



The Food Institute is the preferred single source of reliable information for food industry executives. With a farm to fork reach since 1928, the information service provider regularly publishes business news, trends and data quick enough for its readers to respond to real-time issues and opportunities in the marketplace.

Subscribers of its digital products are based around the world and consist of food manufacturers, foodservice operators, retailers, distributors/wholesalers, and suppliers. Approximately 74% of Food Institute readers are key decision-makers, holding such titles as CEO/president, VP, and director/manager. The remaining subscribers consist of purchasing, sales and analysts, etc.

Contributor Guidelines

The Food Institute is now accepting contributed articles from the industry. Contributed content can include market analysis, business-building ideas, consumer trends, regulatory insights, product development, logistics strategies, industry benchmarking, etc. Typical wordcounts range from 600-1300 words.

Articles should be:

- Written by authors who are considered experts in the field/topic they are writing about;
- Geared toward the above-mentioned readership;
- Unbiased (no PR content) to provide a balanced overview of the topic; and
- Original/exclusive to the Food Institute.

Before submitting your article for consideration, email a short abstract to Executive Editor, including proposed word length, short author bio, and why the article would benefit our readership.

If abstract is accepted, the author will receive email to proceed with article.

If proposed article has been accepted:

- Email the article as a Word attachment to Executive Editor with author name, title, affiliation, and contact information.

- Send in appropriate imagery (including charts, photos) with captions to help illustrate article and easily convey data. Imagery should also be saved as attachments, including appropriate image credit.

Even though an abstract is accepted, it does not mean the final submission will be published. Grounds for rejection include, but not limited to, if the work is deemed too commercial.

NOTE: All accepted articles are subject to editing to conform with our house style. In addition, articles may be copyedited during layout stage to accommodate space restrictions. Articles requiring major revisions and/or have queries will be sent back to the author for review.

Quick writing tips:

- Use AP style
- Use single space (do not use double space or tabs)
- Do not use registration marks or trademark symbols
- Use % symbol
- When listing the title of quoted sources, use full names, make sure positions/departments aren't capitalized (VP, CEO, etc. are acceptable); and include location with each company
- Abbreviate measurements (Example: ft., -sq. ft., lbs.)
- Numbers under 10 are spelled out except for ages, money and measurements (Example: 8-oz. box, 1 million tons of food, 10-year-olds, \$2 million)
- Abbreviate months when they are followed by a date or year (Example: Sept. 31 or Sept. 2009, when month appears by itself, spell it out)
- Always spell out acronyms at first mentioned, exceptions include major federal agencies like USDA, FDA, WTO, and CDC
- U.S., EU, and UK
- Foodservice is one word

Email abstracts or additional editorial questions to:

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