



TEXAS LONGHORN
TRAILS
OFFICIAL PUBLICATION OF THE TEXAS LONGHORN BREEDERS ASSOCIATION OF AMERICA

2011 Editorial Calendar

JANUARY

Agri-Business

FEBRUARY

Herd Sire Edition

Preparing bulls for breeding and selection

MARCH

Livestock Equipment

Latest and useful equipment for the farm/ranch

APRIL

Youth Issue/ Hay & Forage

Getting ready for summer, preparing for possible drought

MAY

Brood Cow Issue

JUNE

Show Supplies

An examination of what supplies and equipment is needed to effectively show a Longhorn

JULY

Even Years - A.I. Issue
Odd Years - Membership Directory

AUGUST

World Show Issue

SEPTEMBER

Herd Nutrition

What are the best types of nutritional programs available today and how to best utilize them

OCTOBER

Herd Health

Building and maintaining the health and productivity of the herd, including a roundup of the latest cattle research

NOVEMBER

Apparel/Home

Furnishings/Christmas Gifts

The special styles that Longhorn breeders use to decorate their homes

DECEMBER

Horn Showcase Issue

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