

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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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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 _____	50
Advertiser and Agency _____	819
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,293
TOTAL	2,162

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,500	100.0	25,491	100.0	9	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,500	100.0	25,491	100.0	9	-

2a. QUALIFIED CIRCULATION FOR PERIOD BY ISSUE					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	356	356	21,904	3,596	25,500
February _____	168	168	22,011	3,489	25,500
March _____	1,156	1,156	21,915	3,585	25,500
April _____	2,834	2,834	21,628	3,872	25,500
May _____	5,734	5,734	21,489	4,011	25,500
June _____	240	240	21,465	4,035	25,500
TOTAL	10,488	10,488			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	10,786	5,038	3,893	1.29	00:59	02:04
February _____	11,444	4,768	3,688	1.29	00:53	02:07
March _____	20,777	7,874	6,066	1.30	01:01	02:41
April _____	13,235	5,421	4,153	1.31	01:00	02:25
May _____	14,917	6,006	4,962	1.21	00:52	02:10
June _____	15,192	6,696	5,650	1.19	00:56	02:10
AVERAGE:	14,392	5,967	4,735	1.26	00:57	02:16

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**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 & Engineering (Note 2)	Technical R&D, Quality Control (Note 3)	Sales & 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) _____	22,570	88.5	19,059	3,511	9,181	8,774	3,242	970	403
Retailers/Buying Office: Meat, Poultry, Seafood (Supermarkets, convenience stores, mass merchandisers, delicatessens, hotels, restaurants and institutional feeders) _____	1,646	6.5	1,391	255	1,027	253	83	174	109
Slaughtering, Fabricating, Cutting, Rendering (Meat, poultry and seafood) _____	779	3.0	651	128	373	198	115	73	20
Wholesalers and/or Distributors: Meat, Poultry, Seafood (Purveyors, importers, sales agents, distributors, exporters, brokers and distribution warehouses) _____	505	2.0	388	117	189	152	19	112	33
Others including Independent Testing Labs, Associations, Consultants and Others Allied to the Field _____	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,500	100.0	21,489	4,011	10,770	9,377	3,459	1,329	565
PERCENT	100.0		84.3	15.7	42.2	36.8	13.6	5.2	2.2

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

Note 2: Plant Operations & Engineering also includes Plant Production/Packaging/Warehousing/Distribution, which also 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 MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Direct Request:	15,778	5,355	-	17,122	4,011	21,133	82.9
a. Written	602	183	-	744	41	785	3.1
b. Telecommunication	13,831	4,732	-	15,173	3,390	18,563	72.8
c. Electronic	1,345	440	-	1,205	580	1,785	7.0
II. TOTAL – Request from recipient's company:	184	-	-	184	-	184	0.7
a. Written	23	-	-	23	-	23	0.1
b. Telecommunication	81	-	-	81	-	81	0.3
c. Electronic	80	-	-	80	-	80	0.3
III. TOTAL – Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL – *Communication from recipient or recipient's company (other than request):	1,615	-	-	1,615	-	1,615	6.4
a. Written	-	-	-	-	-	-	-
b. Telecommunication	1,369	-	-	1,369	-	1,369	5.4
c. Electronic	246	-	-	246	-	246	1.0
V. TOTAL – Sources other than above (listed alphabetically):	2,568	-	-	2,568	-	2,568	10.0
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	1,254	-	-	1,254	-	1,254	4.9
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	1,314	-	-	1,314	-	1,314	5.1
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,145	5,355	-	21,489	4,011	25,500	100.0
*See Additional Data	PERCENT	79.0	21.0	84.3	15.7	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	21,489	4,011	25,500	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,489	4,011	25,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	139	16	155	
New Hampshire	67	9	76	
Vermont	47	9	56	
Massachusetts	434	81	515	
Rhode Island	69	10	79	
Connecticut	165	26	191	
NEW ENGLAND	921	151	1,072	4.2
New York	906	143	1,049	
New Jersey	700	135	835	
Pennsylvania	988	148	1,136	
MIDDLE ATLANTIC	2,594	426	3,020	11.8
Ohio	974	162	1,136	
Indiana	422	77	499	
Illinois	1,540	400	1,940	
Michigan	599	103	702	
Wisconsin	1,003	194	1,197	
EAST NO. CENTRAL	4,538	936	5,474	21.5
Minnesota	845	172	1,017	
Iowa	601	110	711	
Missouri	609	110	719	
North Dakota	85	19	104	
South Dakota	141	16	157	
Nebraska	400	55	455	
Kansas	383	75	458	
WEST NO. CENTRAL	3,064	557	3,621	14.2
Delaware	72	15	87	
Maryland	269	52	321	
Washington, DC	20	7	27	
Virginia	425	82	507	
West Virginia	79	8	87	
North Carolina	606	104	710	
South Carolina	255	33	288	
Georgia	671	113	784	
Florida	641	109	750	
SOUTH ATLANTIC	3,038	523	3,561	14.0
Kentucky	321	52	373	
Tennessee	364	70	434	
Alabama	367	51	418	
Mississippi	216	30	246	
EAST SO. CENTRAL	1,268	203	1,471	5.8
Arkansas	475	114	589	
Louisiana	266	23	289	
Oklahoma	279	40	319	
Texas	1,195	209	1,404	
WEST SO. CENTRAL	2,215	386	2,601	10.2
Montana	77	12	89	
Idaho	149	26	175	
Wyoming	29	5	34	
Colorado	296	51	347	
New Mexico	59	7	66	
Arizona	130	21	151	
Utah	132	24	156	
Nevada	46	10	56	
MOUNTAIN	918	156	1,074	4.2
Alaska	90	11	101	
Washington	432	82	514	
Oregon	243	54	297	
California	1,626	346	1,972	
Hawaii	73	13	86	
PACIFIC	2,464	506	2,970	11.6
UNITED STATES	21,020	3,844	24,864	97.5
U.S. Territories	52	23	75	
Canada	413	142	555	
Mexico	-	-	-	
Other International	1	1	2	
APO/FPO	3	1	4	
TOTAL QUALIFIED CIRCULATION	21,489	4,011	25,500	100.0

AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6 Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July-December 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010*	January-June 2011*
Total Audit Average Qualified _____	25,000	23,000	23,000	23,833	25,500	25,500
Qualified Non-Paid _____	25,000	23,000	22,993	23,824	25,491	25,491
Print Version Only _____	25,000	23,000	22,094	20,838	20,949	21,727
Digital Version Only _____	-	-	899	2,986	4,542	3,764
Qualified Paid _____	-	-	7	9	9	9
Print Version Only _____	-	-	7	9	9	9
Digital Version Only _____	-	-	-	-	-	-
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: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

**NC = None Claimed.

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.

STATEMENT OF CONTENT PLATFORM:

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

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request): Telecommunication includes 4 sources of circulation for quantities of 10 copies or -% to 721 copies or 2.8%; Electronic includes 4 sources of circulation for quantities of 1 copy or -% to 199 copies or 0.8%.

Business directories include 2 sources of circulation for quantities of 346 copies or 1.3% to 908 copies or 3.6%.

Other Sources include 2 sources of circulation for quantities of 67 copies or 0.2% to 1,247 copies or 4.9%.

WEBSITE GLOSSARY:

Unique Browsers: 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

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

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 _____	21,736	100.0	21,727	100.0	9	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,736	100.0	21,727	100.0	9	-

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 _____	3,764	100.0	3,764	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,764	100.0	3,764	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Fomia, Corporate Strategy 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 July 13, 2011

State Michigan

County Oakland

Received by BPA Worldwide July 13, 2011

Type PJ

ID Number N082PJ1