

**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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Official Publication of: None  
Established: 1995  
Issues Per Year: 10

**FIELD SERVED**

PACIFIC NUT PRODUCER serves the western United States nut industry, primarily nut growers in California, including nut growers in Arizona, Hawaii, Oregon, New Mexico, Texas and Washington.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include nut growers, PCAs, consultants, nut processors, educators/researchers, association personnel and other titled/non-titled personnel and company addressed copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	522
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	260
Digital _____	-
All Other _____	100
<b>TOTAL</b>	<b>882</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9,169	100.0	9,169	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,169</b>	<b>100.0</b>	<b>9,169</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	9	111	9,148
February _____	10	48	9,186
March _____	67	41	9,160
April _____	6	12	9,166
May _____	25	35	9,176
June _____	-	-	9,176
<b>TOTAL</b>	<b>117</b>	<b>247</b>	

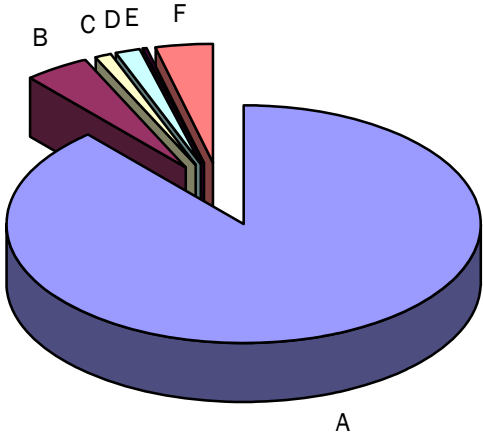
**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**  
 This issue is 0.1% or 9 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS/OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL
Nut Growers _____	8,131	88.6
PCAs & Consultants _____	417	4.5
Processors _____	99	1.1
Educators/Researchers _____	147	1.6
Associations & Commission Personnel _____	20	0.2
Others Allied to the Field (See Note 1) _____	362	4.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,176</b>	<b>100.0</b>

Note 1: Others Allied to the Field includes suppliers and other qualified recipients and company addressed copies.

**3a. Breakout of Qualified Circulation of Business/Occupation**

	BUSINESS/OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL
A	Nut Growers _____	8,131	88.6
B	PCAs & Consultants _____	417	4.5
C	Processors _____	99	1.1
D	Educators/Researchers _____	147	1.6
E	Associations & Commission Personnel _____	20	0.2
F	Others Allied to the Field _____	362	4.0
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,176</b>	<b>100.0</b>



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	3,107	1,371	785	5,263	57.4
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	3,913	-	-	3,913	42.6
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	3,913	-	-	3,913	42.6
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,020</b>	<b>1,371</b>	<b>785</b>	<b>9,176</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.5</b>	<b>14.9</b>	<b>8.6</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	-	-
Individuals by name only _____	9,150	99.7
Titles or functions only _____	-	-
Company names only _____	26	0.3
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,176</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
CALIFORNIA COUNTIES	Total Qualified	Total of Percent	CALIFORNIA COUNTIES	Total Qualified	Percent of Total
Alameda _____	45	0.5	San Bernardino _____	34	0.4
Amador _____	1	-	San Diego _____	25	0.3
Butte _____	490	5.4	San Francisco _____	13	0.1
Calaveras _____	15	0.2	San Joaquin _____	1,057	11.5
Colusa _____	183	2.0	San Luis Obispo _____	60	0.7
Contra Costa _____	73	0.8	San Mateo _____	19	0.2
El Dorado _____	11	0.1	Santa Barbara _____	13	0.1
Fresno _____	934	10.2	Santa Clara _____	84	0.9
Glenn _____	172	1.9	Santa Cruz _____	10	0.1
Humboldt _____	2	-	Shasta _____	28	0.3
Imperial _____	1	-	Siskiyou _____	2	-
Kern _____	382	4.2	Solano _____	49	0.5
Kings _____	168	1.8	Sonoma _____	21	0.2
Lake _____	66	0.7	Stanislaus _____	1,915	20.9
Lassen _____	2	-	Sutter _____	335	3.7
Los Angeles _____	58	0.6	Tehama _____	114	1.2
Madera _____	342	3.7	Tulare _____	568	6.2
Marin _____	7	0.1	Tuolumne _____	11	0.1
Mariposa _____	4	-	Ventura _____	12	0.1
Mendocino _____	5	0.1	Yolo _____	233	2.5
Merced _____	763	8.3	Yuba _____	41	0.5
Modoc _____	1	-	<b>California Counties Sub-Total</b>	<b>8,640</b>	<b>94.1</b>
Monterey _____	20	0.2	Arizona _____	45	0.5
Napa _____	16	0.2	New Mexico _____	101	1.1
Nevada _____	7	0.1	Oregon _____	152	1.6
Orange _____	29	0.3	Texas _____	61	0.7
Placer _____	30	0.3	Washington _____	15	0.2
Riverside _____	14	0.2	Hawaii _____	52	0.6
Sacramento _____	88	1.0	Other States _____	110	1.2
San Benito _____	67	0.7	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,176</b>	<b>100.0</b>

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January-June 2009*	July - December 2009	January-June 2010	July - December 2010	January-June 2010*
Total Audit Average Qualified: _____	9,127	9,113	9,052	9,057	9,064	9,169
Qualified Non-Paid: _____	9,127	9,113	9,052	9,057	9,064	9,169
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: January – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### ADDITIONAL DATA

##### PARAGRAPH 3b:

Other sources include 1 source of circulation for quantities of 3,913 copies or 42.6%, including California Department of Agriculture.

#### PUBLISHER'S AFFIDAVIT

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

Monica Malcolm, Circulation Manager

Daniel Malcolm, 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 19, 2011

State California

County Fresno

Revised by BPA Worldwide July 19, 2011

Type PD

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