

Editorial Calendar 2017

Month	Commodities Featured	Feature Story	Convention Distribution	Promo Section
January 2017 Space Deadline 11/23/16	Citrus Papayas Mushrooms Sweet Potatoes Imported Grapes Imported Melons Living Produce	Mindful Eating Super foods		Nogales Winter Produce
February 2017 Space Deadline 12/28/16	Tropicals Bananas Imported Berries Peppers Cucumbers Potatoes	Independent Honor Roll Food Deserts and Produce	NGA	Apple Marketing
March 2017 Space Deadline 1/27/17	Greenhouse Produce Onions Strawberries Packaged Salads Dips/Dressings/Salsa Sweet Potatoes Mangos	Food Waste Solutions, from Farm to Retail	SEPC	Spring Fresh From Florida
April 2017 Space Deadline 2/27/17	Garlic Sweet Onions Mushrooms Avocados Brussels Sprouts Cauliflower Sweet Corn Spinach	Organic Produce Hispanic Produce Merchandising	Viva Fresh FPFC N. California Expo	Canadian Greenhouse Produce
May 2017 Space Deadline 3/29/17	Berries Kiwifruit Cherries Stone Fruit Kale Celery Green Beans	Fresh Trends: Retail Report	CPMA West Coast Produce Show	Onion Marketing
June 2017 Space Deadline 4/27/17	Watermelon Summer Citrus Blueberries Packaged Produce Imported Grapes Radishes	Packaging: Special Report *Includes both retailer and consumer survey results.	United Convention FPFC S. California Expo	Avocados
July 2017 Space Deadline 5/30/17	Lemons Limes Star Fruit Garlic Grapes Tomatoes Peruvian Produce Specialties	Meal Solutions Grocerants	Organic Trade Summit PMA Foodservice Conference	Berries Marketing

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August 2017 Space Deadline 6/28/17	Mushrooms Nuts Dried Fruit Bananas Apples Sweet Potatoes Kiwifruit Pumpkins	Single-servings/Snack Merchandising Merchandising Fall Favorites	Midwest Produce Expo QPMA US Apple Convention IGSA convention	California Grapes
September 2017 Space Deadline 7/28/17	Pineapple Pomegranates Pears Papayas Onions	Cause Marketing	NEPC convention	Organic Produce
October 2017 Space Deadline 8/29/17	Cranberries Potatoes Dips/Dressing/Salsa Figs & Dates Seasonings Carrots	Retailer of the Year	PMA Fresh Summit	Fall Fresh From Florida
November 2017 Space Deadline 9/27/17	Garlic Sweet Potatoes Avocados Citrus Herbs	Convenience Store Strategies	FPAA convention WGA convention	Imported Produce
December 2017 Space Deadline 10/27/17	Chilean Produce Tomatoes Peppers	Best of: Convenience Stores Big Game Merchandising		Citrus Marketing