

# 2020 EDITORIAL CALENDAR

Month Ad Close Materials Due	February	April	June	August	October	December
	1/15 1/17	3/12 3/19	5/13 5/15	7/12 7/17	8/13 8/17	11/11 11/16
<b>Features &amp; Special Reports</b>	<b>2019 Industry Outlook</b>	<b>Expansion &amp; Relocation Primer</b>	<b>Branding: Standing out in a Corded Field</b>	<b>Independent Processor of the Year</b>	<b>Advocating &amp; Educating: Speaking to the Consumer</b>	<b>2021 Consumer Trends Report</b>
<b>Product Focus</b>	<b>Burgers</b>	<b>Veal</b>	<b>Ham</b>	<b>Turkey</b>	<b>Steak</b>	<b>European Specialties</b>
	The burger industry continues to evolve to bring a variety of sizes, blends fresh and frozen patties to the market.	Improvements to animal welfare standards have broadened the appeal of veal.	Ham's versatility leads to more consumption opportunities than the holiday dinner table.	Creative processors are finding new ways to present and promote turkey.	Grass-fed, dry-age, new cuts and branded beef programs: the steak category is continually changing as consumer tastes change.	Old-World favorites, like fine Italian charcuterie, French pâté or German sausages, have an audience here as well.
<b>Growth Opportunities</b>	<b>Product Development Skills</b>	<b>Premium Meat</b>	<b>Private Labeling/ Co-Packing</b>	<b>Restaurant/ Foodservice Relationships</b>	<b>Catering Success Strategies</b>	<b>Regional Favorites</b>
	How are the supplies of beef, pork and poultry for the coming year, and what issues may affect them?	Grass-fed, free-range and breed-specific meat can help give a product a premium standing.	Not everything has to be under your own brand. Working with marketers, retailers and other manufacturers can be lucrative.	Working with chefs and chain restaurants can lead to many creative opportunities.	For small processors, catering private events can become a big business.	Chislic, goetta, and scrapple may not be known nationwide, but they are good sellers in their particular regions.
<b>Production Focus: Operations</b>	<b>Conveyors &amp; Belting</b>	<b>Slicing &amp; Portion Control</b>	<b>HPP</b>	<b>Foreign Material Detection</b>	<b>Interleaving &amp; Stacking</b>	<b>Stuffing &amp; Grinding</b>
<b>Production Focus: Ingredients</b>	<b>Raw Materials Sourcing</b>	<b>BBQ Sauces &amp; Seasonings</b>	<b>Burger Blends</b>	<b>Functional Ingredients</b>	<b>Global Flavors for American Consumers</b>	<b>Cheese Inclusions</b>
	How are the supplies of beef, pork and poultry for the coming year, and what issues may affect them?	Smoke is crucial to a good BBQ brisket or pork, but the right sauce and rub are critical elements as well.	It's not always about the beef; burgers combined with bacon, mushrooms and other ingredients are gaining popularity.	Industry experts discuss the use of ingredients that extend shelf life, enhance food safety or provide some other benefit.	Latin American, Indian, East Asian and African foods bring meat companies have a new wealth of flavor options.	Meat and cheese go together very well. Processors discuss how to include cheese in a sausage or a meat snack for a new customer favorite.
<b>Advertiser Incentives</b> (for 1/2 Page or Larger Display Advertisers in Issue)	Buy one ad, get 2nd ad in Feb <b>FREE</b>	<b>Lead Advantage</b> Free Sales Leads	<b>FREE</b> AAMP Exhibitor Package	<b>Lead Advantage</b> Free Sales Leads	<b>Lead Advantage</b> Free Sales Leads	<b>FREE</b> 1/2 page Corporate Profile
	<b>Lead Advantage</b> Free Sales Leads					
<b>Bonus Distribution</b>			<b>AAMP Show</b> July 30-Aug. 1 Des Moines, IA	<b>Pack Expo</b> Oct. 8-11 Chicago, IL		<b>IPPE Show</b> Jan. 28-30 Atlanta, GA