

INDEPENDENT PROCESSOR

Month Ad Close Materials Due	February	April	June	August	October	December
	1/15 1/18	3/14 3/19	5/13 5/16	7/12 7/17	8/13 8/17	11/11 11/15
Features & Special Reports	2019 Industry Outlook	Washington/ Legislative Update	Community Partnership/ Being a Good Neighbor	6th Annual Independent Processor of the Year	Owning Social Media	Keeping a Family Business Running Smoothly
Product Focus	Bacon bacon, consumer trends, bacon processing	Meal Kits consumer trends, meal planning/ preparation	Deli Meat ham, turkey, roast beef, bologna, slicing, deli meat production	Chicken chicken processing, marketing opportunities, rotisserie chicken, fried chicken	Meat Snacks jerky, snack sticks, meat bars, consumer trends, jerky production	Sausage product development, sausages, bratwursts, old world sausage, emulsified & coarse-ground products
Growth Opportunities	Meat as Ingredients meats used in salads, soups, pastas, other foods	Cured Meat Competitions sausages, ham, cured meats, smoked turkey, jerky, snack sticks	Sport Sponsorships marketing partnerships, concession stand sales, professional sports	Thinking Local/ Partnerships working with other local businesses, craft food market, branding, meat markets	Finding Plant Efficiencies management practices, plant design, product handling	Third-Party Accreditations BRC, LEED, SQF, preparing for and achieving certifications
Production Focus: Operations	Food Safety - Employee & Equipment Hygiene equipment care & maintenance, employee hygiene	Smokehouse Design & Efficiency smokehouses, natural smoke, liquid smoke, smokehouse construction	The Art of Butchery employee training, knives, trimming, protective equipment	Food Safety - Avoiding a Recall pathogen prevention, metal detection, x-rays, label control	Shelf Life Extension HPP, packaging methods, pasteurization, pathogen kill steps	Sausage Production improving efficiency, grinding, stuffing, linking
Production Focus: Ingredients	Healthy Formulations nitrite-free, nitrate-free, gluten-free products, salt substitutes, clean label	Inclusions cheese, fruit, sausages, stuffed burgers	Heating It Up spices, peppers, jalapenos, sriracha	Allergen Control ingredient handling, avoiding cross-contamination, allergen-free recipes	Sandwich Construction breakfast sandwiches, frozen sandwiches, sandwich assembly	Cultural Flavor Profiles Latin, Asian, Middle Eastern flavors, seasonings and spices
Advertiser Incentives (for 1/2 Page or Larger Display Advertisers in Issue)	BOGO Buy One, Get One FREE	Lead Advantage Free Sales Leads	FREE Booth Profile & eBlast & MSP on Landing Page	Lead Advantage Free Sales Leads	Lead Advantage Free Sales Leads	Lead Advantage Free Sales Leads
	Lead Advantage Free Sales Leads		Lead Advantage Free Sales Leads			
Bonus Distribution		IFFA , May 4-9, Frankfurt, Germany	AAMP Convention , July 25-27, Mobile, AL.	Pack Expo , Sept. 23-25, Las Vegas, Nev. Process Expo , October 8-11, Chicago, Ill.		IPPE , Feb. 12-14, Atlanta, Ga.