

# 2007 Editorial Calendar



## JAN

closes 12/15/06

### FEEDING SOWS IN LACTATION

Focus on efforts to improve sow feed consumption during lactation as it affects sow condition, breeding/reproduction performance and litter weaning weights.

## FEB

closes 1/15/07

### COMPETITION FOR FEED GRAINS

The push for energy independence will have an impact on feed grain availability, prices, and possibly push pork producers to consider nutrient alternatives in swine diets.

## MAR

closes 2/15/07

### PORK QUALITY UPDATE

Geneticists and meat scientists are taking a closer look at measuring muscle quality, pre- and post-harvest, to improve feeding and selection programs and improve consumers' pork eating experiences.

## APR

closes 3/15/07

### BLUEPRINT ISSUE: IMPROVING SWINE DISEASE DIAGNOSTICS

When herd health issues hit, a close working relationship with your consulting veterinarian will ensure clinical symptoms are recorded, the correct tissue or serological samples are collected, preserved and submitted to the appropriate diagnostic laboratory. Your veterinarian will help interpret the diagnostic lab report and ensure a safe and effective treatment and control plan is put in place. A special section will be dedicated to foreign animal disease preparedness.

## MAY

closes 4/15/07

### STATE OF THE INDUSTRY REPORT

Featuring "Masters of the Pork Industry," profiles and philosophies of pork industry professionals destined to leave their mark on the pork industry. Also, a profile of the pork industries in two states, clarifying the challenges and opportunities they face. The 2007 World Pork Expo preview, including new products and services.

## JUNE

closes 5/15/07

### BIOSECURITY

Preventing disease transmission requires a program to educate farm production staff, suppliers of products and services and to prevent lapses that result in disease outbreaks.

## JUL

closes 6/15/07

### MOST PROMISING NEW PRODUCTS

A panel of pork industry experts reviews new products and services introduced at World Pork Expo.

## AUG

closes 7/16/07

### ANIMAL WELL-BEING

The care and handling of pigs is top of mind for producers and consumers. A review of the latest methods for establishing animal well-being and a review of the auditing programs designed to ensure best care.

## SEP

closes 8/15/07

### MANURE MANAGEMENT TECHNOLOGIES

Best management practices to maximize the value of swine manure, whether for crop nutrients or alternative fuels.

## OCT

closes 9/17/07

### BLUEPRINT ISSUE: SEASONAL INFERTILITY

This management challenge will be tackled from all angles – genetics, housing/environment; nutrition, disease/physiological issues, and the impact reproductive glitches have on the supply of market hogs.

## NOV

closes 10/15/07

### GROW-FINISH DISEASE UPDATE

Whether dealing with porcine circovirus or more common respiratory or enteritis challenges, we'll bring you management and herd health protocols to deal with these profit-robbars.

## DEC

closes 11/15/07

### 2007 SWINE RESEARCH REVIEW

Our annual review of swine research, from a broad array of university researchers in North America, presented in a reader-friendly format.