



**Ad Close/  
Materials Due**

January	February	March	April	May
Dec 5/Dec 12	Jan 11/Jan 18	Feb 9/Feb 16	Mar 9/Mar 16	Apr 10/Apr 18

## Dairy Foods and Beverages

<b>Eat.Drink.Dairy. New dairy products</b>	Yogurt	Cheese	Fluid Milk	Ice Cream	Tea & Coffee
<b>Original Outlook Reports</b>		Milk and Nondairy Beverages	Ice Cream	Cultured Products	Cheese
<b>Sales Analysis</b>	Ice Cream	Milk	Energy Drinks	Cheese	Cultured Dairy Products
<b>Dairy Associations' Viewpoints</b>		IDFA'S Rules & Regulations	USDEC's Global Insights		IDFA'S Rules & Regulations
<b>Bonus Editorial</b>				Breakthrough Award winner, sponsored with the American Dairy Products Institute	

## Ingredients for Dairy Foods

<b>Ingredient Technologies</b>	Texturants Q&A	Nuts & Inclusions Q&A	Tea, Coffee, Juice Q&A	Sweeteners Q&A	Flavors Q&A
<b>Health &amp; Wellness</b>	Fiber	Formulating for Children	Superfruits, Fruit Bases & Concentrates	Sugars and Added Sugars Update	Clean Label
<b>Dairy R&amp;D</b>	Dairy Detective: Clean Label Cheese Doctor: Flavored Cheeses	Tharp & Young on Ice Cream: Ice Cream as a Clean Labeled Food  Culturally Speaking: Protective Cultures to control spoilage in cultured dairy and acid whey	Dairy Detective: Selecting the proper whey ingredients  Dairy & Nutrition: Dairy's role in school lunch programs	Tharp & Young on Ice Cream: Non-standardized frozen desserts, includes nondairy desserts.  Cheese Doctor: Sustainability Practices in Cheese Plants	Tharp & Young on Ice Cream: Flavoring in a cost competitive environment  Culturally Speaking: Dairy by-product utilization
<b>Ingredients Showcase</b>	Ingredients for Cheese	Emulsifiers, stabilizers, texturants	Colors	Fruits, nuts, inclusions	Functional Ingredients

## Equipment, Packaging & Processing

<b>Dairy Processor Profiles and Plant Tours</b>	Milk Processor Company Profile	Ice Cream Manufacturer Company Profile	Cheese Processor Company Profile	Milk Processor Company Profile	Ice Cream/Frozen Novelties Manufacturer Company Profile
<b>Processing and Packaging</b>	X-ray, Metal Detection, Inspection Systems Q&A	Rigid Packaging	Flexible Packaging	Pumps & Valves Q&A	Sustainable Dairy Practices
<b>Equipment Showcase</b>	Cheesemaking Equipment	Lab Tests & Equipment	Mixers and Blenders	Fillers	Filtration
<b>Food Safety &amp; Dairy Plant Hygiene</b>		3-A Today: Training: Equipment Operations & Maintenance	Quality on the Line: How to prevent food recalls	Testing for Pathogens	3-A Today: Integrating Processing and Packaging: Equipment Specification & Purchasing
<b>Trade Show Previews</b>			International Cheese Technology Exposition April 17-19 Milwaukee, WI	Food Safety Summit May 7-10 Rosemont, IL	IFT Show Preview July 15-18 Chicago, IL
<b>Webinars</b>			Ice Cream Outlook & Trends		Yogurt/Cultured Products
<b>Bonus Items and Show Issues</b>	BOGO – 17th Annual Supplier Capabilities Spotlight– Buy a ½-page or larger and get your company's profile next to your ad.		FREE Booth Profiles for International Cheese Technology Exposition– ¼ Page Print & eBlast	Bonus Distribution ADPI Annual Meeting Apr. 29-May 1, 2018 Chicago, IL	FREE Booth Profiles for IFT– ¼ Page Print & eBlast
	Bonus Distribution IDFA Dairy Forum 2018 Jan. 21-24, 2018 Palm Desert, CA		Bonus Distribution International Cheese Technology Exposition	Bonus Distribution Food Safety & Security Summit May 7-10, 2018 Rosemont, IL	Bonus Distribution Membrane Technology Forum June 5-7, 2018 Minneapolis, MN
			Bonus Distribution Ice Cream Tech. Conference	Bonus Distribution Pack Expo East April 16-18, 2018 Philadelphia, PA	Bonus Distribution Dairy-Deli-Bakery Conference June 10-12, 2018 New Orleans, LA
			Bonus Distribution FPSA Annual Meeting		

June	July	August	September	October	November	December
May 10/May 18	June 9/18	July 10/July 18	Aug 10/Aug 17	Sept 10/Sept 18	Oct 10/Oct 18	Nov 8/Nov 15
<b>Annual Buyers Guide &amp; Sourcebook</b>		Cultured Dairy   Cheese   Ice Cream			<b>STATE OF THE INDUSTRY REPORT</b>  <b>CATEGORY -BY- CATEGORY REVIEW</b>  <ul style="list-style-type: none"> <li>MILK</li> <li>ICE CREAM &amp; FROZEN DESSERTS</li> <li>CHEESE</li> <li>YOGURT &amp; CULTURED PRODUCTS</li> <li>BUTTER</li> <li>JUICE, TEA, COFFEE, AND OTHER NON-DAIRY BEVERAGES</li> <li>INGREDIENT REPORT</li> <li>DAIRY EXPORTS</li> </ul>	Dairy and Nondairy Beverages
		The Dairy 100: North America's largest dairy processors   Refrigerated & Frozen Dairy Foods   Nutritional Supplements & Meal Replacements				Cheese
		Ice Cream   Frozen Desserts   Coffee and Tea				IDFA'S Rules & Regulations
		IDFA'S Rules & Regulations   USDEC's Global Insights   Milk Marketer of the Year, sponsored with MilkPEP				
		Dairy & Plant-based Proteins Q&A   Colors Q&A   Cocoa & Chocolate Q&A				Ingredients for Frozen Desserts Q&A
		Probiotics   Protein Fortification   Vitamins and Minerals				GMO Update
		Dairy Detective: Dairy's role in nutritional supplements   Tharp & Young on Ice Cream: Managing ice cream composition development and changes.   Dairy Detective: Innovative applications for dairy proteins				Dairy & Nutrition: Latest research about milk and dairy foods
		Cheese Doctor: Basics of Safety   Culturally Speaking: Texture/functional ingredient and cultures   Dairy & Nutrition: Fortifying milk: how ingredients add value   Cheese Doctor: Quality Practices in Cheese Plants				Culturally Speaking: New Products/Innovation
		Flavors   Products from IFT exhibitors   Ingredients for beverages				
		<b>EXPORTER OF THE YEAR</b>		Plant of the Year   Cheese Processor Company Profile   Ice Cream Manufacturer Company Profile		
Packaging Outlook   Conveyors & Palletizers Q&A   Heat Exchangers Q&A				ESL and Aseptic Processing		
Pumps and Valves   Detection and Inspection systems   Containers (cups, bottles, caps, lidding)				Products from Pack Expo		
3-A Today : FSMA Compliance: Preventive Controls and Hygienic Equipment Design   QA and QC Testing   Quality on the Line: Trends in Food Safety				3-A Today : Counterfeit Hygienic Equipment: Buyer Beware		
PACK EXPO Show Preview Oct. 14-17 Chicago, IL   PLMA Show Preview November 2018						
Opportunities in Milk & Non-Dairy Beverage						
FREE Booth Profiles for PACK EXPO – ¼ Page Print & eBlast				Bonus Distribution IDFA's Dairy Forum 2019 Feb. 3-6, 2019 Orlando, FL		
Bonus Distribution IFT18 July 15-18, 2018 Chicago, IL						
Bonus Distribution Pack Expo International 2018 Oct. 14-17, 2018 Chicago, IL						
Bonus Distribution SupplySide West Nov. 8-9, 2018 Las Vegas, NV						
Bonus Distribution PLMA Nov. 11-13, 2018 Chicago, IL						