



## 2012 Editorial Calendar

### **January:** 2012 Innovative Dairy Farmer of the Year

Our profile of the 2012 Innovative Dairy Farmer of the Year winner, sponsored by Dairy Today and the International Dairy Foods Association.

*(Ad Orders Close November 30, 2011)*

### **February:** Herd health and reproduction

Keeping cows healthy and happy and ready to breed.

*(Ad Orders Close December 22, 2011)*

### **March:** Policy and politics

The latest on the 2012 farm bill, immigration, climate change and other legislation that will affect dairy producers' pocketbooks this year.

*(Ad Orders Close January 19, 2012)*

### **April:** Milk quality

The latest updates on mastitis control and udder care from the NMC.

*(Ad Orders Close February 23, 2012)*

### **May:** Nutrition and forages

Put feed up right, then get the right rations to the right cows at the right price.

*(Ad Orders Close March 30, 2012)*

### **June/July:** Inside dairy demand

Dairy products that are flying off the shelf, those that aren't, and what it all means for farm prices.

*(Ad Orders Close April 27, 2012)*

### **August:** World Dairy Expo Official Program

For the 15th year, Dairy Today brings you World Dairy Expo's official program.

*(Ad Orders Close June 29, 2012)*

### **September:** Staff training and development

How to attract, motivate, train and retain your best employees.

*(Ad Orders Close August 3, 2012)*

### **October:** Cow comfort

Best ideas to optimize cow comfort throughout the year.

*(Ad Orders Close August 24, 2012)*

### **November:** Environment

Environmental solutions—for both water and air quality—explored in depth.

*(Ad Orders Close September 21, 2012)*

### **December:** Risk management

New tools to manage the many facets of dairy farm risks.

*(Ad Orders Close October 12, 2012)*

**Each issue:** Dollars and Sense, Market Watch Diary, Nutrition, and one of three rotating columns—Labor Matters, Milking Center Management and Profit in the Details—along with Jim Dickrell's Dairy Talk.