Library Resources for AREC 428.3: Case Studies in Agribusiness Management

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After today’s session you will

• Be aware of a few good databases in which to search for resources for your class assignments
• Know what to look for when searching the internet for information
• Know how to find an article that you only have the citation for
Case Study
Earls Restaurant
On April 27, 2016, Earls Restaurant chain announced that it would only serve “humane beef” raised without the use of “antibiotics, steroids or hormones”
Earls, cont’d.

• The beef source would have to be “Certified Humane” by the US-based org, Human Farm Animal Care (in other words, it would be a US beef source)

• At that time, Earls was purchasing 535 tonnes (~590,000 kg) of beef a year, mainly from Alberta.

• They didn’t consult with producers.
Earls, cont’d.

• After the initial tweet and the backlash that ensued, Earls doubled down.
Earls, cont’d.

• The chair of Alberta Beef Producers went on TV saying that Earls was insinuating that Canadian farmers were not raising their animals humanely. “It’s a slap in the face.”

• Earls’ restaurant sales plunged by 30% at some locations.
Less than a week after the announcement the president of Earls made a public apology. He backtracked on the initial plan and vowed to buy Canadian beef, even though there wasn’t a sufficient supply of certified humane beef in Canada.
• Where did Earls err in their communication plan?
• What were the reactions of the various stakeholders?
• Was Earls’ turnaround convincing and did it solve the problem?
• Critical thinking
• Higher-level thinking
• Analytical skills
• Integration of concepts and ideas
• Thinking beyond the literal questions
Concepts and Keywords

• Look to the questions for main concepts and keywords – find synonyms and related terms for these

• Look into the case file for further lines of inquiry

• Earls Restaurant; communication; communication plan; marketing; humane beef; stakeholders – probably more
Factiva

Factiva is a worldwide news/information service owned by Dow Jones & Company. It aggregates content from newswires, newspapers, magazines and websites.

https://library.usask.ca/
IBISWorld

• comprehensive collection of Industry Market Research - includes Canadian content

• Canadian Industry Reports (NAICS)
Canadian Business and Current Affairs

Covers Canadian current events, business, science, culture, education, history, literature, government, and other Canadian studies. Sources include scholarly journals, magazines, dissertations, books, newspapers, and trade publications. Coverage dates back to 1971.
Other Library Resources

Agricultural and Resource Economics guide
https://libguides.usask.ca/AgResourceEcon

Business guide
https://libguides.usask.ca/business
What about Google?

Earls announced on Wednesday that it will source its beef from a Kansas ranch that is accredited by the non-profit group Humane Farm Animal Care. The Virginia-based organization operates a program called Certified Humane that inspects farms, ranches and slaughter facilities, and certifies meat and dairy products.

Earls switch to U.S. meat 'a slap in the face,' Alberta Beef Producers ...
https://www.cbc.ca/news/.../earls-cattlemens-association-humane-beef-alberta-1.3557523

Earls says it learned lesson from beef controversy | The Western ...
https://www.producer.com/2017/.../earls-says-it-learned-lesson-from-beef-controversy...
Feb 6, 2017 - "We insulted them with the Certified Humane moniker of the third party ... Beretta is supplying Earls with enough beef for its restaurants in ...

Earls asks ranchers for forgiveness for 'dumb decision' | CBC News
Aug 11, 2016 - The Vancouver-based restaurant chain came under fire when it announced it would start sourcing its beef from an American ranch accredited by the non-profit group Humane Farm Animal Care. After sales plunged by 30 per cent at some locations, Earls said sorry and put Canadian beef back on the menu.

Earls switch to U.S. meat 'a slap in the face,' Alberta Beef Producers ...
https://www.cbc.ca/news/.../earls-cattlemens-association-humane-beef-alberta-1.3557525...
Then what about Google Scholar?

- Can consumers buy alternative foods at a big box supermarket?
  - In August 2016, the Earls website and restaurants boldly declared, I Canadian beef is back! ... consumption and reframe the role of meat in their daily diets, not simply substitute in alternative products with humane labels ... Earls restaurant infuriates Albertans by switching to US beef ...
  - Cited by 4 Related articles All 2 versions Web of Science: 1

- [PDF] Changing Humanity: Fifteen Years of Progress in Animal Welfare and Protection
  - E Blumenauer - Animal L., 2015 - HeinOnline
  - Congressman Earl Blumenauer has rep-resented Oregon's Third District in the United States ... to the very first episode of the TV show Portlandia when a restaurant server was ... In response, restaurants and food suppliers are advertising, and increasingly enforcing, animal welfare ...
  - Related articles

- [PDF] Expectations Of An Animal Welfare Audit
  - E Dotson - 2009 - conservancy.unm.edu
  - Earl Dotson President/CEO Validus Services, LLC Des Moines, Iowa ... Both of these campaigns ended when the restaurants developed welfare standards ... Today animal agriculture is under attack from two very well organized and financed activist groups: The Humane Society of ...
  - Related articles

- [PDF] Home, Home on the Feedlot
  - J Portelli - 2009 - Citeseer
  - The distribution of the final product varies from operation to operation. While some ship their product out on refrigerated trucks to go to markets or restaurants, many ... Progress Report, 2008: 58. Ford, Earl S, and Anne Sowell ... Grass-fed Beef Is it Green, Humane, & Healthy?"
  - Related articles

- The Cows Are Calling: Motivations for Management-Intensive Grazing Practices among Beef Farmers in Alberta, Canada
  - EJ Heiberg - 2017 - duo.uio.no
  - Mad Cow disease) in Alberta in 2003, the E. coli recall at an Alberta meat processing plant in 2012, and the decision of local Western Canadian restaurant chain Earls to buy 'humane-certified' beef from American producers instead of Canadian (Bakx 2016, ...)
Evaluating info from the internet

Author

• Is the name of the author/creator on the page?
• Are his/her credentials listed (occupation, years of experience, position or education)?
• Is the author qualified to write on the given topic? Why?
Evaluating, cont’d.

Purpose

• Who is this page for? (eg. Scholars? General public?)

• What is the page for?
  - Inform or Teach?
  - Explain or Enlighten?
  - Persuade?
  - Sell a Product?
Evaluating, cont’d.

Objectivity

• Is the info fact, opinion, propaganda? Is the language free of bias?

Accuracy

• Are the sources for factual information clearly listed so that the information can be verified

Reliability and Credibility

• Does the information appear to be valid and well-researched, or is it unsupported by evidence?
Agriculture White Paper

Polymer Bearing Innovations for Increased Efficiency, Enhanced Productivity and Greater Value

With strength and durability that outlasts and outperforms metal, polymer bearings are the ideal solution for the farming equipment fleet. They can be found on everything from tractors and combines, to mowers, harvesters and more.

For manufacturers

TriStar’s line of polymer bearings deliver strength, durability, and a significant savings in raw materials, particularly as steel prices soar. Polymer bearings excel in heavy-duty and high-load farming applications, and offer a flexible design option for building smaller, lighter components.

For farmers

Self-lubricating bearings mean a lower cost of ownership and less time lost to regular maintenance procedures. Polymer bearings do not require expensive greasing and can last from season to season without being changed, which can lead to more time for farming the fields.

Free Download!

Company Name*

First Name*

Last Name*

Email*

Postal Code*

What is your primary role?*

- Please Select -

Grab Your Free Copy!
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The Solution to These Pressing Challenges: Manufacturers embrace polymer technology

The major players in agricultural equipment and accessories realize that lighter and more durable bearing components can lead to savings in raw material costs, a smaller equipment footprint, and lower total weight. In turn, these manufacturing advances have a direct benefit correlation for farmers: smaller, lighter machines consume less fuel, more durable materials require less maintenance such as costly lifelong lubrication for moving parts.

Ultracomp “crushes” maintenance challenge

A major producer of sugar cane approached us to solve a maintenance challenge they were experiencing. Their worldwide facilities crush approximately 7,000 tons of cane each day, at bearing pressures exceeding 2,000 psi, at speeds of 5-10 rpm. The crushing process produces a sticky, molasses-like pulp as the juices are drawn, and this residue was becoming “glue” to the metal bearing journal area. Our client cited the prohibitive cost of supplies, labor, and time production needed to constantly grease and clean the metal bearings. They were also concerned that a bearing seal failure was imminent.

solution:
Our engineers recommended Ultracomp UC 500 bearings with micronized fibers that combine a PTFE matrix, and graphite engine lubrication. Our fabrication team also improved the seal design at both ends of the journal and eliminated the ingress of sugar onto the bearing surface.
Free Download!

Company Name*

First Name*

Last Name*

Email*

Postal Code*

What is your primary role?*

- Please Select -

Grab Your Free Copy!
Evaluation, cont’d.

• Be critical of everything you find online; examine it carefully

• Find more evaluation info here: https://libguides.usask.ca/c.php?g=16390&p=90457

• Or ask me! virginia.wilson@usask.ca

Evaluation slides adapted from https://www.library.georgetown.edu/tutorials/research-guides/evaluating-internet-content
I’ve got a citation...


[https://library.usask.ca/](https://library.usask.ca/)
I can’t find the paper!

https://library.usask.ca/ill/index.php
To Recap

• Earls Restaurant case study
• A few good databases: Factiva, IBISWorld, Canadian Business and Current Affairs
• Google/Google Scholar
• Evaluating online sources
• Finding full text from a citation
• What to do if we don’t have the full text
What now?

A resource guide for this course:
https://libguides.usask.ca/AREC428

I am available if you need any assistance with your work:

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306-966-4599
Questions?

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