

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011**

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



BNP Media II, LLC
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.provisioneronline.com

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 _____	48
Advertiser and Agency _____	939
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	750
TOTAL	1,737

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	25,492	100.0	8	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,500	100.0	25,492	100.0	8	-

2a. QUALIFIED CIRCULATION FOR PERIOD BY ISSUE					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	36	36	21,626	3,874	25,500
August _____	667	667	21,850	3,650	25,500
September _____	30	30	21,945	3,555	25,500
October _____	116	116	21,936	3,564	25,500
November _____	190	190	21,981	3,519	25,500
December _____	107	107	22,145	3,355	25,500
TOTAL	1,146	1,146			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	15,518	6,876	5,786	1.19	00:56	02:06
August _____	15,459	6,456	5,289	1.22	00:52	02:08
September _____	14,142	5,656	4,620	1.22	00:54	02:15
October _____	13,602	5,916	4,843	1.22	00:57	02:10
November _____	12,624	5,398	4,517	1.20	00:56	02:12
December _____	11,345	4,869	4,083	1.19	00:53	02:06
AVERAGE:	13,782	5,862	4,856	1.21	00:55	02:10

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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) _____	22,581	88.6	19,571	3,010	9,424	8,794	2,973	974	22,581
Retailers/Buying Office: Meat, Poultry, Seafood (Supermarkets, convenience stores, mass merchandisers, delicatessens, hotels, restaurants and institutional feeders) _____	1,636	6.4	1,366	270	1,028	259	80	172	1,636
Slaughtering, Fabricating, Cutting, Rendering (Meat, poultry and seafood) _____	765	3.0	633	132	392	225	59	71	765
Wholesalers and/or Distributors: Meat, Poultry, Seafood (Purveyors, importers, sales agents, distributors, exporters, brokers and distribution warehouses) _____	518	2.0	411	107	204	148	20	114	518
Others including Independent Testing Labs, Associations, Consultants and Others Allied to the Field _____	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,500	100.0	21,981	3,519	11,048	9,426	3,132	1,331	563
PERCENT	100.0		86.2	13.8	43.3	37.0	12.3	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 NOVEMBER 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	-	17,614	3,519	21,133	82.9
a. Written _____	602	183	-	734	51	785	3.1
b. Telecommunication _____	13,831	4,732	-	15,648	2,915	18,563	72.8
c. Electronic _____	1,345	440	-	1,232	553	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	-	21,981	3,519	25,500	100.0
PERCENT	79.0	21.0	-	86.2	13.8	100.0	

*See Additional Data

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	21,981	3,519	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	21,981	3,519	25,500	100.0

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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	142	13	155	
New Hampshire _____	66	9	75	
Vermont _____	49	5	54	
Massachusetts _____	438	72	510	
Rhode Island _____	71	9	80	
Connecticut _____	162	22	184	
NEW ENGLAND	928	130	1,058	4.1
New York _____	903	123	1,026	
New Jersey _____	690	125	815	
Pennsylvania _____	982	127	1,109	
MIDDLE ATLANTIC	2,575	375	2,950	11.6
Ohio _____	976	146	1,122	
Indiana _____	426	67	493	
Illinois _____	1,597	347	1,944	
Michigan _____	617	80	697	
Wisconsin _____	983	166	1,149	
EAST NO. CENTRAL	4,599	806	5,405	21.2
Minnesota _____	884	161	1,045	
Iowa _____	613	100	713	
Missouri _____	627	95	722	
North Dakota _____	95	14	109	
South Dakota _____	148	14	162	
Nebraska _____	413	47	460	
Kansas _____	408	60	468	
WEST NO. CENTRAL	3,188	491	3,679	14.4
Delaware _____	82	9	91	
Maryland _____	272	49	321	
Washington, DC _____	17	6	23	
Virginia _____	443	81	524	
West Virginia _____	87	5	92	
North Carolina _____	623	91	714	
South Carolina _____	260	31	291	
Georgia _____	700	101	801	
Florida _____	657	95	752	
SOUTH ATLANTIC	3,141	468	3,609	14.2
Kentucky _____	326	48	374	
Tennessee _____	358	64	422	
Alabama _____	381	50	431	
Mississippi _____	239	26	265	
EAST SO. CENTRAL	1,304	188	1,492	5.9
Arkansas _____	498	110	608	
Louisiana _____	267	21	288	
Oklahoma _____	287	37	324	
Texas _____	1,240	193	1,433	
WEST SO. CENTRAL	2,292	361	2,653	10.4
Montana _____	80	10	90	
Idaho _____	155	24	179	
Wyoming _____	29	5	34	
Colorado _____	291	49	340	
New Mexico _____	61	6	67	
Arizona _____	137	16	153	
Utah _____	141	21	162	
Nevada _____	49	5	54	
MOUNTAIN	943	136	1,079	4.2
Alaska _____	92	10	102	
Washington _____	445	72	517	
Oregon _____	252	40	292	
California _____	1,657	306	1,963	
Hawaii _____	76	8	84	
PACIFIC	2,522	436	2,958	11.6
UNITED STATES	21,492	3,391	24,883	97.6
U.S. Territories _____	57	15	72	
Canada _____	427	111	538	
Mexico _____	-	-	-	
Other International _____	1	1	2	
APO/FPO _____	4	1	5	
TOTAL QUALIFIED CIRCULATION	21,981	3,519	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	Audited Data	Circulation Claim
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
Total Audit Average Qualified _____	23,000	23,000	23,833	25,500	25,500	25,500
Qualified Non-Paid _____	23,000	22,993	23,824	25,491	25,491	25,492
Print Version Only _____	23,000	22,094	20,838	20,949	21,727	21,907
Digital Version Only _____	-	899	2,986	4,542	3,764	3,585
Qualified Paid _____	-	7	9	9	9	8
Print Version Only _____	-	7	9	9	9	7
Digital Version Only _____	-	-	-	-	-	1
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 - December 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 or 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 _____	21,914	100.0	21,907	100.0	7	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,914	100.0	21,907	100.0	7	-

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 _____	3,586	100.0	3,585	100.0	1	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,586	100.0	3,585	100.0	1	-

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 January 25, 2012

State Michigan

County Oakland

Received by BPA Worldwide January 25, 2012

Type PJ

ID Number N082POD1