

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

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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Official Publication of: None  
Established: 1891  
Issues Per Year: 12

**FIELD SERVED**

The National Provisioner serves meat, poultry, prepared foods and seafood processors and retailers. This includes processed/ further processed meat, processed/ further processed poultry and processed seafood, prepared foods and specialties, retailers, buying office: meat/ poultry/ seafood, slaughtering/ fabricating/ cutting/ rendering and wholesalers/ distributors. Also served are others allied to the field including testing labs, associations and consultants.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are those whose job title includes general management/administration, plant operations/ plant production/ packaging/ engineering/ warehousing/ distribution, technical research & development/ quality control, sales and marketing and purchasing.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	55
Advertiser and Agency _____	811
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	675
<b>TOTAL</b>	<b>1,541</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	23,000	100.0	22,993	100.0	7	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,000</b>	<b>100.0</b>	<b>22,993</b>	<b>100.0</b>	<b>7</b>	<b>-</b>

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD							
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	82	82	23,000	-			23,000
August _____	115	115	23,000	-			23,000
September _____	252	252	21,801	1,199			23,000
October _____	425	425	21,761	1,239			23,000
November _____	719	719	21,654	1,346			23,000
December _____	1,073	1,073	21,393	1,607			23,000
<b>TOTAL</b>	<b>2,666</b>	<b>2,666</b>					

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	11,755	4,452	3,611	1.23	00:52	02:18
August _____	11,141	3,869	3,149	1.23	00:51	02:35
September _____	12,883	4,218	3,445	1.22	00:46	02:19
October _____	10,196	4,089	3,384	1.21	00:50	02:06
November _____	7,685	3,419	2,822	1.21	00:52	01:56
December _____	8,450	3,877	3,183	1.22	00:58	02:11
<b>AVERAGE:</b>	<b>10,352</b>	<b>3,987</b>	<b>3,266</b>	<b>1.22</b>	<b>00:52</b>	<b>02:14</b>

\*See Paragraph 9

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009****This issue is equal to 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)	CLASSIFICATION BY TITLE				
					General Management/Administration (Note 1)	Plant Operations, Plant Production, Packaging Engineering, Warehouse/Distributor (Note 2)	Technical R&D, Quality Control (Note 3)	Sales and Marketing (Note 4)	Purchasing (Note 5)
Processed/Further Processed Meat and Poultry, Processed Seafood & Prepared Foods & Specialties (Fresh, frozen, canned, smoked, including beef, sausage, pork, lamb, veal, chicken, turkey, fish, shellfish and others, dinners, meals, entrees, shelf stable, including ethnic foods and soups) (Note 6)	20,155	87.6	18,983	1,172	8,915	7,043	3,146	680	371
Retailers/Buying Office: Meat, Poultry, Seafood (Supermarkets, convenience stores, mass merchandisers, delicatessens, hotels, restaurants and institutional feeders)	1,135	5.0	1,091	44	726	137	33	111	128
Slaughtering, Fabricating, Cutting, Rendering (Meat, poultry and seafood)	1,409	6.1	1,314	95	698	446	174	68	23
Wholesalers and/or Distributors: Meat, Poultry, Seafood (Purveyors, importers, sales agents, distributors, exporters, brokers and distribution warehouses)	301	1.3	266	35	125	82	32	44	18
Others including Independent Testing Labs, Associations, Consultants and Others Allied to the Field	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,000</b>	<b>100.0</b>	<b>21,654</b>	<b>1,346</b>	<b>10,464</b>	<b>7,708</b>	<b>3,385</b>	<b>903</b>	<b>540</b>
<b>PERCENT</b>	<b>100.0</b>		<b>94.1</b>	<b>5.9</b>	<b>45.5</b>	<b>33.5</b>	<b>14.7</b>	<b>4.0</b>	<b>2.3</b>

Note 1: General Management/Administration: includes President, Owner, Vice President, General Manager and Assistant Manager.

Note 2: Plant Operations/Plant Production/Packaging/Engineering/Warehousing/Distribution: includes Plant Manager, Production Manager, Traffic Manager, Packaging Manager, Maintenance Manager, Distribution Manager, Engineer, Chief Project and Design, Systems.

Note 3: Technical R&D, Quality Control: includes Technologist, Chemist, Scientist, Research Tech., Group Project and Research Specialist, QC/QA Manager and IT.

Note 4: Sales & Marketing: includes Director, Manager, Brand Assistant and Advertising.

Note 5: Purchasing: includes Purchasing Director, Supervisor, Agent and Buyer.

Note 6: Included in this category are names from Foodscan and Dun & Bradstreet with SIC 2015, which includes Slaughtering.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
<b>I. TOTAL - Direct Request:</b>	<b>14,605</b>	<b>4,754</b>	<b>-</b>	<b>18,013</b>	<b>1,346</b>			<b>19,359</b>	<b>84.2</b>
a. Written	1,373	100	-	1,421	52			1,473	6.4
b. Telecommunication	11,849	4,459	-	15,226	1,082			16,308	70.9
c. Electronic	1,383	195	-	1,366	212			1,578	6.9
<b>II. TOTAL - Request from recipient's company:</b>	<b>115</b>	<b>76</b>	<b>-</b>	<b>191</b>	<b>-</b>			<b>191</b>	<b>0.8</b>
a. Written	-	-	-	-	-			-	-
b. Telecommunication	-	39	-	39	-			39	0.2
c. Electronic	115	37	-	152	-			152	0.6
<b>III. TOTAL - Membership Benefit:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
a. Individual	-	-	-	-	-			-	-
b. Organizational	-	-	-	-	-			-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	<b>935</b>	<b>-</b>	<b>-</b>	<b>935</b>	<b>-</b>			<b>935</b>	<b>4.1</b>
a. Written	50	-	-	50	-			50	0.2
b. Telecommunication	804	-	-	804	-			804	3.5
c. Electronic	81	-	-	81	-			81	0.4
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	<b>2,515</b>	<b>-</b>	<b>-</b>	<b>2,515</b>	<b>-</b>			<b>2,515</b>	<b>10.9</b>
Association rosters and directories	-	-	-	-	-			-	-
*Business directories	1,209	-	-	1,209	-			1,209	5.3
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-			-	-
*Other sources	1,306	-	-	1,306	-			1,306	5.6
<b>VI. TOTAL - Single Copy Sales:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,170</b>	<b>4,830</b>	<b>-</b>	<b>21,654</b>	<b>1,346</b>			<b>23,000</b>	<b>100.0</b>
<b>*See Paragraph 9</b>	<b>PERCENT</b>	<b>79.0</b>	<b>21.0</b>	<b>94.1</b>	<b>5.9</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)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	21,654	1,346			23,000	100.0
Individuals by name only	-	-			-	-
Titles or functions only	-	-			-	-
Company names only	-	-			-	-
Multi-Copy Same Addressee copies	-	-			-	-
Single Copy Sales	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,654</b>	<b>1,346</b>			<b>23,000</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)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine	137	6	143		400-427 Kentucky	309	23	332	
030-038 New Hampshire	65	4	69		370-385 Tennessee	354	22	376	
050-059 Vermont	52	3	55		350-369 Alabama	405	21	426	
010-027 Massachusetts	476	33	509		386-397 Mississippi	221	10	231	
028-029 Rhode Island	64	3	67		<b>EAST SO. CENTRAL</b>	<b>1,289</b>	<b>76</b>	<b>1,365</b>	<b>5.9</b>
060-069 Connecticut	158	11	169		716-729 Arkansas	557	38	595	
<b>NEW ENGLAND</b>	<b>952</b>	<b>60</b>	<b>1,012</b>	<b>4.4</b>	700-714 Louisiana	257	10	267	
100-149 New York	876	51	927		730-749 Oklahoma	296	8	304	
070-089 New Jersey	623	49	672		750-799 Texas	1,353	58	1,411	
150-196 Pennsylvania	1,057	58	1,115		<b>WEST SO. CENTRAL</b>	<b>2,463</b>	<b>114</b>	<b>2,577</b>	<b>11.2</b>
<b>MIDDLE ATLANTIC</b>	<b>2,556</b>	<b>158</b>	<b>2,714</b>	<b>11.8</b>	590-599 Montana	101	-	101	
430-459 Ohio	998	67	1,065		832-838 Idaho	158	8	166	
460-479 Indiana	495	18	513		820-831 Wyoming	34	1	35	
600-629 Illinois	1,520	133	1,653		800-816 Colorado	290	16	306	
480-499 Michigan	604	43	647		870-884 New Mexico	49	2	51	
530-549 Wisconsin	1,029	72	1,101		850-865 Arizona	142	8	150	
<b>EAST NO. CENTRAL</b>	<b>4,646</b>	<b>333</b>	<b>4,979</b>	<b>21.7</b>	840-847 Utah	149	8	157	
550-567 Minnesota	885	54	939		889-898 Nevada	51	4	55	
500-528 Iowa	674	37	711		<b>MOUNTAIN</b>	<b>974</b>	<b>47</b>	<b>1,021</b>	<b>4.4</b>
630-658 Missouri	640	31	671		995-999 Alaska	69	1	70	
580-588 North Dakota	101	3	104		980-994 Washington	417	28	445	
570-577 South Dakota	182	10	192		970-979 Oregon	228	20	248	
680-693 Nebraska	443	17	460		900-961 California	1,533	106	1,639	
660-679 Kansas	424	24	448		967-968 Hawaii	44	4	48	
<b>WEST NO. CENTRAL</b>	<b>3,349</b>	<b>176</b>	<b>3,525</b>	<b>15.3</b>	<b>PACIFIC</b>	<b>2,291</b>	<b>159</b>	<b>2,450</b>	<b>10.7</b>
197-199 Delaware	72	6	78		<b>UNITED STATES</b>	<b>21,615</b>	<b>1,342</b>	<b>22,957</b>	<b>99.8</b>
206-219 Maryland	284	22	306		969 & 004-009 U.S. Territories	35	4	39	
200-205 Washington, DC	14	2	16		Canada	-	-	-	
220-246 Virginia	469	32	501		Mexico	-	-	-	
247-268 West Virginia	75	1	76		Other International	1	-	1	
270-289 North Carolina	600	44	644		APO/FPO	3	-	3	
290-299 South Carolina	236	9	245		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,654</b>	<b>1,346</b>	<b>23,000</b>	<b>100.0</b>
300-319 Georgia	752	54	806						
320-349 Florida	593	49	642						
<b>SOUTH ATLANTIC</b>	<b>3,095</b>	<b>219</b>	<b>3,314</b>	<b>14.4</b>					

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

6 Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January-June 2008	July-December 2008	January-June 2009	July-December 2009*
Total Audit Average Qualified	25,051	25,075	25,000	25,000	23,000	23,000
Qualified Non-Paid	25,051	25,075	25,000	25,000	23,000	22,993
Print Version Only	25,051	25,075	25,000	25,000	23,000	22,094
Digital Version Only	-	-	-	-	-	899
Qualified Paid	-	-	-	-	-	7
Print Version Only	-	-	-	-	-	7
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods of data 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 the 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.

**WEBSITE GLOSSARY:**

<b>Unique Browsers:</b> An identified and unduplicated Cookie 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
<b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b> 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
<b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b> The average time a browser remained on the site per session
<b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site

**PARAGRAPH 3b:**

Business directories include 4 sources of circulation for quantities of 5 copies or -% to 642 copies or 2.8%  
 Other Sources include 2 sources of circulation for quantities of 220 copies or 1.0% to 1,086 copies or 4.7%

**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	22,101	100.0	22,094	100.0	7	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,101</b>	<b>100.0</b>	<b>22,094</b>	<b>100.0</b>	<b>7</b>	<b>-</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	899	100.0	899	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>899</b>	<b>100.0</b>	<b>899</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**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 14, 2010  
 State Michigan  
 County Oakland  
 Received by BPA Worldwide January 14, 2010  
 Type PJ  
 ID Number N082POD9