

2019

**Ad Close/
Materials Due**

| January | February | March | April | May |
|--------------|---------------|---------------|---------------|---------------|
| Dec 5/Dec 11 | Jan 11/Jan 18 | Feb 11/Feb 18 | Mar 11/Mar 18 | Apr 10/Apr 17 |

Dairy Foods and Beverages

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|--|-----------------------------------|-----------------------------|-----------------|---|----------------------------|
| Eat.Drink.Dairy. New dairy products | Yogurt | Cheese | Fluid Milk | Ice Cream | Tea & Coffee |
| Original Outlook Reports | | Milk and Nondairy Beverages | Ice Cream | Cultured Products | Cheese |
| Sales Analysis | Ice Cream | Milk | Energy Drinks | Cheese | Cultured Dairy Products |
| Dairy Associations' Viewpoints | | IDFA'S Rules & Regulations | Global Insights | | IDFA'S Rules & Regulations |
| Bonus Editorial | Spotlight on Leading Suppliers | | | Breakthrough Award winner, sponsored by the American Dairy Products Institute | |

Ingredients for Dairy Foods

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| Ingredient Technologies | Texturants Q&A | Nuts & Inclusions Q&A | Tea, Coffee, Juice Q&A | Sweeteners Q&A | Flavors Q&A |
| Health & Wellness | Fiber | Healthy Fats | Superfruits, Fruit Bases & Concentrates | Sugars and Added Sugars Update | Clean Label |
| Dairy R&D | Dairy Detective: Specialty Cheeses Cheese Doctor: Developing Consistent Aged Cheese Flavor | Tharp & Young on Ice Cream: Advances in Ice Cream Mix Making/Processing Culturally Speaking: Cultured Butter | Dairy Detective: Dairy Proteins vs. Other Proteins Dairy & Nutrition: Dairy and Inflammation | Tharp & Young on Ice Cream: Novel Functional Ingredients. Cheese Doctor: Opportunities for High-Pressure Processing | Tharp & Young on Ice Cream: Managing "Sugars" for No- Added-Sugar (or True Sugar- Free) Products Culturally Speaking: Spotlight on Yeast and Molds |
| Ingredients Showcase | Ingredients for Cheese | Emulsifiers, stabilizers, texturants | Colors | Fruits, nuts, inclusions | Functional Ingredients |

Equipment, Packaging & Processing

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| Dairy Processor Profiles and Plant Tours | Milk Processor Profile | Ice Cream Manufacturer Profile | Cheese Processor Profile | Milk Processor Profile | Ice Cream/Frozen Novelties Manufacturer Profile |
| Processing and Packaging | X-ray, Metal Detection, Inspection Systems Q&A | Rigid Packaging Q&A | Flexible Packaging Q&A | Pumps & Valves Q&A | Sustainable Dairy Practices Q&A |
| Equipment Showcase | Cheesemaking Equipment | Lab Tests & Equipment | Mixers and Blenders | Fillers | Filtration |
| Food Safety & Dairy Plant Hygiene | | 3-A Today: Training: Causes of Corrosion in 'Stainless' Steel | Quality on the Line: How to Estimate Shelf Life of Fluid Milk | Testing for Pathogens | 3-A Today: How 3-A Hygienic Design Principles Can Help Defend Against Product Recalls |

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| Trade Show Previews | | ProFood Tech March 26-28, 2019 Chicago, IL | Wisconsin Cheese Industry Conference April 17-18, 2019 Madison, WI | | IFT Show June 2-5, 2019 New Orleans, LA |
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| Webinars | | | Ice Cream Outlook & Trends | | Yogurt/Cultured Products |
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| Bonus Items and Show Issues | 18th Annual Supplier Capabilities Spotlight – Buy a ½-Page or Larger and Get Your Company's Profile Next to Your Ad | FREE Booth Profiles for ProFood Tech Exposition – 1/4 Page Print & eBlast | FREE Booth Profiles for Wisconsin Cheese Technology Conference – ¼ Page Print & eBlast | Bonus Distribution ADPI Annual Meeting May 5-7, 2019 Chicago, IL | FREE Booth Profiles for IFT – ¼ Page Print & eBlast PLUS Bonus Distribution |
| | Bonus Distribution IDFA's Dairy Forum 2019 Jan. 20-23, 2019 Orlando, FL | Bonus Distribution ProFood Tech March 26-28, 2019 Chicago, IL | Bonus Distribution Wisconsin Cheese Technology Conference | Bonus Distribution Food Safety Summit May 6-9, 2019 Rosemont, IL | Bonus Distribution Membrane Technology Forum June 11-13, 2019 Minneapolis, MN |
| | | | Bonus Distribution Ice Cream Tech. Conference | | Bonus Distribution IDDBA Show June 2-4, 2019 Orlando, FL |

Planning Guide

| June | July | August | September | October | November | December |
|--|--|---|--|---|---|---|
| May 10/May 20 | June 10/19 | July 10/July 18 | Aug 12/Aug 20 | Sept 10/Sept 17 | Oct 10/Oct 17 | Nov 8/Nov 18 |
| | Annual Buyers Guide & Sourcebook | | | | STATE OF THE INDUSTRY REPORT CATEGORY -BY- CATEGORY REVIEW <ul style="list-style-type: none"> • MILK • ICE CREAM & FROZEN DESSERTS • CHEESE • YOGURT & CULTURED PRODUCTS • BUTTER • JUICE, TEA, COFFEE, AND OTHER NON-DAIRY BEVERAGES • INGREDIENT REPORT • DAIRY EXPORTS | |
| Frozen Novelties | | Cultured Dairy | Cheese | Ice Cream | | Dairy and Nondairy Beverages |
| Organic and Clean-Label Dairy Products | | The Dairy 100: North America's Largest Dairy Processors | Refrigerated & Frozen Dairy Desserts | Nutritional Supplements & Meal Replacements | | |
| Juices | | Ice Cream | Frozen Desserts | Coffee and Tea | | Cheese |
| Global Insights | | IDFA'S Rules & Regulations | Global Insights | | | IDFA'S Rules & Regulations |
| | | | | Milk Marketer of the Year, sponsored with MilkPEP | | |
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| Cultures, Enzymes & Acidulants Q&A | | Dairy & Plant-based Proteins Q&A | Colors Q&A | Cocoa & Chocolate Q&A | | Ingredients for Frozen Desserts Q&A |
| Lactose Update | | Probiotics | Protein Fortification | Vitamins and Minerals | | Traditional, Grass-Fed and Organic: a Comparison |
| Dairy & Nutrition: Milk and Milk Products Contribute to Metabolic Health | | Dairy Detective: U.S. Specialty Cheese – Increasing Awareness in Global Markets Cheese Doctor: Basics of Safety | Tharp & Young on Ice Cream: Cost per Unit of Sweetness: Formulating with Sweeteners Culturally Speaking: Bacteriophage – a Friend Dairy & Nutrition: Unintended Consequences of the Shift to Plant Proteins in “Healthy” Eating Patterns | Dairy Detective: Differences Between Milk and Whey Proteins Cheese Doctor: Health and Wellness Aspects of Cheese | | Dairy & Nutrition: Dairy and Birth Through 24 Months: a New Outlook Culturally Speaking: Bacteriophage – a Foe |
| Sweeteners | Flavors | Products from IFT Exhibitors | Ingredients for Beverages | | | |
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| Cultured Dairy Processor Profile | Plant of the Year | Cheese Processor Profile | Ice Cream Manufacturer Profile | Dairy Processor of the Year | | |
| Alternatives to Pasteurization Q&A | Packaging Outlook Q&A | Conveyors & Palletizers Q&A | Heat Exchangers Q&A | ESL and Aseptic Processing Q&A | | |
| Processing Equipment | Pumps and Valves | Detection and Inspection Systems | Containers (Cups, Bottles, Caps, Lidding) | Products from Pack Expo | | |
| Quality on the Line: The Importance of Environmental Swabbing | 3-A Today: Integration of 3-A Equipment to Maintain Hygienic Design Principles | QA and QC Testing | Quality on the Line: Grade A & FSMA | 3-A Today: Riboflavin Testing – How to Assess Spray Coverage | | |
| | | PACK EXPO Sept. 23-25, 2019 Las Vegas, NV | PLMA's Private Label Trade Show November 2019 | | | |
| Cheesemaking Outlook | | Opportunities in Milk & Non-Dairy Beverage | | | | |
| Bonus Distribution IFT19 July 2-5, 2019 New Orleans, LA | | FREE Booth Profiles for PACK EXPO – 1/4 Page Print & eBlast Bonus Distribution Pack Expo Sept. 23-25, 2019 Las Vegas | Bonus Distribution SupplySide West November 2019 Las Vegas Bonus Distribution PLMA's Private Label Trade Show November 2019 Rosemont, IL | Bonus Distribution IDFA's Dairy Forum 2020 Jan. 26-29, 2020 Scottsdale, AZ | | |