

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
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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



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)	15,475	507	15,982

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	3
Advertiser and Agency	113
Allocated for Trade Shows and Conventions	114
All Other	110
TOTAL	340

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,976	100.0	15,469	96.8	507	3.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	6	-	6	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,982	100.0	15,475	96.8	507	3.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
January 4	16,036
January 18	16,031
February 1	16,040
February 15	16,041
March 1	16,015
March 15	16,013
March 29	15,951
April 12	16,797
April 26	16,830
May 10	18,292
*May 24	14,589
June 7	14,574
June 21	14,557

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 24, 2021
 This issue is 9.4% or 1,509 copies below the average of the other 12 issues reported in Paragraph 2.

Business and Industry*	Total Qualified	Percent of Total
Retailer/Wholesale Grocer	7,214	49.4
Broker/Wholesalers	2,520	17.3
Grower/Shippers	2,737	18.8
Transportation	284	1.9
Foodservice Distributor	1,396	9.6
Others allied to the field	258	1.8
Paid Subs	180	1.2
TOTAL QUALIFIED CIRCULATION	14,589	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 MAY 24, 2021

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Year	3 Year		
I. TOTAL - Direct Request:	3,374	1,671	2,266	7,311	50.1
a. Written	162	154	44	360	2.5
b. Telecommunication	19	13	1,410	1,442	9.9
c. Electronic	3,193	1,504	812	5,509	37.7
II. TOTAL - Request from recipient's company:	29	26	36	91	0.6
a. Written	24	13	7	44	0.3
b. Telecommunication	-	-	2	2	-
c. Electronic	5	13	27	45	0.3
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):	2,286	3,546	1,355	7,187	49.3
Association rosters and directories	-	-	-	-	-
*Business directories	-	8	1,355	1,363	9.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,286	3,538	-	5,824	39.9
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,689	5,243	3,657	14,589	100.0
PERCENT	39.0	35.9	25.1	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 24, 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	12,365	84.8
Individuals by name only	1,273	8.7
Titles or functions only	878	6.0
Company names only	69	0.5
Multi-Copy Same Addressee copies	4	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	14,589	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2018	January - June 2019	July - December 2019	January - June 2020	July - December 2020*	January - June 2021*
Total Audit Average Qualified:	15,950	15,847	16,029	16,166	16,141	15,982
Qualified Non-Paid:	15,127	15,097	15,388	15,580	15,626	15,475
Qualified Paid:	823	750	641	586	515	507
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$71.75	\$72.75	\$69.77	\$73.23	\$74.86	\$46.36

*NOTE: July 2020 - June 2021 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 MAY 24, 2021

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	45		Kentucky	118	
New Hampshire	55		Tennessee	143	
Vermont	12		Alabama	109	
Massachusetts	272		Mississippi	90	
Rhode Island	38		EAST SO. CENTRAL	460	3.2
Connecticut	118		Arkansas	83	
NEW ENGLAND	540	3.7	Louisiana	149	
New York	765		Oklahoma	88	
New Jersey	484		Texas	974	
Pennsylvania	535		WEST SO. CENTRAL	1,294	8.9
MIDDLE ATLANTIC	1,784	12.2	Montana	31	
Ohio	373		Idaho	246	
Indiana	141		Wyoming	6	
Illinois	456		Colorado	201	
Michigan	306		New Mexico	53	
Wisconsin	249		Arizona	514	
EAST NO. CENTRAL	1,525	10.5	Utah	111	
Minnesota	296		Nevada	82	
Iowa	95		MOUNTAIN	1,244	8.5
Missouri	215		Alaska	29	
North Dakota	53		Washington	496	
South Dakota	18		Oregon	238	
Nebraska	49		California	3,752	
Kansas	105		Hawaii	59	
WEST NO. CENTRAL	831	5.7	PACIFIC	4,574	31.3
Delaware	48		UNITED STATES	14,563	99.8
Maryland	146		U.S. Territories	26	
Washington, DC	21		Canada	-	
Virginia	205		Mexico	-	
West Virginia	26		Other International	-	
North Carolina	387		APO/FPO	-	
South Carolina	105				
Georgia	288				
Florida	1,085				
SOUTH ATLANTIC	2,311	15.8			
			TOTAL QUALIFIED CIRCULATION	14,589	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 6 sources of circulation for quantities of 1 copy or -% to 902 copies or 6.1%, including Chain Store Guide. Other sources include 8 sources of circulation for quantities of 1 copy or -% to 2,966 copies or 20.3%, including PMA List.

PUBLISHER'S AFFIDAVIT

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

Sue Marcus, Accounting Manager

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 29, 2021

State New Jersey

County Bergen

Received by BPA Worldwide July 29, 2021

Type BJ

ID Number P138B011

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.