

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.

the Grower

Vance Publishing Corporation
10901 West 84th Terrace
Suite 200
Lenexa, KS 66214
Tel.: (913) 438-8700
Fax: (913) 438-0697
www.growermagazine.com

Official Publication of: none
Established: 1966
Issues Per Year: 9

FIELD SERVED

THE GROWER serves the fresh fruit and vegetable industry including growers, shippers, packers, pest control advisors, crop consultants, horticulturalists, extension agents, processors, 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 _____	26
Advertiser and Agency _____	676
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	393
TOTAL	1,095

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,048	100.0	22,048	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,048	100.0	22,048	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 _____	331	331			22,050	September/ October _____	172	178			22,048
August _____	23	15			22,042	November/ December _____	42	45			22,051
						TOTAL	568	569			

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

This issue is -% or 4 copies above the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Growers of Fruits and/or Vegetables _____	18,554	84.2
Growers, Shippers, and Packers of Fruits and/or Vegetables _____	2,226	10.1
Shippers and Packers of Fruits and/or Vegetables _____	222	1.0
Pest Control Advisors/Crop Consultants _____	283	1.3
Extension Agents _____	245	1.1
Processors _____	54	0.2
Others allied to field _____	467	2.1
TOTAL QUALIFIED CIRCULATION	22,051	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF NON-PAID 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: _____	10,036	4,687	-			14,723	66.8
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	7,328	-	-			7,328	33.2
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	5,090	-	-			5,090	23.1
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	2,238	-	-			2,238	10.1
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	17,364	4,687	-			22,051	100.0
*See Paragraph 9	PERCENT	78.7	21.3			100.0	

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 _____			20,133	91.3
Individuals by name only _____			1,872	8.5
Titles or functions only _____			46	0.2
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			22,051	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	255		400-427 Kentucky _____	195	
030-038 New Hampshire _____	61		370-385 Tennessee _____	223	
050-059 Vermont _____	64		350-369 Alabama _____	173	
010-027 Massachusetts _____	247		386-397 Mississippi _____	101	
028-029 Rhode Island _____	27		EAST SO. CENTRAL	692	3.1
060-069 Connecticut _____	127		716-729 Arkansas _____	119	
NEW ENGLAND	781	3.5	700-714 Louisiana _____	120	
100-149 New York _____	892		730-749 Oklahoma _____	83	
070-089 New Jersey _____	301		750-799 Texas _____	516	
150-196 Pennsylvania _____	715		WEST SO. CENTRAL	838	3.8
MIDDLE ATLANTIC	1,908	8.7	590-599 Montana _____	138	
430-459 Ohio _____	649		832-838 Idaho _____	430	
460-479 Indiana _____	431		820-831 Wyoming _____	56	
600-629 Illinois _____	528		800-816 Colorado _____	295	
480-499 Michigan _____	1,898		870-884 New Mexico _____	82	
530-549 Wisconsin _____	772		850-865 Arizona _____	122	
EAST NO. CENTRAL	4,278	19.4	840-847 Utah _____	70	
550-567 Minnesota _____	927		889-898 Nevada _____	14	
500-528 Iowa _____	424		MOUNTAIN	1,207	5.5
630-658 Missouri _____	242		995-999 Alaska _____	6	
580-588 North Dakota _____	629		980-994 Washington _____	949	
570-577 South Dakota _____	153		970-979 Oregon _____	522	
680-693 Nebraska _____	272		900-961 California _____	5,318	
660-679 Kansas _____	140		967-968 Hawaii _____	56	
WEST NO. CENTRAL	2,787	12.6	PACIFIC	6,851	31.1
197-199 Delaware _____	59		UNITED STATES	22,034	99.9
206-219 Maryland _____	154		969 & 004-009 U.S. Territories _____	17	
200-205 Washington, DC _____	3		Canada _____	-	
220-246 Virginia _____	262		Mexico _____	-	
247-268 West Virginia _____	51		Other International _____	-	
270-289 North Carolina _____	657		APO/FPO _____	-	
290-299 South Carolina _____	208		TOTAL QUALIFIED CIRCULATION	22,051	100.0
300-319 Georgia _____	415				
320-349 Florida _____	883				
SOUTH ATLANTIC	2,692	12.2			

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: _____	24,363	22,068	22,088	22,054	22,055	22,048
Qualified Non-Paid: _____	24,363	22,068	22,088	22,054	22,055	22,048
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 5,090 copies or 23.1%, including Dun & Bradstreet. Other sources include 1 source of circulation for a quantity of 2,238 copies or 10.1%, 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.

Don Ransdell, VP, Publishing Director

Donna Hansen, Director of 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 G041POD9