

## editorial calendar

ISSUE	THEME	SPECIAL DISTRIBUTION	BOOKING DEADLINE	ARTWORK DEADLINE
January 2011	Giant Views of the Industry	-CSGA Branch Meetings -AB Co-op Seed Plants Annual Meeting	November 19, 2010	November 26, 2010
March 2011	New Varieties		January 21, 2011	January 28, 2011
ISF 2011	International focus	-International Seed Federation 2011 World Seed Congress, May 30-June 2 Belfast, Ireland, UK	April 22, 2011	April 29, 2011
July 2011	Success in Seed -Plant Breeder Award -Wheat Research Outlook -Shift in Wheat	-CSTA Annual Meeting, July 17 - 20, Niagara Falls, ON -CSGA Annual Meeting, July 6 to 9, Hamilton, ON	May 27, 2011	June 3, 2011
September 2011	It's a Small World -Seed's Role in Food Security -Intellectual Property -Access to Germplasm Worldwide		July 22, 2011	July 29, 2011
November 2011	Regulatory Review -Putting Canada's PBR Legislation into Perspective -New Variety Registration Update -Phytosanitary Update -Evolution of Organics	-CSTA Semi-Annual Meeting, November 15 - 17, -ASTA CSS Conference and Seed Expo, December 6-9 Chicago, IL	September 23, 2011	September 30, 2011
January 2012	Giant Views of the Industry -What Happens When a Patent Expires? -New Farmer Customer -Forecasting Customer Needs -The Return of Rust	-CSGA Branch Meetings -AB Co-op Seed Plants Annual Meeting, TBD	November 18, 2011	November 25, 2011
March 2012	New Varieties/New Technologies -Disease Resistant and Stress Tolerant Traits -Social Media in Agriculture -The New PCVT System		January 20, 2012	January 27, 2012
ISF 2012	International focus	-International Seed Federation 2012 World Seed Congress, May 28-30 Rio de Janeiro, Brazil	April 20, 2012	April 27, 2012
July 2012	On the Horizon -Seed Applied Nutrients/Seed Enhancements -Seed Derived Products/BioProducts -Seed Treatment and the Environment	-CSTA Annual Meeting, July 15-18, Location TBA -CSGA Annual Meeting, TBD	May 25, 2012	June 1, 2012
September 2012	New Equipment -Equipment Case Studies		July 20, 2012	July 27, 2012
November 2012	Surviving Competition -Consolidation -Employee Retention and Attracting New Talent	-CSTA Semi-Annual Meeting, November 12-14, Location TBA -ASTA CSS Conference and Seed Expo, December 4-7 Chicago, IL	September 21, 2012	September 28, 2012