

# Produce merchandising



## 2010 EDITORIAL CALENDAR

Ad Deadline	Produce Profits & Marketing	Operations & Technology	Merchandising Commodity Focus	10-Minute Merchandiser	Last Look	Regional Review (on the road)	Advertorial	Bonus Distribution
January November 19, 2009	The Small Format In-store meal solutions & value added produce	Lighting Solutions	Tropicals Salad Mix & Dressings Avocados	Building a prize-winning display for contests	Citrus	Minneapolis	Nogales Winter Vegetables	Sweet Potato Council National Annual Meeting
February December 31, 2009	Green Issue - Sustainability -- Wal-mart's index, Light green v. dark green consumers	Energy efficient fixtures (lights, reefer, etc.)	Organics Bananas Pineapples	Developing your Assistant Produce Manager to take the Reins	Organics	Texas	Washington Apples	NGA Annual Convention National Watermelon Assoc.
March January 29, 2010	Customer Flow and Department Layout -- the perfect store?	Order Fulfillment/Inventory Mgmt Produce Dept of the Future Design Firms	Strawberries Greenhouse Vegetables Asparagus	Merchandising for Easter	Onions	New York City	Spring Fresh From Florida Packaging Report	PMA Produce Solutions Conf. SE Produce Council CA Grape & Tree Fruit League FFFC Northern CA Expo New England Produce Council
April February 26, 2010	21 Years of Produce Merchandising - Anniversary Issue Food Safety	3rd Party Kiosks Sanitation Systems	Sweet Onions Garlic Green Beans	Getting ready for Stone Fruit	Cherries	International	Ontario Greenhouse	United
May March 29, 2010	Promoting Locally Grown	Refrigeration Bags & Ties	Cherries Stonefruit Papayas	Building an Effective Sampling and Demo Program	Garlic	Florida	Onions	FMI CPMA
June April 30, 2010	Hispanic/Latino departments, Private labels	Scales and PLU bar code printers	Imported Citrus Watermelons Green Onions	Zen and the Art of Produce Displays	Corn	Las Vegas	Avocados	All Things Organic
July June 1, 2010	Retail Organization of the Year Organic Industry Update	In-Store Digital Media	Grapes Plums/Pluot Celery/Carrots	Get a Handle on Shrink	Tomatoes	British Columbia	Berries	FFFC Southern CA Expo PMA Foodservice
August June 28, 2010 <a href="#">READEX Ad Study</a>	Marketing to Kids Reducing Shrink	Fixtures & Shelving Display-Ready Containers	Mushrooms Pears Apples	Stretch Summer Volume through September	Stone Fruit	Midwest Heartland	California Grapes	ID Grower Shippers QPMA Texas Produce Association US Apple Outlook Conference
September July 30, 2010	Reducing Energy Costs Recall Preparedness	Point of Purchase Signage In-store Packaging	Onions Bell Peppers Produce Snacks	Build a Winning Fall Look	Avacadoes	Central California	Organics	Florida Fruit & Vegetable Assoc. Florida Tomato Conference Washington Public Policy
October September 1, 2010	Retail Executive of the Year Salad Bar Economics	Misters Software Ripening Technology	Sweet Potatoes Juices/Cider Spinich	Optimal Thanksgiving Merchandising Plan	Bananas	Quebec	Fall Fresh From Florida	PMA
November October 1, 2010	Supporting Charities - Cause related Marketing Excellence in Displays	Ozone systems	Citrus Avocados Blueberries Imported Melons	Career Planning: Mentor & Be Mentored	Apples	Chicago	Imported Produce	Western Growers Association Fresh Produce Assoc. of the Americas
December November 2, 2010	Promoting wellness and fitness Category Champions Awards Profiting from Chilean Imports	Reefer Tables	Peppers, Broccoli/Cauliflower Tomatoes	Maximize what Chile, Argentina & Mexico Provide	Mushrooms	Orlando	California Citrus	National Onion Assoc.