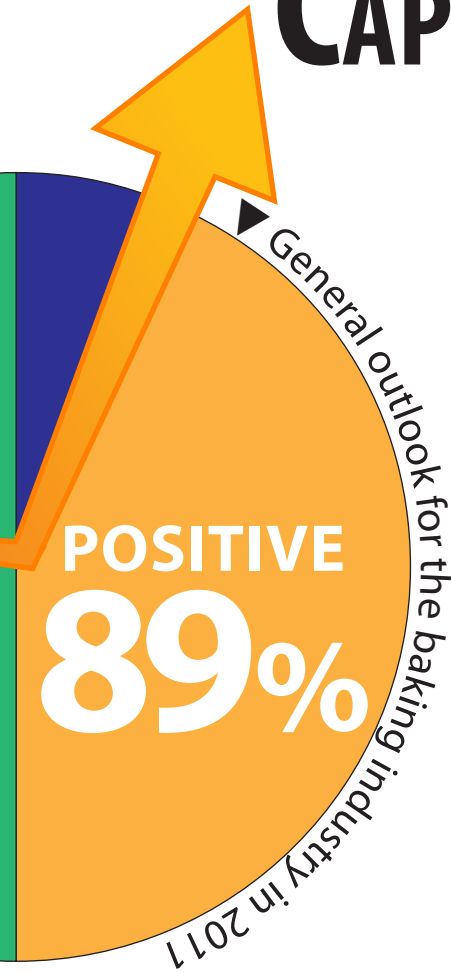


CAPITAL SPENDING SURVEY

Focuses on Bigger Players



As with past capital spending surveys, the current online survey, conducted in November 2010, had a response rate close to 10%. However, unlike in the 2009 survey, the respondents for the 18th Annual Capital Spending Survey, conducted by Cypress Research Associates, Kansas City, MO, had a stronger response from companies with \$25 million or more in annual sales. Skewing the survey toward these companies was done intentionally because they tend to spend more money. Companies with annual revenue of \$25 million or less typically had capital spending budgets of \$500,000 or less.

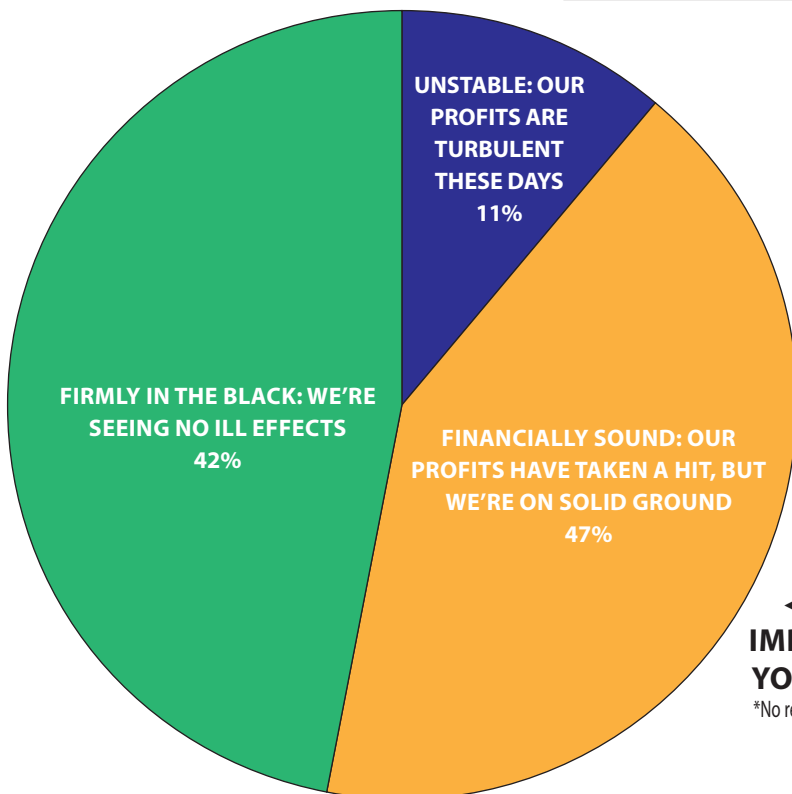
Demographic information indicated only 15% of respondents worked for companies that had annual revenue of less than \$25 million, compared with nearly 50% in last year's study. Another 41% of survey respondents worked for companies that had \$25 million to \$99.9 million in annual revenues, 25% of them sold \$100 million to \$499.9 million in baked goods and/or snacks, and 18% had \$500 million or more in annual sales.

Primary products produced at plants of respondents included 83% producing fully baked or par-baked bread and buns; 25% salted snacks; 20% cakes or sweet goods; 15% cookies and crackers; 11% frozen dough; 11% tortillas; and 11% other products such as waffles, wafers and other items including cereal, breading and mixes.

Here is a comprehensive review of the survey in chart form.

▼ IS YOUR 2011 CAPITAL SPENDING BUDGET INCREASING, DECREASING OR REMAINING THE SAME COMPARED TO 2010'S REAL SPENDING?

	Overall	<\$25 mil	\$25 mil+
Increasing	58%	14%	63%
Remaining the same	27%	14%	9%
Decreasing	10%	57%	23%
Not sure	6%	14%	5%



▼ BY WHAT PERCENTAGE IS YOUR 2011 CAPITAL SPENDING BUDGET CHANGING COMPARED TO YOUR 2010 BUDGET?

56%

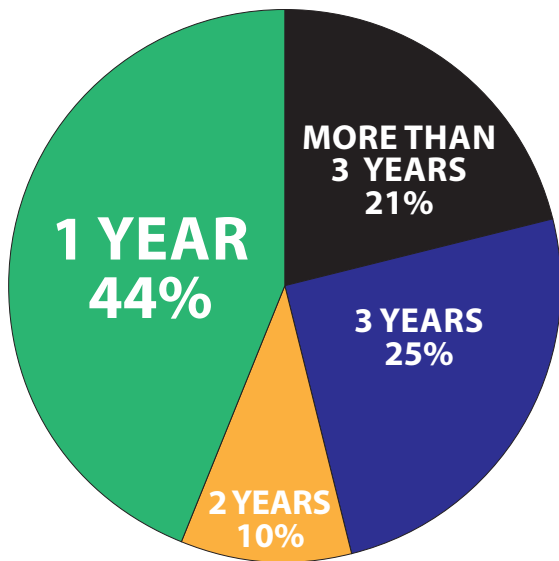
◀ AS THE ECONOMY APPEARS TO BE IMPROVING, HOW WOULD YOU DESCRIBE YOUR COMPANY'S FINANCIAL POSITION?

*No respondents indicated "in the red: Our net income continues to trend downward."

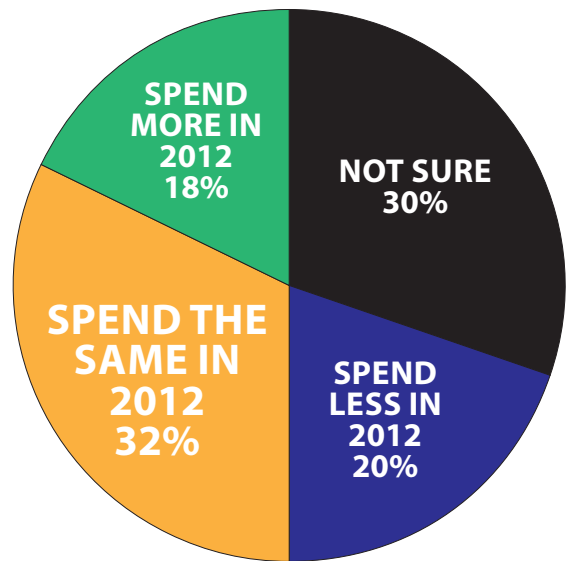
CAPITAL SPENDING SURVEY

▼ HOW WILL YOUR COMPANY COVER CAPITAL PURCHASES FOR 2011?

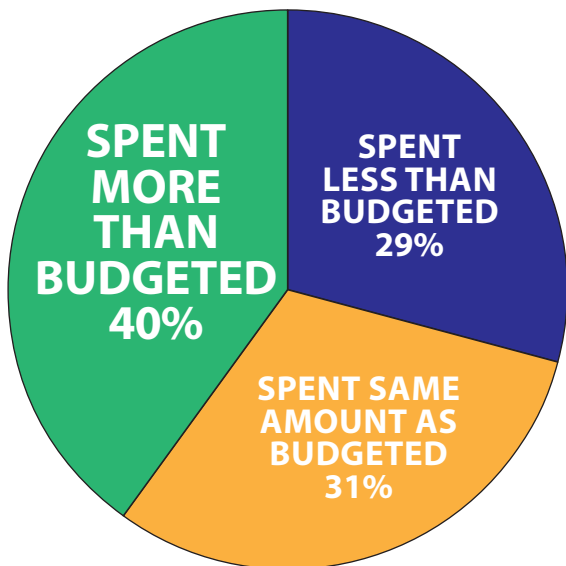
	Overall	<\$25 mil	\$25 mil+
Pay with cash	65%	57%	61%
Borrow from outside source(s)	55%	43%	52%
Lease	24%	29%	22%
Reduce expenses to increase liquidity (cash-on-hand)	18%	43%	13%
Make purchases on credit	10%	14%	9%
Sell existing assets	4%	14%	2%



▲ WHAT ROI CYCLE DOES YOUR COMPANY USE FOR ITS MAJOR CAPITAL PLANNING?



▲ COMPARED TO 2011 CAPITAL SPENDING LEVELS, WHAT DOES YOUR COMPANY PLAN TO SPEND ON CAPITAL IMPROVEMENTS IN 2012?



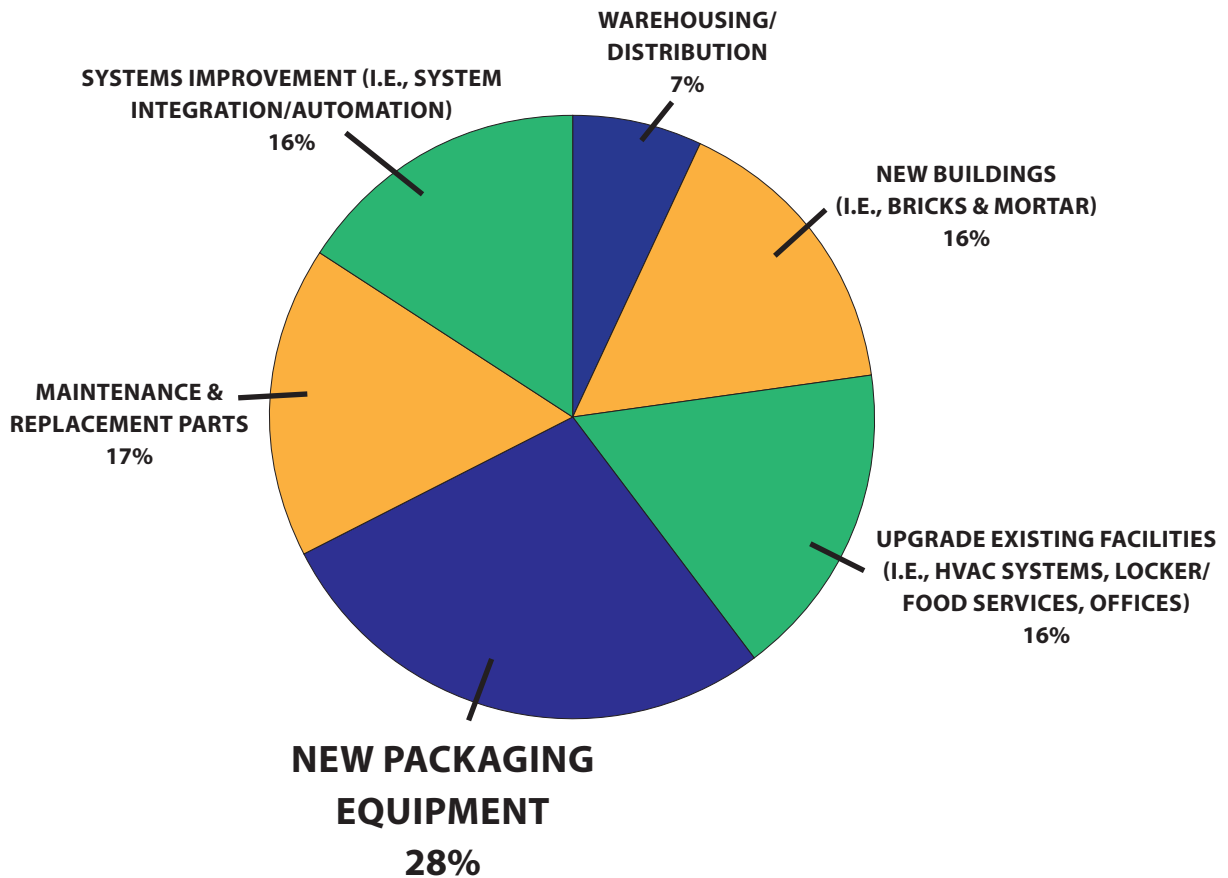
▲ HOW DID YOUR ACTUAL 2010 SPENDING COMPARE TO WHAT WAS INITIALLY BUDGETED?

CAPITAL SPENDING BUDGET COMPARISON

Amount Budgeted	2007	2010	2011
\$999,999 or less	21%	30%	22%
\$1 million to \$9.9 million	44%	45%	48%
\$10 million to \$49.9 million	16%	15%	12%
\$50 million or more	19%	10%	18%

Actual Spending	2007	2010
\$999,999 or less	21%	30%
\$1 million to \$9.9 million	44%	45%
\$10 million to \$49.9 million	16%	15%
\$50 million or more	19%	10%

▼ WHAT PERCENTAGE OF YOUR 2011 CAPITAL SPENDING BUDGET DO YOU PLAN TO SPEND IN THE FOLLOWING AREAS?

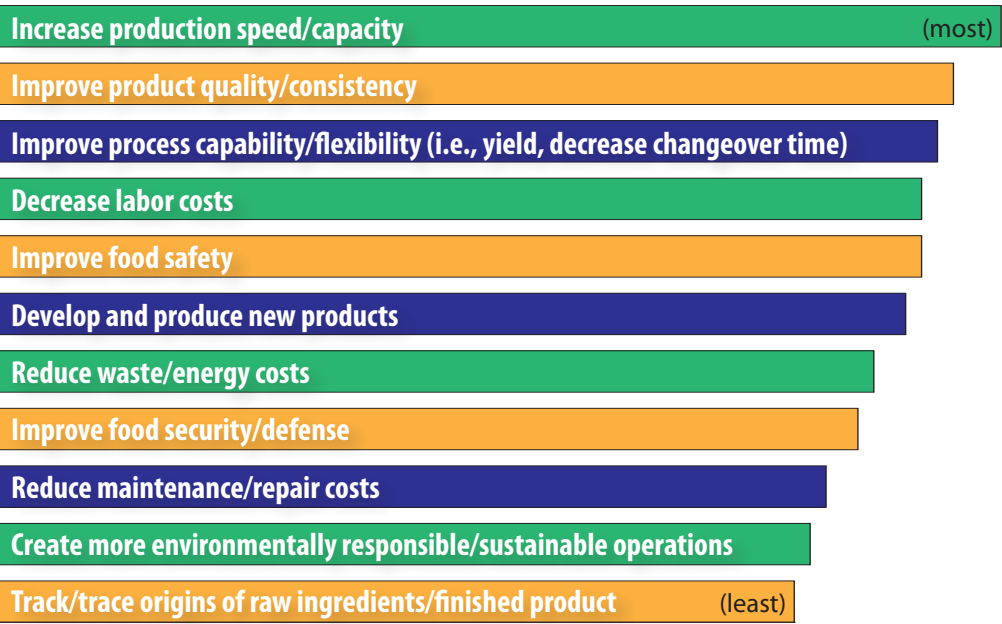


▼ PLEASE CHECK ALL THE AREAS WHERE YOUR COMPANY PLANS TO SPEND DOLLARS ON CAPITAL IMPROVEMENTS IN 2011.

	Overall
New buildings	40%
Upgrade existing facilities (i.e., HVAC systems, locker/food services, offices)	70%
New processing equipment	88%
New packaging equipment	82%
Maintenance & replacement parts	66%
Systems improvement (i.e., system integration/automation)	64%
Warehousing/distribution	40%

CAPITAL SPENDING SURVEY

▼ IN THINKING ABOUT YOUR COMPANY'S 2011 CAPITAL BUDGET ALLOCATION, HOW IMPORTANT ARE THE FOLLOWING GOALS?



► WHAT SINGLE INFLUENCE HAS MOST AFFECTED YOUR COMPANY'S CAPITAL SPENDING DURING THE PAST TWO YEARS?

