

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Wiley-Blackwell
111 River St., 8-01
Hoboken, NJ 07030
Tel. No.: 480.419.1851
FAX No.: 480.718.7719

Official Publication of: None
Established: 1994
Issues Per Year: 6
(See Additional Data)



FIELD SERVED

FOOD QUALITY serves the industries of Food and Beverage Processing, Retail, Food Service, Agriculture, Distribution and Government/University/Association. Also served are laboratories, consultants and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in Quality Control/ Quality Assurance, R&D/ Laboratory/ Technical/ Scientist, Plant Operations/ Engineering/ Sanitation, Corporate/Administration/ Owner, Inspection and other titled and non-titled personnel within the Field Served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	851
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	830
TOTAL	1,681

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,375	100.0	21,375	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,375	100.0	21,375	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
February/March _____	19,866	1,445	21,311
April/May _____	19,942	1,458	21,400
June/July _____	19,911	1,502	21,413

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011									
This issue is 0.2% or 38 copies above the average of the other 2 issues reported in Paragraph two.									
Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Quality Control/ Assurance (Note 1)	Research & Development Management (Note 2)	Operations & Corporate Management (Note 3)	Plant & Production Management (Note 4)	Purchasing, Marketing and other titled and non-titled personnel
Food/Beverage Processing, Retail, Food Service, Agriculture, Distribution, Government/University/Association and Others Allied to the Field _____	21,400	100.0	19,942	1,458	6,180	3,787	5,234	3,725	2,474
TOTAL QUALIFIED CIRCULATION	21,400	100.0	19,942	1,458	6,180	3,787	5,234	3,725	2,474
PERCENT	100.0		93.2	6.8	28.9	17.7	24.5	17.4	11.5

Note 1: includes Quality Control & Quality Assurance VP/Dir/Mgr, Food Safety VP/Dir/Mgr, Regulatory Affairs VP/Dir/Mgr, Validation & Compliance Officer/VP/Dir/Mgr.
 Note 2: includes R&D VP/Dir/Mgr, Scientist, Product Developer, Formulator VP/Dir/Mgr, Project Leader VP/Dir/Mgr, Lab VP/Dir/Mgr, Chemist.
 Note 3: includes President, CEO, COO, Operations VP/Dir/Mgr, VP, General Manager.
 Note 4: includes Production VP/Dir/Mgr, Plant Mgr, Engineer

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request:	10,415	4,282	-	13,346	1,351	14,697	68.7
a. Written	15	615	-	625	5	630	3.0
b. Telecommunication	5,953	2,274	-	8,038	189	8,227	38.4
c. Electronic	4,447	1,393	-	4,683	1,157	5,840	27.3
II. TOTAL - Request from recipient's company:	283	-	-	176	107	283	1.3
a. Written	6	-	-	6	-	6	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	277	-	-	170	107	277	1.3
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. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	6,420	-	-	6,420	-	6,420	30.0
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	6,420	-	-	6,420	-	6,420	30.0
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,118	4,282	-	19,942	1,458	21,400	100.0
PERCENT	80.0	20.0	-	93.2	6.8	100.0	-

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	19,942	1,458	21,400	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,942	1,458	21,400	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011

Regions	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
NEW ENGLAND	728	1	729	3.4
MIDDLE ATLANTIC	2,556	1	2,557	11.9
EAST NO. CENTRAL	4,625	2	4,627	21.6
WEST NO. CENTRAL	2,473	1	2,474	11.6
SOUTH ATLANTIC	3,600	3	3,603	16.8
EAST SO. CENTRAL	1,305	-	1,305	6.1
WEST SO. CENTRAL	1,365	1	1,366	6.4
MOUNTAIN	788	-	788	3.7
PACIFIC	2,224	2	2,226	10.4
UNITED STATES	19,664	11	19,675	91.9
969 & 004-009 U.S. TERRITORIES	49	-	49	0.3
CANADA	224	588	812	3.8
MEXICO	-	43	43	0.2
OTHER INTERNATIONAL	-	816	816	3.8
APO/FPO	5	-	5	-
TOTAL QUALIFIED CIRCULATION	19,942	1,458	21,400	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

Replica - Editorial and design are unchanged from the original print edition.

CHANGE IN FREQUENCY:

Effective with the August/September 2010 issue, Food Quality changed its frequency from 7 to 6 issues per year.

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 411 copies or 1.9% to 6,009 copies or 28.1%, including Pinpoint Technologies.

PUBLISHER'S AFFIDAVIT

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

Rachel Burley, Publisher
Ken Potuznik, Associate 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 July 14, 2011

State New Jersey

City Hoboken

Received by BPA Worldwide July 14, 2011

Type PJ

ID Number F284P01

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,906	100.0	19,906	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,906	100.0	19,906	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,468	100.0	1,468	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,468	100.0	1,468	100.0	-	-