

## Editing Example: Product Catalog

### Midwest Catalog and Pullout Edits

#### Midwest Catalog:

- 1) Page 2, Second column, 2<sup>nd</sup> paragraph: Change to “We recognize that...” (remove “too”)
- 2) Page 2, Third column, 1<sup>st</sup> paragraph: A larger, better-qualified and better-trained team compared to what? Before or other companies? Might want to clarify—BUT if there’s not space I think it sounds o-k.
- 3) Page 2, Third column, final paragraph: do you want to change “seedsman” to “seedsman or woman” as in the other catalog?
- 4) Page 2, bottom box: Remove the word literally from the first sentence—unless Midwest has invented a time travel machine they don’t literally have access to the future today 😊
- 5) Page 2, bottom box, 2<sup>nd</sup> column: Change the second sentence from “The focus” to “Our focus”.
- 6) Page 3, top box: Change last sentence to “The proof that we know how to build a better seed is evident where it matters most—across the Corn Belt in our customers’ fields.”
- 7) Page 4, bottom box: Change first sentence to “We are currently offering a pilot program for Illinois.....of their corn acres with hybrid seeds...”
- 8) Page 7, row 2, point 6: In the other box this point is always worded “Excellent corn-on-corn choice” so change for continuity. Same change for page 7, row 3, point 4; also for page 8, row 2, point 4
- 9) Page 7, bottom box: In the first sentence the phrase “produce higher pure starches that...” sounds a little odd, but this may be the right technical terminology. Possibly change to “produce more pure starches that...” or “produce higher starch yields” (i.e. something would be more pure, not higher pure—but again maybe this is seed jargon that will sound fine to the reader)
- 10) Page 11, bottom box: Very last sentence reads “six to 12 months later.” The rule is to be consistent. For these numbers you can use either numerals or words, but you should make it consistent in the sentence.
- 11) Page 13, sidebar: The first bullet point is unclear, maybe change to “The next generation of Roundup Ready delivers top-end yield potential”

- 12) Page 13, bottom box, 2<sup>nd</sup> column: The 1<sup>st</sup> sentence here, change “would” to “will” and “everybody” to “anybody”. Also, I think this sentence has a really awkward structure. It helps to read and restructure without the series so you can focus on the structure, i.e. “The campaign’s goal is to provide tools that will help seed companies to help drive the use of refuges.” Doesn’t sound quite right. Maybe, “The campaign’s goal is to provide tools that will help seed companies encourage (or increase??) the use of refuges.”
- 13) Page 19, bottom box: 1<sup>st</sup> column, second sentence, change to “escalate. Soybean oil represents about 70 percent of the total vegetable oil consumed in the United States and Vistive soybeans help meet the growing demand” (remove “Since”)
- 14) Page 19, bottom box: 2<sup>nd</sup> column, 2<sup>nd</sup> sentence, change to “...the use of soybeans as a source for trans-fat-free oil over other alternatives.” (remove “sources”).
- 15) Page 19, bottom box: 3<sup>rd</sup> column, 2<sup>nd</sup> sentence, change to “It is the first of many products soon to be introduced...”
- 16) Some of the photos still have the stock watermark, but I assume this will not show on printing and only shows on the pdf. I can let you know which ones they are if you would like me to.
- 17) Page 21, 1<sup>st</sup> column: components of Key to Chart aren’t aligned, also remove the comma after “poor”
- 18) Page 21, 4<sup>th</sup> column: Under Sugar II BMR, point 6, remove the comma before the “or”
- 19) Page 22, Under Corn Field Checks: Change to “To check plant population, measure the number of feet in 1/100 of an acre...” (remove “off”). Under Example, change to “If you have 30-inch rows, measure 174 feet of a row.”
- 20) In the “Soybean Selection Guide” printed throughout the catalog: change “in order to insure compatibility” to “in order to ensure compatibility”. Pages 14 & 16.

### **Midwest Pullout:**

- 1) Page 2, Under Corn Field Checks: Change to “To check plant population, measure the number of feet in 1/100 of an acre...” (remove “off”). Under Example, change to “If you have 30-inch rows, measure 174 feet of a row.”
- 2) Page 6, Row K: change to “Excellent plant health and drought tolerance. Excellent grain quality and test weight. Consistent yield performance.”

**Singular/Plural non-agreement problems in Midwest Catalog:**

Page 4, row 1, points 4

Page 7, row 1, points 1

Page 7, row 2, points 2

Page 7, row 2, points 6

Page 8, row 2, points 2, 6, 7

Page 8, row 3, points 1, 2

Page 9, row 2, points 1

Page 9, row 3, points 2, 4

Page 10, row 1, points 3

Page 10, row 2, points 1

Page 11, row 2, points 2

Page 11, row 3, points 3

Page 12, row 2, points 1, 4