

MILK Print Editorial Calendar

	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*	
JAN	11/26/18	12/18/18	1/11/19	<p>Issue focus: Global outlook</p> <ul style="list-style-type: none"> • What the global marketplace looks like for 2019 • How global markets could impact domestic prices <p>Cover story: Perspectives from the world's largest robot dairy</p> <p>Distribution at Dairy Strong Conference</p>	<p>Management focus: Calves and heifers</p> <ul style="list-style-type: none"> • Auto feeders vs. conventional • Managing herd inventories
FEB	12/17/18	1/15/19	2/15/19	<p>Issue focus: Managing employee teams</p> <ul style="list-style-type: none"> • Coaching middle managers • Where is immigration headed? <p>Cover story: This dairy creates labor bliss</p>	<p>Management focus: Genetics and reproduction</p> <ul style="list-style-type: none"> • These herds have +40% pregnancy rates
MAR	1/14/19	2/11/19	3/15/19	<p>Issue focus: Leadership</p> <ul style="list-style-type: none"> • Skills found in top leaders • Q&A with the dairy industry's top leaders <p>Cover story: A producer leading by example</p>	<p>Management focus: Milk quality</p> <ul style="list-style-type: none"> • Reducing procedure drift in the parlor • How can we reduce antibiotic use?
APR	2/19/19	3/6/19	4/12/19	<p>Issue focus: Building your brand</p> <ul style="list-style-type: none"> • Telling your story • Simple but effective engagement activities <p>Cover story: A dairy's brand case study</p>	<p>Management focus: Facilities, cow comfort</p> <ul style="list-style-type: none"> • What's next in facility design • Your cows will tell you if they're comfortable
MAY/ JUN	3/25/19	5/9/19	5/17/19	<p>Issue focus: Creating business partnerships</p> <ul style="list-style-type: none"> • The legal challenges of creating a partnership • Partnerships that work and those that don't <p>Cover story: This dairy makes partnerships work</p>	<p>Management focus: Nutrition</p> <ul style="list-style-type: none"> • Minimizing shrink • Designing an efficient feed center
JUL / AUG	5/22/19	6/6/19	7/12/19	<p>Issue focus: Fresh faces</p> <ul style="list-style-type: none"> • Young producers starting their dairy business • How they did it, challenges and successes <p>Cover story: This young producer is making it work</p> <ul style="list-style-type: none"> • Readex ad study <p>Distribution at World Dairy Expo</p>	<p>Management focus: Herd health</p> <ul style="list-style-type: none"> • Evaluating new animal health products • Managing animal health product inventories
SEP	7/15/19	7/25/19	8/27/19	<p>Issue focus: Sustainability</p> <ul style="list-style-type: none"> • Sustainability is more than environmental • Getting credit for sustainability down the food chain 	<p>Management focus: Nutrient management</p> <ul style="list-style-type: none"> • Update on new rules and regulations • Making manure a profit center
OCT	8/12/19	8/29/19	9/23/19	<p>Issue focus: Technology</p> <ul style="list-style-type: none"> • What's new in technology • Finding the ROI in new technology <p>Cover story: A dairy that has profited from technology adoption</p> <p>Distribution at World Dairy Expo</p>	<p>Management focus: Managing data</p> <ul style="list-style-type: none"> • Five data points you need to manage your dairy • How much data do we need?
NOV/ DEC	9/18/19	10/3/19	11/8/19	<p>Issue focus: Succession planning</p> <ul style="list-style-type: none"> • Managing the legal process • Resolving family conflicts <p>Cover story: A succession success story</p>	<p>Management focus: Milking systems</p> <ul style="list-style-type: none"> • The latest on milking system technology • When is it time to change parlors?

*Tentative content and publishing schedule subject to change.

In every issue: Editor's Notebook, Condensed MILK, Parlor Talk, MILK Intelligence