

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2008**

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 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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A Penton Media Publication
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Official Publication of: None
Established: 1956
Issues Per Year: 12

FIELD SERVED

NATIONAL HOG FARMER serves the commercial swine industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, managers, supervisors, foremen, and other titled and non-titled personnel, including company copies, commercial swine operations which market 2,000 or more hogs/pigs annually and/or maintain 100 or more sows annually; veterinarians, nutritionists, consultants, members of the American Association of Swine Veterinarians (AASV), or are meat industry executives.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	364
Advertiser and Agency _____	598
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	142
All Other _____	1,158
TOTAL	2,262

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	26,420	100.0	26,420	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,420	100.0	26,420	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	29	29			26,420	April _____	136	136			26,420
February _____	157	157			26,420	May _____	123	123			26,420
March _____	182	182			26,420	June _____	103	103			26,420
						TOTAL	730	730			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

This issue is equal to the average of the other 5 issues reported in Paragraph two.

This publication conforms to the uniform business/occupational breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Hog Farms Market in December 1981 and revised January 1985, requiring participating publications to report their circulation on a comparable basis by December 1984. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS AND INDUSTRY (Note 1)	TOTAL QUALIFIED	PERCENT OF TOTAL	Owner/President/Vice-President	Unit Manager	Foreman, Other Supervisor	Non-Supervisory Personnel (Note 4)	Veterinarian (Note 4)	Nutritionist (Note 4)	Consultant (Note 4)	Other Titled and Non-Titled Personnel Including Company Copies
Producers, including owners, managers, supervisors, foremen, and other titled and non-titles personnel of hog operations: HOGS/PIGS SOLD ANNUALLY:										
1) 10,000 or more _____	7,109	26.9	4,287	944	1,076	263	98	64	122	255
2) 5,000 - 9,999 _____	4,583	17.3	3,891	219	211	60	17	18	60	107
3) 3,000 - 4,999 _____	3,663	13.9	3,208	105	125	50	12	15	38	110
4) 2,000 - 2,999 _____	7,511	28.4	6,820	129	256	46	26	16	99	119
Qualified By Having 100 or More Sows (Note 2) _____	1,775	6.7	1,385	81	104	41	42	26	67	29
Sub-Total	24,641	93.2	19,591	1,478	1,772	460	195	139	386	620
AASV Members (Note 2) _____	840	3.2	-	-	-	-	820	8	12	-
Veterinarians, nutritionists, consultants (Note 2) _____	939	3.6	-	-	-	-	192	201	546	-
TOTAL QUALIFIED CIRCULATION	26,420	100.0	19,591	1,478	1,772	460	1,207	348	944	620
PERCENT	100.0		74.2	5.6	6.7	1.7	4.6	1.3	3.6	2.3

BUSINESS/OCCUPATION (See Note 3)	TOTAL QUALIFIED	PERCENT OF TOTAL
Veterinarians, Nutritionists, Consultants and members of the American Association of Swine Veterinarians including producers _____	2,499	100.0
Meat Industry Executives _____	-	-
TOTAL	2,499	100.0

ADDITIONAL ANALYSIS	TOTAL QUALIFIED	PERCENT OF TOTAL
SOWS ON FARM		
1) 1,000 or More _____	3,898	24.8
2) 500 - 999 _____	1,958	12.5
3) 200 - 499 _____	4,273	27.2
4) 100 - 199 _____	5,005	31.8
5) 50 - 99 _____	323	2.1
6) 1 - 49 _____	259	1.6
TOTAL	15,716	100.0

Note 1: Comparable categories 1.6, 1.7 and 1.8 have been omitted at the publisher's option.

Note 2: Non-comparable additional category reported at the publisher's option.

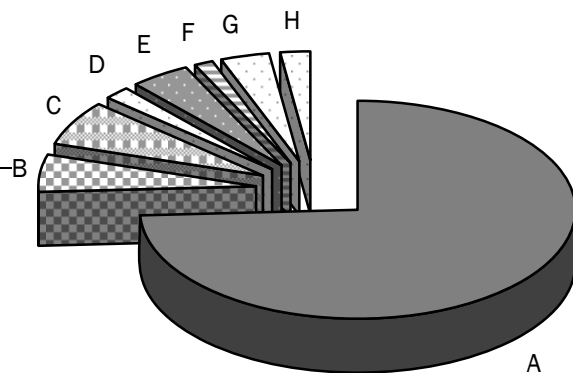
Note 3: Non-Comparable additional analysis reported at the publisher's option.

Note 4: Non-comparable title classification reported at the publisher's option.

Note 5: Others Allied to the Field has been omitted at the publishers option.

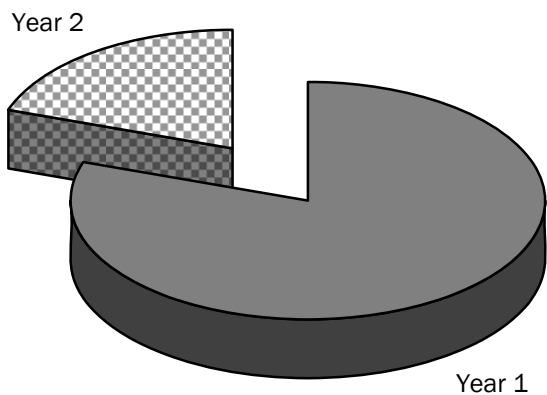
3a. Breakout of Qualified Circulation by Title (Please Refer to Paragraph 3a for Complete Descriptions)

Title	Copies	%
A. Owner/ President/ Vice-President _	19,591	74.2
B. Unit Manager _____	1,478	5.6
C. Foreman, Supervisor _____	1,772	6.7
D. Non- Supervisory Personnel _____	460	1.7
E. Veterinarian _____	1,207	4.6
F. Nutritionist _____	348	1.3
G. Consultant _____	944	3.6
H. Other _____	620	2.3
TOTAL	26,420	100.0



3b. Qualification by Year

Year	Copies	%
Year 1 _____	21,182	80.2
Year 2 _____	5,238	19.8

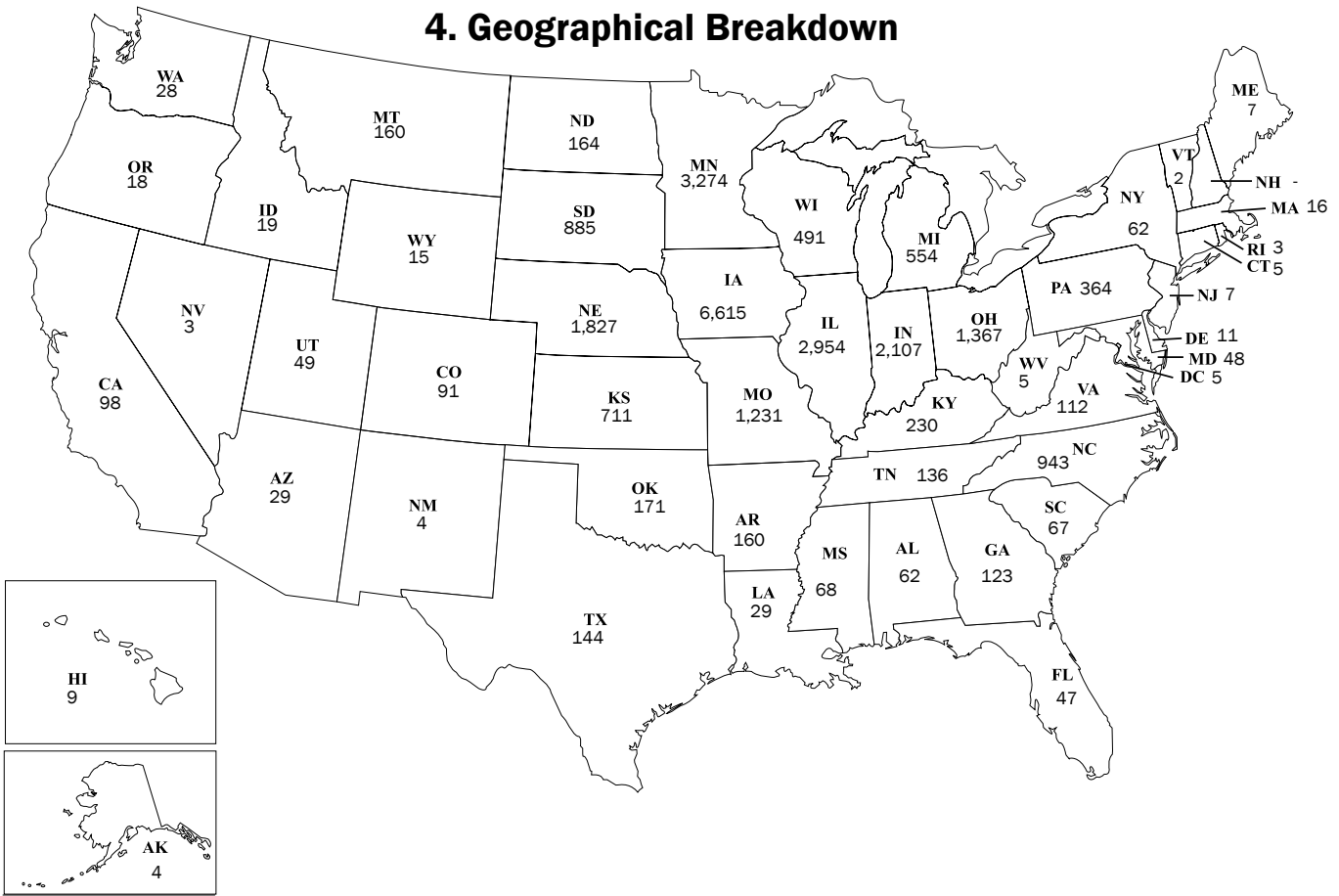


3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	18,871	5,238	-			24,109	91.2
a. Written _____	6,571	299	-			6,870	26.0
b. Telecommunication _____	10,863	4,776	-			15,639	59.1
c. Electronic _____	1,437	163	-			1,600	6.1
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	1,761	-	-			1,761	6.7
a. Written _____	1,179	-	-			1,179	4.5
b. Telecommunication _____	401	-	-			401	1.5
c. Electronic _____	181	-	-			181	0.7
V. TOTAL - Sources other than above (listed alphabetically): _____	550	-	-			550	2.1
*Association rosters and directories _____	495	-	-			495	1.9
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	55	-	-			55	0.2
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	21,182	5,238	-			26,420	100.0
*See Paragraph 11	PERCENT	80.2	19.8	-		100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			25,979	98.3
Individuals by name only _____			441	1.7
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			26,420	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified
039-049 Maine _____	7		400-427 Kentucky _____	230		030-038 New Hampshire _____	-
030-038 New Hampshire _____	-		370-385 Tennessee _____	136		050-059 Vermont _____	2
050-059 Vermont _____	2		350-369 Alabama _____	62		010-027 Massachusetts _____	16
010-027 Massachusetts _____	16		386-397 Mississippi _____	68		028-029 Rhode Island _____	3
028-029 Rhode Island _____	3		EAST SO. CENTRAL	496	1.9	060-069 Connecticut _____	5
060-069 Connecticut _____	5		716-729 Arkansas _____	160		NEW ENGLAND	33
NEW ENGLAND	33	0.1	700-714 Louisiana _____	29		100-149 New York _____	62
100-149 New York _____	62		730-749 Oklahoma _____	171		070-089 New Jersey _____	7
070-089 New Jersey _____	7		750-799 Texas _____	144		150-196 Pennsylvania _____	364
150-196 Pennsylvania _____	364		WEST SO. CENTRAL	504	1.9	MIDDLE ATLANTIC	433
MIDDLE ATLANTIC	433	1.6	590-599 Montana _____	160		430-459 Ohio _____	1,367
430-459 Ohio _____	1,367		832-838 Idaho _____	19		460-479 Indiana _____	2,107
460-479 Indiana _____	2,107		820-831 Wyoming _____	15		600-629 Illinois _____	2,954
600-629 Illinois _____	2,954		800-816 Colorado _____	91		480-499 Michigan _____	554
480-499 Michigan _____	554		870-884 New Mexico _____	4		530-549 Wisconsin _____	491
530-549 Wisconsin _____	491		850-865 Arizona _____	29		EAST NO. CENTRAL	7,473
EAST NO. CENTRAL	7,473	28.3	840-847 Utah _____	49		550-567 Minnesota _____	3,274
550-567 Minnesota _____	3,274		889-898 Nevada _____	3		500-528 Iowa _____	6,615
500-528 Iowa _____	6,615		MOUNTAIN	370	1.4	630-658 Missouri _____	1,231
630-658 Missouri _____	1,231		995-999 Alaska _____	4		580-588 North Dakota _____	164
580-588 North Dakota _____	164		980-994 Washington _____	28		570-577 South Dakota _____	885
570-577 South Dakota _____	885		970-979 Oregon _____	18		680-693 Nebraska _____	1,827
680-693 Nebraska _____	1,827		900-961 California _____	98		660-679 Kansas _____	711
660-679 Kansas _____	711		967-968 Hawaii _____	9		WEST NO. CENTRAL	14,707
WEST NO. CENTRAL	14,707	55.7	PACIFIC	157	0.6	197-199 Delaware _____	11
197-199 Delaware _____	11		UNITED STATES	25,534	96.6	206-219 Maryland _____	48
206-219 Maryland _____	48		969 & 004-009 U.S. Territories _____	6		200-205 Washington, DC _____	5
200-205 Washington, DC _____	5		Canada _____	879		220-246 Virginia _____	112
220-246 Virginia _____	112		Mexico _____	-		247-268 West Virginia _____	5
247-268 West Virginia _____	5		Other International _____	1		270-289 North Carolina _____	943
270-289 North Carolina _____	943		AP0/FPO _____	-		290-299 South Carolina _____	67
290-299 South Carolina _____	67		TOTAL QUALIFIED CIRCULATION	26,420	100.0	300-319 Georgia _____	123
300-319 Georgia _____	123					320-349 Florida _____	47
320-349 Florida _____	47					SOUTH ATLANTIC	1,361
SOUTH ATLANTIC	1,361	5.1					

4. Geographical Breakdown



9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified ____	31,628	28,147	26,421	26,422	26,420
Qualified Non-Paid Total _____	31,628	28,147	26,421	26,422	26,420
Qualified Paid Total _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price ____	**NC	**NC	**NC	**NC	**NC

***NOTE: 2008 data is unaudited.**

****NC = None Claimed.**

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 495 copies or 1.9% . Other sources include 1 source of circulation for a quantity of 55 copies or 0.2%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Bret Kealy, Publisher

Cortney Alden, Audience Marketing Manager

(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 28, 2008

State Minnesota

County Hennepin

Received by BPA Worldwide July 28, 2008

Type PD

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