

THE SHELBY REPORT OF THE **MIDWEST**

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	December 7, 2011	<ul style="list-style-type: none"> Distributors Disaster Preparedness, Part I 	Minnesota	NASFT Winter Fancy Food Show 1/15-17 FMI Midwinter Executive Conference 1/29-31
February	January 18, 2012	<ul style="list-style-type: none"> Wholesalers & Independent Grocers Disaster Preparedness, Part II 	The Dakotas	The N.G.A. Show 2/12-15 AWMA Conference & Expo 2/15-17 Western Petroleum Marketers Convention/C-Store Expo 2/21-23 Gulf Coast Food & Fuel Expo 2/29-3/1
March	February 15, 2012	<ul style="list-style-type: none"> Ethnic Merchandising 	Nebraska	Southeast Petro-Food Marketing Expo 2/29-3/1 Southeast Produce Council Southern Exposure 2012 3/1-3 Mexican American Grocers Association Conference 3/9-11 Int'l Home & Housewares Show 3/11-13 International Boston Seafood Show 3/11-13 Midwest Petroleum & Convenience Tradeshow 3/13-15
April	March 14, 2012	<ul style="list-style-type: none"> Equipment, Services & Technology Inside the Mind of the Grocery Buyer, Part I 	Ohio	NARMS Spring Conference 4/14-17 Food Safety Summit 4/17-19 Ohio Annual Trade Relations Gala 4/18 AMI Convention & Expo } 4/30-5/3 United Fresh } FMI Show }
May	April 11, 2012	<ul style="list-style-type: none"> Candy & Snacks Inside the Mind of the Grocery Buyer, Part II 	N/A	Sweets & Snacks Expo 5/8-10 ROFDA Spring Conference 5/19-22 IFBA Top to Top Conference TBD
June	May 9, 2012	<ul style="list-style-type: none"> Dairy/Deli/Bakery 	Indiana	IDDBA Dairy-Deli-Bake 6/10-12 KeHE Holiday Show 6/10-12 NASFT Summer Fancy Food Show 6/17-19
July	June 13, 2012	<ul style="list-style-type: none"> Organized Retail Crime, Part I 	Kansas/ Missouri	
August	July 18, 2012	<ul style="list-style-type: none"> Meat/Seafood/Poultry Organized Retail Crime, Part II 	Iowa	Missouri Grocers Association Convention 8/16-19 Expo Comida Latina 8/12-14 GMA Executive Conference 8/25-28
September	August 15, 2012	<ul style="list-style-type: none"> Top 25 	Michigan	Michigan Grocers Association Convention 9/9-11 Southeast Produce Council Conference 9/20-22
October	September 12, 2012	<ul style="list-style-type: none"> C-Stores Produce Xtra 	Wisconsin	Ohio Grocers Fall Conference 10/3-4 National Frozen & Refrigerated Foods Convention 10/6-9 NACS Show 10/7-10 PMA Fresh Summit 10/26-29 IFDA Convention & Expo 10/29-31
November	October 10, 2012	<ul style="list-style-type: none"> Grocers & Social Media, Part I 	Illinois	PLMA Private Label Trade Show 11/10-13 ROFDA Fall Conference 11/10-13
December	November 7, 2012	<ul style="list-style-type: none"> State of the Midwest Grocers & Social Media, Part II 	N/A	

MIDWEST Circulation

Business Classifications

Supermarket Headquarters	42.6%	6,574
Supermarket Store Mgrs.	30.8%	4,755
Manufacturers	11.1%	1,719
C-Store Headquarters	4.7%	727
Wholesale Headquarters	8.3%	1,284
Food Brokers	2.0%	292
Others	0.5%	79
TOTAL	100%	15,430



Illinois	3,201
Indiana	1,034
Iowa	1,358
Kansas	706
Michigan	1,040
Minnesota	1,096
Missouri	1,250
Nebraska	756
North Dakota	145
Ohio	1,541
South Dakota	185
Wisconsin	1,497
Other U.S.	1,621
TOTAL	15,430