
700-714 Louisiana	293	13	-	306	
730-749 Oklahoma	221	16	-	237	
750-799 Texas	1,477	106	-	1,583	
<b>WEST SO. CENTRAL</b>	<b>2,389</b>	<b>158</b>	-	<b>2,547</b>	<b>7.8</b>
590-599 Montana	74	11	-	85	
832-838 Idaho	221	12	-	233	
820-831 Wyoming	19	1	-	20	
800-816 Colorado	415	33	-	448	
870-884 New Mexico	73	2	-	75	
850-865 Arizona	226	36	-	262	
840-847 Utah	260	38	-	298	
889-898 Nevada	124	23	-	147	
<b>MOUNTAIN</b>	<b>1,412</b>	<b>156</b>	-	<b>1,568</b>	<b>4.8</b>
995-999 Alaska	41	3	-	44	
980-994 Washington	667	60	-	727	
970-979 Oregon	475	48	-	523	
900-961 California	3,336	351	-	3,687	
967-968 Hawaii	81	8	-	89	
<b>PACIFIC</b>	<b>4,600</b>	<b>470</b>	-	<b>5,070</b>	<b>15.6</b>
<b>UNITED STATES</b>	<b>27,972</b>	<b>2,295</b>	-	<b>30,267</b>	<b>93.1</b>
969 & 004-009 U.S. Territories	26	7	-	33	
Canada	321	1,193	-	1,514	
Mexico	10	87	-	97	
Other International	55	518	-	573	
AP0/FPO	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,384</b>	<b>4,100</b>	-	<b>32,484</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	Audited Data	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified _____	31,189	32,006	31,258	32,022	32,187	32,134
Qualified Non-Paid Total__	31,189	32,006	31,258	32,022	32,187	32,134
Print Version Only _____	31,189	32,006	30,035	28,420	28,430	28,270
Digital Version Only _____	-	-	1,223	3,566	3,733	3,861
Both Print & Digital Version (Unduplicated) _	-	-	-	36	24	3
Qualified Paid Total _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
Both Print & Digital Version (Unduplicated) _	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January - June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.  
\*\*NC= None Claimed.

**8. 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.

**STATEMENT OF CONTENT PLATFORM:**

Replica - Editorial and design are unchanged from the original print edition.

**PARAGRAPH 2b:**

On April 8, 2010, the FoodProductDesign.com website was modified and the BPA tags were altered on the site's web pages. As a result the website traffic counts for April and May are inaccurate and are not reported herein. The error was corrected on May 16, 2010.

**WEBSITE GLOSSARY:**

**Unique Browsers:** An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

**Page Impressions:** The number of web pages successfully viewed by all browsers within the reporting period

**User Sessions:** A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

**Unique Browser Frequency:** The average number of user sessions per Unique Browser over the selected reporting period

**User Session Duration:** The average time a browser remained on the site per session

**Page Duration:** The average time a browser spent viewing any page(s) on the site

**PARAGRAPH 3b:**

Association rosters and directories include 2 sources of circulation for quantities of 81 copies or 0.2% to 388 copies or 1.2%.  
Business directories include 3 sources of circulation for quantities of 255 copies or 0.8% to 375 copies or 1.2%.  
Other Sources include 3 sources of circulation for quantities of 17 copies or -% to 1,894 copies or 5.8%.

Paragraphs 3c and 7 are reported at the option of the publisher.

**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 _____	28,270	100.0	28,270	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	4	-	4	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,274</b>	<b>100.0</b>	<b>28,274</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 _____	3,861	100.0	3,861	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,861</b>	<b>100.0</b>	<b>3,861</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 _____	3	100.0	3	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3</b>	<b>100.0</b>	<b>3</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.)

**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 19, 2010

State Arizona

County Maricopa

Received by BPA Worldwide July 19, 2010

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