

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.

The Produce News
 PO Box 971401
 Boca Raton, FL 33497
 Tel. No.: (888) 986-7990
 www.theproducenews.com

THE PRODUCE NEWS is a B2B brand intended for individuals with broad based interest in the produce industry. The brand content and editorial scope of the publication includes news and industry comment, in depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

THE PRODUCE NEWS is produced in a print format. The editorial for the print copy is the same for all recipients.

FIELD SERVED

THE PRODUCE NEWS serves the fresh fruit and vegetable industry including retailers, broker/wholesalers, grower/shippers, foodservice distributors and transportation, as well as others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled personnel in the fresh fruit and vegetable industry and those allied to the field.

CHANNELS

**THE PRODUCE NEWS
 PRINT MAGAZINE**



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
THE PRODUCE NEWS PRINT MAGAZINE (13 issues in the period)	10,290	379	10,669

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	6
Advertiser and Agency	113
Allocated for Trade Shows and Conventions	237
All Other	25
TOTAL	381

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,667	100.0	10,288	96.4	379	3.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	2	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,669	100.0	10,290	96.4	379	3.6

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Total Qualified
January 9	10,995
January 16	10,997
January 30	10,998
February 13	11,002
February 27	10,983
March 13	11,060
March 27	11,045
April 10	11,070
April 24	10,182
May 8	10,116
May 22	10,145
June 5	10,101
*June 19	10,003

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 19, 2023
This issue is 6.7% or 722 copies below the average of the other 12 issues reported in Paragraph 2.

Business and Industry*	Total Qualified	Percent of Total
Retailer/Wholesale Grocer	7,254	72.5
Broker/Wholesalers	859	8.6
Grower/Shippers	1,066	10.7
Transportation	13	0.1
Foodservice Distributor	767	7.7
Others allied to the field	13	0.1
Paid Subs	31	0.3
TOTAL QUALIFIED CIRCULATION	10,003	100.0
PERCENT	100.0	

*Qualified recipients are titled and non-titled personnel in the fresh fruit and vegetable industry and those allied to the field.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 19, 2023

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Year	3 Year		
I. TOTAL - Direct Request:	1,825	1,717	1,419	4,961	49.6
a. Written	126	108	34	268	2.7
b. Telecommunication	115	4	11	130	1.3
c. Electronic	1,584	1,605	1,374	4,563	45.6
II. TOTAL - Request from recipient's company:	27	64	9	100	1.0
a. Written	6	5	4	15	0.1
b. Telecommunication	-	-	-	-	-
c. Electronic	21	59	5	85	0.9
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	3,717	482	743	4,942	49.4
Association rosters and directories	-	-	-	-	-
*Business directories	3,717	63	-	3,780	37.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	-	419	743	1,162	11.6
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,569	2,263	2,171	10,003	100.0
PERCENT	55.7	22.6	21.7	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 19, 2023

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	8,440	84.4
Individuals by name only	412	4.1
Titles or functions only	1,108	11.1
Company names only	43	0.4
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	10,003	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022*	January – June 2023*
Total Audit Average Qualified:	16,141	15,982	14,356	13,715	11,356	10,669
Qualified Non-Paid:	15,626	15,475	13,894	13,279	10,966	10,290
Qualified Paid:	515	507	462	436	390	379
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$74.86	\$46.36	\$70.61	\$76.45	\$74.31	\$71.58

*NOTE: July 2022 – June 2023 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 19, 2023

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	58		Kentucky	83	
New Hampshire	51		Tennessee	121	
Vermont	16		Alabama	116	
Massachusetts	199		Mississippi	71	
Rhode Island	42		EAST SO. CENTRAL	391	3.9
Connecticut	112		Arkansas	59	
NEW ENGLAND	478	4.8	Louisiana	120	
New York	552		Oklahoma	73	
New Jersey	351		Texas	634	
Pennsylvania	411		WEST SO. CENTRAL	886	8.9
MIDDLE ATLANTIC	1,314	13.1	Montana	28	
Ohio	302		Idaho	156	
Indiana	137		Wyoming	7	
Illinois	396		Colorado	126	
Michigan	248		New Mexico	41	
Wisconsin	175		Arizona	261	
EAST NO. CENTRAL	1,258	12.6	Utah	73	
Minnesota	244		Nevada	59	
Iowa	65		MOUNTAIN	751	7.5
Missouri	165		Alaska	22	
North Dakota	29		Washington	327	
South Dakota	17		Oregon	155	
Nebraska	48		California	2,065	
Kansas	92		Hawaii	38	
WEST NO. CENTRAL	660	6.6	PACIFIC	2,607	26.1
Delaware	36		UNITED STATES	9,969	99.7
Maryland	132		U.S. Territories	34	
Washington, DC	17		Canada	-	
Virginia	172		Mexico	-	
West Virginia	24		Other International	-	
North Carolina	247		APO/FPO	-	
South Carolina	88				
Georgia	227		TOTAL QUALIFIED CIRCULATION	10,003	100.0
Florida	681				
SOUTH ATLANTIC	1,624	16.2			

ADDITIONAL DATA

CHANGE IN FREQUENCY:

Effective with the January 9, 2023 issue, The Produce News changed its frequency from 27 to 26 issues per year.

PARAGRAPH 3b:

Business directories include 11 sources of circulation for quantities of 1 copy or -% to 2,161 copies or 21.6%, including The Chain Store Guide. Other sources include 5 sources of circulation for quantities of 47 copies or 0.5% to 419 copies or 4.2%, including the Idaho Potato Commission.

PUBLISHER'S AFFIDAVIT

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

Jack Bricker, President

John Groh, Editor & Publisher

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 14, 2023

State

Florida

County

Palm Beach County

Received by BPA Worldwide

July 14, 2023

Type

BJ

ID Number

P138BRJ23

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.