

# 2022 Hereford World Editorial Calendar

Issue	Focus	Editorial Deadline
January*	<b>Sustainability</b> <ul style="list-style-type: none"> <li>Starting the sustainable chat</li> <li>Hereford at high altitude</li> <li>Markets</li> <li>NAILE results</li> </ul>	Nov. 24
February*	<b>Adding value to calves and feeders</b> <ul style="list-style-type: none"> <li>Baldy heifer value</li> <li>Markets</li> <li>Sustainability</li> <li>Western States results</li> </ul>	Dec. 28
March	<b>Hereford networking</b> <ul style="list-style-type: none"> <li>Juggling communication platforms</li> <li>Advocacy profile</li> <li>Cattlemen's Congress results</li> </ul>	Jan. 25
April	<b>Cow power</b> <ul style="list-style-type: none"> <li>Cow families and how to build them</li> <li>Dams of Distinction</li> <li>Sires of Distinction</li> <li>Advanced reproductive technology</li> </ul>	Feb. 25
May/June	<b>Consumers and carcass quality</b> <ul style="list-style-type: none"> <li>Consumer trends</li> <li>A word about fake meat</li> <li>What customers say about Certified Hereford Beef</li> </ul>	Mar. 25
July	<b>Hereford: Celebrating the solution</b> <ul style="list-style-type: none"> <li>99<sup>th</sup> annual Herd Book and Reference</li> <li>Profiling producers behind the art and answers of the Hereford breed</li> <li>2022 Hereford Handbook</li> <li>2022 Register</li> <li>Century Breeders</li> </ul>	May 1
August*	<b>Managing for profit</b> <ul style="list-style-type: none"> <li>Managing cow depreciation cost</li> <li>Picking replacements that stay</li> <li>Do genomic tests have a role in selection?</li> <li>Sustainability in the cow herd</li> </ul>	June 25
September	<b>Future genes technology</b> <ul style="list-style-type: none"> <li>Gene editing — what breeders should know</li> <li>Banners in the BlueGrass — results from the Junior National Hereford Expo</li> </ul>	July 25
October*	<b>Gauging market opportunity</b> <ul style="list-style-type: none"> <li>Analyze options</li> <li>Retained ownership opportunities</li> <li>Annual meeting guide</li> </ul>	Aug. 25
November	<b>Why shows matter</b> <ul style="list-style-type: none"> <li>Cattle judging 101 — understanding structure</li> <li>Common mistakes</li> </ul>	Sept. 25
December	<b>Seedstock scorecard</b> <ul style="list-style-type: none"> <li>Elements of a successful marketing plan</li> <li>Bull development costs</li> <li>Do you really know your customers?</li> </ul>	Oct. 25

\*Indicates tabloid issue

Note: Editorial calendar is subject to change.