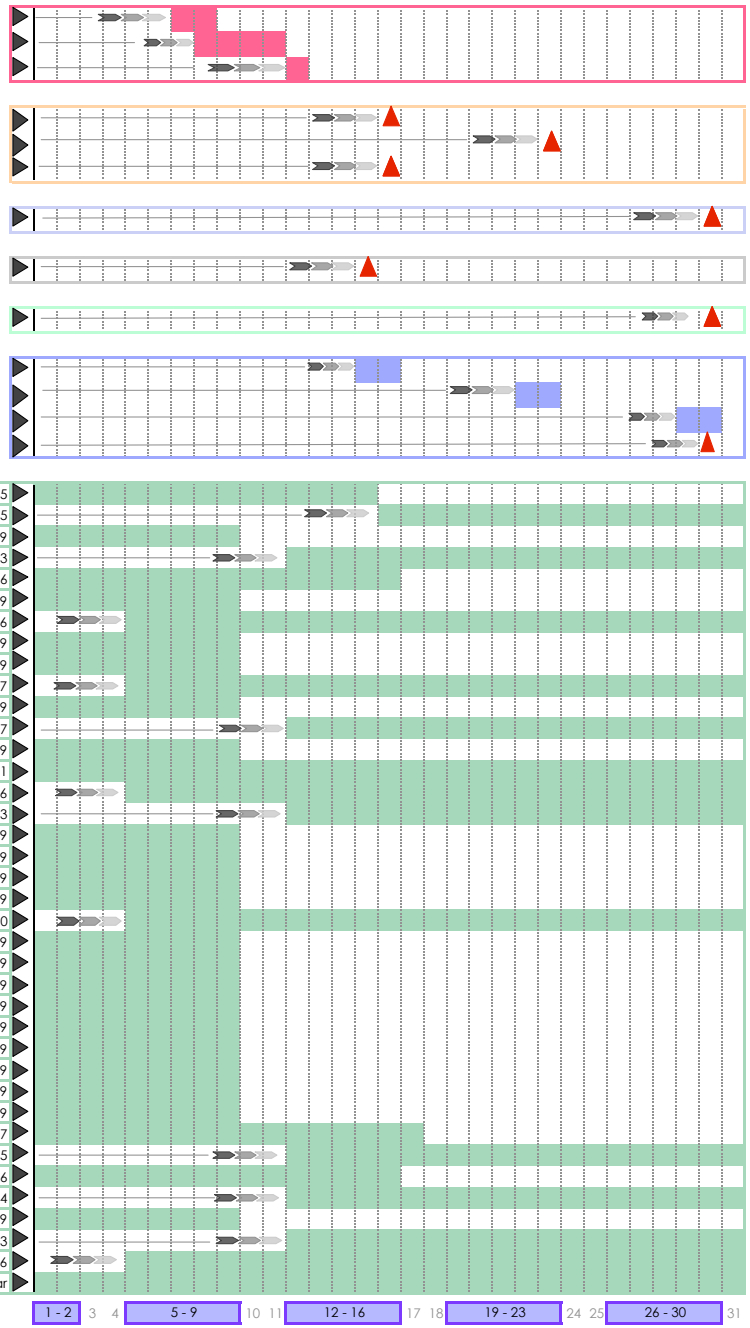
Marketing Activity & Project Milestones Q1 2007

March 2007

Category	Item			
Expo	**Expo** West Set-Up			
	Expo West			
	Expo West Tear Down			
Advertising	**Vision Apr Ad** Due	Back Cover	$2,612	$2,612
	Delicious Living May Ad Due	1/3 Page	$3,442	$3,442
	Organic Gardening May Ad Due	1/3 Page	$800	$800
PR	Monthly **Press Release**			$300
Appearances	Monthly **Appearance**			
Crusaders	Bragg **Crusaders** Quarterly Greeting Card			$2,000
Analysis	**Analyze** Monthly Journal Ad Statistics			
	Analyze Monthly Other Promotional Statistics			
	Analyze Monthly Web Statistics			
	Quarterly Web Sataistics **Analysis** Due			
Promotions	Azure Std.	15% **Promo**	AP	1.16 - 3.15
	Azure Std.	15% **Promo**	LA	3.16 - 5.15
	Clark Distribution	15% **Promo**	AP	2.5 - 3.9
	Coop D'alentour	15% **Promo**	AV, OO	3.12 - 4.13
	Corwin Distribution	15% **Promo**	AP	2.12 - 3.16
	Country Life	15% **Promo**	LA, OO	2.5 - 3.9
	Health Food Dist.	15% **Promo**	AP	3.5 - 4.6
	Heart Smart Foods	15% **Promo**	AP	2.5 - 3.9
	Indigo natural	15% **Promo**	AV, LA	2.5 - 3.9
	Island Natural	15% **Promo**	AV	3.5 - 4.7
	Jerusalem Foods	15% **Promo**	AV, LA	2.5 - 3.9
	Kehe	15% **Promo**	AV, LA, OO	3.12 - 4.27
	Koyo Foods	15% **Promo**	AV, LA	2.5 - 3.9
	Kroger	15% **Promo**	LA	1.19 - 3.31
	Millbrook	15% **Promo**	SD	3.5 - 4.6
	Nationwide	15% **Promo**	LA, SP	3.12 - 4.13
	Nature's Best	15% **Promo**	SD, LA, SP, SK	2.5 - 3.9
	Ontario Natural Foods	15% **Promo**	AV	2.5 - 3.9
	PSC Natural Foods	15% **Promo**	LA, SD	2.5 - 3.9
	Sproutmaster	15% **Promo**	AP	2.5 - 3.9
	Tara Int'l.	15% **Promo**	AV, OO	3.5 - 4.20
	Tree Of Life - Canada	15% **Promo**	LA, SD, SP	2.5 - 3.9
	Tree Of Life - MW	15% **Promo**	LA, SD, SP	2.5 - 3.9
	Tree Of Life - National	15% **Promo**	LA, SD, SP	2.5 - 3.9
	Tree Of Life - NE	15% **Promo**	LA, SD, SP	2.5 - 3.9
	Tree Of Life - New England	15% **Promo**	LA, SD, SP	2.5 - 3.9
	Tree Of Life - NW	15% **Promo**	LA, SD, SP	2.5 - 3.9
	Tree Of Life - SE	15% **Promo**	LA, SD, SP	2.5 - 3.9
	Tree Of Life - SW	15% **Promo**	LA, SD, SP	2.5 - 3.9
	Tree Of Life - W	15% **Promo**	LA, SD, SP	2.5 - 3.9
	UNFI - CO	15% **Promo**	LA, OO	2.12 - 3.17
	UNFI - CO	15% **Promo**	SD, SE	3.12 - 4.15
	UNFI - West	15% **Promo**	LA, OO	2.12 - 3.16
	UNFI - West	15% **Promo**	SD, SE	3.12 - 4.14
	United East	15% **Promo**	LA, OO	2.5 - 3.9
	United East	15% **Promo**	SD, SE	3.12 - 4.13
	Wholefoods	15% **Promo**	AV, SE	3.5 - 4.6
	Wild West Organic	10% **Promo**	AP	Mo. Of Mar



Monthly Direct Expenses	**$9,154**
Quarterly Direct Expenses	**$26,955**