

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.

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Official Publication of: None
Established: 1966
Issues Per Year: 12

FIELD SERVED

The Vegetable Growers News serves the field of the commercial vegetable 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 _____	178
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	144
Digital _____	-
All Other _____	366
TOTAL	688

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,945	97.9	12,550	82.2	2,395	15.7
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	325	2.1	281	1.8	44	0.3
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,270	100.0	12,831	84.0	2,439	16.0

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
July _____	528	659			15,388	October _____	48	25			15,239
August _____	644	561			15,306	November _____	78	44			15,215
September _____	77	32			15,248	December _____	44	34			15,228
						TOTAL	1,419	1,355			

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
This issue is 0.4% or 61 copies above the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Grower Only _____	11,125	73.1
Grower / Packer / Shipper _____	1,690	11.1
Packer / Shipper Only _____	74	0.5
Extension Agent _____	269	1.8
Suppliers / Equipment _____	813	5.3
Research / University _____	267	1.8
Pest Control Advisor / Crop Consultant _____	350	2.3
Processors _____	50	0.3
Agriculture Associations / Government Agency _____	219	1.4
Others Allied to the Field _____	358	2.4
TOTAL QUALIFIED CIRCULATION	15,215	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: _____	2,586	3,600	2,218			8,404	55.2
II. Request from recipient's company: _____	22	45	32			99	0.6
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	5	122	50			177	1.2
V. TOTAL - Sources other than above (listed alphabetically): _____	2,399	1,663	2,473			6,535	42.0
*Association rosters and directories _____	1,775	845	179			2,799	18.4
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	624	818	2,294			3,736	24.6
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	5,012	5,430	4,773			15,215	100.0
*See Paragraph 9 PERCENT	32.9	35.7	31.4			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 _____			13,341	87.7
Titles or functions only _____			-	-
Company names only _____			1,502	9.9
Multi-Copy Same Addressee copies _____			372	2.4
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			15,215	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 _____		82		400-427 Kentucky _____		117	
030-038 New Hampshire _____		36		370-385 Tennessee _____		166	
050-059 Vermont _____		154		350-369 Alabama _____		230	
010-027 Massachusetts _____		170		386-397 Mississippi _____		49	
028-029 Rhode Island _____		15		EAST SO. CENTRAL		562	3.7
060-069 Connecticut _____		59		716-729 Arkansas _____		34	
NEW ENGLAND		516	3.4	700-714 Louisiana _____		25	
100-149 New York _____		1,298		730-749 Oklahoma _____		36	
070-089 New Jersey _____		291		750-799 Texas _____		124	
150-196 Pennsylvania _____		1,295		WEST SO. CENTRAL		219	1.4
MIDDLE ATLANTIC		2,884	19.0	590-599 Montana _____		19	
430-459 Ohio _____		749		832-838 Idaho _____		193	
460-479 Indiana _____		402		820-831 Wyoming _____		26	
600-629 Illinois _____		426		800-816 Colorado _____		64	
480-499 Michigan _____		1,981		870-884 New Mexico _____		55	
530-549 Wisconsin _____		735		850-865 Arizona _____		58	
EAST NO. CENTRAL		4,293	28.2	840-847 Utah _____		26	
550-567 Minnesota _____		235		889-898 Nevada _____		3	
500-528 Iowa _____		257		MOUNTAIN		444	2.9
630-658 Missouri _____		111		995-999 Alaska _____		7	
580-588 North Dakota _____		40		980-994 Washington _____		169	
570-577 South Dakota _____		25		970-979 Oregon _____		237	
680-693 Nebraska _____		59		900-961 California _____		3,235	
660-679 Kansas _____		40		967-968 Hawaii _____		13	
WEST NO. CENTRAL		767	5.0	PACIFIC		3,661	24.1
197-199 Delaware _____		40		UNITED STATES		15,187	99.8
206-219 Maryland _____		120		969 & 004-009 U.S. Territories _____		-	
200-205 Washington, DC _____		6		Canada _____		25	
220-246 Virginia _____		198		Mexico _____		-	
247-268 West Virginia _____		34		Other International _____		3	
270-289 North Carolina _____		477		APO/FPO _____		-	
290-299 South Carolina _____		85		TOTAL QUALIFIED CIRCULATION		15,215	100.0
300-319 Georgia _____		176					
320-349 Florida _____		705					
SOUTH ATLANTIC		1,841	12.1				

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: _____	14,955	14,351	14,870	15,288	15,252	15,270
Qualified Non-Paid: _____	12,925	12,380	12,963	13,434	13,073	12,831
Qualified Paid: _____	2,030	1,971	1,907	1,854	2,179	2,439
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 Required (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 17 sources of circulation for quantities of 30 copies or 0.2% to 956 copies or 6.3%. Other Sources include 10 sources of circulation for quantities of 9 copies or 0.1% to 2,164 copies or 14.2%, 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

ID Number V091P0D9