

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011
(Including Supplementary Data)**

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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FIELD SERVED

FOOD ENGINEERING targets the manufacturing operations within the food and beverage process industry which consists of: corporate and divisional headquarters, R & D and pilot plant locations of a food or beverage manufacturer/co-packer/co-manufacturer of a food/beverage product; processed meat, poultry and seafood products; dairy and frozen novelty products; shelf stable foods; frozen food and prepared meals; cereal and grain-based products; baking and snack food products; candy and confectionery products; beverage products; supplement and ingredient products; machinery/equipment for food processing and/or packaging; engineering, design, architectural, and construction services, warehousing/distribution.

DEFINITION OF RECIPIENT QUALIFICATION

Titled personnel include those in plant operations/QA/QC, warehousing/distribution, engineering, general administration, research & development and purchasing.

PURPOSE

Included herein is a supplementary analysis of individuals who buy, specify, recommend or influence the purchase of: process equipment/pumps/valves/air & liquid handling equipment; packaging machinery/packaging materials; instruments/process control systems/software; sanitation/food safety & plant maintenance equipment; material handling equipment/trucking & distribution vehicles; refrigeration, freezing & chilling equipment; general plant equipment; plant design/construction/site selection; plant security & QA/QC instrumentation/software, warehousing and distribution.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	184
Advertiser and Agency _____	1,227
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	826
TOTAL	2,237

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	42,650	100.0	42,626	99.9	24	0.1
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,650	100.0	42,626	99.9	24	0.1

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	788	788	37,185	5,465	42,650
February _____	2,046	2,046	36,701	5,949	42,650
March _____	2,151	2,151	36,602	6,048	42,650
April _____	3,414	3,414	37,109	5,541	42,650
May _____	4,952	4,952	37,007	5,643	42,650
June _____	116	116	37,152	5,498	42,650
TOTAL	13,467	13,467			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	20,065	11,944	10,654	1.12	01:26	02:26
February _____	18,107	11,112	9,881	1.12	01:38	02:41
March _____	20,787	12,544	11,220	1.12	01:34	02:38
April _____	15,695	9,385	8,257	1.14	01:35	02:38
May _____	14,137	8,276	7,237	1.14	01:37	02:47
June _____	16,442	8,946	7,682	1.16	01:27	02:37
AVERAGE:	17,539	10,368	9,155	1.13	01:33	02:38

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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				
					PLANT OPERATIONS/ QA/QC/ WAREHOUSING/ DISTRIBUTION (Note 1)	ENGINEERING (Note 2)	GENERAL ADMINISTRATION (Note 3)	RESEARCH & DEVELOPMENT (Note 4)	PURCHASING (Note 5)
CORPORATE AND DIVISIONAL HEADQUARTERS, R & D AND PILOT PLANT locations of a food or beverage manufacturer/Co-Packer/Co-Manufacturer of a food/beverage product _____	8,843	20.7	7,476	1,367	3,788	1,595	1,957	1,091	412
PROCESSED MEAT, POULTRY AND SEAFOOD PRODUCTS: Processed and/or packaged beef, seafood, lamb, poultry, sausage and pork including meat snacks and egg processing locations _____	5,857	13.7	5,285	572	3,753	707	976	200	221
DAIRY AND FROZEN NOVELTY PRODUCTS: Ice cream and frozen novelties, whipped toppings, yogurts, dips, sour cream, cottage cheese, all cheese products, butter, margarine, fluid and powdered milk _____	3,532	8.3	3,197	335	2,359	488	455	116	114
SHELF STABLE FOODS: Soups, sauces, salad dressings, condiments, gravies, jams, jellies, processed and fresh cut fruits/vegetables, mayonnaise, fats & oils, baby food, peanut butter and ready-to-mix desserts _____	2,484	5.8	2,179	305	1,567	353	378	112	74
FROZEN FOOD AND PREPARED MEALS: Frozen fruits/vegetables, appetizers, pizza and frozen prepared entrees, meals and side dishes _____	2,425	5.7	2,141	284	1,494	311	383	146	91
CEREAL AND GRAIN-BASED PRODUCTS: Cereals, breakfast foods/bars and doughs, pet food, prepared flour, pasta, rice and corn milling, and other grain-based products _____	1,683	4.0	1,466	217	1,045	332	180	79	47
BAKING AND SNACK FOOD PRODUCTS: Bread, cakes, cookies, crackers, frozen baked goods, bagels, muffins and related sweet goods, breadsticks, chips, snacks, pretzels and all salted snacks and roasted nuts, popcorn and tortillas _____	4,011	9.4	3,564	447	2,399	579	770	145	118
CANDY AND CONFECTIONERY PRODUCTS: Candy and related confectionery products, chocolate and cocoa products, chewing gum, cane/beet refined sugar _____	1,380	3.2	1,195	185	637	254	374	73	42
BEVERAGE PRODUCTS: Carbonated and non-carbonated soft drinks, sport drinks, beer, wine and distilled spirits and blended syrups, bottled water and dry beverage mixes, all coffee and tea related products. _____	5,069	11.9	4,419	650	3,190	541	1,048	164	126
SUPPLEMENT AND INGREDIENT PRODUCTS: Consumer supplement products, nutraceuticals, infant formula, nutritional bars, energy drinks, vitamins and food grade ingredients, spices, seasonings, flavors and chemicals _____	1,566	3.7	1,329	237	925	235	211	148	47
MACHINERY/EQUIPMENT FOR FOOD PROCESSING AND/OR PACKAGING _____	2,412	5.7	1,964	448	720	1,080	416	117	79
ENGINEERING, DESIGN, ARCHITECTURAL AND CONSTRUCTION SERVICES _____	1,588	3.7	1,205	383	232	1,034	242	62	18
WAREHOUSING/DISTRIBUTION (Frozen & Refrigerated) _____	1,800	4.2	1,587	213	780	210	666	36	108
TOTAL QUALIFIED CIRCULATION	42,650	100.0	37,007	5,643	22,889	7,719	8,056	2,489	1,497
PERCENT	100.0		86.8	13.2	53.7	18.1	18.9	5.8	3.5

Note 1: PLANT OPERATIONS/QA/QC: VP Operations, Plant Manager/Superintendent/Foreman, Processing/Packaging Supervisor, Production Manager, Maintenance Foreman, Department Manager, Safety Foreman, Plant Security Manager, Quality Assurance Manager, Quality Control Manager, QA/QC Personnel, Warehousing/Distribution Manager/Director, Logistics/Traffic Manager/Director.

Note 2: ENGINEERING: VP Engineering, Plant Engineer, Maintenance Engineer, Chief Engineer, Packaging Engineer, Processing/Production Engineer, Engineering Director.

Note 3: GENERAL ADMINISTRATION: Corporate Official, President, Vice President, Owner, Partner, General Manager.

Note 4: RESEARCH & DEVELOPMENT: VP of R&D, Director of Research, Lab. Director, Tech., Chemist, Scientist, Food Tech.

Note 5: PURCHASING: VP Purchasing, Purchasing or Procurement Director/Manager/Supervisor, Buyer, Purchasing Agent.

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2011

This is an analysis of 39,084 or 91.6% recipients who responded to the categories below. Question 4 - check the products you buy, specify, recommend, or influence the purchase of for your company. Of the 39,084 respondents, 1,083 (Or 2.5% of the total qualified circulation) were identified as having such influence by others at their firm. (See questionnaire used to elicit this data on the back page of this report.) Since any one respondent may have checked more than one response, the totals for each of these products and services should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	TOTAL NUMBER OF RESPONDENTS	ANALYSIS OF PRODUCTS BOUGHT, SPECIFIED, RECOMMENDED, OR INFLUENCED										
						PROCESS EQUIPMENT/PUMPS/VALVES/AIR & LIQUID HANDLING EQUIP.	PACKAGING MACHINERY/PACKAGING MATERIALS	PROCESS EQUIPMENT/PACKAGING MACHINERY/PACKAGING MATERIALS (See Note 1)	INSTRUMENTS/PROCESS CONTROL SYSTEMS/SOFTWARE	SANITATION/FOOD SAFETY & PLANT MAINTENANCE EQUIPMENT	MATERIAL HANDLING EQUIP./TRUCKING & DISTRIBUTION VEHICLES	REFRIGERATION, FREEZING & CHILLING EQUIPMENT	GENERAL PLANT EQUIP. (MOTORS, DRIVES, BEARINGS)	PLANT DESIGN/CONSTRUCTION/SITE SELECTION	PLANT SECURITY & QA/QC INSTRUMENTATION/SOFTWARE (See Note 2)	WAREHOUSING/DISTRIBUTION
CORPORATE AND DIVISIONAL HEADQUARTERS, R & D AND PILOT PLANT LOCATIONS OF A FOOD OR BEVERAGE MANUFACTURER/CO-PACKER/CO-MANUFACTURER OF A FOOD/BEVERAGE PRODUCT	8,843	20.7	7,476	1,367	8,116	5,587	5,363	7,002	4,146	4,500	3,762	3,270	4,120	2,846	3,857	1,798
PROCESSED MEAT, POULTRY AND SEAFOOD PRODUCTS	5,857	13.7	5,285	572	5,461	3,949	3,962	4,755	2,552	3,613	2,871	2,732	2,831	1,856	2,812	1,469
DAIRY AND FROZEN NOVELTY PRODUCTS	3,532	8.3	3,197	335	3,282	2,307	2,209	2,784	1,606	2,020	1,522	1,492	1,665	1,069	1,664	727
SHELF STABLE FOODS	2,484	5.8	2,179	305	2,309	1,572	1,609	1,950	1,233	1,484	1,129	875	1,238	784	1,227	532
FROZEN FOOD AND PREPARED MEALS	2,425	5.7	2,141	284	2,250	1,521	1,599	1,916	828	1,233	998	875	857	589	1,127	594
CEREAL AND GRAIN-BASED PRODUCTS	1,683	4.0	1,466	217	1,562	1,110	1,052	1,342	843	975	840	434	913	560	746	335
BAKING AND SNACK FOOD PRODUCTS	4,011	9.4	3,564	447	3,714	2,578	2,763	3,252	1,644	2,124	1,754	1,463	1,774	1,166	1,871	892
CANDY AND CONFECTIONERY PRODUCTS	1,380	3.2	1,195	185	1,255	872	912	1,120	673	761	611	512	649	442	597	343
BEVERAGE PRODUCTS	5,069	11.9	4,419	650	4,554	2,981	2,995	3,731	2,099	2,593	2,225	1,651	2,130	1,386	2,288	1,268
SUB-TOTAL	35,284	82.7	30,922	4,362	32,503	22,477	22,464	27,852	15,624	19,303	15,712	13,304	16,177	10,698	16,189	7,958
SUPPLEMENT AND INGREDIENT PRODUCTS	1,566	3.7	1,329	237	1,408	917	829	1,139	710	762	570	377	664	455	751	298
MACHINERY/EQUIPMENT FOR FOOD PROCESSING AND/OR PACKAGING	2,412	5.7	1,964	448	2,239	1,463	1,353	1,938	1,041	862	866	545	1,086	536	670	385
ENGINEERING, DESIGN, ARCHITECTURAL AND CONSTRUCTION SERVICES	1,588	3.7	1,205	383	1,457	1,026	732	1,162	821	606	556	590	658	709	437	246
WAREHOUSING/DISTRIBUTION (Frozen & Refrigerated)	1,800	4.2	1,587	213	1,477	652	683	931	338	649	818	464	453	273	508	1,040
TOTAL QUALIFIED CIRCULATION	42,650	100.0	37,007	5,643	39,084	26,535	26,061	33,022	18,534	22,182	18,522	15,280	19,038	12,671	18,555	9,927
PERCENT	100.0		86.8	13.2	91.6	62.2	61.1	77.4	43.5	52.0	43.4	35.8	44.6	29.7	43.5	23.3

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2011

This is an analysis of 39,084 or 91.6% respondents who buy, specify, recommend or influence the purchase of the following products. Of the 39,084 respondents, 1,083 (Or 2.5% of the total qualified circulation) were identified as having such influence by others at their firm. (See questionnaire used to elicit this data on the back page of this report.) Since any one respondent may have checked more than one response, the totals for each of these products should not be added together as the totals may exceed the total circulation. This data is presented for statistical and marketing purposes only.

Products Recommended, Specified or Purchased	Print Version Only (A)	Digital Version Only (B)	RESPONDENTS WHO BUY, SPECIFY, RECOMMEND OR INFLUENCE THE PURCHASE OF THIS PRODUCT	PERCENT OF TOTAL	ANALYSIS BY TITLE				
					PLANT OPERATIONS/QA/QC/WAREHOUSING/DISTRIBUTION (A)	ENGINEERING (B)	GENERAL ADMINISTRATION (C)	RESEARCH & DEVELOPMENT (D)	PURCHASING (E)
PROCESS EQUIPMENT/PUMPS/VALVES/AIR & LIQUID HANDLING EQUIP.	23,305	3,230	26,535	62.2	14,156	5,650	4,677	1,350	702
PACKAGING MACHINERY/PACKAGING MATERIALS	22,917	3,144	26,061	61.1	14,155	4,694	5,110	1,170	932
PROCESS EQUIPMENT/PACKAGING MACHINERY/PACKAGING MATERIALS (See Note 1)	28,925	4,097	33,022	77.4	17,534	6,573	6,026	1,790	1,099
INSTRUMENTS/PROCESS CONTROL SYSTEMS/SOFTWARE	15,958	2,576	18,534	43.5	9,626	4,127	3,339	994	448
SANITATION/FOOD SAFETY & PLANT MAINTENANCE EQUIPMENT	19,440	2,742	22,182	52.0	13,121	3,465	4,180	757	659
MATERIAL HANDLING EQUIPMENT/TRUCKING & DISTRIBUTION VEHICLES	16,400	2,122	18,522	43.4	10,373	3,175	3,896	483	595
REFRIGERATION, FREEZING & CHILLING EQUIPMENT	13,430	1,850	15,280	35.8	7,826	2,952	3,459	547	496
GENERAL PLANT EQUIP., (MOTORS, DRIVES, BEARINGS)	16,630	2,408	19,038	44.6	10,350	3,914	3,583	632	559
PLANT DESIGN/CONSTRUCTION/SITE SELECTION	11,041	1,630	12,671	29.7	6,441	2,921	2,706	366	237
PLANT SECURITY & QA/QC INSTRUMENTATION/SOFTWARE (See Note 2)	16,314	2,241	18,555	43.5	11,299	2,549	3,488	822	397
WAREHOUSING/DISTRIBUTION (Frozen & Refrigerated)	8,635	1,292	9,927	23.3	4,971	1,153	3,125	225	453

(A): PLANT OPERATIONS/QA/QC: VP Operations, Plant Manager, Superintendent/Foreman, Processing/Packaging Supervisor, Production Manager, Maintenance Foreman, Department Manager, Safety Foreman, Plant Security Manager, Quality Assurance Manager, Quality Control Manager, QA/QC Personnel, Warehousing/Distribution Manager/Director, Logistics/Traffic Manager/Director.

(B): ENGINEERING: VP Engineering, Plant Engineer, Maintenance Engineer, Chief Engineer, Packaging Engineer, Processing/Production Engineer, Engineering Director.

(C): GENERAL ADMINISTRATION: Corporate Official, President, Vice President, Owner, Partner, General Manager.

(D): RESEARCH & DEVELOPMENT: VP of R&D, Director of Research, Lab. Director, Tech., Chemist, Scientist, Food Tech.

(E): PURCHASING: VP Purchasing, Purchasing or Procurement Director/Manager/Supervisor, Buyer, Purchasing Agent.

Note 1: Combined and unduplicated count of Process Equipment/Pumps/Valves/Air & Liquid Handling Equipment, Packaging Machinery/Packaging Materials.

Note 2: Combined and unduplicated count of QA/QC Instrumentation and Software.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request:	27,727	10,622	-	32,706	5,643	38,349	89.9
a. Written	670	277	-	933	14	947	2.2
b. Telecommunication	21,842	8,697	-	26,882	3,657	30,539	71.6
c. Electronic	5,215	1,648	-	4,891	1,972	6,863	16.1
II. TOTAL - Request from recipient's company:	675	467	-	1,142	-	1,142	2.7
a. Written	9	-	-	9	-	9	-
b. Telecommunication	446	279	-	725	-	725	1.7
c. Electronic	220	188	-	408	-	408	1.0
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	1,102	-	-	1,102	-	1,102	2.6
a. Written	27	-	-	27	-	27	0.1
b. Telecommunication	771	-	-	771	-	771	1.8
c. Electronic	304	-	-	304	-	304	0.7
V. TOTAL - Sources other than above (listed alphabetically):	2,057	-	-	2,057	-	2,057	4.8
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	2,057	-	-	2,057	-	2,057	4.8
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,561	11,089	-	37,007	5,643	42,650	100.0
PERCENT	74.0	26.0	-	86.8	13.2	100.0	-

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	37,007	5,643	42,650	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,007	5,643	42,650	100.0

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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	182	19	201	
New Hampshire	118	16	134	
Vermont	127	15	142	
Massachusetts	723	88	811	
Rhode Island	83	5	88	
Connecticut	318	36	354	
NEW ENGLAND	1,551	179	1,730	4.1
New York	1,800	232	2,032	
New Jersey	1,284	162	1,446	
Pennsylvania	1,811	221	2,032	
MIDDLE ATLANTIC	4,895	615	5,510	12.9
Ohio	1,708	240	1,948	
Indiana	861	97	958	
Illinois	2,717	418	3,135	
Michigan	1,093	180	1,273	
Wisconsin	1,946	242	2,188	
EAST NO. CENTRAL	8,325	1,177	9,502	22.3
Minnesota	1,383	176	1,559	
Iowa	847	95	942	
Missouri	1,016	139	1,155	
North Dakota	154	27	181	
South Dakota	171	18	189	
Nebraska	474	47	521	
Kansas	501	68	569	
WEST NO. CENTRAL	4,546	570	5,116	12.0
Delaware	77	14	91	
Maryland	504	49	553	
Washington, DC	26	4	30	
Virginia	603	79	682	
West Virginia	102	10	112	
North Carolina	871	101	972	
South Carolina	320	45	365	
Georgia	1,070	184	1,254	
Florida	1,283	166	1,449	
SOUTH ATLANTIC	4,856	652	5,508	12.9
Kentucky	569	72	641	
Tennessee	631	79	710	
Alabama	353	45	398	
Mississippi	217	20	237	
EAST SO. CENTRAL	1,770	216	1,986	4.7
Arkansas	499	71	570	
Louisiana	364	28	392	
Oklahoma	295	38	333	
Texas	1,988	292	2,280	
WEST SO. CENTRAL	3,146	429	3,575	8.4
Montana	110	9	119	
Idaho	297	37	334	
Wyoming	55	3	58	
Colorado	460	70	530	
New Mexico	107	17	124	
Arizona	274	31	305	
Utah	309	50	359	
Nevada	114	16	130	
MOUNTAIN	1,726	233	1,959	4.6
Alaska	50	11	61	
Washington	668	95	763	
Oregon	465	72	537	
California	3,583	509	4,092	
Hawaii	128	26	154	
PACIFIC	4,894	713	5,607	13.1
UNITED STATES	35,709	4,784	40,493	95.0
U.S. Territories	175	42	217	
Canada	879	206	1,085	
Mexico	32	63	95	
Other International	211	548	759	
APO/FPO	1	-	1	
TOTAL QUALIFIED CIRCULATION	37,007	5,643	42,650	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified _____	42,650	42,650	42,650	42,650	42,650	42,650
Qualified Non-Paid Total __	42,625	42,626	42,626	42,629	42,627	42,626
Print Version Only _____	39,158	38,888	38,381	37,477	37,561	36,935
Digital Version Only _____	3,335	3,714	4,245	5,152	5,066	5,691
Both Print & Digital Version (Unduplicated) __	132	24	-	-	-	-
Qualified Paid Total _____	25	24	24	21	23	24
Print Version Only _____	25	24	24	21	23	24
Digital Version Only _____	-	-	-	-	-	-
Both Print & Digital Version (Unduplicated) _	-	-	-	-	-	-
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 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

****NC = None Claimed.**

ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal service 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.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied 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 _____	36,959	100.0	36,935	99.9	24	0.1
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,959	100.0	36,935	99.9	24	0.1

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 _____	5,691	100.0	5,691	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,691	100.0	5,691	100.0	-	-

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

FoodEngineering **FREE** SUBSCRIPTION CARD

T05NRW

- Would you like to start/continue receiving Food Engineering for FREE? Yes No
- Would you like to receive the Food Engineering E-Newsletter for FREE? Yes No
- Which version of Food Engineering would you like to receive? Digital * (FREE) Print * (FREE)

**Be sure to include your e-mail address below to receive the Digital version. Foreign subscriptions to the digital version are available at no cost. Foreign subscriptions to the print version are available at our yearly rates.*

Signature (required) _____ Date _____

Printed Name _____ Title _____

Phone _____ Fax _____

E-Mail Address

- By providing your fax number, you're giving us permission to fax subscription offers to you.
- You will receive subscription and renewal notices from BNP Media via e-mail.

1. What is the total number of employees at your company?

- 01 2,500 or more 04 250 - 499 07 1 - 49
 02 1,000 - 2,499 05 100 - 249
 03 500 - 999 06 50 - 99

2. Which of the following best describes the primary product produced at your company? (check one only):

- | | |
|---|--|
| 01 <input type="checkbox"/> Corporate and Divisional Headquarters, R & D, and Pilot Plant locations | 11 <input type="checkbox"/> Machinery/Equipment for Food Processing and/or Packaging |
| 02 <input type="checkbox"/> Processed Meat, Poultry and Seafood Products | 12 <input type="checkbox"/> Engineering, Design, Architectural and Construction Services |
| 03 <input type="checkbox"/> Dairy and Frozen Novelty Products | 13 <input type="checkbox"/> Supplement and Ingredient Products |
| 16 <input type="checkbox"/> Shelf Stable Foods | 14 <input type="checkbox"/> Co-Packer/Co-Manufacturer of a food/beverage product |
| 04 <input type="checkbox"/> Frozen Food and Prepared Meals | 17 <input type="checkbox"/> Warehousing/Distribution (Frozen and Refrigerated) |
| 05 <input type="checkbox"/> Cereal and Grain Based Products | 98 <input type="checkbox"/> Other related food industry (please specify): _____ |
| 06 <input type="checkbox"/> Baking and Snack Food Products | |
| 07 <input type="checkbox"/> Candy and Confectionery Products | |
| 09 <input type="checkbox"/> Beverage Products | |

3. Which of the following best describes your title? (check one only):

- 02 **Plant Operations:** VP Operations, Plant Manager/ Superintendent/Foreman, Processing/Packaging Supervisor, Production Manager, Maintenance Foreman, Plant Security Manager, Safety Foreman
- 08 **QA/QC:** Quality Assurance Manager, Quality Control Manager, QA/QC Personnel
- 03 **Engineering:** VP Engineering, Plant Engineer, Maintenance Engineer, Chief Engineer, Packaging Engineer, Processing/ Production Engineer, Engineering Director
- 09 **Warehouse/Distribution:** Warehouse/Distribution Manager/ Director, Logistics/Traffic Manager/Director
- 01 **General Administration:** Corporate Official, President, Vice President, Owner, Partner, General Manager
- 04 **Research & Development:** VP of R&D, Director of Research, Lab Director, Tech, Scientist, Chemist, Food Tech
- 05 **Purchasing:** VP Purchasing, Purchasing or Procurement Director/Manager/Supervisor, Buyer, Purchasing Agent
- 07 Other (please describe): _____

4. Which of the following products do you buy, specify, recommend, or influence the purchase of for your company? (check all that apply):

- 01 Process Equipment/Pumps/Valves/Air & Liquid Handling Equipment
- 02 Packaging Machinery and/or Packaging Materials
- 04 Instruments/Process Control Systems/Software
- 05 Sanitation, Food Safety & Plant Maintenance Equipment
- 06 Material Handling Equipment/Trucking & Distribution Vehicles
- 07 Refrigeration, Freezing & Chilling Equipment
- 08 General Plant Equipment (motors, drives, bearings, etc)
- 14 Warehousing and Distribution
- 09 Plant Design/Construction/Site Selection
- 11 Plant Security & QA/QC Instrumentation/Software
- 13 Software
- 10 Ingredients
- 99 None of the Above

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 July 14, 2011
 State Michigan
 County Oakland
 Received by BPA Worldwide July 14, 2011
 Type PSJ
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