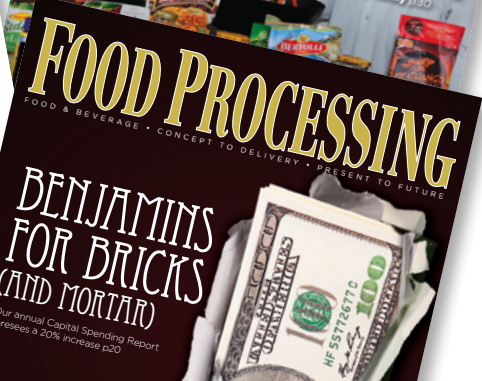
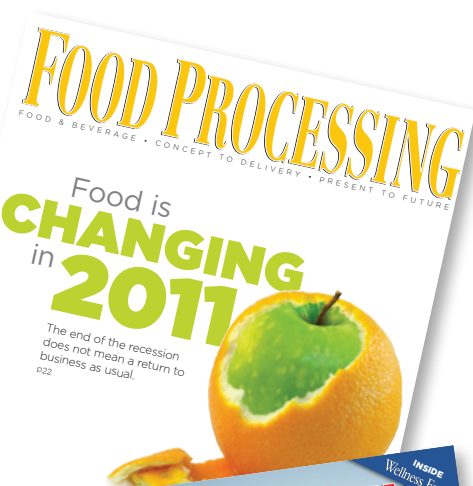


FOOD PROCESSING



Food Processing creates and provides media solutions, services, and content that deliver value to our clients and the marketplace. We will be the go-to informational source for the food and beverage industry. We will earn the respect of our readers and marketing partners through our dedication to detail and the understanding of the key issues of the industry community. We will work to lead our clients to make decisions that will enable them to run their businesses more efficiently, safely and profitably. We will serve our readers and marketing partners with thoroughness, expediency, integrity, consistency, professionalism, and vision. We will be an exceptional food & beverage media source as judged by the industry community.

	JANUARY	FEBRUARY	MARCH
COVER STORY	2012 Food Industry Outlook	Industry Under Attack	Strategic Role of Chefs
DEPARTMENTS	Food for Thought Food Safety Rollout	Food for Thought Food Safety Rollout	Food for Thought Food Safety Rollout
AD CLOSE	December 5	January 6	February 6
MATERIALS DUE	December 12	January 13	February 13

THE 4 P'S OF THE FOOD & BEVERAGE INDUSTRY

PRODUCT DEVELOPMENT			
Feature Story	New Years' Flavor Trends • Flavors • Sodium Reduction • Superfruits • Sweeteners	Future of Bakery - Ingredients • Oils • Grains/Fiber • Gums • Sweeteners	Future of Beverage - Ingredients • Colorants • Flavors • Fruits/Vegetables • Sweeteners
Ingredients Features	Fruits & Nuts Botanicals Flavor of the Month - Buttery Flavors	Wellness Foods Cover Story: Building Healthier Foods for Baby Boomers Colorants Whey Protein Focus on Health – Cognitive Health Functional Ingredients – Soy	Readers' Choice Awards - Ingredients Custom Blending Fiber Flavor of the Month - Garlic
Ingredient Supplier Source Guides/ Supplier Profiles	Emulsifiers Gums & Hydrocolloids Oils & Fats	Cheese Dairy & Eggs Product Development Software	Fruits Nuts Vegetables
PLANT OPS			
Feature Story	Annual Manufacturing Trends Survey	Improving Meat, Poultry, Seafood - Processing • Cleaning & Sanitation • Lubricants • Patty Formers • Weighing	Readers' Choice Awards - Equipment Improving Breakfast Foods - Processing • Conveyors • Form/Fill/Seal • Mixing & Blending • Portioning • Depositing
Equipment Features	Pumps Software	Pest Control Inspection	Motors Waste Water
Equipment Supplier Source Guides/ Supplier Profiles	Services (Consulting, Legal, Insurance) Weighing	Vacuums/Dust Collection Instrumentation & Control Safety Equipment & Apparel	Economic Development Lubricants Bearings
PACKAGING	Packaging – Green	Flexible Packaging	Design Innovations in Packaging
PRODUCT ROUND-UPS	New Products	New Products	New Products
MARKETING INCENTIVES			
	Sponsored Product Ad - Special Alert E-Newsletter Bonus Distribution at NWFPA Expo	Natural Products Expo West/Supply Side & RCA Exhibitor Profiles	Ad Readership Study Food Safety Summit Exhibitor Profile

	APRIL	MAY	JUNE
COVER STORY	9th Annual Capital Spending Survey	41st Annual R&D Survey	R&D Team of the Year
DEPARTMENTS	Food for Thought Food Safety Rollout	Food for Thought Food Safety Rollout	Food for Thought Food Safety Rollout
AD CLOSE	March 5	April 6	May 4
MATERIALS DUE	March 12	April 13	May 11

THE 4 P'S OF THE FOOD & BEVERAGE INDUSTRY

PRODUCT DEVELOPMENT			
Feature Story	Future of Snack Food - Ingredients • Flavors • Gums • Oils • Salt	Future of Confectionary - Ingredients • Cocoa & Vanilla • Gums • Nuts • Sweeteners	Future of Frozen Foods - Ingredients • Flavors • Fruits • Natural/Organic • Oils/Fats
Ingredients Features	Wellness Foods Cover Story: Building Healthier Desserts and Confectionary Oils Nuts Focus on Health – Satiety & Weight Mgmt. Functional Ingredients – Fiber	IFT Pre-Show Top Selling New Products Colorants Flavor of the Month – Custom Flavors	Wellness Foods Cover Story: Building Healthier Savory Snacks Superfruits Botanicals Focus on Health – Bone Health Functional Ingredients – Omega-3s
Ingredient Supplier Source Guides/ Supplier Profiles	Flour Grain Soy	Omega-3s Protein Starches	Colorants Stabilizers Spices/Herbs/Seasonings
PLANT OPS			
Feature Story	Building a Case for Capital Improvements • Consulting • Software • Motors • A/E/C	Improving Dairy Foods - Processing • Fluid Handling • Mixing & Blending • Pumps • Software	Building Flexibility into Plant Lines • Control & Instrumentation • Motors • Software
Equipment Features	Lubricants Flooring	Metal Detection Inspection	Mixing & Blending Form/Fill/Seal
Equipment Supplier Source Guides/ Supplier Profiles	A/E/C Firms Bulk & Powder Handling Green/Energy Efficient Products	Compressors Extruders Pest Control	Filters & Filtration Mixing & Blending Production Software
PACKAGING	Packaging – Snack Food	Packaging - Pouches	Packaging Awards
PRODUCT ROUND-UPS	New Products	New Products	New Products
MARKETING INCENTIVES			
	Sponsored Product Ad – Special Alert E-Newsletter Supply Side East Exhibitor Profile	IFT Exhibitor Profile	E-Lit Bonus Distribution at IFT Show

	JULY	AUGUST	SEPTEMBER
COVER STORY	6th Annual Salary Survey/Training	37th Annual “The Top 100”	Traceability and Accountability
DEPARTMENTS	Food for Thought Food Safety Rollout	Food for Thought Food Safety Rollout	Food for Thought Food Safety Rollout
AD CLOSE	June 6	July 6	August 6
MATERIALS DUE	June 13	July 13	August 13

THE 4 P’S OF THE FOOD & BEVERAGE INDUSTRY

PRODUCT DEVELOPMENT			
Feature Story	Future of Private Label Products • Flavors • Natural/Organic • Oils/Fats • Vegetables	Future of Breakfast Foods - Ingredients • Grains/Fiber • Oils/Fats • Starches • Sweeteners	Future of Meats, Poultry & Seafood - Ingredients • Flavors • Salt • Soy • Spices
Ingredients Features	Colorants Sodium Replacers Flavor of the Month – Spicy Flavors	Wellness Foods Cover Story: Reducing Sodium IFT Post-Show Omega-3s Probiotics Focus on Health – Heart Health Functional Ingredients - Vitamins	Fiber Gums Flavor of the Month – Dairy Flavors
Ingredient Supplier Source Guides/ Supplier Profiles	Flavors Flavor Enhancers	Antioxidants Vitamin & Minerals	Salt & Salt Replacements Probiotics & Cultures
PLANT OPS			
Feature Story	Improving Bakery Foods - Processing • Mixers • Conveyors • Ovens • Dehydration • Packaging Equipment	Improving Beverage Foods - Processing • Fill • Pumps • Mixers • Software • Control & Instrumentation	Green Plant of the Year Improving Snack Foods - Processing • Conveyors • Dehydration • Extruders • Form
Equipment Features	Control & Instrumentation Inspection	Conveyors Portioning	Economic Development Pest Control
Equipment Supplier Source Guides/ Supplier Profiles	Capping & Closures Material Handling/Lift Trucks Cleaning & Sanitation	Conveyors Form/Fill/Seal Pumps, Valves, Fluid Handling	Flow and Level Cutting, Size Reduction & Portioning Flooring & Paints
PACKAGING	Packaging – Promotional	Packaging – Private Label	Packaging – Natural & Organic
PRODUCT ROUND-UPS	New Products	New Products	New Products
MARKETING INCENTIVES			
	Ad Readership Study	Sponsored Product Ad – Special Alert E-Newsletter	Pack Expo Exhibitor Profile Supply Side West Exhibitor Profile

	OCTOBER	NOVEMBER	DECEMBER
COVER STORY	Hispanic Market Opportunities	Best New Food Products-of-the-Year	7th Annual Processor of the Year
DEPARTMENTS	Food for Thought Food Safety Rollout	Food for Thought Food Safety Rollout	Food for Thought Food Safety Rollout
AD CLOSE	September 6	October 5	November 6
MATERIALS DUE	September 13	October 12	November 13

THE 4 P'S OF THE FOOD & BEVERAGE INDUSTRY

PRODUCT DEVELOPMENT			
Feature Story	Future of Ethnic Foods - Ingredients • Colorants • Flavors • Fruits/Vegetables • Oils/Fats	Future of Dairy Foods - Ingredients • Colorants • Emulsifiers • Flavors • Gums/Hydrocolloids • Whey Protein	Processor of the Year's R&D Team
Ingredients Features	Wellness Foods Cover Story: Building Healthier Foods for Kids Fiber/Starch Sodium Focus on Health – Digestive Health Functional Ingredients – Whey	Oils/Fats Nuts Flavor of the Month – Beverage Flavors	Wellness Foods Cover Story: Building Heart Healthy Foods Sweeteners Oats Focus on Health – Immune Health Functional Ingredients – Grains
Ingredient Supplier Source Guides/ Supplier Profiles	Bakery Ingredients Chocolate & Cocoa Stevia	Sugars Sweeteners Syrups	Fiber Rice
PLANT OPS			
Feature Story	Improving Confectionary - Processing • Control & Instrumentation • Form • Motors • Pumps	Improving Frozen Foods - Processing • Cleaning & Sanitation • Conveyors • Packaging • Refrigeration	Processor of the Year's Plant Ops
Equipment Features	Mixing and Blending Metal Detection	Weighing Cutting & Size Reduction	Cleaning & Sanitation Motors
Equipment Supplier Source Guides/ Supplier Profiles	Bar Codes/Marking/Labeling Cabling Packaging Machinery	Motors/Bearings/Drives Doors Refrigeration & Freezing	Cartons/Case Loading Cookers/Ovens/Dryers Metal Detection/X-Ray/Sorting/Vision Systems
PACKAGING	Packaging – Gourmet/Luxury Food	Packaging – Meat/Poultry/Seafood	Processor of the Year's Packaging
PRODUCT ROUND-UPS	New Products	New Products	New Products
MARKETING INCENTIVES			
	Ad Readership Study Bonus Distribution at Pack Expo	Sponsored Product Ad – Special Alert E-Newsletter	E-Lit