

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
<b>THE PRODUCE NEWS PRINT MAGAZINE</b> (14 issues in the period)	13,279	436	13,715

(See Paragraph 3b for Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	6
Advertiser and Agency	116
Allocated for Trade Shows and Conventions	229
All Other	26
<b>TOTAL</b>	<b>377</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,715	100.0	13,279	96.8	436	3.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,715</b>	<b>100.0</b>	<b>13,279</b>	<b>96.8</b>	<b>436</b>	<b>3.2</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2022 Issue	Total Qualified
January 3	14,154
January 10	14,143
January 17	14,141
January 31	14,124
February 14	14,119
February 28	14,095
March 14	14,050
March 28	13,696
April 11	13,667
April 25	12,574
May 9	12,741
May 23	14,282
June 6	14,488
<b>*June 20</b>	<b>11,742</b>

\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 20, 2022**  
This issue is 15.3% or 2,125 copies below the average of the other 13 issues reported in Paragraph 2. (See Additional Data)

Business and Industry*	Total Qualified	Percent of Total
Retailer/Wholesale Grocer	7,023	59.8
Broker/Wholesalers	1,845	15.7
Grower/Shippers	1,697	14.4
Transportation	90	0.8
Foodservice Distributor	1,000	8.5
Others allied to the field	54	0.5
Paid Subs	33	0.3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,742</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

\*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 20, 2022**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Year	3 Year		
I. <b>TOTAL - Direct Request:</b>	<b>2,857</b>	<b>1,909</b>	<b>1,220</b>	<b>5,986</b>	<b>51.0</b>
a. Written	176	102	19	297	2.5
b. Telecommunication	6	16	8	30	0.3
c. Electronic	2,675	1,791	1,193	5,659	48.2
II. <b>TOTAL - Request from recipient's company:</b>	<b>86</b>	<b>22</b>	<b>17</b>	<b>125</b>	<b>1.1</b>
a. Written	8	17	5	30	0.3
b. Telecommunication	-	-	-	-	-
c. Electronic	78	5	12	95	0.8
III. <b>TOTAL - Membership Benefit:</b>	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. <b>TOTAL - Communication (other than request):</b>	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>2,080</b>	<b>892</b>	<b>2,659</b>	<b>5,631</b>	<b>47.9</b>
Association rosters and directories	-	-	-	-	-
*Business directories	1,425	-	7	1,432	12.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	655	892	2,652	4,199	35.7
VI. <b>TOTAL - Single Copy Sales:</b>	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,023</b>	<b>2,823</b>	<b>3,896</b>	<b>11,742</b>	<b>100.0</b>
<b>PERCENT</b>	<b>42.8</b>	<b>24.0</b>	<b>33.2</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 20, 2022**

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	10,272	87.5
Individuals by name only	1,177	10.0
Titles or functions only	238	2.0
Company names only	55	0.5
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,742</b>	<b>100.0</b>

**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 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021*	January – June 2022*
Total Audit Average Qualified:	16,029	16,166	16,141	15,982	14,356	13,715
Qualified Non-Paid:	15,388	15,580	15,626	15,475	13,894	13,279
Qualified Paid:	641	586	515	507	462	436
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$69.77	\$73.23	\$74.86	\$46.36	\$70.61	\$76.45

\*NOTE: July 2021 – June 2022 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 20, 2022**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	35		Kentucky	72	
New Hampshire	45		Tennessee	106	
Vermont	13		Alabama	76	
Massachusetts	191		Mississippi	60	
Rhode Island	34		<b>EAST SO. CENTRAL</b>	<b>314</b>	<b>2.7</b>
Connecticut	100		Arkansas	57	
<b>NEW ENGLAND</b>	<b>418</b>	<b>3.5</b>	Louisiana	93	
New York	588		Oklahoma	61	
New Jersey	383		Texas	738	
Pennsylvania	447		<b>WEST SO. CENTRAL</b>	<b>949</b>	<b>8.1</b>
<b>MIDDLE ATLANTIC</b>	<b>1,418</b>	<b>12.1</b>	Montana	22	
Ohio	296		Idaho	190	
Indiana	108		Wyoming	6	
Illinois	344		Colorado	139	
Michigan	235		New Mexico	35	
Wisconsin	167		Arizona	448	
<b>EAST NO. CENTRAL</b>	<b>1,150</b>	<b>9.8</b>	Utah	72	
Minnesota	250		Nevada	63	
Iowa	63		<b>MOUNTAIN</b>	<b>975</b>	<b>8.3</b>
Missouri	168		Alaska	19	
North Dakota	28		Washington	412	
South Dakota	10		Oregon	183	
Nebraska	39		California	3,271	
Kansas	79		Hawaii	26	
<b>WEST NO. CENTRAL</b>	<b>637</b>	<b>5.4</b>	<b>PACIFIC</b>	<b>3,911</b>	<b>33.3</b>
Delaware	47		<b>UNITED STATES</b>	<b>11,719</b>	<b>99.8</b>
Maryland	132		U.S. Territories	23	
Washington, DC	20		Canada	-	
Virginia	173		Mexico	-	
West Virginia	18		Other International	-	
North Carolina	273		APO/FPO	-	
South Carolina	94				
Georgia	242				
Florida	948				
<b>SOUTH ATLANTIC</b>	<b>1,947</b>	<b>16.6</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,742</b>	<b>100.0</b>

## ADDITIONAL DATA

### CHANGE IN FREQUENCY:

Effective with the January 3, 2022 issue, The Produce News changed its frequency from 26 to 28 issues per year.

### PARAGRAPH 3a:

The June 20, 2022 issue is 15.3% or 2,125 copies below the average of the other 13 issues reported in Paragraph 2.

### PARAGRAPH 3b:

Business directories include 8 sources of circulation for quantities of 1 copy or -% to 772 copies or 6.6%, including Chain Store Guide. Other sources include 7 sources of circulation for quantities of 42 copies or 0.4% to 2,610 copies or 22.2%, including PMA list.

### 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, 2022

State

Florida

County

Palm Beach County

Received by BPA Worldwide

July 14, 2022

Type

BJ

ID Number

P138B0J2

#### 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.