

Produce merchandising



2009 EDITORIAL CALENDAR

Month	Ad Deadline	Executive Focus	Merchandising Commodity Focus	Fresh Ideas	I0-Minute Merchandiser	Executive Brief	Last Look	Advertorial	Bonus Distribution
January	November 21, 2008	<ul style="list-style-type: none"> Legislative update - COOL Implementation Grocery Ecommerce 	<ul style="list-style-type: none"> Salads - Bagged, Organic, Specialty Potatoes 	<ul style="list-style-type: none"> Eating for health & weight loss Get ready for Potato Lovers Month 	Merchandising for the New Years resolution crowd	Citrus	Avocados	Nogales Winter Vegetables	Sweet Potato Council National Annual Meeting
February	December 19, 2008	<ul style="list-style-type: none"> Adjusting pricing strategies for Food Inflation Niche formats /new retail small-store concepts 	<ul style="list-style-type: none"> Integrated Organics Bananas 	<ul style="list-style-type: none"> Southern Greens Comfort Foods 	Write a labor schedule	Tomatoes & Peppers - Recall Aftermath	Pineapple	Washington Apples	NGA Annual Convention National Watermelon Assoc.
March	January 23, 2009	<ul style="list-style-type: none"> Crisis Management What can Commodity Groups offer this year? 	<ul style="list-style-type: none"> Strawberries Greenhouse Grown 	<ul style="list-style-type: none"> National Nutrition Month St Patrick's 	Train the new employee	Hispanic Index for Produce	Cabbage	Spring Fresh From Florida Packaging Report	PMA Produce Solutions Conf. SE Produce Council CA Grape & Tree Fruit League FPFC Northern CA Expo New England Produce Council
April	February 21, 2009	<ul style="list-style-type: none"> Sustainability - Going Green Food Safety 	<ul style="list-style-type: none"> Fresh Cut Sweet Onions Garlic 	<ul style="list-style-type: none"> Easter Tie-ins that drive Sales Cinco de Mayo 	Close a department for the night	Berries	Tropical	Ontario Greenhouse	United
May	March 23, 2009	<ul style="list-style-type: none"> Planning for Summer Canadian Retail Organization 	<ul style="list-style-type: none"> Locally Grown Tree Fruit / Stone Fruit Power of Cherries 	<ul style="list-style-type: none"> Mother's Day Herbs 	Dummy up a display	Tree Fruit	Melons		FMI CPMA
June	April 22, 2009	Produce Tech - Irradiation and Biotech	<ul style="list-style-type: none"> Summer Grilling Imported Citrus Heirloom Tomato Varieties 	<ul style="list-style-type: none"> Ntl. Fresh Fruit & Veg. Month Father's Day Fourth of July 	Set up an outdoor "Farmer's Market"	Cherries	Sweet Corn		All Things Organic
July	June 1, 2009 Readex	<ul style="list-style-type: none"> Fresh Cut - Value Added Evolution of Flavor - New Varieties in 2009 	<ul style="list-style-type: none"> Grapes Plums and Pluots/Plumcots 	<ul style="list-style-type: none"> Juice and Beverages 	Coach the struggling employee	Melons	Pears	Berries	FPFC Southern CA Expo PMA Foodservice
August	June 26, 2009	<ul style="list-style-type: none"> Refridgeration and Temp. Management Marketing to Kids 	<ul style="list-style-type: none"> Juices in the Produce Aisle Mushrooms 	<ul style="list-style-type: none"> Sampling Demos 	Set up a wet rack from scratch	Apples and Pears	Hispanic Displays	California Grapes	ID Grower Shippers QPMA Texas Produce Association US Apple Outlook Conference
September	July 31, 2009	<ul style="list-style-type: none"> Point of Sale Update Cross-Merchandising 	<ul style="list-style-type: none"> Apples Tropical Cuisine 	<ul style="list-style-type: none"> Pumpkins, Squash and Gords - Preparing for Halloween 	Roast Chile Peppers	Potatoes / Sweet Potatoes	Carrots	Organics	Florida Fruit & Vegetable Assoc. Florida Tomato Conference Washington Public Policy
October	September 1, 2009	<ul style="list-style-type: none"> Retailer of the Year Traceability Update Ethnic Marketing Contract Buying / Partnerships 	<ul style="list-style-type: none"> Beans Winter Squash Primer Category Management Holiday Head start 	<ul style="list-style-type: none"> "Pome" fruit - Quince Apples and Pears 	Build a winning "Fall" look	Cooking Vegetables	Bulk Bins	Fall Fresh From Florida	PMA
November	October 1, 2009	<ul style="list-style-type: none"> The Rise of Brands Misting Systems 	<ul style="list-style-type: none"> Selling Citrus Hothouse Produce - Tomatoes, Cukes & Peppers 	<ul style="list-style-type: none"> Nuts Party Trays Figs 	Crisis mode - setting stocking priorities on a busy day	Avocados	Holiday Merchandising	Sustainability	Western Growers Association
December	November 2, 2009	<ul style="list-style-type: none"> Filling Seasonal Gaps with Imports Ad Review - Print ads vs. electronic ads 	<ul style="list-style-type: none"> Pepper Category Broccoli and Cauliflower 	Guacamole, Salsa, Recipes, Ingredients	Looks great, less filling, How to build an affordable fruit basket	Annual Review	Tomatoes	California Citrus	Fresh Produce Assoc. of the Americas National Onion Assoc.

Executive Focus

Required reading for produce executives and those aspiring to become produce executives, providing management-level insight on complex retail merchandising subject matter.

Merchandising/Commodity Focus

Store-level merchandisers and management are provided insight into national retail trends, commodities data and in-store merchandising to profitably manage produce retailing.

Fresh Ideas

Short, fact filled briefs that are fun to read and provide information merchandisers can use for POP signs and interactions with customers.

On the Road

Produce photos from unique retail locations *Produce Merchandising* visited, providing readers with visual examples of leading edge display and merchandising techniques.

10-Minute Merchandiser

Produce department best practices and training from an industry veteran are condensed in this two-page spread to help train new hires and standardize procedures within retail produce environments.

Executive Brief

Regional and national year-over-year sales data comparisons are designed to help retailers understand consumer purchasing trends for commodities to better project future ordering and sales activity.

Last Look

Commodity specific merchandising photos provide a look at how different retailers merchandise the same product, thereby giving the merchandiser other perspectives and potentially better merchandising ideas.



Publisher

Shannon Shuman

Advertising

800-255-5116

Gary English.....National Accounts Manager
Mark Shaw.....Southern California SR Acct. Exec.
Brian Woods.....Northwest Acct. Rep.
Denise Sundvold.....Midwest Acct. Rep.
Gretchen Wagner.....Eastern Acct. Rep.
Valerie Fischer.....At Large Sales Rep.
Nancy Rhomberg.....Classified Sales

Custom Media

913-438-0750

Allison Myers.....Director

Editorial

913-438-0770

David Babcock.....Editor
Jesse Trimble.....Editorial Assistant

Services

Susan Ramsdell.....Publication Production Manger
Doug Riemer.....Circulation & Audience Development
Jean Carder.....Creative Services Manager

Publisher reserves the right to change scheduling