

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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FARM MARKET ID

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DESCRIPTION OF LIST AND SOURCE NAMES

FARM MARKET ID is a farm database of owners, owner/operators and operators serving the agriculture and rural market place. The list is compiled and updated using government lists, including but not limited to the United States Department of Agriculture (USDA) and State Departments of Agriculture.

LIST TOTAL

List Total as of June 2010 is 2,066,849.

METHOD OF CONFIRMATION

Demographic information as reported herein, including title, planted acreage and crop type were confirmed by BPA Worldwide through the following procedures.

A sample was drawn by audit personnel using a random starting point and an interval selection thereafter for the selection,

A. Documentation from the FSA was examined.

B. A test mailing was conducted to determine the deliverability of the list sources.

DELIVERABILITY:

Based on the number of verification letters returned by the United States Postal Service, the deliverability of the list was 100.0%.

PARAGRAPH 3a.**BREAKOUT OF LIST BY ACREAGE AS OF JUNE 2010**

PLANTED ACREAGE	OWNERS	OWNERS/ OPERATORS & OPERATORS	TOTAL OWNERS, OWNER/ OPERATORS & OPERATORS	TOTAL QUALIFIED	PERCENT OF TOTAL
1 - 99 Acres _____	286,896	380,451	667,347	739,242	35.8
100 - 249 Acres _____	160,455	122,273	282,728	304,884	14.8
250 - 499 Acres _____	92,409	82,603	175,012	187,934	9.1
500 - 999 Acres _____	55,920	67,176	123,096	132,041	6.4
1000 - 2499 Acres _____	34,558	45,415	79,973	87,617	4.2
2500 + _____	12,166	8,515	20,681	24,542	1.2
Non-Applicable _____	77,435	339,280	416,715	590,589	28.5
TOTAL QUALIFIED	719,839	1,045,713	1,765,552	2,066,849	100.0

BREAKOUT OF LIST BY PRODUCER TYPE AS OF JUNE 2010

PRODUCER TYPE	TOTAL QUALIFIED	PERCENT OF TOTAL
Owner/Operator _____	890,542	43.1
Operator _____	155,171	7.5
Owner _____	719,839	34.8
Other _____	63,391	3.1
Undetermined _____	237,906	11.5
TOTAL QUALIFIED	2,066,849	100.0

ADDITIONAL DATA ANALYSIS OF CROP TYPE

This is a multiple analysis of the crop type cross-hatched by the average of the farm or ranch in which the individual is involved. Since any one recipient may have more than one crop or category, the totals for these items should not be added together, as the total may exceed the total database size. This data are represented for statistical and marketing purposes only.

Commodity	Total Producers	Total Owner/Operator & Operator Acres	1-49	50 - 99	100 - 199	200 - 249	250 - 299	300 - 499	500 - 749	750 - 999	1000 - 1499	1500 - 1999	2000 - 2499	2500 +
Alfalfa	138,236	7,255,834	106,540	15,752	9,099	1,780	1,180	2,151	865	353	274	113	50	79
Almonds	4,149	348,861	2,888	498	380	83	67	124	50	29	15	7	3	5
Apples	2,038	67,058	1,713	189	82	14	14	18	6	1	1	-	-	-
Apricots	57	606	56	1	-	-	-	-	-	-	-	-	-	-
Artichokes	7	112	7	-	-	-	-	-	-	-	-	-	-	-
Asparagus	114	6,143	79	20	7	-	4	4	-	-	-	-	-	-
Avocados	105	2,200	97	4	3	1	-	-	-	-	-	-	-	-
Bamboo Shoots	1	4	1	-	-	-	-	-	-	-	-	-	-	-
Bananas	6	33	6	-	-	-	-	-	-	-	-	-	-	-
Barley	21,592	1,665,084	15,390	2,322	1,875	436	342	642	272	131	93	51	23	15
Beans - Other/Fresh	133	6,352	89	31	8	2	3	-	-	-	-	-	-	-
Beehive	19	59,018	6	1	1	-	1	-	1	-	2	2	1	4
Beets	15	412	13	1	1	-	-	-	-	-	-	-	-	-
Berries Other/Non-specific	42	361	40	2	-	-	-	-	-	-	-	-	-	-
Blackberries	4	1,366	1	-	-	1	-	-	2	-	-	-	-	-
Blueberries	107	3,248	92	8	5	1	-	-	1	-	-	-	-	-
Bok Choy	5	56	5	-	-	-	-	-	-	-	-	-	-	-
Boysenberries	1	5	1	-	-	-	-	-	-	-	-	-	-	-
Broccoli	174	5,523	150	11	9	-	-	3	1	-	-	-	-	-
Brussel Sprouts	8	85	8	-	-	-	-	-	-	-	-	-	-	-
Burley Tobacco	1,593	41,572	1,424	84	56	8	6	9	3	1	-	1	1	-
Bushberries(s)	168	7,394	144	12	5	2	-	1	2	-	2	-	-	-
Cabbage	70	1,718	63	2	4	-	-	1	-	-	-	-	-	-
Canola	4,021	570,484	2,104	424	589	174	142	319	168	55	28	6	6	6
Cantaloupe	154	20,459	104	14	16	1	2	6	4	1	4	-	2	-
Carrots	98	8,400	53	24	13	1	1	4	1	-	1	-	-	-
Cauliflower	24	278	22	2	-	-	-	-	-	-	-	-	-	-
Celery	11	1,586	9	1	-	-	-	-	-	-	1	-	-	-
Cherries	1,398	44,259	1,175	140	56	12	4	6	2	-	3	-	-	-
Chestnuts	13	126	12	1	-	-	-	-	-	-	-	-	-	-
Cigar Wrap/Filler	1,111	37,032	986	74	30	5	3	8	2	-	-	1	1	1
Citrus(s)	929	44,249	741	89	58	8	9	16	2	5	-	-	1	-
Citrus Other/Non-specific	15	80	15	-	-	-	-	-	-	-	-	-	-	-
Clover	3,248	87,757	2,924	166	101	13	7	15	11	3	6	2	-	-
Combineable(s)	536,158	171,263,593	196,949	68,050	74,902	23,044	19,425	51,019	36,446	21,942	23,113	10,306	4,822	6,140
Corn/Soy(s)	444,211	118,969,016	172,181	59,035	63,740	19,418	16,049	41,428	28,804	16,393	15,692	6,227	2,588	2,656
Cotton	38,554	7,581,654	21,379	4,212	4,097	1,178	977	2,407	1,523	931	997	452	202	199
Cranberries	12	291	10	2	-	-	-	-	-	-	-	-	-	-
Cucumbers	194	20,122	120	28	21	2	7	9	3	1	2	-	1	-
Dates	1	21	1	-	-	-	-	-	-	-	-	-	-	-
Dry Beans	11,720	809,546	8,188	1,338	1,152	251	183	363	162	48	27	7	-	1
Eggplant	24	169	23	1	-	-	-	-	-	-	-	-	-	-
ELS Cotton	77	9,401	32	17	16	1	2	6	3	-	-	-	-	-
Endive	2	2	2	-	-	-	-	-	-	-	-	-	-	-
Fallow	142,917	13,551,030	105,636	12,828	9,572	2,382	1,819	4,235	2,481	1,437	1,380	552	253	342
Field Corn	377,354	62,441,186	172,642	57,384	56,769	16,486	13,015	30,155	16,082	7,184	5,075	1,376	585	601
Figs	3	3,262	2	-	-	-	-	-	-	-	-	-	-	1
Flax	2,907	151,666	2,171	291	245	63	39	79	10	7	2	-	-	-
Flue Cured Tobacco	461	9,563	415	35	11	-	-	-	-	-	-	-	-	-
Forage Sorghum Seeding	138	5,085	108	22	6	-	-	2	-	-	-	-	-	-
Forages	152	7,004	114	26	8	-	1	2	-	1	-	-	-	-
Fruit(s)	5,839	311,383	4,522	628	389	79	43	95	44	15	13	5	3	3
Fruit Other/Non-specific	10	43	10	-	-	-	-	-	-	-	-	-	-	-
Fruits/Vegetables - Unspecified	1	2	1	-	-	-	-	-	-	-	-	-	-	-
Gai Choy	7	19	7	-	-	-	-	-	-	-	-	-	-	-
Garden Flower	7	15,040	6	-	-	-	-	-	-	-	-	-	-	1
Garden Plant	3	4,502	2	-	-	-	-	-	-	-	-	-	-	1
Garden Tree	2	7	2	-	-	-	-	-	-	-	-	-	-	-
Garlic	34	3,157	14	4	14	-	1	1	-	-	-	-	-	-
Gourds	-	1	-	-	-	-	-	-	-	-	-	-	-	-
Grain Sorghum	52,184	4,834,519	34,081	6,579	5,492	1,371	965	1,928	903	403	270	88	43	61
Grapefruit	40	684	36	4	-	-	-	-	-	-	-	-	-	-
Grapes (S)	3,095	200,094	2,264	359	258	53	33	68	32	13	6	5	3	1
Grapes Other/Non-specific	2,912	160,609	2,212	322	207	52	32	46	20	11	6	3	1	-
Grass	272,446	56,516,552	209,992	23,449	15,645	3,615	2,655	5,960	3,366	1,888	1,895	907	556	2,518
Greenhouse Flower	5	15,038	4	-	-	-	-	-	-	-	-	-	-	1
Greenhouse Plant	3	4,502	2	-	-	-	-	-	-	-	-	-	-	1
Greenhouse Transplant	2	7	2	-	-	-	-	-	-	-	-	-	-	-
Guar	1	59	-	1	-	-	-	-	-	-	-	-	-	-
Guava	4	47	4	-	-	-	-	-	-	-	-	-	-	-
Hay(s)	348,343	24,126,930	247,360	44,607	30,043	6,501	4,448	8,297	3,614	1,489	1,140	402	204	238
Hay Other/Non-specific	228	24,483	139	45	27	4	2	6	2	1	-	-	-	2
Hazelnuts	5	146	5	-	-	-	-	-	-	-	-	-	-	-
Herbs/Spice	1,352	63,618	1,069	118	86	26	11	27	11	2	2	-	-	-
Honeydew	26	1,965	17	3	4	-	-	1	1	-	-	-	-	-
Kale	7	19	7	-	-	-	-	-	-	-	-	-	-	-
Kiwi	18	227	17	1	-	-	-	-	-	-	-	-	-	-
Kohlrabi	2	25	2	-	-	-	-	-	-	-	-	-	-	-
Kumquat	1	11	1	-	-	-	-	-	-	-	-	-	-	-
Leeks	7	74	7	-	-	-	-	-	-	-	-	-	-	-
Lemons	91	3,512	76	8	4	1	-	1	1	-	-	-	-	-
Lespedezas	60	1,934	53	3	3	-	-	1	-	-	-	-	-	-
Lettuce	93	25,541	43	6	18	3	2	7	4	1	5	2	1	1
Limes	537	16,720	464	37	22	4	3	7	-	-	-	-	-	-
Mangos	5	34	5	-	-	-	-	-	-	-	-	-	-	-
Maple Sap	7	17,239	2	-	-	-	-	-	1	1	-	-	-	3
Melons	1,013	46,323	828	98	47	9	5	12	5	1	5	1	2	-
Melons Other/Non-specific	29	1,322	23	2	2	1	-	1	-	-	-	-	-	-
Millet	6,428	298,140	5,126	587	377	94	56	103	55	15	15	-	-	-
Mixed Hay	280,015	16,756,553	207,406	33,056	21,670	4,709	3,081	5,672	2,395	912	646	239	109	120
Nectarines	79	2,893	73	1	3	-	-	1	-	-	1	-	-	-

ADDITIONAL DATA ANALYSIS OF CROP TYPE (CONTINUED)

Commodity	Total Producers	Total Owner/Operator Acres	1-49	50 - 99	100 - 199	200 - 249	250 - 299	300 - 499	500 - 749	750 - 999	1000 - 1499	1500 - 1999	2000 - 2499	2500 +
Nuts(s)	9,404	620,612	7,113	942	667	153	124	209	100	42	31	11	5	7
Nuts Other/Nonspecific	2	11	2	-	-	-	-	-	-	-	-	-	-	-
Oats	43,304	997,695	39,147	2,383	1,147	189	124	190	70	25	21	4	1	3
Oil Crops(s)	13,192	1,656,611	7,780	1,344	1,607	465	374	809	460	182	109	31	16	15
Okra	20	85	20	-	-	-	-	-	-	-	-	-	-	-
Olives	145	5,174	123	15	5	-	-	-	1	1	-	-	-	-
Onions	239	21,507	136	41	43	1	5	7	1	3	1	1	-	-
Operator	298,894	188,818,638	42,481	35,011	50,612	17,450	15,090	41,320	30,595	18,615	21,001	10,158	5,592	10,969
Oranges	337	21,689	243	40	34	4	4	6	3	2	-	1	-	-
Other	98,621	73,191,207	16,179	13,370	18,491	5,952	4,918	12,438	8,469	4,872	5,382	2,810	1,614	4,126
Other Crops	111	29,487	67	16	15	5	1	-	6	-	-	-	-	1
Outdoor Flower	9	118	8	1	-	-	-	-	-	-	-	-	-	-
Outdoor Plants	14	3,151	9	2	1	-	-	1	-	-	-	-	1	-
Outdoor Transplant	13	190	12	1	-	-	-	-	-	-	-	-	-	-
Owner	139,960	76,929,804	25,011	21,865	29,086	8,438	7,041	16,738	10,463	5,964	6,024	2,980	1,797	4,553
Owner/Operator	780,835	180,553,628	284,203	147,020	147,342	38,121	28,804	61,183	31,443	14,950	13,595	5,581	2,823	5,770
Papaya	4	13	4	-	-	-	-	-	-	-	-	-	-	-
Parsley	8	93	7	1	-	-	-	-	-	-	-	-	-	-
Parsnip	5	232	3	1	1	-	-	-	-	-	-	-	-	-
Passion Fruit	3	20	3	-	-	-	-	-	-	-	-	-	-	-
Pasture	1,054	437,240	776	104	69	25	10	23	21	5	8	2	3	8
Peaches	895	25,043	815	37	27	3	3	2	5	-	1	1	1	-
Peanuts	11,450	836,231	7,586	1,600	1,256	266	194	326	130	46	34	6	1	5
Pears	67	1,433	60	4	1	1	-	1	-	-	-	-	-	-
Peas	8,336	626,311	5,851	792	785	222	155	321	135	41	25	7	1	1
Pecans	553	22,484	447	54	35	4	2	5	4	2	-	-	-	-
Pepper Fruiting	37	1,587	31	2	2	-	1	-	1	-	-	-	-	-
Peppers	322	10,954	267	31	15	2	3	2	2	-	-	-	-	-
Perique Tobacco	2	34	2	-	-	-	-	-	-	-	-	-	-	-
Persimmons	41	281	41	-	-	-	-	-	-	-	-	-	-	-
Pistachios	78	14,875	40	13	8	3	2	6	1	-	2	2	1	-
Plums	136	2,724	124	4	7	1	-	-	-	-	-	-	-	-
Pome Fruit(s)	2,124	70,320	1,782	193	92	16	13	20	6	1	1	-	-	-
Pome Fruit Other/Non-specific	60	1,829	50	2	7	1	-	-	-	-	-	-	-	-
Pomegranate	62	5,210	54	4	3	-	-	-	-	-	-	-	-	1
Potatoes	5,577	612,569	3,509	640	675	156	97	256	117	57	36	12	6	16
Prunes	1,113	101,470	733	138	119	27	13	40	26	7	6	2	1	1
Pumpkins	291	3,379	279	8	4	-	-	-	-	-	-	-	-	-
Quince	3	28	3	-	-	-	-	-	-	-	-	-	-	-
Radish	26	2,696	18	3	3	-	-	1	-	-	1	-	-	-
Raisins	301	15,573	238	36	16	3	-	5	1	1	1	-	-	-
Raspberries	8	2,123	4	-	-	-	-	1	3	-	-	-	-	-
Rhubarb	10	140	8	2	-	-	-	-	-	-	-	-	-	-
Rice	8,520	2,219,780	2,987	1,098	1,383	465	402	952	556	268	233	83	35	58
Rutabaga	1	5	1	-	-	-	-	-	-	-	-	-	-	-
Rye	6,719	238,654	5,748	461	281	67	43	70	27	8	8	2	3	1
Safflower	147	16,104	59	35	38	7	1	2	4	-	-	1	-	-
Seed	11	155	11	-	-	-	-	-	-	-	-	-	-	-
Small Grains(s)	248,534	44,279,065	141,435	30,663	26,243	7,127	5,717	13,624	8,631	5,136	5,092	2,366	1,078	1,422
Small Grains Unspecified/Other	371	31,931	227	71	46	10	4	4	2	2	3	-	1	1
Sorghum Sweet	806	55,190	506	153	95	13	6	24	5	2	1	-	1	-
Soybeans	341,550	56,527,830	149,187	53,646	54,487	16,093	12,514	28,968	14,536	5,890	4,009	1,271	460	489
Spinach	16	1,297	10	3	1	-	-	2	-	-	-	-	-	-
Squash	202	3,947	180	14	8	-	-	-	-	-	-	-	-	-
Stone Fruit Other/Non-specific	3	17	3	-	-	-	-	-	-	-	-	-	-	-
Stone Fruit(s)	3,408	184,407	2,667	332	227	50	20	51	35	9	10	4	2	1
Strawberries	105	1,596	100	2	2	-	-	-	1	-	-	-	-	-
Sugar Beets	5,173	621,811	2,520	753	935	230	178	357	134	34	20	5	5	2
Sugarcane	1,153	316,556	684	108	74	21	25	49	55	37	46	34	8	12
Sunflowers	11,108	1,070,024	7,315	1,058	1,211	322	251	505	247	98	62	21	10	8
Tangelos	22	408	19	3	-	-	-	-	-	-	-	-	-	-
Tangerines	49	1,146	43	4	1	-	1	-	-	-	-	-	-	-
Temporary	86	1,361	79	5	2	-	-	-	-	-	-	-	-	-
Tobacco(s)	3,288	90,215	2,942	198	98	13	9	17	5	1	-	2	2	1
Tobacco Cigar Binder	26	367	25	1	-	-	-	-	-	-	-	-	-	-
Tobacco Cigar Filler Binder	3	15	3	-	-	-	-	-	-	-	-	-	-	-
Tobacco Dark Air Cured	44	175	44	-	-	-	-	-	-	-	-	-	-	-
Tobacco Fire Cured	129	1,457	125	4	-	-	-	-	-	-	-	-	-	-
Tomatoes	278	17,667	206	31	25	4	1	6	2	1	-	1	-	1
Tree Fruit(s)	5,146	264,173	4,032	541	327	67	32	75	40	12	11	4	2	3
Tree Fruit Other/Non-specific	17	122	16	1	-	-	-	-	-	-	-	-	-	-
Triticale Forage	14	1,919	6	4	2	-	-	1	-	1	-	-	-	-
Tropical Fruit(s)	35	316	35	-	-	-	-	-	-	-	-	-	-	-
Tropical Fruit Other/Non-specific	22	169	22	-	-	-	-	-	-	-	-	-	-	-
Turnips	15	484	11	3	1	-	-	-	-	-	-	-	-	-
Upland Cotton	38,532	7,572,253	21,378	4,211	4,094	1,172	976	2,403	1,520	929	997	452	201	199
Vegetables(s)	24,769	2,280,715	16,327	2,837	2,612	642	440	1,054	472	171	131	41	15	27
Vegetables Other/Non-specific	169	18,129	90	21	30	9	5	11	1	-	2	-	-	-
Vetch	9	369	5	3	1	-	-	-	-	-	-	-	-	-
Walnuts	6,184	234,109	5,228	462	272	61	41	70	30	11	7	1	1	-
Watermelon	880	22,576	760	78	28	5	3	5	-	-	-	1	-	-
Wheat	223,318	41,047,562	123,341	28,143	24,525	6,694	5,338	12,964	8,278	4,831	4,829	2,191	964	1,220
Wine Grapes	326	23,912	232	46	24	4	2	8	5	2	2	1	-	-
Yams/Sweet Potatoes	817	26,405	691	69	34	8	5	8	1	-	-	1	-	-

Notes: These totals represent only those producers that are Owner/Operators (OO) or Operators (OP). Since a majority of farmland has a OO or OP assigned, some acreage, but not all acreage, attributed to an Owner (OW) could be duplicated in the scope of this report. The other side of this duplication is that some acreage is only attributed to an Owner (OW) and, hence, would be absent from the "Owner/Operator & Operator Acres" column. For example, this report shows 62,441,186 million acres of Field Corn in the "Total Owner/Operator & Operator Acres" column, but the total unique Field Corn acreage on the Farm Market ID database is 73,741,755 acres.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED RECORDS AS OF JUNE 2010							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,066,849	-	-			2,066,849	100.0
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	2,066,849	-	-			2,066,849	100.0
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	2,066,849	-	-			2,066,849	100.0
*See Paragraph 11 PERCENT	100.0	-	-			100.0	

Paid Source Information can be reported at the option of the owner.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED RECORDS AS OF JUNE 2010				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			1,793,877	86.8
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			272,972	13.2
Multi-Copy Same Addressee copies _____			-	-
TOTAL QUALIFIED RECORDS			2,066,849	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED RECORDS AS OF JUNE 2010									
State & Zip Code	Owners	Owner/ Operators & Operators	Total Qualified	Percent	State & Zip Code	Owners	Owner/ Operators & Operators	Total Qualified	Percent
039-049 Maine _____	779	1,918	3,323		400-427 Kentucky _____	13,525	70,704	121,291	
030-038 New Hampshire _____	268	679	1,128		370-385 Tennessee _____	16,777	57,373	94,800	
050-059 Vermont _____	1,106	1,780	3,588		350-369 Alabama _____	10,693	16,274	43,747	
010-027 Massachusetts _____	764	1,301	2,456		386-397 Mississippi _____	7,896	19,322	40,265	
028-029 Rhode Island _____	81	156	305		EAST SO. CENTRAL	48,891	163,673	300,103	14.5
060-069 Connecticut _____	654	753	1,693		716-729 Arkansas _____	13,563	16,009	38,682	
NEW ENGLAND	3,652	6,587	12,493	0.6	700-714 Louisiana _____	13,747	11,945	35,467	
100-149 New York _____	5,363	14,116	22,708		730-749 Oklahoma _____	15,064	34,964	55,308	
070-089 New Jersey _____	1,434	1,534	3,448		750-799 Texas _____	51,834	73,929	141,449	
150-196 Pennsylvania _____	5,739	19,885	27,995		WEST SO. CENTRAL	94,208	136,847	270,906	13.1
MIDDLE ATLANTIC	12,536	35,535	54,151	2.6	590-599 Montana _____	9,183	13,251	25,176	
430-459 Ohio _____	26,860	42,099	75,912		832-838 Idaho _____	6,088	10,056	18,076	
460-479 Indiana _____	37,397	36,430	79,423		820-831 Wyoming _____	2,159	4,047	7,839	
600-629 Illinois _____	71,522	52,336	130,395		800-816 Colorado _____	12,739	13,408	29,878	
480-499 Michigan _____	14,790	24,014	45,533		870-884 New Mexico _____	2,766	5,043	11,808	
530-549 Wisconsin _____	20,444	49,203	75,890		850-865 Arizona _____	4,387	2,839	12,327	
EAST NO. CENTRAL	171,013	204,082	407,153	19.7	840-847 Utah _____	1,837	5,173	8,518	
550-567 Minnesota _____	32,233	51,257	89,646		889-898 Nevada _____	974	1,031	2,500	
500-528 Iowa _____	49,371	63,646	119,412		MOUNTAIN	40,133	54,848	116,122	5.6
630-658 Missouri _____	30,091	56,506	95,846		995-999 Alaska _____	468	259	899	
580-588 North Dakota _____	17,266	19,722	40,656		980-994 Washington _____	10,647	9,273	23,546	
570-577 South Dakota _____	15,832	21,161	40,678		970-979 Oregon _____	4,946	7,955	14,422	
680-693 Nebraska _____	32,790	33,696	71,809		900-961 California _____	15,164	16,162	39,550	
660-679 Kansas _____	45,054	41,286	91,841		967-968 Hawaii _____	246	232	881	
WEST NO. CENTRAL	222,637	287,274	549,888	26.6	PACIFIC	31,471	33,881	79,298	3.9
197-199 Delaware _____	864	1,059	2,079		UNITED STATES	719,815	1,045,700	2,066,808	100.0
206-219 Maryland _____	4,685	5,128	10,819		969 & 004-009 U.S. Territories _____	24	13	41	
200-205 Washington, DC _____	503	109	778		Canada _____	-	-	-	
220-246 Virginia _____	13,635	23,311	45,333		Mexico _____	-	-	-	
247-268 West Virginia _____	875	5,723	9,138		Other International _____	-	-	-	
270-289 North Carolina _____	38,768	37,148	95,340		APO/FPO _____	-	-	-	
290-299 South Carolina _____	10,400	12,175	28,751		TOTAL QUALIFIED CIRCULATION	719,839	1,045,713	2,066,849	100.0
300-319 Georgia _____	16,489	29,684	52,908						
320-349 Florida _____	9,055	8,636	31,548						
SOUTH ATLANTIC	95,274	122,973	276,694	13.4					

7. AVERAGE ANNUAL AUDITED QUALIFIED RECORDS AND CURRENT UNAUDITED RECORDS					
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data
	2005	2006	2007	2008	June 2010*
Total Audit Average Qualified: _____	**NC	2,131,692	**NC	1,970,716	1,970,716
Qualified Non-Paid: _____	**NC	2,131,692	**NC	1,970,716	1,970,716
Qualified Paid: _____	-	-	-	-	-
Post Expire Records included in Paid Records: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

*NOTE: All data through June 2010 is audited.

**NC = None Claimed.

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

9. ADDITIONAL DATA

1. STANDARD LIST RENTAL POLICY AND PRICES:

Available upon request.

2. VERIFICATION MAILING:

In addition to the examination of the physical records maintained by the list owner to verify the data reported in section 3a, 3b, 3c, and 4, a verification test was conducted on a randomly selected sample of 337 names for deliverability. The following is an analysis of the results of this test.

3. DELIVERABILITY:

Based on the number of verification letters returned by the United States postal services, the deliverability of the list was 100.0%.

PARAGRAPH 3b:

Other sources include 1 source of circulation for quantities of 2,066,849 copies or 100.0%, including 2009 USDA data.

We have examined the records of the subject database for the period covered by this report. Our examination was made in accordance with generally accepted circulation auditing standards and, accordingly, included such tests of non-paid and paid accounting records, business/occupational qualifications and mailing addresses of the publication's recipients, distribution statements, postal receipts, paper usage reports, printing bills, and such other auditing procedures as were considered necessary.

Based on such examination, the statements set forth in this report present fairly and accurately the circulation position of this publication in conformance with generally accepted circulation principles.

BPA Worldwide

Shelton, CT

June 29, 2010

TYPE: A

ID Number: F203A0D9