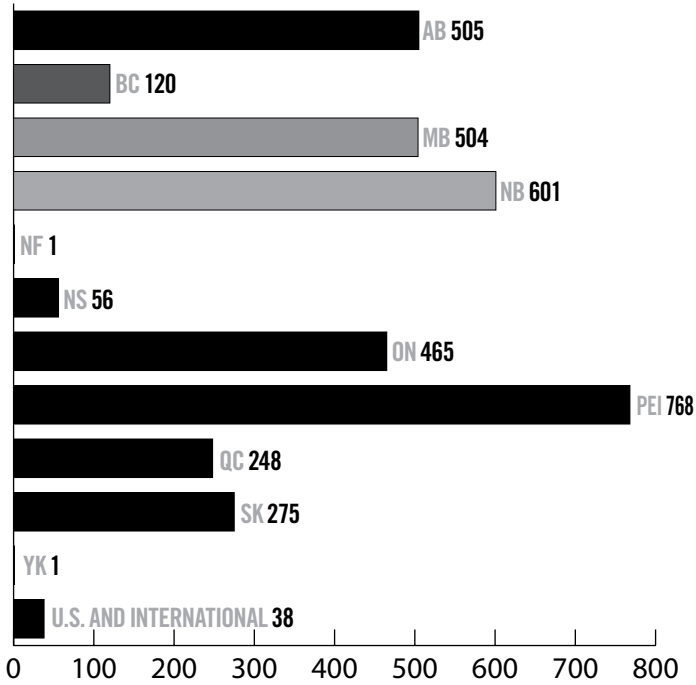


# audience profile

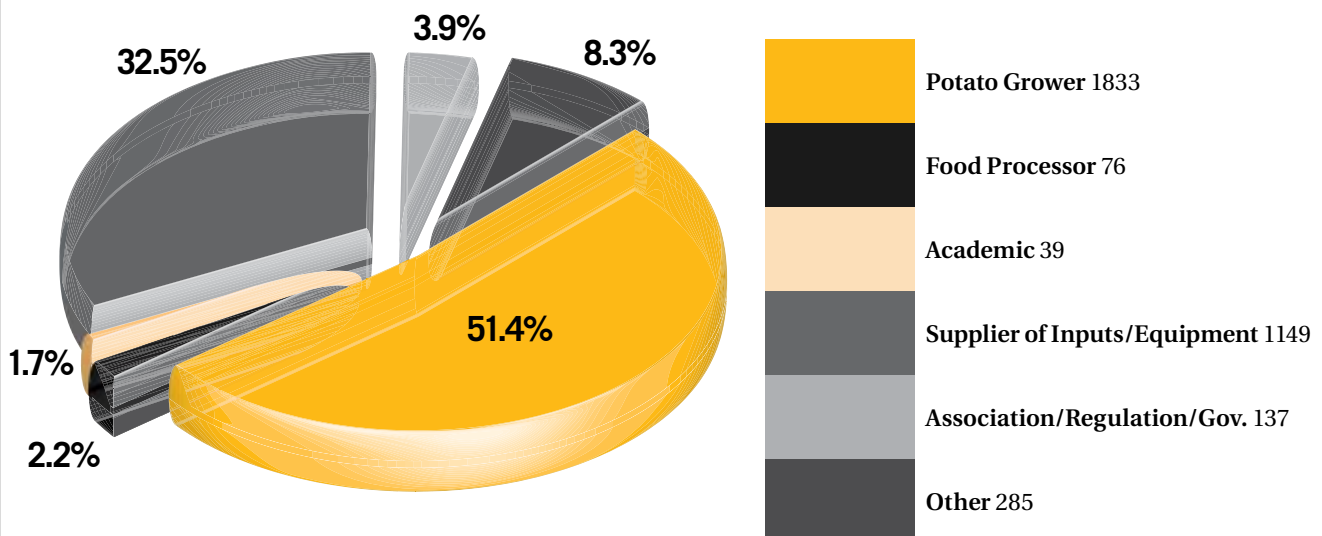
## READERSHIP BREAKDOWN



Total Circulation: 3,582

In 2004-2005, Canada produced 1.36 million MT and exported 979,000 MT of frozen potato products

## READERSHIP PROFILE



# audience profile

## THE CANADIAN POTATO INDUSTRY

### POTATO ACREAGE IN CANADA

Province	Seeded			Harvested		
	2007	2008	2009	2007	2008	2009
Canada	399,200	379,900	371,100	395,200	373,400	361,600
PEI	96,000	92,500	85,000	96,000	89,000	82,000
MB	85,000	81,000	79,000	84,500	81,000	78,000
NB	58,500	55,500	55,000	58,500	54,500	54,500
AB	55,800	52,500	52,500	54,800	52,000	49,700
QC	45,700	42,500	44,200	44,700	41,800	43,200
ON	37,000	36,000	37,000	36,000	35,200	36,400
SK	9,500	9,500	8,500	9,500	9,500	8,000
BC	8,800	7,500	7,000	8,000	7,500	7,000
NS	2,500	2,200	2,300	2,500	2,200	2,200
NF	700	700	600	700	700	600

### HUNDRED WEIGHT PRODUCED BY PROVINCE

Province	Production (hundredweight)		
	2007	2008	2009
Canada	109,982,000	103,560,000	100,997,000
PEI	27,360,000	24,920,000	23,780,000
MB	23,660,000	22,680,000	22,230,000
AB	18,687,000	17,472,000	16,003,000
NB	16,965,000	14,170,000	14,715,000
QC	12,748,000	10,952,000	11,426,000
ON	5,148,000	7,744,000	7,826,000
SK	2,328,000	2,613,000	2,320,000
BC	2,400,000	2,325,000	2,030,000
NS	563,000	572,000	583,000
NF	123,000	112,000	84,000

- Canada is the third largest producer close behind the Netherlands and the second exporter of frozen potato products in the world.
- It takes 2 to 2.5 kg of potatoes to produce 1 kg of French fries, about 5 kg for a kg of potato chips, and about 4 kg to produce 1 kg of dehydrated potatoes in granules.