

Print Editorial Calendar

	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*
JAN	11/28/18	12/11/18	1/4/19	Navigating the regulatory environment: With the FDA's VFD rule and Guidance 213 in effect for two years, regulations and public pressures on animal health practices continue to evolve, creating challenges and opportunities for veterinarians.
FEB	12/28/18	1/11/19	1/30/19	Bringing value to clients: Consultants can bring greater value to clients by defining their roles and refining their business models.
MAR/ APR	1/25/19	2/1/19	2/21/19	Cattle health and welfare: A growing body of research shows clear links between stress, health and performance, and helps clarify best practices for beef and dairy producers. <i>Readex ad study</i>
MAY/ JUN	3/26/19	4/2/19	4/22/19	Adjusting to consumer trends: As consumer expectations evolve, so must beef and dairy operations. Veterinarians can identify trends and help their clients adopt and document appropriate practices in areas such as animal welfare and antibiotic stewardship.
JUL / AUG	6/7/19	6/14/19	7/5/19	Emerging and foreign animal diseases: Food-animal veterinarians play a key role in planning and response for emerging or foreign diseases such as foot and mouth disease, vesicular stomatitis or contagious bovine pleuropneumonia.
SEP	7/25/19	8/1/19	8/22/19	Antimicrobial stewardship: FDA rules are just a starting point as the industry shifts toward alternative strategies for preventing disease and more judicious use of antimicrobials. (Distribution at AABP Conference)
OCT	8/30/19	9/6/19	9/26/19	Genetics and animal health: Genetic selection tools, including genomic testing, offer potential for healthier animals and better reproduction. Veterinarians are well positioned to help clients improve genetic merit in their herds.
NOV/ DEC	10/4/19	10/11/19	10/31/19	Beef and dairy reproduction and AABP Conference wrap-up: Technologies, including individual animal behavior and rumination monitoring, precision management, estrus synchronization, sexed semen, embryo transfer and cloning, continue to evolve.

*Tentative content and publishing schedule subject to change.