

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



Great American Publishing
75 Applewood Drive, Suite A
Sparta, MI 49345
Tel.: 616-887-9008
Fax: 616-887-2666
www.fruitgrowersnews.com

Official Publication of: None
Established: 1961
Issues Per Year: 12

FIELD SERVED

The Fruit Growers News serves the field of the commercial fruit industries, including growers, packers, shippers, extension agents, industry and equipment suppliers, researchers, universities, pest control advisors, crop consultants, processors, agriculture associations, government agencies, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are all titled and non-titled recipients within the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	258
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	279
Digital _____	-
All Other _____	380
TOTAL	917

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,916	97.7	12,946	79.5	2,970	18.2
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	376	2.3	325	2.0	51	0.3
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,292	100.0	13,271	81.5	3,021	18.5

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	511	371			16,309	October _____	85	21			16,165
August _____	133	133			16,309	November _____	57	292			16,410
September _____	192	91			16,232	December _____	148	65			16,331
						TOTAL	1,126	973			

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

This issue is 0.9% or 141 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Grower Only _____	12,589	76.7
Grower / Packer / Shipper _____	1,532	9.4
Packer / Shipper Only _____	89	0.5
Extension Agent _____	185	1.1
Suppliers / Equipment _____	764	4.7
Research / University _____	267	1.6
Pest Control Advisor / Crop Consultant _____	309	1.9
Processors _____	116	0.7
Agriculture Associations / Government Agency _____	286	1.7
Others Allied to the Field _____	273	1.7
TOTAL QUALIFIED CIRCULATION	16,410	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	3,373	2,970	1,802			8,145	49.6
II. Request from recipient's company: _____	38	15	30			83	0.5
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	10	26	14			50	0.3
V. TOTAL - Sources other than above (listed alphabetically): _____	2,457	2,118	3,557			8,132	49.5
*Association rosters and directories _____	1,097	586	257			1,940	11.8
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	1,360	1,532	3,300			6,192	37.7
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	5,878	5,129	5,403			16,410	100.0
*See Paragraph 9 PERCENT	35.8	31.3	32.9			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			-	-
Individuals by name only _____			13,914	84.8
Titles or functions only _____			-	-
Company names only _____			2,196	13.4
Multi-Copy Same Addressee copies _____			300	1.8
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			16,410	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	84		400-427 Kentucky _____	91	
030-038 New Hampshire _____	32		370-385 Tennessee _____	56	
050-059 Vermont _____	148		350-369 Alabama _____	165	
010-027 Massachusetts _____	207		386-397 Mississippi _____	38	
028-029 Rhode Island _____	10		EAST SO. CENTRAL	350	2.1
060-069 Connecticut _____	102		716-729 Arkansas _____	19	
NEW ENGLAND	583	3.6	700-714 Louisiana _____	16	
100-149 New York _____	1,883		730-749 Oklahoma _____	20	
070-089 New Jersey _____	153		750-799 Texas _____	46	
150-196 Pennsylvania _____	1,157		WEST SO. CENTRAL	101	0.6
MIDDLE ATLANTIC	3,193	19.5	590-599 Montana _____	6	
430-459 Ohio _____	606		832-838 Idaho _____	26	
460-479 Indiana _____	211		820-831 Wyoming _____	-	
600-629 Illinois _____	265		800-816 Colorado _____	57	
480-499 Michigan _____	2,958		870-884 New Mexico _____	13	
530-549 Wisconsin _____	354		850-865 Arizona _____	12	
EAST NO. CENTRAL	4,394	26.8	840-847 Utah _____	57	
550-567 Minnesota _____	157		889-898 Nevada _____	1	
500-528 Iowa _____	161		MOUNTAIN	172	1.0
630-658 Missouri _____	71		995-999 Alaska _____	7	
580-588 North Dakota _____	7		980-994 Washington _____	2,214	
570-577 South Dakota _____	4		970-979 Oregon _____	197	
680-693 Nebraska _____	31		900-961 California _____	3,767	
660-679 Kansas _____	30		967-968 Hawaii _____	3	
WEST NO. CENTRAL	461	2.8	PACIFIC	6,188	37.7
197-199 Delaware _____	16		UNITED STATES	16,353	99.7
206-219 Maryland _____	85		969 & 004-009 U.S. Territories _____	-	
200-205 Washington, DC _____	7		Canada _____	50	
220-246 Virginia _____	151		Mexico _____	-	
247-268 West Virginia _____	26		Other International _____	7	
270-289 North Carolina _____	375		APO/FPO _____	-	
290-299 South Carolina _____	58		TOTAL QUALIFIED CIRCULATION	16,410	100.0
300-319 Georgia _____	99				
320-349 Florida _____	94				
SOUTH ATLANTIC	911	5.6			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	15,886	15,229	16,127	16,384	16,306	16,293
Qualified Non-Paid: _____	15,886	12,811	13,631	14,027	13,611	13,271
Qualified Paid: _____	-	2,418	2,496	2,357	2,695	3,022
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July-December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

PARAGRAPH 2:

Additions and removal are not required for paid circulation.

PARAGRAPH 3b:

Association rosters and directories include 21 sources of circulation for a quantity of 1 copy or -% to 551 copies or 3.4%. Other Sources include 15 sources of circulation for a quantity of 1 copy or -% to 2,728 copies or 16.6%, including Farm Market ID.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Becky Bosserd, Circulation Manager

Matt McCallum, 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 14, 2010

State MI

County Kent

Received by BPA Worldwide January 14, 2010

Type PJ

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