

editorial calendar

ISSUE	THEME	SPECIAL DISTRIBUTION	BOOKING DEADLINE	ARTWORK DEADLINE
Winter 2011	Irrigation and Fertility	-MB Potato Production Days -NB Potato Conference & Tradeshow -International Potato Technology Expo	December 3, 2010	December 10, 2010
Spring 2011	What's New in Research		February 4, 2011	February 11, 2011
Summer 2011	Looking Abroad <ul style="list-style-type: none"> • Acreage estimates • Emerging potato industries • U.S. potato industry • Novel equipment and technology from around the globe • Carbon footprint of the potato • Special section—Equipment and technology showcase 		June 30, 2011	July 8, 2011
Fall 2011	Storage Success <ul style="list-style-type: none"> • In-storage disease pressures this season • Latest research • Ventilation, humidification and sprout control practices, products and equipment • Latest developments—On-farm food safety and traceability 	-Alberta Potato Growers Association Annual Meeting, November 15-17 Calgary, AB	September 30, 2011	October 7, 2011
Winter 2012	Soil Savvy <ul style="list-style-type: none"> • Novel soil amendment products • Latest advances in soil sampling and analyses • Soil sampling guidelines • Rotation strategies for growers • Recent research on liming • New seed treatment products and technologies • New varieties • Special section—Irrigation and fertility equipment and technology showcase, PLUS grower round table 	-MB Potato Production Days, January 24-26, Brandon, MB -NB Potato Conference & Tradeshow, TBD -PEI Potato Conference & Tradeshow, TBD -Potato Expo 2012, January 4-6, Orlando, FL -NPPGA Research and Reporting Conference, Date TBD, Grand Forks, ND	November 25, 2011	December 2, 2011
Spring 2012	Pest Management <ul style="list-style-type: none"> • Novel pest management products • IPM developments • Canada's most notorious pests—research and prevention • Wire worm update • The future of pesticides 	-Northeast Potato Technology Forum, March 2012, Location TBA	February 3, 2012	February 10, 2012
Summer 2012	Healthy Harvesting <ul style="list-style-type: none"> • Acreage Estimates • Harvester settings and maintenance • Vine killing • Consumer trends • Special Section—Equipment and technology showcase 		June 29, 2012	July 6, 2012
Fall 2012	Storage Sense <ul style="list-style-type: none"> • The latest in storage-related hardware and software • Handling and storing practices to minimize bruising and wounding • Disease outlook • Storage and varietal differences • A look at export sales • Update on late blight • Latest developments on the acrylamide issue 	-Alberta Potato Growers Association Annual Meeting, TBD	September 28, 2012	October 5, 2012