

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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FOOD PROCESSING is a media franchise that covers and reaches job functions and purchasing types - covering every food category (beverages, frozen foods, snacks, etc...), as well as reaching the following job titles (R&D, Plant Operations, Corporate Management, Purchasing, Marketing & Sales, and Engineering). The Food Processing franchise, via its magazine, web site, e-newsletters, and other media, explores the latest in ideation, research and development, processing technologies and packaging, and marketing; plus, the vital synergies that exist between and among job functions.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

FOOD PROCESSING MAGAZINE



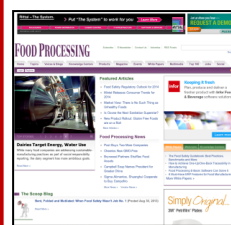
6 issues in the period
68,342 average circulation

FOOD PROCESSING E-NEWSLETTERS



2 E-Newsletters in the period
128 total issued in the period
20,771 average per occurrence
13,404 average per occurrence

FOOD PROCESSING WEBSITE



84,058 average users

FOOD PROCESSING SOCIAL MEDIA



17,861 Twitter followers
10,380 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FOOD PROCESSING MAGAZINE (6 issues in the period)	68,342	-	68,342
(See Paragraph 3b for Format Type and Source)			
FOOD PROCESSING E-NEWSLETTERS			
a. Food Processing enews (122 issued in the period)	20,771	-	20,771
b. Food Safety Update (6 issued in the period)	13,404	-	13,404
FOOD PROCESSING WEBSITE (Monthly Users with 175,412 average Pageviews)	84,058	-	84,058
FOOD PROCESSING SOCIAL MEDIA			
a. Twitter followers	*17,861	-	*17,861
b. Facebook likes	*10,380	-	*10,380

*Social Media claims are cumulative figures, not averages.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	50,000	15,020	65,020	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,000	15,020	65,020	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020*
Total Audit Average Qualified:	70,000	70,000	70,033	70,000	70,015	68,342
Qualified Non-Paid:	70,000	70,000	70,033	70,000	70,015	68,342
Print:	52,936	56,092	55,118	54,957	50,174	51,031
Digital:	17,064	13,908	14,915	15,043	19,841	17,311
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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: January - June 2020 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 2020*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	231	35	266		Kentucky	772	195	967	
New Hampshire	189	33	222		Tennessee	888	268	1,156	
Vermont	174	35	209		Alabama	470	114	584	
Massachusetts	1,152	265	1,417		Mississippi	283	68	351	
Rhode Island	132	26	158		EAST SO. CENTRAL	2,413	645	3,058	4.7
Connecticut	463	94	557		Arkansas	794	223	1,017	
NEW ENGLAND	2,341	488	2,829	4.4	Louisiana	449	124	573	
New York	2,284	664	2,948		Oklahoma	386	90	476	
New Jersey	1,761	402	2,163		Texas	2,725	741	3,466	
Pennsylvania	2,235	736	2,971		WEST SO. CENTRAL	4,354	1,178	5,532	8.5
MIDDLE ATLANTIC	6,280	1,802	8,082	12.4	Montana	172	17	189	
Ohio	2,321	621	2,942		Idaho	500	103	603	
Indiana	1,139	304	1,443		Wyoming	47	4	51	
Illinois	3,266	1,121	4,387		Colorado	828	221	1,049	
Michigan	1,445	388	1,833		New Mexico	140	15	155	
Wisconsin	2,477	605	3,082		Arizona	414	98	512	
EAST NO. CENTRAL	10,648	3,039	13,687	21.1	Utah	436	133	569	
Minnesota	1,976	580	2,556		Nevada	220	35	255	
Iowa	1,362	619	1,981		MOUNTAIN	2,757	626	3,383	5.2
Missouri	1,475	384	1,859		Alaska	62	10	72	
North Dakota	254	43	297		Washington	1,083	274	1,357	
South Dakota	227	51	278		Oregon	763	189	952	
Nebraska	640	172	812		California	5,551	1,420	6,971	
Kansas	745	215	960		Hawaii	103	19	122	
WEST NO. CENTRAL	6,679	2,064	8,743	13.4	PACIFIC	7,562	1,912	9,474	14.6
Delaware	144	46	190		UNITED STATES	49,983	13,671	63,654	97.9
Maryland	717	207	924		U.S. Territories	17	10	27	
Washington, DC	106	28	134		Canada	-	1,014	1,014	
Virginia	940	301	1,241		Mexico	-	15	15	
West Virginia	135	30	165		Other International	-	300	300	
North Carolina	1,259	338	1,597		APO/FPO	-	1	1	
South Carolina	421	101	522		Email Only	-	9	9	
Georgia	1,423	404	1,827		TOTAL QUALIFIED CIRCULATION	50,000	15,020	65,020	100.0
Florida	1,804	462	2,266						
SOUTH ATLANTIC	6,949	1,917	8,866	13.6					

*See Additional Data

2020	Food Processing enews	Food Safety Update	2020	Food Processing enews	Food Safety Update
JANUARY			APRIL		
January 2	20,830	-	April 1	20,936	-
January 3	20,811	-	April 2	20,934	-
January 6	20,818	-	April 3	-	13,417
January 7	20,588	-	April 6	20,984	-
January 8	20,544	-	April 7	20,982	-
January 9	20,591	-	April 8	20,970	-
January 10	-	12,820	April 9	20,994	-
January 13	20,613	-	April 10	21,006	-
January 14	20,620	-	April 13	21,007	-
January 15	20,844	-	April 14	20,980	-
January 16	20,848	-	April 15	20,957	-
January 17	20,865	-	April 16	21,005	-
January 20	20,869	-	April 17	21,009	-
January 21	20,883	-	April 20	21,036	-
January 22	20,876	-	April 21	21,052	-
January 23	20,634	-	April 22	21,078	-
January 24	20,644	-	April 23	21,099	-
January 27	20,593	-	April 24	21,130	-
January 28	20,604	-	April 27	21,097	-
January 29	20,612	-	April 28	21,137	-
January 30	20,627	-	April 29	21,153	-
January 31	20,839	-	April 30	21,129	-
FEBRUARY			MAY		
February 3	20,820	-	May 1	-	14,323
February 4	20,839	-	May 4	21,117	-
February 5	20,828	-	May 5	21,121	-
February 6	20,848	-	May 6	20,921	-
February 7	-	13,025	May 7	20,967	-
February 10	20,905	-	May 8	20,981	-
February 11	20,856	-	May 11	20,986	-
February 12	20,838	-	May 12	20,975	-
February 13	20,649	-	May 13	20,981	-
February 14	20,661	-	May 14	20,990	-
February 17	20,663	-	May 15	20,965	-
February 18	20,354	-	May 18	21,004	-
February 19	20,380	-	May 19	20,992	-
February 20	20,591	-	May 20	21,015	-
February 21	20,706	-	May 21	20,803	-
February 24	20,688	-	May 22	20,787	-
February 25	20,712	-	May 26	20,790	-
February 26	20,406	-	May 27	20,788	-
February 27	20,389	-	May 28	20,780	-
February 28	20,698	-	May 29	20,780	-
MARCH			JUNE		
March 2	20,718	-	June 1	20,796	-
March 3	20,698	-	June 2	20,776	-
March 4	20,704	-	June 3	20,780	-
March 5	20,680	-	June 4	20,775	-
March 6	-	12,858	June 5	-	13,983
March 9	20,742	-	June 8	20,454	-
March 10	20,734	-	June 9	20,455	-
March 11	20,756	-	June 10	20,454	-
March 12	20,747	-	June 11	20,467	-
March 13	20,721	-	June 12	20,455	-
March 16	20,750	-	June 15	20,477	-
March 17	20,743	-	June 16	20,499	-
March 18	20,751	-	June 17	20,489	-
March 19	20,807	-	June 18	20,510	-
March 20	20,803	-	June 19	20,515	-
March 23	20,529	-	June 22	20,392	-
March 24	20,778	-	June 23	20,371	-
March 25	20,850	-	June 24	20,369	-
March 26	20,863	-	June 25	20,397	-
March 27	20,905	-	June 26	20,369	-
March 30	20,915	-	June 29	20,352	-
March 31	20,919	-	June 30	20,336	-
AVERAGE:				20,771	13,404

Food Processing enews (122 issued in the period)
 Food Safety Update (6 issued in the period)

WEBSITE CHANNEL

WWW.FOODPROCESSING.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	192,448	109,915	89,515	1:26
February	174,749	110,781	91,059	1:17
March	180,055	104,543	82,649	1:31
April	209,805	122,853	93,951	1:28
May	160,145	99,677	76,915	1:29
June	135,270	91,016	70,262	1:27
AVERAGE:	175,412	106,464	84,058	1:26

January – June 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Food Processing Social Media



Twitter followers

<http://twitter.com/foodprocessing>



Facebook likes

<http://facebook.com/foodprocessing>

2020

	Twitter followers	Facebook likes
Beginning Balance	17,342	9,704
January	17,431	9,746
February	17,491	9,780
March	17,569	10,146
April	17,685	10,255
May	17,756	10,284
June	17,861	10,380

ADDITIONAL DATA

MAGAZINE: METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 9,759 copies or 15.0% to 15,107 copies or 23.2%, including ACL B2B and PinPoint Foodscan.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website, and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Kim Leonard, VP/Chief Audience Officer

Mike Brenner, 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 28, 2020

State Illinois

County Dupage

Received by BPA Worldwide July 28, 2020

Type BSD

ID Number F058B0J0

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.

(Including Supplementary Data)

FIELD SERVED

FOOD PROCESSING serves the basic food process industries; meat and meat products, dairy products-milk, ice cream, butter, canned, preserved and dehydrated foods, frozen foods, grain products, flour, cereals, bakery products, confectionery and chocolate products, sugar and syrups, fats and oils, beverages, flavors, pickles, and kindred products served. Also served are construction/engineering companies, independent laboratories, consultants, chemicals and allied products, food product machinery, and others within the field served.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in Corporate Management, Plant Operations, Engineering, Research & Development, Purchasing, Marketing & Sales and others allied to the field.

PURPOSE

Included herein is an analysis of the recipient's involvement in, recommending, specifying, or purchasing ingredients, equipment, materials and other items.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	444
Allocated for Trade Shows and Conventions	92
All Other	809
TOTAL	1,345

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	68,342	100.0	68,342	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	68,342	100.0	68,342	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
January	51,297	18,703	70,000
February	51,264	18,736	70,000
March	51,613	18,400	70,013
April	52,011	17,989	70,000
May	50,000	15,020	65,020
June	50,000	15,020	65,020

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

This issue is 5.8% or 3,987 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Analysis of Food Manufacturing Industries by Title						Other Titles	
					Corporate Management (A) (See Note 1)	Plant Operations (B) (See Note 2)	Engineering (C) (See Note 3)	Research & Development (D) (See Note 4)	Purchasing (E) (See Note 5)	Marketing & Sales (F) (See Note 6)		
FRUITS & VEGETABLES Includes: Canned, Fresh, Frozen, Dried/Dehydrated Fruits & Vegetables; Dressings, Sauces, Oils/Fats, Jellies, Gravies, Condiments, Pickles												
Sub-Total Fruits & Vegetables	6,713	10.3	5,352	1,361	1,198	1,959	466	2,304	347	439	-	
DAIRY PRODUCTS Includes: Cheese, Butter, Cultured Products, Ice Cream, Frozen Novelties, Milk & Milk Substitute, Dry/Condensed, Evaporated Dairy Products												
Sub-Total Dairy Products	4,837	7.4	3,902	935	728	1,598	407	1,617	201	286	-	
BAKERY PRODUCTS/BREAKFAST FOODS Includes: Bread, Cakes, Pies, Pastries, Muffins, Bagels, Cookies, Crackers, Frozen Bakery Products, Breakfast Cereals												
Sub-Total Bakery Products/Breakfast Foods	5,104	7.9	4,089	1,015	1,214	1,636	377	1,350	214	313	-	
BEVERAGES Includes: Fruit/Vegetable Juices, Health and Energy Drinks, Soft Drinks, Bottled Water, Ice, Distilled & Malt Products (Alcoholic and Non-Alcoholic), Coffee, Tea, Powdered Beverage Mixes, Flavoring Extracts												
Sub-Total Beverages	9,039	13.9	7,357	1,682	1,476	3,578	576	2,457	335	617	-	
MEAT, POULTRY, SEAFOOD Includes: Case Ready Products, Sausages, Deli Meats, Canned & Shelf Stable Meat Entrees, Meat, Poultry, & Seafood												
Sub-Total Meat, Poultry, Seafood	8,116	12.5	6,578	1,538	1,762	2,698	532	2,068	447	609	-	
SNACKS/CONFECTIONARY PRODUCTS Includes: Chips, Pretzels, Tortillas, Popcorn, Nuts, Peanut Butter, Breakfast/Energy Bars, Candy, Chocolate, Gum, Sugar, Sweetener, Syrup												
Sub-Total Snacks/Confectionary Products	4,113	6.3	3,406	707	835	1,078	311	1,461	148	280	-	
FURTHER PROCESSED FOODS & SPECIALTIES Includes: Dinner, Meals, entrees, Side Dishes, Pet Food/Feed, Pizza, Ethnic Foods, Pasta, Rice, Flour, Corn												
Sub-Total Process Foods & Specialties	13,117	20.2	9,535	3,582	2,791	3,340	548	5,126	496	816	-	
Headquarters, R&D, Warehouse of Food Manufacturers	2,688	4.1	1,938	750	617	690	155	769	103	354	-	
Chemicals & Allied Products	3,932	6.1	2,467	1,465	610	840	600	1,396	78	408	-	
Sub-Total Food Manufacturing	57,659	88.7	44,624	13,035	11,231	17,417	3,972	18,548	2,369	4,122	-	
Food Products Machinery	3,763	5.8	2,781	982	1,064	792	525	428	132	822	-	
Construction, Engineering & Management Service	2,888	4.4	2,054	834	996	494	596	298	50	454	-	
Other related industries (See Note 7)	710	1.1	541	169	170	188	22	170	7	153	-	
TOTAL QUALIFIED CIRCULATION	65,020	100.0	50,000	15,020	13,461	18,891	5,115	19,444	2,558	5,551	-	
PERCENT	100.0	100.0	76.9	23.1	20.7	29.1	7.9	29.9	3.9	8.5	-	

Note 1: CORPORATE MANAGEMENT: Corporate Official, President, Vice President, Owner, Partner, CEO, CFO, Director, and other corporate managers, coordinators, and staff.

Note 2: PLANT OPERATIONS: Vice President Operations, Plant Manager/Superintendent/Foreman, Processing/Packaging Supervisors, Production Manager, Maintenance Foreman, Department Managers and Supervisors, General Manager, Supply Chain Manager, Logistics Manager, and other Plant Operations managers, coordinators, and staff.

Note 3: ENGINEERING: Vice President Engineering, Corporate Engineering, Plant Engineer, Maintenance Engineer, Chief Engineer, Director of Engineering, Packaging Engineer, Processing/Production Engineers, Project Engineers, and other Engineering managers, coordinators, and staff.

Note 4: RESEARCH & DEVELOPMENT: Vice President Research & Development, Director of Research, Technical Director, Information Technology Manager, Chief Technology Officer, Chief Information Officer, Quality Director/Manager/Supervisor, Technical Service, Director, Laboratory Director, Technician, Chemist, Scientist, Food Technologist, Process Developer, Corporate Chef, Research Chef, Executive Chef Development Chef, Culinary Director, Safety & Compliance Manager, Safety Manager/Engineer, and other Research & Development managers, coordinators, and staff.

Note 5: PURCHASING: Vice President Purchasing, Director/Manager Purchasing or Procurement, Other Purchasing Department Personnel, and other Purchasing managers, coordinators, and staff.

Note 6: SALES & MARKETING: VP Marketing, Marketing Director, Brand Manager, Product Manager, VP Sales & Marketing, and other Sales & Marketing managers, coordinators, and staff.

Note 7: Other Industries include: Independent laboratories, consultants, equipment and supplier's manufacturers, brokers, food distributors and trade associations.

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2020

This is an analysis 39,221 or 60.3% respondents who are involved with recommending, specifying or purchasing the following products. Since any one respondent may select more than one product, these data should not be added together as the total may exceed the total circulation.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Total Number of Respondents	Ingredients and/or Nutritional Ingredients	Nutraceutical/ Nutritional Ingredients	Nutraceutical/ Nutritional Ingredients	Process Equipment and/or Packaging Equip./ Materials	Process Equipment (Pumps, Motors, Valves, Air & Liquid Handling Equip.)	Packaging Equipment	Packaging Materials	QA & QC Instrumentation & Software	Plant Design/ Construction/ Site Selection	Process Controls/ Automation Equip.	Sanitation/ Maintenance/ Safety Equip./ Apparel	Material Handling Equipment, Warehouse/ Distribution Vehicles	Refrigeration/ Freezing Equipment	Consulting Services/ Labs	Other	None of the Above	No Audit Data
FRUITS & VEGETABLES Includes: Canned, Fresh, Frozen, Dried/Dehydrated Fruits & Vegetables; Dressings, Sauces, Oils/Fats, Jellies, Gravies, Condiments, Pickles																						
Sub-Total Fruits & Vegetables	6,713	10.3	5,352	1,361	3,462	1,864	1,733	1,196	2,123	1,435	1,656	1,564	986	732	894	1,001	767	663	531	133	393	3,251
DAIRY PRODUCTS Includes: Cheese, Butter, Cultured Products, Ice Cream, Frozen Novelties, Milk & Milk Substitute, Dry/Condensed, Evaporated Dairy Products																						
Sub-Total Dairy Products	4,837	7.4	3,902	935	2,442	1,365	1,285	901	1,467	1,018	1,154	997	721	534	624	677	494	545	380	84	270	2,395
BAKERY PRODUCTS/BREAKFAST FOODS Includes: Bread, Cakes, Pies, Pastries, Muffins, Bagels, Cookies, Crackers, Frozen Bakery Products, Breakfast Cereals																						
Sub-Total Bakery Products/Breakfast Foods	5,104	7.9	4,089	1,015	3,056	1,963	1,893	1,301	1,955	1,311	1,606	1,476	853	653	710	854	609	620	401	85	321	2,048
BEVERAGES Includes: Fruit/Vegetable Juices, Health and Energy Drinks, Soft Drinks, Bottled Water, Ice, Distilled & Malt Products (Alcoholic and Non-Alcoholic), Coffee, Tea, Powdered Beverage Mixes, Flavoring Extracts																						
Sub-Total Beverages	9,039	13.9	7,357	1,682	4,358	2,115	1,993	1,393	2,489	1,628	1,966	1,805	1,081	853	961	1,033	923	703	551	167	672	4,681
MEAT,POULTRY, SEAFOOD Includes: Case Ready Products, Sausages, Deli Meats, Canned & Shelf Stable Meat Entrees, Meat, Poultry, & Seafood																						
Sub-Total Meat, Poultry, Seafood	8,116	12.5	6,578	1,538	5,047	2,528	2,387	1,728	3,283	2,347	2,678	2,410	1,483	1,140	1,344	1,551	1,154	1,176	715	165	629	3,069
SNACKS/CONFECTIONARY PRODUCTS Includes: Chips, Pretzels, Tortillas, Popcorn, Nuts, Peanut Butter, Breakfast/Energy Bars, Candy, Chocolate, Gum, Sugar, Sweetener, Syrup																						
Sub-Total Snacks/Confectionary Products	4,113	6.3	3,406	707	2,298	1,342	1,275	890	1,427	955	1,151	1,104	640	478	564	587	458	290	308	63	274	1,815
FURTHER PROCESSED FOODS & SPECIALTIES Includes: Dinner, Meals, entrees, Side Dishes, Pet Food/Feed, Pizza, Ethnic Foods, Pasta, Rice, Flour, Corn																						
Sub-Total Processed Foods & Specialties	13,117	20.2	9,535	3,582	7,749	4,368	4,086	3,014	4,294	2,816	3,357	2,947	1,823	1,421	1,626	2,017	1,531	1,302	969	307	1,029	5,368
Headquarters, R&D, Warehouse of Food Manufacturers	2,688	4.1	1,938	750	1,857	532	494	369	643	410	454	463	390	288	342	371	314	228	503	122	475	831
Chemicals & Allied Products	3,932	6.1	2,467	1,465	1,819	641	572	436	984	634	677	642	378	332	430	415	357	172	271	88	263	2,113
Sub-Total Food Manufacturing	57,659	88.7	44,624	13,035	32,088	16,718	15,718	11,228	18,665	12,554	14,699	13,408	8,355	6,431	7,495	8,506	6,607	5,699	4,629	1,214	4,326	25,571
Food Products Machinery	3,763	5.8	2,781	982	3,620	871	797	608	2,575	1,791	1,885	1,491	890	775	1,264	848	834	428	450	112	345	143
Construction, Engineering & Management Service	2,888	4.4	2,054	834	2,811	632	556	490	1,696	1,272	1,206	944	776	974	1,010	649	650	360	648	103	302	77
Other related industries (See Note 1)	710	1.1	541	169	702	239	220	175	258	192	191	183	127	114	133	149	110	96	144	33	237	8
TOTAL QUALIFIED CIRCULATION	65,020	100.0	50,000	15,020	39,221	18,460	17,291	12,501	23,194	15,809	17,981	16,026	10,148	8,294	9,902	10,152	8,201	6,583	5,871	1,462	5,210	25,799

Note 1: Other Industries include: Independent laboratories, consultants, equipment and supplier's manufacturers, brokers, food distributors and trade associations.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	25,392	14,762	-	32,825	7,329	40,154	61.8
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	24,866	-	-	17,175	7,691	24,866	38.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,258	14,762	-	50,000	15,020	65,020	100.0
PERCENT	77.3	22.7	-	76.9	23.1	100.0	

*See Additional Data