

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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# LE COOPERATEUR AGRICOLE

La Coop Federee  
9001 boul de L'Acadie  
Montreal, Quebec  
H4N 3H7 Canada  
Tel.: (514) 384-6450  
Fax: (514) 858-2025  
<http://www.lacoop.coop>

Official Publication of: La Coop fédérée  
Established: 1972  
Issues Per Year: 9

## FIELD SERVED

Le Coopérateur Agricole serves the agricultural industry.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include farmers, including members of the Quebec agricultural co-operative movement, and a limited number of others allied to the farming industry.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	182
<b>TOTAL</b>	<b>182</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	919	5.1	377	2.1	542	3.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	16,263	89.7	-	-	16,263	89.7
Multi-Copy Same Addressee _____	942	5.2	905	5.0	37	0.2
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,124</b>	<b>100.0</b>	<b>1,282</b>	<b>7.1</b>	<b>16,842</b>	<b>92.9</b>

\*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
Avril _____	34	57	1,500	16,904	18,404
Mai/Juin _____	47	52	1,506	16,903	18,409
Juil/Août _____	972	62	619	16,880	17,499
Septembre _____	556	1,241	1,505	16,679	18,184
<b>TOTAL</b>	<b>1,609</b>	<b>1,412</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUIL/AOÛT 2011**  
**This issue is 4.5% or 833 copies below the average of the other 3 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED				CANADA					OUTSIDE CANADA				
	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	PAID		NON-PAID		Total Canada	PAID		NON-PAID		Total Outside Canada
					Individual	MCSA	Individual	MCSA		Individual	MCSA	Individual	MCSA	
1. Members of the Quebec agricultural co-operative movement _____	16,311	93.2	-	16,311	16,308	-	-	-	16,308	3	-	-	-	3
2. Farmers and a limited number of others allied to the farming industry –	1,188	6.8	619	569	532	37	374	243	1,186	-	-	2	-	2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,499</b>	<b>100.0</b>	<b>619</b>	<b>16,880</b>	<b>16,840</b>	<b>37</b>	<b>374</b>	<b>243</b>	<b>17,494</b>	<b>3</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>5</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUIL/AOÛT 2011							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	86	99	723	376	532	908	5.2
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	16,311	-	-	-	16,311	16,311	93.2
IV. Communication from recipient or recipient's company (other than request): _____	280	-	-	243	37	280	1.6
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,677</b>	<b>99</b>	<b>723</b>	<b>619</b>	<b>16,880</b>	<b>17,499</b>	<b>100.0</b>
<b>PERCENT</b>	<b>95.3</b>	<b>0.6</b>	<b>4.1</b>	<b>3.5</b>	<b>96.5</b>	<b>100.0</b>	

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUIL/AOÛT 2011				
Province	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland and Labrador _____	-	-	-	-
Prince Edward Island _____	-	-	-	-
Nova Scotia _____	-	-	-	-
New Brunswick _____	2	54	56	0.3
Quebec _____	610	16,520	17,130	97.9
Ontario _____	4	302	306	1.8
Manitoba _____	1	-	1	-
Saskatchewan _____	-	-	-	-
Alberta, N.W.T. and Nunavut _____	-	1	1	-
B.C. and Yukon _____	-	-	-	-
<b>TOTAL FOR CANADA</b>	<b>617</b>	<b>16,877</b>	<b>17,494</b>	<b>100.0</b>
United States _____	-	-	-	-
Other Foreign _____	2	3	5	-
<b>TOTAL OUTSIDE CANADA</b>	<b>2</b>	<b>3</b>	<b>5</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>619</b>	<b>16,880</b>	<b>17,499</b>	<b>100.0</b>

**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
	October 2008 - March 2009	April - September 2009	October 2009 - March 2010	April - September 2010	October 2010 - March 2011	April - September 2011*
Total Audit Average Qualified: _____	18,825	18,449	18,611	18,343	18,404	18,124
Qualified Non-Paid: ____	1,649	1,275	1,487	1,275	1,498	1,282
Qualified Paid: _____	17,176	17,174	17,124	17,068	16,906	16,842
Post Expire Copies included in Total Qualified Circulation: __	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$11.43	\$7.10	\$12.32	\$7.07	\$14.10	\$7.10

**\*NOTE: April - September 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 1:**

Qualified paid Benefit of Membership subscriptions averaging 16,263 copies were sold to qualified recipients at the following subscription price: 9 issues for \$7.00. Members yearly subscription price is included in the dues and is non-deductible there from.

**PUBLISHER'S AFFIDAVIT**

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

Nadine Kadé, Responsable des abonnements

Guylaine Gagnon, Rédactrice en chef

(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 November 1, 2011

City Montréal

Revised November 1, 2011

Type PM

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