



# EDITORIAL CALENDAR

## THE GROWER

The Grower delivers profitable production and management strategies to commercial producers who control 90% of the nation's fruit and vegetable acreage. Published nine times/yr, with combined issues for June/July, September/October and November/December.

2010

### January

Grapes  
 Diesel engine conversions  
 Quarantine insurance, other pilot insurance plans

Ad Space Deadline: November 23, 2009  
 Ad Materials Due: December 4, 2009

*Bonus Distribution: Southeast Regional Fruit & Vegetable Conference, Ohio Fruit & Vegetable Congress, Idaho Potato Conference, Unified Wine & Grape Symposium, Oregon Potato Conference, Mid Atlantic Fruit & Vegetable Conference, Southern Seed Association, Potato Expo, Ecological Farming Conference*

### February

Irrigation/water management  
 New Internet communication tools  
 Non-traditional crops

Special Section: Irrigation

Ad Space Deadline: December 21, 2009  
 Ad Materials Due: January 8, 2010

*Bonus Distribution: Washington Potato Conference, World Ag Expo, Empire State Fruit & Vegetable Expo, National*

### March

Stone fruit  
 Sustainability initiatives  
 Weed management

Special section: Biological Perspectives

Ad Space Deadline: January 22, 2010  
 Ad Materials Due: February 9, 2010

*Bonus Distribution: Florida Watermelon Annual Convention, California Grape and Tree Fruit League, US Potato Board*

### April

Marketing  
 World Ag Expo recap  
 Insecticide resistance management

Ad Space Deadline: February 23, 2010  
 Ad Materials Due: March 9, 2010

*Bonus Distribution: New England Produce Council*

## May

Tree crop nutrient management  
Sunburn/heat stress control in plants  
Labor

Ad Space Deadline: March 26, 2010  
Ad Materials Due: April 12, 2010

Independent 3<sup>rd</sup> Party Ad Survey

*Bonus Distribution: United Fresh, Duarte  
Friend's Day, Florida Seed Trade*

## June-July

Cucurbits (melons and squash)  
Cover cropping in tree crops  
Food safety/traceability

Ad Space Deadline: May 26, 2010  
Ad Materials Due: June 11, 2010

*Bonus Distribution: Florida Citrus  
Industry Conference*

## August

Peppers  
Nutrient management for row crops  
Disease management

Ad Space Deadline: June 25, 2010  
Ad Materials Due: July 12, 2010

*Bonus Distribution: Florida Tomato  
Institute, Florida Strawberry & Ag Show,  
US Apple Association, Idaho Grower  
Shippers Association, Citrus Expo, Texas  
Produce Convention, Florida Tomato  
Conference, Florida Fruit & Vegetable  
Association, Crop Life America  
Conference*

## September-October

Apples  
Conservation/sustainability  
Weed control

Ad Space Deadline: August 26, 2010  
Ad Materials Due: September 10, 2010

*Bonus Distribution: CAPCA Conference,  
PMA, International Irrigation Show,  
Western Grower Association, National  
Onion Association, Washington State  
Horticulture Conference, Great Lakes  
Expo*

## November-December

Potatoes  
Equipment/Technology  
Variety development/breeding

Special Section: Equipment Directory  
Special Section: New Variety Guide

*Bonus Distribution: Southeast Vegetable  
Council*

Ad Space Deadline: October 26, 2010  
Ad Materials Due: November 10, 2010