



CITRUS+ VEGETABLE

Citrus & Vegetable Magazine delivers profitable production and management strategies to Florida growers.

Published 9 times/year, with combined issues for June/July, September/October and November/December.

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January

New Internet communication tools
Citrus greening/psyllid management
Frost control

Ad Space Deadline: December 4, 2009

Ad Materials Due: December 16, 2009

Bonus distribution: World Ag Expo

February

Berries
Food safety/traceability
Non-traditional crops

Ad Space Deadline: January 8, 2010

Ad Materials Due: January 22, 2010

Bonus distribution: National Watermelon Association

March

Melons
Sustainability initiatives
Disease resistance management

Special Section: Biological Perspectives

Ad Space Deadline: February 9, 2010

Ad Materials Due: February 23, 2010

Bonus distribution: Florida Watermelon Convention

April

Vegetables
Vertebrate pest control
Pest decision computer models

Ad Space Deadline: March 10, 2010

Ad Materials Due: March 24, 2010

Bonus distribution: United Fresh Produce Association Convention

May

Citrus
Weed control
Equipment maintenance

Independent 3rd Party Ad Survey

Ad Space Deadline: April 8, 2010

Ad Materials Due: April 22, 2010

Bonus distribution: Florida Seed Association; Florida Citrus Mutual Conference

June-July

Worker safety
Secondary pest control
Marketing

Ad Space Deadline: June 8, 2010

Ad Materials Due: June 22, 2010

Bonus distribution: Florida Fertilizer and Agrichemical Association

August

Tomatoes

Water/irrigation management

Whitefly management

Ad Space Deadline: July 9, 2010

Ad Materials Due: July 22, 2010

Bonus distribution: Florida Citrus Expo;
Florida Fruit & Vegetable Association
Convention; Florida Strawberry &
Agritech Show; Florida Tomato Institute

September-October

Peppers

Fertility management

Labor

Ad Space Deadline: September 8, 2010

Ad Materials Due: September 22, 2010

Bonus distribution: CAPCA; Florida Ag
Expo; Produce Marketing Association
Annual Convention

November-December

Equipment/Technology

Variety development/breeding

Equipment Directory

New Variety Guide

Bonus distribution: Southeast Fruit &
Vegetable Association Conference

Ad Space Deadline: November 5, 2010

Ad Materials Due: November 19, 2010