## 2022 Hereford World Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Focus</th>
<th>Editorial Deadline</th>
</tr>
</thead>
</table>
| January*    | **Sustainability**  
  - Starting the sustainable chat  
  - Hereford at high altitude  
  - Markets  
  - NAILE results | Nov. 24 |
| February*   | **Adding value to calves and feeders**  
  - Baldy heifer value  
  - Markets  
  - Sustainability  
  - Western States results | Dec. 28 |
| March       | **Hereford networking**  
  - Juggling communication platforms  
  - Advocacy profile  
  - Cattlemen’s Congress results | Jan. 25 |
| April       | **Cow power**  
  - Cow families and how to build them  
  - Dams of Distinction  
  - Sires of Distinction  
  - Advanced reproductive technology | Feb. 25 |
| May/June    | **Consumers and carcass quality**  
  - Consumer trends  
  - A word about fake meat  
  - What customers say about Certified Hereford Beef | Mar. 25 |
| July        | **Hereford: Celebrating the solution**  
  - 99th annual Herd Book and Reference  
  - Profiling producers behind the art and answers of the Hereford breed  
  - 2022 Hereford Handbook  
  - 2022 Register  
  - Century Breeders | May 1 |
| August*     | **Managing for profit**  
  - Managing cow depreciation cost  
  - Picking replacements that stay  
  - Do genomic tests have a role in selection?  
  - Sustainability in the cow herd | June 25 |
| September   | **Future genes technology**  
  - Gene editing — what breeders should know  
  - Banners in the BlueGrass — results from the Junior National Hereford Expo | July 25 |
| October*    | **Gauging market opportunity**  
  - Analyze options  
  - Retained ownership opportunities  
  - Annual meeting guide | Aug. 25 |
| November    | **Why shows matter**  
  - Cattle judging 101 — understanding structure  
  - Common mistakes | Sept. 25 |
| December    | **Seedstock scorecard**  
  - Elements of a successful marketing plan  
  - Bull development costs  
  - Do you really know your customers? | Oct. 25 |

*Indicates tabloid issue  
Note: Editorial calendar is subject to change.