

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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**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.

**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**



13 issues in the period  
 16,166 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>THE PRODUCE NEWS</b> (13 issues in the period)	15,580	586	16,166

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	113
Allocated for Trade Shows and Conventions	93
All Other	99
<b>TOTAL</b>	<b>305</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	16,156	99.9	15,572	96.3	584	3.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	10	0.1	8	0.1	2	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,166</b>	<b>100.0</b>	<b>15,580</b>	<b>96.4</b>	<b>586</b>	<b>3.6</b>

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

2020 Issue	Total Qualified
January 6	15,810
January 20	15,840
February 3	15,799
February 17	15,778
March 2	15,790
March 16	15,859
March 30	16,425
April 13	16,504
April 27	16,476
May 11	16,536
<b>*May 25</b>	<b>16,508</b>
June 8	16,426
June 22	16,406

\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 25, 2020**  
 This issue is 2.3% or 371 copies above the average of the other 12 issues reported in Paragraph 2.

Business and Industry*	Total Qualified	Percent of Total
Retailer/Wholesale Grocer	7,249	43.9
Broker/Wholesalers	3,702	22.4
Grower/Shippers	3,182	19.3
Transportation	367	2.2
Foodservice Distributor	1,473	8.9
Others allied to the field	479	2.9
Paid Subs	56	0.4
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,508</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 MAY 25, 2020**

Qualification Source	Total Qualified	Percent
I. <b>TOTAL</b> - Direct Request:	<b>8,786</b>	<b>53.2</b>
a. Written	443	2.7
b. Telecommunication	3,057	18.5
c. Electronic	5,286	32.0
II. <b>TOTAL</b> - Request from recipient's company:	<b>148</b>	<b>0.9</b>
a. Written	43	0.3
b. Telecommunication	3	-
c. Electronic	102	0.6
III. <b>TOTAL</b> - Membership Benefit:	-	-
a. Individual	-	-
b. Organizational	-	-
IV. <b>TOTAL</b> - Communication (other than request):	-	-
a. Written	-	-
b. Telecommunication	-	-
c. Electronic	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>7,574</b>	<b>45.9</b>
Association rosters and directories	-	-
*Business directories	4,439	26.9
Manufacturer's, distributor's, and wholesaler's lists	-	-
*Other sources	3,135	19.0
VI. <b>TOTAL</b> - Single Copy Sales:	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,508</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

\*See Additional Data

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA Worldwide has granted an exception to reporting Age of Source for all 2020 reports. Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 25, 2020**

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	12,329	74.7
Individuals by name only	1,249	7.6
Titles or functions only	2,846	17.2
Company names only	74	0.4
Multi-Copy Same Addressee copies	10	0.1
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,508</b>	<b>100.0</b>

**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 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Total Audit Average Qualified:	15,764	15,709	15,950	15,847	16,029	16,166
Qualified Non-Paid:	14,782	14,795	15,127	15,097	15,388	15,580
Qualified Paid:	982	914	823	750	641	586
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$70.82	\$73.77	\$71.75	\$72.75	\$69.77	\$73.23

\*NOTE: July 2019 – 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 25, 2020**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	79		Kentucky	163	
New Hampshire	65		Tennessee	189	
Vermont	24		Alabama	197	
Massachusetts	341		Mississippi	134	
Rhode Island	39		<b>EAST SO. CENTRAL</b>	<b>683</b>	<b>4.1</b>
Connecticut	141		Arkansas	157	
<b>NEW ENGLAND</b>	<b>689</b>	<b>4.2</b>	Louisiana	284	
New York	878		Oklahoma	133	
New Jersey	546		Texas	1,076	
Pennsylvania	644		<b>WEST SO. CENTRAL</b>	<b>1,650</b>	<b>10.0</b>
<b>MIDDLE ATLANTIC</b>	<b>2,068</b>	<b>12.5</b>	Montana	50	
Ohio	454		Idaho	245	
Indiana	212		Wyoming	10	
Illinois	543		Colorado	240	
Michigan	452		New Mexico	67	
Wisconsin	310		Arizona	499	
<b>EAST NO. CENTRAL</b>	<b>1,971</b>	<b>12.0</b>	Utah	120	
Minnesota	351		Nevada	69	
Iowa	129		<b>MOUNTAIN</b>	<b>1,300</b>	<b>7.9</b>
Missouri	272		Alaska	26	
North Dakota	62		Washington	534	
South Dakota	34		Oregon	232	
Nebraska	76		California	3,245	
Kansas	171		Hawaii	59	
<b>WEST NO. CENTRAL</b>	<b>1,095</b>	<b>6.6</b>	<b>PACIFIC</b>	<b>4,096</b>	<b>24.8</b>
Delaware	66		<b>UNITED STATES</b>	<b>16,476</b>	<b>99.8</b>
Maryland	208		U.S. Territories	31	
Washington, DC	26		Canada	-	
Virginia	237		Mexico	-	
West Virginia	42		Other International	-	
North Carolina	484		APO/FPO	1	
South Carolina	136		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,508</b>	<b>100.0</b>
Georgia	405				
Florida	1,320				
<b>SOUTH ATLANTIC</b>	<b>2,924</b>	<b>17.7</b>			

## ADDITIONAL DATA

### PARAGRAPH 3b:

Business directories include 10 sources of circulation for quantities of 12 copies or 0.1% to 2,916 copies or 17.7%, including Chain Store Guide. Other sources include 11 sources of circulation for quantities of 1 copy or -% to 2,005 copies or 12.1%, including PMA List.

### PUBLISHER'S AFFIDAVIT

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

Yesenia Castro-Velez, Account 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 16, 2020

State New York

County Rockland

Received by BPA Worldwide July 16, 2020

Type BJ

ID Number P138B0J0

#### 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.