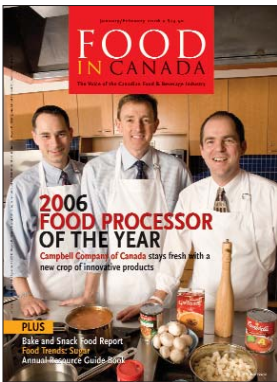


EDITORIAL CALENDAR 2007



JANUARY/FEBRUARY

Annual Reference Edition

- **Food and Beverage Processor of the Year:** a salute to the best processor of 2006
- **Bake and Snack Food:** Annual Sector Report
- **Special Report:** Restaurant concept to grocery shelf – product conception and development
- **Food Trends:** Ancient grains

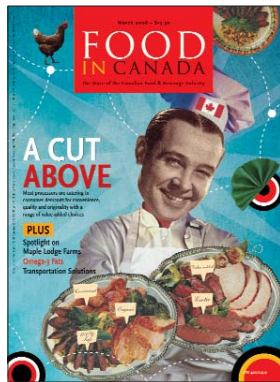
PLUS

2007 Guide Book – Canada's most comprehensive listing of food and beverage associations, government resources, research centres and educational institutions

• SIAL Montreal Preview

• **FOOD INDUSTRY EXPO SHOW GUIDE**

Advertising closes:
January 10th



MARCH

French Edition: Quebec supplement

- **Meat and Poultry Processing:** Annual Sector Report
- **Company Profile**
- **Coverage of the 87th Annual Canadian Meat Council Conference**
- **Post Show coverage of the International Poultry Expo**
- **Food Trends:** Kosher and Halal products

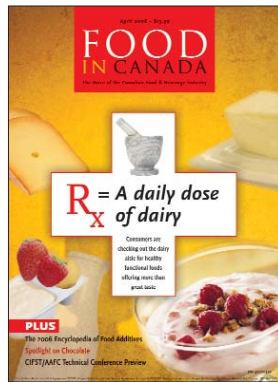
PLUS

Quebec French language supplement: **Accent Alimentaire sur le Québec**

• **Logistics & Transportation:** Gridlock – challenges and opportunities facing the Canadian food and beverage processing industry.



Advertising closes:
February 7th



APRIL

Special Edition: Research Chefs in Canada supplement #1

- **Dairy Processing:** Annual Sector Report
- **2007 Ingredients and Additives Report:** The newest trends, players and products making headlines in the ingredients sector
- **2007 Federally Approved Ingredient & Additive Updates *** reference tool
- **Food Trends:** Calcium

PLUS

Research Chefs in Canada

• PACex Preview

BONUS: Advertising Supplement – Trends in Ingredient Applications

Advertising closes:
March 13th



MAY

French Edition: Quebec supplement

- **Food in Canada's Top 10 Industry Innovators** – profiles of 10 entrepreneurial and innovative Canadian food and beverage companies
- **Confectionery Processing:** Annual Sector Report
- **Company Profile**
- **Special Report:** Targeting demographics – producing and marketing to the different age groups
- **Food Trends:** Fibre

PLUS

Quebec French language supplement: **Accent Alimentaire sur le Québec**

• Post-show reviews of SIAL & PACex



Advertising closes:
April 14th



JUNE

Special Edition: Research Chefs in Canada supplement #2

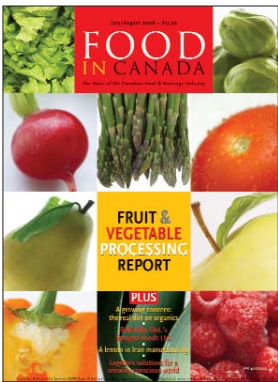
- **Annual Wellness Report:** Canadian trends in healthy eating
- **Company Profile**
- **Special Report:** The private label phenomenon
- **IFT pre-show coverage**
- **Food Trends:** Nutraceuticals

PLUS

Research Chefs in Canada



Advertising closes:
May 12th



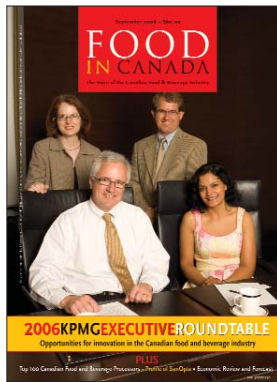
JULY/AUGUST

*Special Edition:
Research Chefs in
Canada supplement #3*

- **Fruit and Vegetable Processing:** Annual Sector Report
- **Company Profile**
- **2007 Plant Processing Technologies:** Automation and robotics
- **IFT post-show coverage**
- **Logistics & Transportation:** Is transportation the weakest link in the food safety chain?
- **Food Trends:** Soy

PLUS

Research Chefs in Canada



SEPTEMBER

*French Edition:
Quebec supplement*

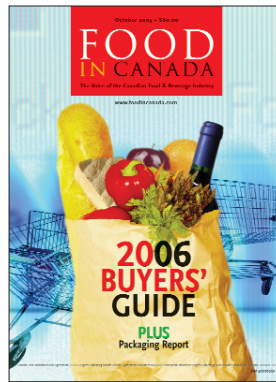
Annual TOP 100

- **Top 100 Canadian Companies:** Our 17th annual ranking of Canada's leading 100 food and beverage processors
- **2007 Executive Roundtable:** Executives from Canada's top food and beverage companies discuss the challenges and opportunities facing the Canadian industry
- **2007 Economic Review and Forecast**
- **Beverage Processing:** Annual Sector Report
- **Company Profile**
- **Food Trends:** Tea

PLUS

Quebec French language supplement: **Accent Alimentaire sur le Québec**

World Wide Food Expo preview



OCTOBER

Annual Industry Directory

- **2008 Buyers' Guide:** 69th edition of the only directory of suppliers specifically for the Canadian food and beverage processing industry
- **Annual Packaging Report:** Current & future technologies
- **Food Trends:** Vanilla



NOVEMBER/DECEMBER

*French Edition:
Quebec supplement*

- **East and West Coast Seafood Processing:** Annual Sector Report
- **2007 Export Report**
- **Company Profile**
- **Food Trends:** International Influences

PLUS

Quebec French language supplement: **Accent Alimentaire sur le Québec**



Regular Departments

- Industry Insider
- People on the Move
- Supplier News
- Retail Scene
- New Product Profiles
- New Consumer Products

Monthly Columns

- Food Law
- Regulatory Affairs
- Packaging Trends
- Operations
- Ask the Expert

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carolyn.cooper@food.rogers.com

**Or visit our website:
www.foodinCanada.com**



**Advertising closes:
July 10th**

**Advertising closes:
August 9th**

**Advertising closes:
September 8th**

**Advertising closes:
November 3rd**

