

The PROGRESSIVE FARMER



2017 editorial highlights

Each edition of *The Progressive Farmer* provides in-depth content on the issues affecting today's farm businesses. Our unique, award-winning editorial includes stories on innovative farm management and crop production practices, land stewardship, analysis on volatile markets, seasonal weather outlooks, beef production, and the latest in equipment and precision ag technology. In addition to regular features, we also provide rich content on select topics. The following are some of the subjects we are covering in 2017.

January 2017 (winter)

IO due: 11.17.16 Art due: 11.30.16

Major features:

[Will and a Way](#)
ABCs of succession planning. Details on tax consequences. Fair vs. Equal. Family Dynamics, etc.

[Maintenance is Mandatory – Tractors](#)

In tight times, it makes even more sense to take care of farm equipment. This will be a four part series—tractor, planter, sprayer, combine—on simple things a farmer can do to keep things running.

[Ag Summit Summary](#)

Highlights of presentations from keynote speakers at the DTN/*The Progressive Farmer* Ag Summit.

[CattleLink](#)

Beef Quality Assurance (BQA)

Your Farm

- Seven Ways to Improve Yields in 2017
- Ranchland Demand
- 40-Acre Challenge
- Strip-Till Journey
- Phosphorus Pointers

Your Life

- Backyard Farming
- Farm Safety
- Choosing the Right Boots for the Job

February 2017

IO due: 12.15.16 Art due: 12.28.16

Major features:

[America's Best Young Farmers and Ranchers](#)
Seventh annual best young farmers and ranchers program, profiles of five winners from our national contest.

[CattleLink](#)

Genetics



Your Land

- Bear Creek
- Water Theft
- Organic matter, matters

Your Farm

- Making Tracks
- Beyond Anhydrous
- Shop Talk
- Irrigation Extra
- Welcoming Non-Family
- The Move To Diversify

Your Life

- Food Hub
- World-Wide Winner
- Spirited Roots
- Agritourism Through Farm Stays

Mid-February 2017

IO due: 12.29.16 Art due: 01.11.17

Major features:

[From the Ground Up](#)
Series of stories on improving soil health.

March 2017

IO due: 01.19.17 Art due: 02.01.17

Major features:

[Weather Outlook](#)
Our spring weather forecast.

Variable Answers

Variable rate seeding is catching on with growers looking to optimize planting populations across an entire field. Story will profile farmers using the system and the latest research on where the practice pays.

CattleLink

Parasites

Your Land

- Maggie Creek Ranch
- Law of the Land
- Putting it Down

Your Farm

- More Eyes in the Sky
- Fish in Your Future
- Reusing old tool to make new implement
- Irrigation Extra
- Family Affairs
- Corn Field First Aid

Your Life

- Rankins Dairy
- Mind the Gap
- Getting Virtual on the Farm
- Best Agriculture Audio

April 2017

IO due: 02.16.17 Art due: 03.01.17

Major features:

[Fine Tune the Furrow](#)
The Kentucky-based Casteen brothers find in-furrow fungicides and starter get the crop off to a rocking start. The story looks at the new types of furrow treatments and why getting too far off the row can short change roots.

Spraying Tips

Maintenance and tune-up advice from the experts on how to keep your sprayer in optimum operating condition.

CattleLink

Forages/Hay/Grazing

Your Land

- Ponds
- Grazing management
- Beautiful Bounty - Red River Valley

Your Farm

- Planning For The Future
- High Speed Infrastructure
- Controlled Traffic
- Balers
- Irrigation Extra

Your Life

- Farm-to-Where?
- Only in America
- Farming Offers a Second Chance

May 2017

IO due: 03.16.17 Art due: 04.05.17

Major features:

Livestock Outlook

What is happening to beef herd numbers and is the strong market for cow/calf producers still underway?

CattleLink

Profitability

Your Land

- Law of the Land
- Shaw Family
- Cover Crops Boost Grazing

Your Farm

- Trucks
- Maintenance is Mandatory
- Irrigation Extra

Your Life

- Collegiality
- Urban Farm Research
- Don't Fence Me In
- Crowdsourcing Your Farm

June 2017

IO due: 04.20.17 Art due: 05.03.17

Major features:

Weather Outlook

Our summer weather forecast.

Recruit/Retain Employees

Having problems recruiting and retaining good employees for your farm business? Use these tips from rural-based companies and agribusinesses on how they identify prospects, interview advice and compensation programs to keep them happy and productive.

CattleLink

Stockers

Your Land

- Intensive Grazing
- Eggs are hot
- Tree Pruning

Your Farm

- Shop Talk
- Industry Update

Your Life

- A Place for the States
- Suburban Farming

- A Blooming Idea

July 2017

IO due: 06.01.17 Art due: 06.14.17

Major features:

The Last Drop

By 2030, the water supply/demand gap will be 40%. NASA satellite images also confirm the world is running out of water. What does this mean for U.S. agriculture and what technology is available for farmers to optimize every drop of water?

EDITORIAL CALENDAR

CattleLink

Beef's Consumers

Your Land

- Law of the Land

Your Farm

- Irrigation Extra

August 2017

IO due: 06.15.17

Art due: 06.28.17

Major features:

The New Face of Ag

Based off the NextGen Survey on Millennials who are entering production ag and the ag industry. This generation brings new thinking and new ways of doing things. Defined in so many ways--from a large scale commercial producer to the 5-acre, farm-to-table farmer.

Maintenance is Mandatory – Combines

Handy maintenance tips and checklist for a trouble-free harvest.

CattleLink

Calving/Preconditioning

Your Farm

- Shop Talk
- ATV/SideXSide Roundup

September 2017

IO due: 07.20.17

Art due: 08.02.17

Major features:

Fall Harvest Outlook

Our forecast for the fall season.

Satellite Imagery Scouting

See how these Virginia producers are using high-tech, high-resolution imagery to scout fields for potential problems and to help them implement their Nutrient Management Program.

CattleLink

Marketing

Your Land

- Law of the Land
- Border Ranches

Your Farm

- Pulling It Out

October 2017

IO due: 08.17.17

Art due: 09.27.17

Major features:

America's Great Shops

Revisit winning shops featured in the magazine and see what these "shop masters" have done to improve their work and storage spaces.

CattleLink

Herd Health

Your Farm

- Irrigation Extra
- Shop Talk
- New Product Introductions
- Beautiful Bounty - Missouri Bootheel

November 2017

IO due: 09.14.17

Art due: 09.27.17

Major features:

Champion Soybean Yields

Special section on the production practices of the nation's top soybean producers.

Feeding Farmers for a Cause

Teenager Leah Wren, Winchester, Indiana, started a fundraiser program to raise money for cancer research. She serves plate lunches to farmers at the local grain elevator. Farmers can make a donation of any amount for the meal and all the proceeds are donated to support cancer services.

CattleLink
 Winter Conditioning

Your Land
 • Law of the Land

Your Farm
 • What's New at Fall Shows

Mid-November 2017

IO due: 09.28.17 Art due: 10.11.17

Special Profit Planner Issue
 Get insight and analysis on key economic and management decisions as you wrap up 2017 and plan for the 2018 season.

December 2017

IO due: 10.19.17 Art due: 11.01.17

Major features:
 Winter Weather
 Our winter weather outlook.

Champion Corn Yields
 Special section on the best production practices of the nation's leading corn growers.

Land Values
 Our annual look at what is happening to cropland values across the country, and how farmers/investors are viewing land in terms of buying/selling.

CattleLink
 Reproduction

Your Land
 • Law of Land Retake

Your Farm
 • Shop Talk, Again
 • Industry Update
 • Winners All



In every issue...

Marketlink	Darin Newsom
Taxlink	Andy Biebl
Weatherlink	Bryce Anderson
CattleLink	Victoria Myers
Businesslink	Marcia Zarley Taylor
Croplink	Pamela Smith
Landwatch	Virginia Harris
Ask the Vet	Dr. Ken McMillan
Inside the Market	Darin Newsom
Ask the Mechanic	Steve Thompson
Ask Dr. Dan	Dr. Daniel Davidson
Handy Devices	Dan Miller



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