

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
FAX: +1 203.447.2900
www.bpaww.com

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.

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POULTRY

Marketing & Technology Group
1415 N. Dayton St.
Chicago, IL 60622
Tel.: (312) 266-3311
Fax: (312) 266-3363
www.meatingplace.com

Official Publication of: None
Established: 1993
Issues Per Year: 6

FIELD SERVED

POULTRY serves companies where the primary operation is poultry slaughter/ cut-up; rendering; further processing; headquarters office or R&D facility; supermarket buying headquarters; food service buying headquarters; grow-out and breeding; poultry wholesaling; education or consulting; red meat processing; seafood processing; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients' job functions include senior management; plant management; R&D; education; quality control & assurance; sales & marketing; purchasing; employee safety; and other functions & functions not available.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	23
Advertiser and Agency _____	1,122
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	243
TOTAL	1,388

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10,011	100.0	10,011	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,011	100.0	10,011	100.0	-	-

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
February/ March _____	467	464			10,010	June/ July _____	412	410			10,011
April/ May _____	1,175	1,178			10,013						
TOTAL	2,054	2,052									

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009**This issue is -% or 2 copies above the average of the other 2 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Senior Management (Note 1)	Plant Management (Note 2)	Research & Development/ Education/ Quality Control & Assurance (Note 3)	Sales & Marketing (Note 4)	Purchasing (Note 5)	Employee Safety (Note 6)	Other Functions & Functions Not Available
Slaughter/cut-up Rendering _____	1,498	15.0	366	451	298	302	54	27	-
Further Processing _____	2,488	24.8	617	1,378	210	194	79	10	-
Headquarters or R & D facility _____	926	9.2	320	33	248	274	46	5	-
Poultry Wholesaling _____	2,000	20.0	740	241	75	753	181	10	-
Supermarket/ Food Service _____	971	9.7	270	61	137	246	253	4	-
Grow-out/ Breeding _____	648	6.5	362	127	65	81	13	-	-
Education/ Consulting _____	1,210	12.1	497	26	488	177	13	9	-
Red Meat Processing _____	272	2.7	99	69	34	48	18	4	-
Seafood Processing _____	-	-	-	-	-	-	-	-	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,013	100.0	3,271	2,386	1,555	2,075	657	69	-
PERCENT	100.0		32.7	23.8	15.5	20.7	6.6	0.7	-

Note 1: Senior Management, e.g. Owner, President, V.P., CEO, Director, Controller

Note 2: Plant Management, e.g. production, operations, maintenance, engineering

Note 3: Research & Development/Education, e.g. Dir. of R&D, Professor, Quality Control & Assurance, e.g. Dir. of QC

Note 4: Sales & Marketing, e.g. Dir. of Sales/Marketing

Note 5: Purchasing, e.g. Dir. of Purchasing, agent

Note 6: Employee Safety, e.g. Dir. of Employee Safety

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. Direct request from the recipient: _____	7,075	1,918	-			8,993	89.8
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. Sources other than above (listed alphabetically): _____	1,020	-	-			1,020	10.2
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	1,020	-	-			1,020	10.2
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	8,095	1,918	-			10,013	100.0
PERCENT	80.8	19.2	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			8,993	89.8
Individuals by name only _____			-	-
Titles or functions only _____			1,020	10.2
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			10,013	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	28		400-427 Kentucky _____	104	
030-038 New Hampshire _____	32		370-385 Tennessee _____	134	
050-059 Vermont _____	11		350-369 Alabama _____	246	
010-027 Massachusetts _____	142		386-397 Mississippi _____	153	
028-029 Rhode Island _____	15		EAST SO. CENTRAL	637	6.4
060-069 Connecticut _____	71		716-729 Arkansas _____	509	
NEW ENGLAND	299	3.0	700-714 Louisiana _____	84	
100-149 New York _____	303		730-749 Oklahoma _____	123	
070-089 New Jersey _____	222		750-799 Texas _____	597	
150-196 Pennsylvania _____	370		WEST SO. CENTRAL	1,313	13.1
MIDDLE ATLANTIC	895	8.9	590-599 Montana _____	20	
430-459 Ohio _____	278		832-838 Idaho _____	28	
460-479 Indiana _____	148		820-831 Wyoming _____	2	
600-629 Illinois _____	530		800-816 Colorado _____	175	
480-499 Michigan _____	188		870-884 New Mexico _____	23	
530-549 Wisconsin _____	392		850-865 Arizona _____	80	
EAST NO. CENTRAL	1,536	15.3	840-847 Utah _____	53	
550-567 Minnesota _____	358		889-898 Nevada _____	40	
500-528 Iowa _____	219		MOUNTAIN	421	4.2
630-658 Missouri _____	260		995-999 Alaska _____	10	
580-588 North Dakota _____	17		980-994 Washington _____	154	
570-577 South Dakota _____	53		970-979 Oregon _____	85	
680-693 Nebraska _____	114		900-961 California _____	829	
660-679 Kansas _____	135		967-968 Hawaii _____	23	
WEST NO. CENTRAL	1,156	11.5	PACIFIC	1,101	11.0
197-199 Delaware _____	79		UNITED STATES	9,509	95.0
206-219 Maryland _____	168		969 & 004-009 U.S. Territories _____	10	
200-205 Washington, DC _____	42		Canada _____	492	
220-246 Virginia _____	173		Mexico _____	-	
247-268 West Virginia _____	25		Other International _____	2	
270-289 North Carolina _____	410		APO/FPO _____	-	
290-299 South Carolina _____	127		TOTAL QUALIFIED CIRCULATION	10,013	100.0
300-319 Georgia _____	848				
320-349 Florida _____	279				
SOUTH ATLANTIC	2,151	21.5			

7. 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
	2005	2006	2007	January-June 2008	July - December 2008*	January-June 2009*
Total Audit Average Qualified: _____	10,043	10,013	10,038	10,009	10,012	10,011
Qualified Non-Paid: _____	10,043	10,013	10,038	10,009	10,012	10,011
Qualified Paid: _____	-	-	-	-	-	-
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 2008 - June 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)
6	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Other Sources include 3 sources of circulation for quantities of 19 copies or 0.2% to 897 copies or 9.0%.

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.

Jim Franklin, Circulation Manager

Mark Lefens, President

(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.

Date signed July 9, 2009

State Illinois

County Cook

Received by BPA Worldwide July 9, 2009

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