

editorial calendar

ISSUE	THEME	SPECIAL DISTRIBUTION	BOOKING DEADLINE	ARTWORK DEADLINE
January 2011		-IPSA Annual Conference St. Louis, MO	November 19, 2010	November 26, 2010
February 2011		-ASTA Flower and Vegetable Seed Conference, January 23-24 Huntington Beach, CA	December 17, 2010	December 24, 2010
ISF 2011	International focus	-International Seed Federation 2011 World Seed Congress, May 30-June 2 Belfast, Ireland, UK	April 22, 2011	April 29, 2011
June 2011	On the Horizon -Seed Enhancements -Seed Derived Products/BioProducts	-ASTA Annual Convention, June 18-22 Huntington Beach, CA	April 22, 2011	April 29, 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
October 2011	Regulatory Roundup -Overview of the Regulatory Process -PhytoSanitary Update -Evolution of Organics -Reclamation Follow Up	-Western Seed Association Annual Convention, October 5-8 Kansas City, MO	August 26, 2011	September 2, 2011
December 2011	Giant Views of the Industry -What Happens When a Patent Expires? -Patent Reform Law -Co-Existence of Farming and Production Systems -Seed Treatment and Environment	-ASTA CSS Conference and Seed Expo December 6-9, Chicago, IL	October 21, 2011	October 28, 2011
January 2012	Using Technology as a Tool -Data Handling -Brand Marketing -Forecasting Customer Needs -Employee Retention and Attracting New Talent	-IPSA Annual Conference January 17-19, Indianapolis, IN	December 2, 2011	December 9, 2011
February 2012	Staying Safe -Food Safety -New Food Safety Legislation -The Evolution of Organics	-ASTA Flower & Vegetable Seed Conference January 21-24, Tampa, FL	December 9, 2011	December 16, 2011
ISF 2012	International focus	-International Seed Federation 2012 World Seed Congress, May 28-30 Rio de Janeiro, Brazil	April 20, 2012	April 27, 2012
June 2012	The Success of Seed -Where are they now? Campus Connections -Case Study: Success Stories in the Seed Industry	-ASTA Annual Convention, June 16-20 National Harbor, MD	April 20, 2012	April 27, 2012
September 2012	The Evolution of Seed Treatments -Biological Products Working with Chemistry -Should Rhizobia Inoculants for Seed be Regulated? -Pending Regulatory Impact of Seed Treatment Insecticides		July 20, 2012	July 27, 2012
October 2012	Surviving Today's Competitive Environment -Consolidation -Forecasting the Future Size of the Industry	-Western Seed Association Annual Convention, November 3-6 Kansas City, MO	August 24, 2012	August 31, 2012
December 2012	Giant Views of the Industry	-ASTA CSS Conference and Seed Expo, December 4-7 Chicago, IL	October 19, 2012	October 26, 2012