2017 Project Ceres Proposal Form
USAIN Digital Libraries & Preservation Committee

Deadline for submissions: February 17th, 2017
Send proposal with budget form to Joel Cummings (jcummings@wsu.edu)

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

Date submitted: February 17, 2017

Application Submitted By University/Organization name: University of Florida George A. Smathers Libraries

Submitted By (Individual Names): Suzanne Stapleton

Emails & contact information: suzanne@ufl.edu; 352-273-2715

If more than one name, indicate who is the PI or primary contact: Suzanne Stapleton, PI

Brief Project Description (abstract of 100 words or less):

This project proposes to preserve and digitize 618 issues (33,500 pages) of *The Florida Cattleman and Livestock Journal*, from inception in 1936 through 1988. *The Florida Cattleman* is a rare yet core Florida agricultural serial--digital versions do not exist. Full-text searchable issues with metadata revealing featured issue themes will be uploaded to the Florida historical agriculture and rural life collection hosted by the UF Digital Collections. 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 Cattlemens Foundation constituencies.

Is this a ___ Tier 1 or _X_ Tier 2 proposal?

Is this a _X_ New Project _____ continuation?
If continuation, please list the title of the original project and provide a brief summary/description of the previous project. Were you part of that previous project, if so describe your role?

Is this project related to a previous USAIN-NEH Agriculture Bibliography Project? Yes/no
If Yes, please describe the project and your role in the previous project:

Yes. This agricultural serial was identified as a core publication in the report, *Florida agriculture – rural life bibliography final copy* (/ufdc.ufl.edu/UF00076179/00002 p 71) prepared for the previous USAIN-NEH Agriculture Bibliography Project by V. N. Kisling, Jr. The applicant of this current proposal request was not involved in the previous bibliography development project.
| **Scope of the Collection** | Years of coverage: 1936-present  
Number of items: 618 issues for 1936-1988 monthly publication  
Other (please specify): *The Florida Cattleman & Livestock Journal* was originally published as *The Florida Cattleman* (1936) and *The Florida Cattleman and Dairy Journal* (1937-1944). The monthly serial has been published without interruption since 1936. It is an important regional publication with less than 25 libraries reporting holdings in OCLC. The 618 issues include approximately 33,500 pages. |
| **Format of Original** |  
Check all that apply  
X Text (books, journals, manuscripts, newspapers)  
□ Visual materials (photographs, postcards, slides, etc.)  
□ Microfilm  
□ Other formats (please specify):  

| **Duplication of Effort** | X Content has not been previously digitized  
X Content is not under consideration for digitization by another entity  
□ Other (please specify):  

| **Intellectual Rights** |  
□ Source materials are in the public domain  
□ University/State Agency owns or has intellectual property rights to the content  
X University/State Agency has acquired permissions in perpetuity (or for long-term) from owner  
□ University/State Agency's use of content can be justified under fair use guidelines and the University/State Agency is able to control online access  
□ Intellectual property rights/ownership issues need further investigation  
*Summarize here or on attached pages*  
Please refer to the Grant of Permission form signed by the copyright holder attached. |
| **Target Audience(s)** | X Existing demand by an identifiable audience (please specify): Agricultural historians from Florida, the U. S., and international sites, including students and faculty of the University of Florida Institute of Food and Agricultural Sciences.  
X Current level of use of the existing collection (please specify): Digitized versions of this serial will be added to the existing *Florida Historical Agriculture & Rural Life* collection in the University of Florida Digital Collections. From Jan – Dec 2016, this collection was viewed a total of 783,409 times (“hits”) with 3,808 unique visitors. |
| **Significance of Project/Value and Demand** | You are encouraged to refer to the *Ceres Guidelines: Bibliographies and Taxonomy of Publication Types and Titles, Land Grant University Publications* as you evaluate collections for possible print preservation and digitization. If you identify a collection you would like to propose for Project Ceres (Tier 1 or Tier 2) that does not rank highly based on the *Guidelines*, we encourage you to make a case for the importance of the collection (research impact, rarity, etc.) on a separate sheet, and strongly recommend including letter(s) of support for your proposed project.  
X Complements existing collection strengths or fills gap in existing virtual collection |
Contributes to the development of critical subject mass of digital materials in areas of strong demand
X Content is unique, rare, or difficult to access
X Results in a reduction in handling of fragile material
X Protects materials at high risk of theft or mutilation
X Addresses material that is deteriorating
X Incorporates value-added services that enhance usability (e.g., through new search capabilities, integration of formats, links to other materials, the ability to manipulate images and text, or study material in new ways)
☐ Generates economies (e.g., by eliminating the need to acquire resources, freeing up staff time, etc.)
☐ Other (please specify):

ATTACH OPTIONAL LETTERS OF SUPPORT FOR PROJECT
Please see attached letters of support from Thomas Harper, Chair Florida Cattlemen’s Foundation; Robert Stone, Folklorist/Documentary Photographer; James Cusick, P. K. Yonge Florida History Librarian

### Source Materials and Metadata

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<tr>
<td><strong>Source Materials and Metadata</strong></td>
<td></td>
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<tr>
<td>X Collection Cataloged?</td>
<td>Yes</td>
</tr>
<tr>
<td>X If so, describe cataloging available:</td>
<td>MARC, CONSER standard, local catalog</td>
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<tr>
<td>X OCLC describe cataloging available</td>
<td>MARC, CONSER standard</td>
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<tr>
<td>X Metadata plan is in place, adheres to national standards, and recognizes local constraints</td>
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<tr>
<td>☐ Metadata issues need further investigation</td>
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<td>X Source Materials can be safely digitized and will produce good quality digital output</td>
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### Resources and Funding

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<td>6</td>
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<tr>
<td><strong>Resources and Funding</strong></td>
<td></td>
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<tr>
<td>☐ Internal funding available to cover project.</td>
<td>No.</td>
</tr>
<tr>
<td>☐ External funding available to cover project.</td>
<td>No.</td>
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**Accompanying Materials:**

(1) Grant of Permissions from Florida Cattlemen’s Association
(2) Letter of support from Thomas Harper, Florida Cattlemen’s Foundation
(3) Letter of support from Robert Stone, Folklorist/Documentary Photographer
(4) Letter of support from James Cusick, Curator, P. K. Yonge Library of Florida History
Supporting information for proposal, Preserving Florida’s Agricultural History: Digitization of The Florida Cattleman & Livestock Journal.

Importance of project:

The Florida Cattleman & Livestock Journal was originally published as The Florida Cattleman (1936) and The Florida Cattleman and Dairy Journal (1937-1944). The monthly serial has been published without interruption since 1936. It is an important regional publication with less than 25 libraries reporting holdings in OCLC. One of the four missions of the Florida Cattlemen’s Foundation is to preserve Florida’s ranching history. Ranching in Florida is important to the state’s history; unique farming practices evolved for success in sub-tropical conditions. Professional, long-term preservation of this serial is a high priority for the Florida Cattlemen’s Foundation and the UF George A. Smathers Libraries. Through this project a complete set of the early collection would be preserved under professional conditions. Digitization of the material will enable full-text search capabilities at the issue level to assist practitioners, family genealogists, and agricultural historians.

Details on number of items:

1936: 3 issues, 16 pp each; BW printing; original title; 3 libraries in OCLC (est. pages = 50)
1937-1944: v 1 no 4 (Jan 15, 1937) – v 8 no 6 (Mar 1944), 87 items; 20 pp ea; second title; 2 libraries in OCLC (est. pages = 1740)
1944 – 1988; v 8 no 7 (Apr 1944) – v. 53 no 3 (Dec 1988); 528 items; 40-90 pp each; color covers and advertisements, current title; 21 libraries in OCLC (est. pages = 31,680, ave. 60 pp/issue)

Estimated total number of pages to be digitized is 33,500 pages from 618 issues
Tier 2 funds are designed to assist recipients to initiate large-scale digitization/preservation projects, while also completing a comprehensive bibliography to inform ongoing work. Project Ceres allocations for Tier 2 Projects range from $7,000 to $12,000.

**Important note regarding potential multi-year projects:** Although multi-year funding is not directly offered, applicants undertaking larger projects may frame their proposals as potential multi-year projects, with the understanding that continuous funding is not guaranteed. Proposals for subsequent year funding will be considered along with all other Project Ceres proposals for a given year.

**BUDGET JUSTIFICATION**

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<thead>
<tr>
<th>Expense Category*</th>
<th>Cost</th>
<th>Matching Funds*</th>
<th>Additional Details</th>
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<tbody>
<tr>
<td><strong>Personnel</strong></td>
<td></td>
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<tr>
<td>Temporary OPS staff (TBD) for digitization and processing</td>
<td>$9,258</td>
<td>-0-</td>
<td>$9.56/hr X 900 hrs ($8604) plus fringe benefits at 7.6% ($654)</td>
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<tr>
<td>Suzanne Stapleton (PI)</td>
<td></td>
<td>6.6% is $4,918</td>
<td></td>
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<tr>
<td>Hank Young (Cataloging)</td>
<td></td>
<td>1% is $766</td>
<td></td>
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<tr>
<td>Jane Pen (Quality Control)</td>
<td></td>
<td>1% is $578</td>
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<tr>
<td><strong>Equipment</strong></td>
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<tr>
<td><strong>Hardware</strong></td>
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<tr>
<td><strong>Software</strong></td>
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<tr>
<td><strong>Miscellaneous</strong></td>
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<td>$3,018</td>
<td>As established by the US Dept. of Health and Human Services</td>
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* There is an expectation that the institution will provide a match (in funds or in-kind) equivalent to the Project Ceres allocated amount.

*Please indicate what additional resources are available to cover project expenses:

Is there external funding available?  Yes  No X
If yes, list source(s) and amount(s):
GRANT OF PERMISSIONS

In reference to the following title(s):


I, Jim Handley as copyright holder or licensee with the authority to grant copyright permissions for the aforementioned title(s), hereby authorize the University of Florida, acting on behalf of the Board of Trustees of the University of Florida, to digitize, distribute, and archive the title(s) for nonprofit, educational purposes via the Internet or successive technologies.

This is a non-exclusive grant of permissions for on-line and off-line use for an indefinite term. Off-line uses shall be consistent either, for educational uses, with the terms of U.S. copyright legislation’s "fair use" provisions or, by the University of Florida, with the maintenance and preservation of an archival copy. Digitization allows the University of Florida to generate image- and text-based versions as appropriate and to provide and enhance access using search software.

This grant of permissions prohibits use of the digitized versions for commercial use or profit.

Signature of Copyright Holder

Jim Handley

Printed or Typed Name of Copyright Holder

2/13/2017

Date of Signature

Attention: Digital Support Services
Smathers Libraries
University of Florida
P.O. Box 117003
Gainesville, FL 32611-7003
P: 352.273.2900
ufdc@uflib.ufl.edu
February 13, 2017

Suzanne Stapleton
Agricultural Sciences & Digital Initiatives Librarian
Marston Science Library
University of Florida
Gainesville, FL 32611

Dear Suzanne,

Please accept this letter of support for your application titled, Preserving Florida’s Agricultural History: Digitization of The Florida Cattleman & Livestock Journal.

Cattle were introduced into Florida sometime in the early 1500s and quickly became one of the introduced species that thrived in Florida’s environment. Study of dietary habits among early colonists at St. Augustine show a general shift away from wild game, such as deer and fish, towards dependence on cattle and pig by the late 1600s. Free-range ranching was well established by the mid-1600s among native peoples and colonists alike, and has remained part of Florida’s economy ever since.

As you know, The Florida Cattleman is the principal publication documenting the rise of the ranching industry in Florida during the 20th century. It is the official trade journal, and an invaluable source of information changes to cattle ranching and cattle breeding over time. While widely circulated to ranchers and breeders, it is not as well-known outside those professions. Your digitization project will both ensure the preservation of this record and its general availability to people looking at the legacy of cattle and cattle-raising in Florida.

Like other agricultural sectors in Florida, ranching is under stress for a variety of reasons. In the 1970s, Florida ranked seventh among the states in number of cattle; today it ranks ninth, with importance as a supplier of breeding stock, for dairy cattle, and for some important cultural aspects of ranching, such as its traditional role among the professions of the Seminole and Miccosukee. Many aspects of ranching and breeding as they existed in the 1930s and 1940s have now changed beyond recognition. Florida Cattleman 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. This project will benefit agricultural history for Florida by ensuring the journal continues as a source of data for study.

*Susto*
The P.K. Yonge Library of Florida History has a long-standing interest in preserving Florida’s agricultural history and maintaining source material for the study of state agriculture over time. As curator, I am excited to hear of this initiative, and give it my full support as a project that focuses attention on one of the state’s oldest and most-defining professions.

Sincerely,

James G. Cusick
Curator, P.K. Yonge Library of Florida History
Special & Area Studies Collections
George A. Smathers Library
University of Florida
Gainesville FL  32611
352-273-2778
jgcusick@ufl.edu
February 13, 2017

Suzanne Stapleton
Agricultural Sciences & Digital Initiatives Librarian
Marston Science Library
University of Florida
Gainesville, FL 32611

Dear Suzanne:

I write in support of your grant application for the project, “Preserving Florida’s Agricultural History: Digitization of The Florida Cattlemen and Livestock Journal.”

In my service as co-curator and principal documentary photographer for the 2,400 square foot multi-media traveling exhibition, Florida Cattle Ranching: Five Centuries of Tradition, the archives of the Florida Cattlemen and Livestock Journal were one of my most valuable resources. The magazines contain a wealth of technical and historical content including articles, photographs, graphic images and advertisements, the combination of which is a treasure trove of information on the beef cattle and dairy industries of Florida. Much of this information is not available from any other source.

Since retiring from working full-time in 2010, I have worked part-time with the Florida Cattlemen’s Foundation to assist in finding a permanent home for the exhibit and writing monthly historical-cultural articles for the Florida Cattlemen and Livestock Journal. The Foundation is a 501c-3 non-profit corporation with a four point mission of supporting research, education, leadership development, and the preservation of history and culture. Florida cattlemen recognize the value of their history and culture and have made a serious commitment to document, preserve and share it.

I also make presentations on the exhibit theme to the general public and to educators, both largely funded by the Florida Humanities Council. The audiences often ask for additional resources and how to access them. Digitizing the magazine would make this valuable resource easily and efficiently accessible to the general public, researchers and educators.
I strongly recommend funding of the proposed digitization project. Completion of the project will have lasting value to a broad base of users.

Sincerely,

Robert Stone
Attention: Suzanne Stapleton
Agricultural Sciences & Digital Initiatives Librarian
Marston Science Library
University of Florida
Gainesville, Florida 32611

Subject: Grant Application Support

On behalf of the Florida Cattlemen’s Foundation Board of Directors, please accept this letter of support for your application titled, Preserving Florida’s Agricultural History: Digitization of The Florida Cattlemen’s & Livestock Journal.

This project is of extreme importance to our organization as it will help tremendously with our charter to promote and preserve our heritage, educate this and future generations about our industry, develop knowledgeable future leaders, and document and make easily accessible the research that sustains us. Agricultural science has allowed our industry to efficiently adapt to meet our growing global needs for protein provided by our red meat, much of which has been communicated and documented in our Journal.

Upon the successful completion of this project; educators, our industry, the general populace, as well as students and researchers will have an invaluable resource covering the gambit of details about our industry.

We look forward to participating in this project, not only providing the material to be digitized but also helping in formulating the search tools that will make it easy for the user to quickly find and correlate the particular information being sought.

We are looking with anticipation at a successful grant and the completion of this valuable work.

Sincerely,

Thomas J. Harper
Chairman Florida Cattlemen’s Foundation

February 10, 2017