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 Kissimmee, 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

[Signature]

Suzanne Cady Stapleton
Agricultural & Digital initiatives Librarian
Marston Science Library
University of Florida
George A. Smathers Libraries
Facility and Archiving Conditions

Project Title: Preserving Florida’s Agricultural History: Digitation of the *Florida Cattleman & Livestock Journal*

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 URL:

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

Project Title: Preserving Florida’s Agricultural History: Digitation of the Florida Cattleman & Livestock Journal

This agreement is between the University of Florida George A. Smathers Libraries and the Florida Cattlemen’s Association publisher of the Florida Cattleman & Livestock Journal. The Center for Research Libraries (CRL) is the primary funding source for the Project Ceres Grant and requires all participating institutions to sign a service agreement detailing their involvement.

The Florida Cattlemen’s Association and the Florida Cattlemen’s Foundation will provide the following deliverable to the University of Florida:

- Lend print editions of the serial issues identified below to University of Florida (UF) George A. Smathers Libraries for digitization by UF Digital Support Services (DSS)
- Provide facility and archiving conditions information under which the print originals will be housed after digitization, using the outline provided on Attachment A (see below).
- Make the print originals reasonably available to the University of Florida George A. Smathers Libraries if re-digitization is needed
- Report to University of Florida George A. Smathers Libraries any changes to the conditions of archiving
- Grant to University of Florida George A. Smathers Libraries the “right of first refusal” in the event that your commitment to archiving the print originals ceases.

For items owned by partner institutions, the University of Florida George A. Smathers Libraries will provide the following deliverables to CRL:

- Coordinate with partner institution for safe transport and timely return of selected material for digitization.
- Provide one copy of all pdf digital files produced, with appropriate issue-level metadata, to CRL at the completion of the project.
- Submit progress reports to CRL
- Digitize selected materials using National Agricultural Library's scanning specifications or better: http://dresearch.nal.usda.gov/cgi-bin/dexplcgi?qry1733376408;1
- Post digital files and metadata on UFDC, an openly accessible web platform upon completion of project.
- Share digital version of selected material with partner institution and acknowledge partner contribution with institutional wordmark
- Expose metadata for harvesting by AgNIC, the Agriculture Network Information Collaborative
- Retain holdings of print materials digitized for a minimum of five years and report to CRL any changes to the conditions of archiving
The above terms are herewith agreed to:

For Institution: Florida Cattlemen’s Association
By: 

[Signature]

Signature and Date: 

[Name and Title]

Printed Name and Title for Florida Cattlemen’s Association

For Institution: University of Florida George A. Smathers Libraries

[Signature]

Signature and Date: 

Suzanne Stapleton, Librarian

Printed Name and Title
Partnership Agreement for Project Ceres

Project Title: Preserving Florida’s Agricultural History: Digitation of the *Florida Cattleman & Livestock Journal*

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...
(Continued from page 99)

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 Cattleman 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 advertisements. 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. The 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.

Bob Stone, columnist for The Florida Cattlemen & Livestock Journal, helped collect issues from the Florida Cattlemen's Association archives in Kissimmee.

(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 Cattleman & Dairy Journal (1937-1944) and the Florida Cattleman & 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. A1 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 Cattleman & 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...
Digitization of the Florida Cattlemen & 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.

History of Florida

Agricultural history is rich and varied, and the Florida Cattlemen & Livestock Journal has been a cornerstone in documenting this history. The journal was established in 1936 and has covered a wide range of topics related to the cattle industry in Florida. Over the years, it has become an invaluable resource for historians, researchers, and anyone interested in the history of the cattle industry in Florida.

Florida has a long history of cattle farming, dating back to the early days of European settlement. The industry has played a significant role in the state's economy, and it continues to this day. The journal has documented this history in great detail, providing a rich source of information and insight into the development of the cattle industry in Florida.

The journal is a testament to the importance of preserving agricultural history. By digitizing the journal, we are ensuring that this important resource will be available for future generations to study and learn from. The Florida Cattlemen & Livestock Journal is a valuable resource for anyone interested in the history of agriculture in Florida and beyond.