

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.

CITRUS+ VEGETABLE

Vance Publishing Corporation
10901 West 84th Terrace
Suite 200
Lenexa, KS 66214
Tel.: (913) 438-8700
Fax: (913) 438-0695
www.citrusandvegetable.com

Official Publication of: None
Established: 1938
Issues Per Year: 9

FIELD SERVED

CITRUS & VEGETABLE MAGAZINE serves the Florida citrus, fruit, and vegetable industry including growers, shippers, packers, nurseries, grove caretakers, farm managers, processors, research extension, irrigation suppliers, agri-businesses, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

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

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	42
Advertiser and Agency _____	482
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	296
TOTAL	820

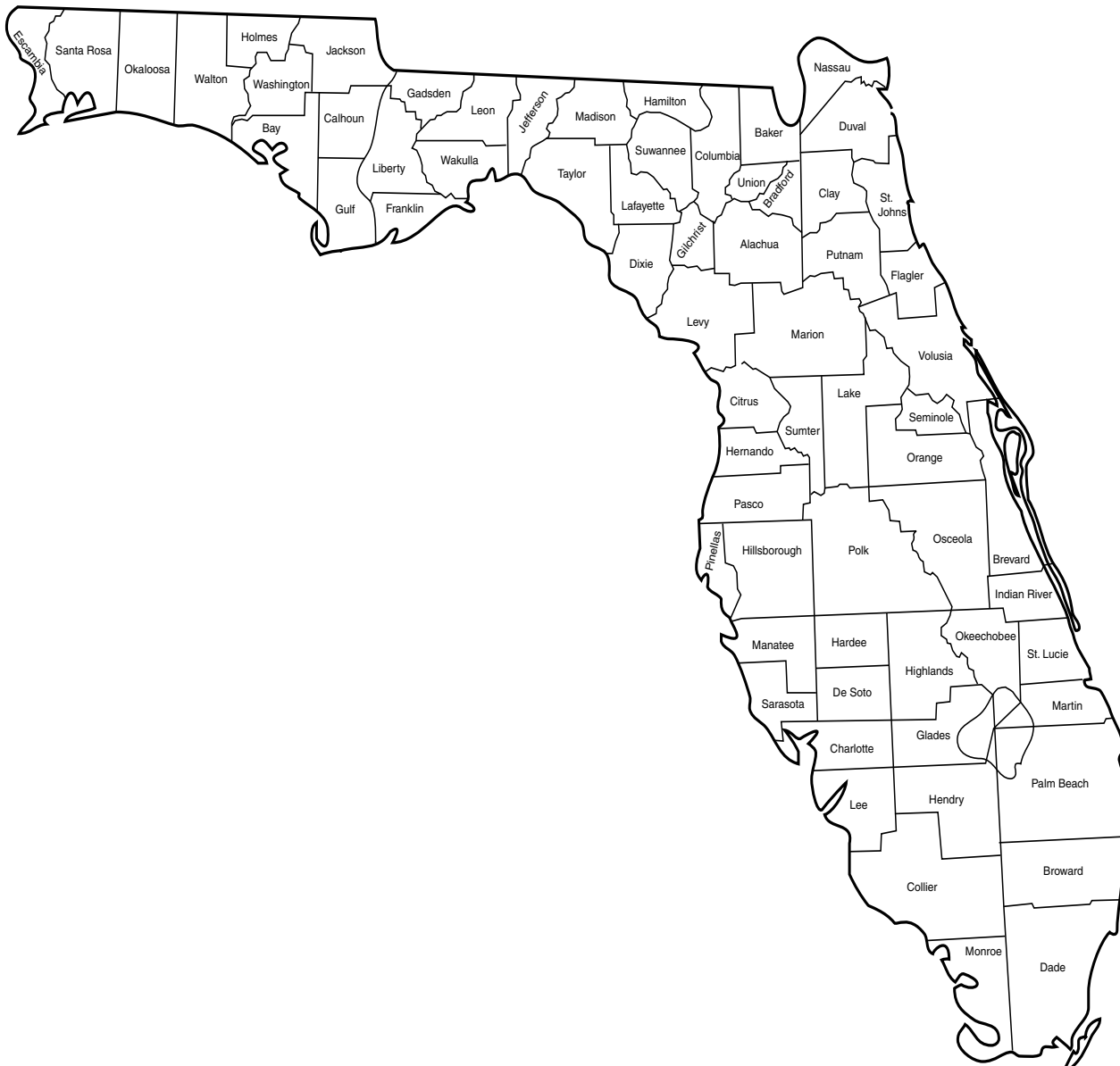
1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9,315	100.0	9,315	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,315	100.0	9,315	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
June/ July _____	224	224			10,050	September/ October _____	599	656			9,082
August _____	1,660	635			9,025	November/ December _____	97	117			9,102
						TOTAL	2,580	1,632			

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

This issue is 3.0% or 284 copies below the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Grower of Citrus, Fruits, and/or Vegetables _____	6,915	76.0
Grower/Shipper/Packer of Citrus, Fruits, and/or Vegetables _____	610	6.7
Nursery/Greenhouse _____	130	1.4
Grove Caretaker/Farm Management _____	271	3.0
Shipper or Packer/Packinghouse _____	126	1.4
Processor _____	38	0.4
Research/Extension _____	270	3.0
Irrigation Supply/Agri-business/Other _____	742	8.1
TOTAL QUALIFIED CIRCULATION	9,102	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	4,364	1,358	185			5,907	64.9
II. Request from recipient's company: _____	8	-	39			47	0.5
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	457	-	-			457	5.0
V. TOTAL - Sources other than above (listed alphabetically): _____	1,673	1,018	-			2,691	29.6
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	984	-	-			984	10.8
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	689	1,018	-			1,707	18.8
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	6,502	2,376	224			9,102	100.0
PERCENT	71.4	26.1	2.5			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			8,558	94.0
Individuals by name only _____			469	5.2
Titles or functions only _____			75	0.8
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			9,102	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009				
County	Total Qualified	County	Total Qualified	
Alachua _____	236	Levy _____	62	
Baker _____	29	Liberty _____	6	
Bay _____	42	Madison _____	130	
Bradford _____	28	Manatee _____	221	
Brevard _____	169	Marion _____	133	
Broward _____	161	Martin _____	80	
Calhoun _____	43	Miami Dade _____	489	
Charlotte _____	62	Monroe _____	13	
Citrus _____	39	Nassau _____	24	
Clay _____	19	Okaloosa _____	143	
Collier _____	191	Okeechobee _____	70	
Columbia _____	44	Orange _____	261	
De Soto _____	153	Osceola _____	80	
Dixie _____	17	Palm Beach _____	306	
Duval _____	106	Pasco _____	155	
Escambia _____	120	Pinellas _____	110	
Flagler _____	30	Polk _____	752	
Franklin _____	4	Putnam _____	50	
Gadsden _____	94	St Johns _____	80	
Gilchrist _____	69	St Lucie _____	187	
Glades _____	11	Santa Rosa _____	186	
Gulf _____	8	Sarasota _____	99	
Hamilton _____	73	Seminole _____	117	
Hardee _____	228	Sumter _____	73	
Hendry _____	117	Suwannee _____	121	
Hernando _____	46	Taylor _____	10	
Highlands _____	248	Union _____	19	
Hillsborough _____	592	Volusia _____	170	
Holmes _____	138	Wakulla _____	13	
Indian River _____	217	Walton _____	58	
Jackson _____	415	Washington _____	112	
Jefferson _____	29			
Lafayette _____	48			
Lake _____	313			
Lee _____	206			
Leon _____	93			
		Total Qualified Circulation by County in Florida	8,768	
		Other Qualified Circulation _____	334	
		TOTAL QUALIFIED CIRCULATION	9,102	

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: _____	11,803	10,096	10,096	10,090	10,056	9,315
Qualified Non-Paid: _____	11,803	10,096	10,096	10,090	10,056	9,315
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 - 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)
9	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

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

Business directories include 1 source of circulation for a quantity of 984 copies or 10.8%, including Dun & Bradstreet. Other sources include 1 source of circulation for a quantity of 1,707 copies or 18.8%, including Farm Index.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.**PUBLISHER'S AFFIDAVIT**

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

Don Ransdell, VP, Publishing Director

Donna Hansen, Director, Audience Development

(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 6, 2010
State	Kansas
County	Johnson
Received by BPA Worldwide	January 6, 2010
Type	PJ
ID Number	C290P0D9