

# EDITORIAL CALENDAR

## 2008

# BEEF®



Month	Issue	Close	Special Feature
January	Stewardship issue	11.30.07	Focus on environmental issues including governmental regulation and climatic concerns, with a look at broadening profit opportunities from the land resource. In addition, The Environmental Stewardship Award finalists are profiled.
February	Genetics & reproduction	12.28.07	The 2008 Cattle Industry Annual convention issue, with a profile of Paul Hitch, incoming National Cattlemen's Beef Association president. Issue also looks at practical cutting-edge tips for cowherd genetic improvement. Includes a <b>BEEF Feeder</b> and 2008 New Product Tour supplements.
Mid-February	ANNUAL COW-CALF ISSUE "Fixing Calf Health"	01.14.08	An in-depth look at increasing morbidity and mortality in calves, some potential causes and some potential remedies.
March	Forage management and feeding	02.01.08	A report on innovative and practical tools for optimizing the forage base of a beef cattle operation – be it forage varieties and management, or animal genetics. Includes the annual <b>BEEF</b> Fencing Guide, our 2008 Feed Composition Tables and a <b>BEEF Stocker</b> supplement.
April	Parasite management	03.03.08	A look at effective and cost-effective control of parasites in cattle via management, products and biological tools. Issue also include the results of the 2008 New Product Tour and a <b>BEEF Feeder</b> supplement.
May	Beef quality/retail	04.01.08	What is the industry doing to build and harvest optimal value from the cowherd while building a quality end-product for beef consumers. Includes a <b>BEEF Feeder</b> supplement.
June	State of the industry report	05.01.08	An in-depth look at the situation and challenges facing the U.S. beef industry, plus discussion and analysis of overall industry structure and performance. Includes a <b>BEEF Feeder</b> supplement.
July	Weaning/preconditioning	06.02.08	A look at the causes and economics of stress on calves, and some time- and research-proven practices to minimize it in avoiding health problems.
August	Coordinated animal health & marketing programs	07.01.08	Centerpiece of the issue is the 2008 Alliance Yellow Pages, a listing of the industry's top value-added marketing programs, including contact info, specifications, history and information on premiums. Includes a <b>BEEF Feeder</b> supplement.
September	Winter nutrition and health	08.01.08	A look at management strategies and regimes to help the beef herd – both cows and bulls – more effectively and efficiently weather the winter. Finalists for the 2008 <b>BEEF</b> National Stocker Award are announced. Includes <b>BEEF Stocker</b> supplement.
October	Stocker/backgrounding	09.01.08	Winner of the third annual <b>BEEF</b> National Stocker Award is announced. Also a look at effective receiving programs.
November	Trailblazer Award issue	10.01.08	The 15th annual Trailblazer Award honoree is introduced. Also a look back at industry innovation. Includes a <b>BEEF Feeder</b> supplement.
December	Verification & traceback	11.03.08	Seventh annual look at electronic ID technology and regulation, as well as an analyses of source verification and traceability issues. Also includes the industry's most comprehensive – and interactive – listing of radio-frequency animal ID equipment and software suppliers.