Project Title: *Preserving Florida’s Agricultural History: Digitization of The Florida Cattleman & Livestock Journal*

Final Report Project Summary:
This project preserved and digitized 626 issues (50,664 pages) of *The Florida Cattleman and Livestock Journal*, from inception in 1934 through 1988. *The Florida Cattleman* is a rare yet core Florida agricultural serial -- digital versions did not previously exist. Providing preservation and open access to this journal is of significant value to UF Institute of Food and Agricultural Sciences faculty and students, to Florida historians and to the Florida Cattleman’s Foundation constituencies. This project revealed two inaugural issues of the serial dated 1934 and 1936, not previously described. Evolution of the ranching industry in Florida during this period is well-documented. Availability of this new digital collection has been publicized through a variety of means including online website and social media posts, a published article, and in-person presentations.

All digital items are included in the University of Florida Digital Collection’s Florida Historical Agriculture and Rural Life collection with a note acknowledging funding from Project Ceres:

> “Funded by Project Ceres, a collaboration between the United States Agricultural Information Network (USAIN), the Agriculture Network Information Collaborative (AgNIC) and the Center for Research Libraries (CRL).”

Permanent preservation of the original print editions will be at the University of Florida George A. Smathers Libraries Auxiliary Library Facility (ALF) Special and Area Studies Collection (see Attachment A for a description of facility conditions). Eleven volumes (36 issues) on loan by the publisher for digitization were returned for permanent preservation in the publisher archives at Florida Cattlemen Foundation in Kissimmeee, Florida (see Attachment B Partnership Agreement describing preservation facility conditions and granting the University of Florida George A. Smathers Libraries the right of first refusal should these editions be removed from the archives).

Additional Notes on Work Completed
- PDF files of each issue were delivered to CRL via Dropbox with confirmation of receipt received on 11/27/2018.
- The publisher is recognized as a partner in this digitization by use of the publisher’s logo in the digital collection.
- The library collection of this serial was augmented with the donation of 38 volumes by the publisher
- Neither the publisher nor the library collections include issue v.1(4) from January, 1937
• Financial summary: $9,258 was awarded and $8,893.19 expended on personnel expenditures. The remaining $364.81 will be spent on related digitization work.

Attachments:
• Metadata including list of volumes digitized (CRL_Metadata_Florida_Cattleman.xls)
• Attachment A Facility conditions for print preservation at ALF
• Attachment B Publisher Partnership Agreement
• Copy of published article about project

Respectfully submitted by

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Agricultural & Digital initiatives Librarian
Marston Science Library
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Facility and Archiving Conditions

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Attachment A to Final Report

Facility and archiving conditions information under which the print originals will be housed after digitization:

- **Archiving Institution Name:** University of Florida George A. Smathers Libraries Auxiliary Library Facility (ALF) Special and Area Studies Collection
- **Facility Description (Brief):** Off-site Harvard-style high density library storage facility
- **Physical Address:** 2715 NE 39TH AVENUE
  GAINESVILLE, FL 32609
- **Mailing Address:** 2715 NE 39TH AVENUE
  GAINESVILLE, FL 32609
- **State or Province:** Florida
- **Country:** USA
- **Archive Facility Type:** Offsite Other
- **Ownership:** University of Florida
- **Shared:** No
- **Shelving Capacity:** 36,699 sq ft
- **OCLC Symbol:** N/A
- **Average Temperature:** 62.6 F
- **Average Humidity:** 59%
- **Fire Inspection Date:** 11/7/2018
- **Fire Detection:** Smoke detectors
- **Fire Suppression:** Wet-pipe sprinkler
- **Suppression Fast Response sprinklers/Chemical
- **Security:**
- **Security Policy:**
- **Access Policy:** Staff only
- **Lighting Hours:** 8 am – 6 pm
- **Lighting Type:** Fluorescent
- **TWPI (time-weighted preservation index technology):** 49
Partnership Agreement for Project Ceres

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Attachment B to Final Report

Facility and archiving conditions information under which the print originals will be housed after digitization:

Archiving Institution Name: Florida Cattlemen’s Foundation
Facility URL: http://www.floridacattlemen.org/foundation/
Facility Description (Brief): Archives are maintained on shelves in office attic space of Florida Cattlemen’s Association headquarters.
Physical Address: 800 Shakerag Road, Kissimmee, FL 34742-1929
Mailing Address: P. O Box 421929 Kissimmee, FL 34742-1929
State or Province: Florida
Country: USA
Archive Facility Type: Offsite Other
Ownership: Florida Cattlemen’s Association
Shared: Archive space shared with Florida Cattlemen’s Association and Florida Cattlemen’s Foundation
Shelving Capacity: 200 sq ft
OCLC Symbol: none
Average Temperature:
Average Humidity:
Fire Inspection Date:
Fire Detection:
Fire Suppression: None/Wet-pipe sprinklers/Dry-pipe sprinklers/Early Suppression Fast Response sprinklers/Chemical
Security: Locked
Security Policy: Restricted access
Access Policy: Restricted
Lighting Hours: Only during archive use
Lighting Type: Fluorescent
TWPI (time-weighted preservation index technology): No
UF Beef Research...
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consumers, who are increasingly health conscious.
Some consumers say they want healthier beef, and when UF/IFAS researchers surveyed more than 1,000 people they found consumers would be willing to pay between $1 and $1.50 more per pound for healthier fat in their beef.
Next, researchers will look for genes responsible for these differences in fatty acid content, Mateescu said. Researchers and ranchers will use this data for cattle selection and management.

Historic Florida Cattlemen Moves Online
By Suzanne Stapleton and Lauren Cooney
Contact information: suzanne@ufl.edu

In a joint effort to preserve and share one of Florida’s most valuable agricultural resources, the University of Florida George A. Smathers Libraries, in collaboration with the Florida Cattlemen’s Foundation, is making historic issues of the Florida Cattlemen & Livestock Journal available online. Now it will be easy to browse, research and share published stories from the past. These digital issues are being added to the University of Florida Digital Collection, a large and growing collection of material freely available to the public.
The Florida Cattlemen magazine documents changes in ranching practices through articles by UF/IFAS faculty, farmers, veterinarians, oral historians, and advertising. Influential families in Florida history are also featured, as many have been involved in the livestock industry. Jim Cusick, Florida History Librarian describes cattle ranching as “one of the state’s oldest and most-defining professions.” As such, the Florida Cattlemen & Livestock Journal provides not only an inside testimony to the evolution of Florida’s cattle industry, but also Florida state history: “The Florida Cattlemen

is the principal publication documenting the rise of the ranching industry in Florida during the 20th century. Florida Cattlemen remains one of the best historic sources about that era, as well as chronicling health issues related to livestock, introduction of new breeds, changes in the economy and marketplace for cattle, legislative agendas, and environmental concerns.” Jim Cusick, Florida History Librarian

The Florida Cattlemen’s Foundation understands the value of the historic Florida

Recent UF Animal Sciences graduate, Lauren Cooney, has contributed to the success of the project.

(Continued on page 102)
Cattleman & Livestock Journal magazine as part of its mission to support education and research on Florida’s rich and unique ranching history. Realizing the need for long-term, professional preservation of this serial, Robert (Bob) Stone, a columnist for the Florida Cattleman & Livestock Journal, reached out to long-time family friend and UF Agricultural Librarian Suzanne Stapleton. Stapleton quickly got to work, receiving an award from Project Ceres and permission from the Florida Cattlemen’s Association to digitize all issues of the magazine from inception through 1988.

Stone and Stapleton pored through the Florida Cattlemen’s Association archives in Kissimmee to locate magazine issues missing from the library’s collection. They were surprised to discover two original issues of the magazine—a four page publication from February 1934 and a 16-page black and white issue published October 1936! FCA generously loaned 11 volumes and donated duplicate volumes to the library. Stapleton transported these items to Marston Science Library to prepare for digitization.

Digitization is the process of scanning print publications to convert them to digital format. Before scanning, data describing each magazine issue is collected and entered into a spreadsheet. Recording accurate “metadata” is a key step in any digitization project because this information helps users find the items online. Lauren Cooney, UF Animal Science graduate, joined the project team in January 2018 to assist with data collection, research and publicity.

Scanning was done at the Digital Production Services unit at the Interim Library Facility in Gainesville. Every page of every issue was scanned at 300 dpi to produce high resolution images, enabling close-up view of details. Digitization and online organization of the magazine has been a team effort at the University.

Many readers may be unaware that the serial was published under three titles: the Florida Cattleman (1934-1936), the Florida Cattlemen & Dairy Journal (1937-1944) and the Florida Cattlemen & Livestock Journal (1944 – present). The very first issue was published by the Florida State Cattlemen’s Association with E. M. Walker as editor. To our knowledge, no subsequent issues were published until October 1936 when J. E. Williams, son of FCA’s long-time president, P. E. Williams, became editor. In 1940 the magazine was purchased by the Kissimmee Gazette, where Aldus Cody became editor. Al and his brother Bob Cody established Cody Publications and published the magazine beginning in 1942. By the 1960s, The Florida Cattleman & Livestock Journal was touted as the “third largest livestock magazine in the country” and “the largest state cattle magazine in the country.” When the Livestock Publications Council was formed in 1974 to promote cooperation among livestock industry publishers, the Florida Cattlemen & Livestock Journal was one of the original eleven publications represented. In 1978 the Florida Cattlemen’s Association purchased the magazine and Cody Publications continued printing the magazine until 1991. The magazine has always been the official publication of the Florida Cattlemen’s Association.

Despite its importance, the regional magazine is featured in less than 25 library collections. Through this project, the historic print issues will be professionally preserved at the UF library and access to 53 years of history will be freely available online. Online issues can be read with virtual page-turning and readers can zoom in for close-up views of any article. Full-text searching makes it easy to locate topics of interest to farmers, teachers, family genealogists and agricultural researchers.

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Digitization of the Florida Cattlemans & Livestock Journal was made possible with funding provided by Project Ceres, a partnership established in 2012 to preserve and digitize historic agricultural publications. Project Ceres partners are the Center for Research Libraries, United States Agriculture Information Network, and Agriculture Network Information Collaborative.

The Florida Cattlemans & Livestock Journal
Volume 1, Number 4 published in January 1937.

WANTED

Please contact us if you have a copy of this issue. It is the only issue missing!