# Sosland Publishing adapts amid challenges in food processing sector



In recent developments within the food and processing sectors, the performance of publicly traded companies has raised concerns, particularly for those focused on grain-based foods. According to a report from Pet Food Processing, the Grain-Based Foods Share Index has seen a significant decline, underperforming the benchmark S&P 500 by 70 percentage points over the last two years. This drop comprises a 17% fall in the index, contrasting sharply with a 53% surge in the broader market.

Sosland Publishing Co. (SPC), amidst these industry challenges, has marked several successes in the past year, demonstrating resilience in a notably tough economic landscape. Highlighting these achievements is the company's recent designation as the exclusive Platinum Media Sponsor and Official Media Provider for the International Baking Industry Exposition (IBIE) 2025 event, scheduled for 13-17 September in Las Vegas. This role reflects the company's long-standing commitment to providing vital news coverage in the baking industry. Group Bimbo's Jorge Zarate, the IBIE chair, acknowledged this honour, stating, “Sosland’s unparalleled reputation as a leading source for industry news and information,” further affirming the company's importance in promoting the event and reaching a diverse audience.

SPC also celebrated the success of its newly launched Pet Food Processing Exchange, which took place in the autumn of 2024. This event, which drew participation from the pet food sector far exceeding initial expectations, received positive feedback for filling a significant information gap in the industry. Plans are already in motion for a follow-up event slated for 2025.

In addition to industry events, SPC’s core publications and digital media divisions have observed growth. There was a notable 22% increase in digital sales across its publications, with the flagship Food Business News also reporting a 5% revenue increase, achieving over 160,000 unique monthly visitors on its website. In anticipation of an impending redesign in early 2025, Baking & Snack recorded a 9% growth from previous sales levels.

Despite facing challenges related to grain trade and processing, World Grain has expanded its digital audience to 55,000 unique users and has established a substantial presence on LinkedIn. Furthermore, the publication has initiated a three-part series that explores the immediate and future implications of artificial intelligence on the grain, flour, and feed industries, showcasing a growing trend towards automation in business practices.

The meat processing sector also faced difficulties in 2024, yet MEAT+POULTRY documented continuous growth in digital sales and steady print sales. The publication plans to commemorate its 70th anniversary in 2025 with new high-profile industry coverage.

Other SPC publications reported positive trends as well, with Supermarket Perimeter experiencing double-digit growth in both print and digital formats. The newly established Dairy Processing publication marked its fourth year by presenting the inaugural Workplace of the Year award at the International Dairy Foods Association Dairy Forum.

In late 2024, SPC relocated to new office premises in the Crown Center area of Kansas City, a move indicative of the ongoing shifts within the company. This transition marks only the fourth relocation in the company's nearly 103-year history and reflects broader changes in work patterns since the onset of the COVID-19 pandemic. The move to a smaller office facilitates a hybrid work model, allowing for remote contributions from a geographically diverse editorial and sales staff, considerably enhancing the recruitment landscape for SPC.

As the industry continues to evolve, particularly with the increasing integration of artificial intelligence and automation into business operations, Sosland Publishing Co. remains focused on providing relevant information to its audience, adapting to the shifting demands of the food and processing sectors.

Source: [Noah Wire Services](https://www.noahwire.com)

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