

## LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - **All Filers Are Required To Complete This Page**

1. Registrant Name:

**CASSIDY & ASSOC**

2. Address:

700 13TH STREET, NW SUITE 400, WASHINGTON, DC 20005

3. Principal place of business (if different from line 2):

4. Contact Name: ROSALIND MITCHELL

Telephone: 2025852417

E-mail (optional): rmitchell@cassidy.com

Senate ID #: 8453-1002

House ID #:

7. Client Name:  Self

**OCEAN SPRAY CRANBERRIES**

### TYPE OF REPORT

8. Year 2007 Midyear (January 1 - June 30):  **OR** Year End (July 1 - December 31):

9. Check if this filing amends a previously filed version of this report:

10. Check if this is a Termination Report:  => Termination Date: \_\_\_\_\_ 11. No Lobbying Activity:

### INCOME OR EXPENSES

Complete Either Line 12 **OR** Line 13

#### 12. Lobbying Firms

**INCOME** relating to lobbying activities for this reporting period was:

Less than \$10,000:

\$10,000 or more:  => Income (nearest \$20,000): 180,000.00

Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

#### 13. Organizations

**EXPENSES** relating to lobbying activities for this reporting period were:

Less than \$10,000:

\$10,000 or more:  => Expenses (nearest \$20,000): \_\_\_\_\_

#### 14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

- Method A.** Reporting amounts using LDA definitions only  
 **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code  
 **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

**LOBBYING ACTIVITY.**

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: AGR (one per page)

16. Specific lobbying issues:

H.R.2419 Farm Bill Extension Act of 2007 (Bills yet to have #'s) Department of Agriculture Appropriations Act for Fiscal Year 2008

17. House(s) of Congress and Federal agencies contacted:

Agriculture, Dept of (USDA)  
HOUSE OF REPRESENTATIVES  
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: BERNSTEIN, JORDAN  
Covered Official Position (if applicable): N/A  
Name: CASSIDY, GERALD  
Covered Official Position (if applicable): N/A  
Name: DENISON, DONNA JO  
Covered Official Position (if applicable): N/A  
Name: EVANS, CHRISTY  
Covered Official Position (if applicable): N/A  
Name: HARTLEY, GREGG L.  
Covered Official Position (if applicable): N/A  
Name: MCNAMARA, DANIEL  
Covered Official Position (if applicable): N/A  
Name: OLIVEIRA, DAVID  
Covered Official Position (if applicable): N/A  
Name: RUSSO, MARTIN A.  
Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: CASSIDY & ASSOC Client Name: OCEAN SPRAY CRANBERRIES

### LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: TRD (one per page)

16. Specific lobbying issues:

(Bills yet to have #'s) Department of Agriculture Appropriations Act for Fiscal Year 2008

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

U.S. Trade Representative (USTR)

18. Name of each individual who acted as a lobbyist in this issue area:

Name: BERNSTEIN, JORDAN

Covered Official Position (if applicable): N/A

Name: DENISON, DONNA JO

Covered Official Position (if applicable): N/A

Name: HARTLEY, GREGG L.

Covered Official Position (if applicable): N/A

Name: OLIVEIRA, DAVID

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Signature: ON FILE Date: Aug 09, 2007

Printed Name and Title: GREGORY M. GILL, EXECUTIVE VICE PRESIDENT & GENERAL COUNSEL

**Information Update Page:**

**Complete ONLY where registration information has changed.**

**LOBBYIST UPDATE**

**23. Name of each previously reported individual who is NO LONGER expected to act as a lobbyist for the client**

**ISSUE UPDATE**

**24. General lobbying issues previously reported that NO LONGER pertain**

**AFFILIATED ORGANIZATIONS**

**25. Add the following organization(s)**

**26. Name of each previously reported organization that is NO LONGER affiliated with the registrant or client**

**FOREIGN ENTITIES**

**27. Add the following foreign entities**

**28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization**

Signature: ON FILE      Date: Aug 09, 2007

Printed Name and Title: -