

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
FAX: +1 203.447.2900
www.bpaww.com

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.

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RICE FARMING

One Grower Publishing, LLC
5118 Park Avenue
Suite 111
Memphis, TN 38117, UNITED STATES
Tel: (901) 767-4020
FAX: (901) 767-4026
www.ricefarming.com

Official Publication of: None
Established: 1967
Issues Per Year: 7

FIELD SERVED

RICE FARMING serves the rice farming and allied industries, including rice growers, landowners, crop consultants, county/extension agents, equipment dealers, chemical companies, seed companies, aerial applicators, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled individuals in the Field Served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	2
Advertiser and Agency _____	354
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	42
All Other _____	490
TOTAL	888

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	8,445	100.0	8,445	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,445	100.0	8,445	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
January _____	50	50	8700	0	8700	April _____	272	272	8700	0	8700
February _____	71	71	8700	0	8700	May _____	2621	1855	7934	0	7934
March _____	31	31	8700	0	8700	June _____	0	0	7934	0	7934
						TOTAL	3045	2279			

Total Acres of Rice Grown	Total Qualified Farmers and Landowners	PERCENT OF TOTAL	Arkansas	California	Louisiana	Mississippi	Missouri	Texas	All Other
1,000+ _____	915	11.5	456	143	100	68	76	46	26
500-999 _____	972	12.3	392	153	178	68	80	82	19
250-499 _____	945	11.9	350	153	202	48	82	91	19
100-249 _____	1,079	13.6	374	132	323	48	82	85	35
one-99 _____	633	8.0	178	51	279	17	58	23	27
Unreported _____	2,589	32.6	1,185	422	422	182	128	172	78
Total Farmers	7,133	89.9	2,935	1,054	1,504	431	506	499	204
Others Allied to Field _____	801	10.1	226	82	109	85	38	135	126
Total Qualified Circulation	7,934	100.0	3,161	1,136	1,613	516	544	634	330

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

This issue is 7.2% or 613 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Rice Farmers/Landowners _____	7,139	90.0
Crop Consultants, County/Extension Agents _____	329	4.1
Others Allied to the Field including: Equipment Dealers, Chemical Dealers/Companies, Seed Companies, Aenal Applicators and other _____	466	5.9
TOTAL QUALIFIED CIRCULATION	7,934	100.0
PERCENT	100.0	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. Direct request: _____	3,351	656	1,087	-	-	5,094	64.2
II. Request from recipient's company: _____	53	-	-	-	-	53	0.7
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,787	-	-	-	-	2,787	35.1
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	2,787	-	-	-	-	2,787	35.1
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,191	656	1,087	-	-	7,934	100.0
PERCENT	78.0	8.3	13.7	-	-	100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			44	0.6
Individuals by name only _____			6,410	80.8
Titles or functions only _____			-	-
Company names only _____			1,480	18.7
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			7,934	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009		
State	Total Qualified	Percent
ARKANSAS _____	3,161	39.8
CALIFORNIA _____	1,136	14.3
LOUISIANA _____	1,613	20.3
MISSISSIPPI _____	516	6.5
MISSOURI _____	544	6.9
TEXAS _____	634	8.0
REMAINING STATES _____	330	4.2
TOTAL QUALIFIED CIRCULATION	7,934	100.0

The geo map of these states, to be printed on page 4 of the statement, has been e-mailed to Jim Beecher.

7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6 Month Period Ended:	2005	2006	2007	June 2008	December 2008*	June 2009*
Total Audit Average Qualified	8,715	8,721	8,719	8,721	8,700	8,445
Qualified Non-Paid	8,715	8,721	8,719	8,721	8,700	8,445
Print Only _____	8,715	8,721	8,719	8,721	8,700	8,445
Digital Only _____	-	-	-	-	-	-
Qualified Paid	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Digital Only _____	-	-	-	-	-	-
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 2008 and January - June 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)
7	Issues Per Year
	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

PARAGRAPH 3B

Other sources include 1 source of circulation for a quantity of 2,787 copies or 35.13%, including Farm Market ID.

PARAGRAPH 11

The average of 42 show and convention copies include: February: Mid-South Farm & Gin Show; 200 copies; March: Texas Cotton Ginners' Association Annual Meeting; 50 copies

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and testify that all data set forth in this statement are true.		
Janet Owens, Circulation Manager	Date signed	July 15, 2009
Lia Guthrie, Publisher/Vice President	State	Tennessee
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Shelby
IMPORTANT NOTE:	Received by BPA Worldwide	July 15, 2009
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PJ
	ID Number	R119P0J9