Ocean Spray Cranberries, Inc.
Brand Management – MKT 499

Mary Ellen Ash
Reference Librarian
October 6, 2017
Today we will cover:

- Secondary sources
- NAICS/SIC codes
- Library databases
- Website evaluation
- Google
- Think tanks
- Company websites
- Industry websites
- How to get reference assistance
What is a Secondary Source?

Secondary sources describe, discuss, interpret, comment upon, analyze, evaluate, summarize, and process primary sources. Secondary source materials can be articles in newspapers or popular magazines, book or movie reviews, or articles found in scholarly journals that discuss or evaluate someone else's original research.

Source: https://library.ithaca.edu/sp/subjects/primary
What is a NAICS Code?

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.
What is a SIC Code?

The Standard Industrial Classification number was replaced by the NAICS code in 1997. Some agencies, like the SEC, still use the SIC code.
How do I find Friedsam Library on the web?

Performers set for St. Bonaventure University’s world premiere of Fabio Luisi’s ‘Saint Bonaventure Mass’

Sep 08, 2017 | Principal participants and performers are set for the Sunday, Sept. 17, world premiere of “Saint Bonaventure Mass,” a renowned music director’s gift to St. Bonaventure University in honor of the 800th anniversary of the birth of its patron saint.
Subscribe to the NYT – Free of Charge!

The New York Times

As a student, faculty, or staff member at SBU, you are entitled to use the New York Times website, with full-text, for free. Visit http://nytimes.com/passes or see how here: http://youtu.be/NROcmgBFUyY.

Brought to you by SGA & your campus library at SBU.

You can also read the archives of the BV online (no registration needed).

About the University Library

Friedsam Memorial Library is where you can find the resources needed for papers and projects. The library also offers group and individual study and work space, along
Welcome to Friedsam Memorial Library

Please try the library’s new Ebsco Discovery System tool!


This new tool is still being configured but it’s ready to test out--give it a try and let us know what you think. Eventually this tool can replace our current integrated search tool.
Welcome to Friedsam Memorial Library

Please try the library's new Ebsco Discovery System tool!


This new tool is still being configured but it's ready to test out—give it a try and let us know what you think. Eventually this tool can replace our current integrated search tool.
Welcome to Friesdam Memorial Library

Please try the library’s new Ebsco Discovery System tool!


This new tool is still being configured but it’s

- Articles & Databases
- Find Electronic & Print Journal Titles
- SBU Book Catalog | WorldCat
  - SBU Book Catalog Lite
- Citation Format Tool
  - Tips: APA, MLA, and Chicago/Turabian styles
  - ASA (Sociology) style
  - DOI locator: CrossRef
  - Word template for APA
- Interlibrary Loan
- Electronic Reserves: IMC Plans (Login with your Moodle credentials and then choose the “Electronic Reserves (Library)” link)
- Need help?
  - Call (716) 375-2164
  - E-mail ref@sbue.edu
  - Ask Us 24/7—Instant online chat help
Business

- ABI/Inform Dateline, Global, and Trade & Industry (ProQuest)
- Business Source Complete (EBSCOHost)
- Business Insights: Essentials (Gale)--look for this database at the end of the list. Note that this database replaced earlier Gale business databases.
- CCH (Accounting/Taxes) [class access only]
- LexisNexis Academic
- Morningstar Library Edition
- Mergent Online [on campus access only]
- ProQuest Central Research Library (ProQuest)--includes Hoovers Company Records
- Regional Business News (EBSCOHost)

Computer Science

- ACM Digital Library [The library does not subscribe, but free content can be viewed at this site]
- Books24/7.com
Top 3 results for: ocean spray

Your search found 99 companies. Listed below are the Top 3 companies. Select the company name from the results list to see the reports or click View All to see the rest of your results.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Street Address</th>
<th>Company Type</th>
<th>Headquarters</th>
<th>Dossier ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ocean Spray Cranberries, Inc.</td>
<td>1 Ocean Spray Dr, Lakeville, Massachusetts, United States</td>
<td>PRIVATE - PARENT</td>
<td>Headquarters</td>
<td>1009571</td>
</tr>
<tr>
<td>Grower of Ocean Spray Cranberries</td>
<td>27204 Bronson Ave, Warrens, Wisconsin, United States</td>
<td>PRIVATE - PARENT</td>
<td>Headquarters</td>
<td>7676419</td>
</tr>
<tr>
<td>Ocean Spray acrylic LLC</td>
<td>535 Consolata Ave NW, Palm Bay, Florida, United States</td>
<td>PRIVATE - PARENT</td>
<td>Headquarters</td>
<td>56733563</td>
</tr>
</tbody>
</table>
Ocean Spray Cranberries, Inc. was founded in 1930 and is headquartered in Lakeville, MA. The company is a cooperative owned by about 60 cranberry and 50 grapefruit growers in North America. It produces canned, bottled, and shelf-stable juice drinks in the US. Ocean Spray produces its line of juice drinks by blending the cranberries with other fruits. It also offers fresh and dried berries, sauces, trail mixes, instant oatmeal, and snack bars. In addition, the company offers grapefruit and grapefruit juice for food retailers, foodservice providers, and other food manufacturers.
Ocean Spray Cranberries, Inc. was founded in 1930 and is headquartered in Lakeville, Massachusetts. It produces canned, concentrated juice, and fruit purées. In addition, the company offers grapefruit and grapefruit juice products.
Report for: Ocean Spray Cranberries, Inc.

Snapshot

<table>
<thead>
<tr>
<th>OCEAN SPRAY CRANBERRIES INC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type:</strong></td>
</tr>
<tr>
<td><strong>Address:</strong></td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
</tr>
<tr>
<td><strong>Fax:</strong></td>
</tr>
<tr>
<td><strong>Email Address:</strong></td>
</tr>
</tbody>
</table>

Dossier ID: 1008371
Ticker(s): Exchange(s): Employees: Social:

Internet: [www.oceanspray.com](http://www.oceanspray.com)

Industry Classification

<table>
<thead>
<tr>
<th>Primary SIC Code</th>
<th>Pickles, sauces, and salad dressings (2035)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary NAICS Code</td>
<td>Fruit and Vegetable Canning (311421)</td>
</tr>
</tbody>
</table>

All Classifications

Business Description

Ocean Spray Cranberries, Inc. was founded in 1930 and is headquartered in Lakeville, MA. The company is a cooperative owned by about 600 cranberry and 50 grapefruit growers in North America. It produces canned, bottled, and shelf-stable juice drinks in the US. Ocean Spray produces its line of juice drinks by blending the cranberries with other fruits. It also offers fresh and dried berries, sauces, trail mixes, instant oatmeal, and snack bars. In addition, the company offers grapefruit and grapefruit juice for food retailers, foodservice providers, and other food manufacturers.

from Corporate Affiliations, September 22, 2017 Copyright 2017 Reed Elsevier Inc. All rights reserved.
OCEAN SPRAY CRANBERRIES INC

Type: Private - Parent
Address: 1 Ocean Spray DR, Lakeland, Massachusetts 02547-1390, United States
Phone: 508-949-1000
Fax: 508-949-7704
Email Address: marketingenquiries@oceanspray.com

Dossier ID: 1005571
Ticker(s):
Exchange(s): NAS
Employees: 350
Internet: www.oceanspray.com
Social: 

Monthly Financials

<table>
<thead>
<tr>
<th>Amount</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>$334,938,000</td>
<td>1</td>
</tr>
<tr>
<td>$1,706,771,000</td>
<td>1</td>
</tr>
</tbody>
</table>

Industry Classification

Primary SIC Code: Pickles, sauces, and salad dressings (2025)
Primary NAICS Code: Fruits and Vegetable Canning (311421)

Business Description

Ocean Spray Cranberries, Inc. was founded in 1933 and is headquartered in Lakeland, FL. The company is a cooperative owned by about 600 cranberry and 50 grapefruit growers in North America. It produces canned, bottled, and shelf-stable juice drinks in the U.S. Ocean Spray produces its line of juice drinks by blending the cranberries with other fruits. It also offers fresh and dried berries, sauces, tail mixes, instant oatmeal, and snack bars. In addition, the company offers grapefruit and grapefruit juice for food retailers, foodservice providers, and other food manufacturers.

Top Executives

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Papanikos, Randy</td>
<td>CEO</td>
</tr>
<tr>
<td>Borel, Keith</td>
<td>VP-Global Partners &amp; Developing Markets</td>
</tr>
<tr>
<td>Martin, Larry</td>
<td>VP-Mktg</td>
</tr>
</tbody>
</table>

From Corporate Affiliations, September 22, 2017 Copyright 2017 Reed Elsevier Inc. All rights reserved.
1. **Ocean Spray Cranberries Appoints Chief Global Growth Officer and Makes Several Changes to Executive Team; Food and Beverage Veteran Bobby Chacko joins farmer-owned Cooperative to lead global marketing, innovation and strategic initiatives.**

   PR Newswire, September 20, 2017 Wednesday 4:38 PM EST, 731 words
   Ocean Spray Cranberries, Inc. a farmer-owned ... OCEAN SPRAY CRANBERRIES INC ( ...)

2. **Behind the List with Julia Uruch of FireRock Productions**

   Lehigh Valley Business, February 6, 2017 Monday, NEWS, 512 words, Christopher Holland
   Some of our clients include Ocean Spray Cranberries Inc. and Cravola, and, regionally, we have worked with ... OCEAN SPRAY CRANBERRIES INC (Lehigh Valley Business ...)

3. **$38.1 Billion Processed Superfruits Market: Global Industry Analysis and Opportunity Assessment 2016-2026 - Research and Markets**

   Business Wire, February 1, 2017 Wednesday 11:57 AM GMT, 479 words
   North Pacific Limited, Ocean Spray Cranberry Inc., PepsiCo, Inc., Dabur ... OCEAN SPRAY CRANBERRIES INC (Business Wire ...)

4. **Ben Franklin investments include three Valley companies**

   The Morning Call, December 14, 2016 Wednesday, NEWS: A, Pg. 10, 198 words, Scott Kraus
   ... in its machining centers. Ocean Spray Cranberries Inc. of Breinigsville received $ ...
Business

- ABI/Inform Dateline, Global, and Trade & Industry (ProQuest)
- Business Source Complete (EBSCOHost)
- Business Insights: Essentials (Gale)--look for this database at the end of the list. Note that this database replaced earlier Gale business databases.
- CCH (Accounting/Taxes) [class access only]
- LexisNexis Academic
- Morningstar Library Edition
- Mergent Online [on campus access only]
- ProQuest Central Research Library (ProQuest)--Includes Hoovers Company Records
- Regional Business News (EBSCOHost)
Turn off Academic Search Complete --
### Company Profiles

Search: ocean spray cranberries

<table>
<thead>
<tr>
<th>Company Name</th>
<th>PDF Complete Report</th>
<th>Location</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Pi) Patient interaction</td>
<td>Medtrack Report (59K)</td>
<td>United States</td>
<td>CLINICAL TRIALS SERVICES</td>
</tr>
<tr>
<td>61 Communiqué Laboratory Inc.</td>
<td>Medtrack Report (643K)</td>
<td>Canada</td>
<td>TECHNOLOGY</td>
</tr>
<tr>
<td>1-800-FLOWERS.COM, Inc.</td>
<td>MarketLine Report (1011K)</td>
<td>United States of America</td>
<td>RETAIL</td>
</tr>
<tr>
<td>1st Base Pte Ltd</td>
<td>Medtrack Report (51K)</td>
<td>Singapore</td>
<td>PROTEIN AND PEPTIDE MANUFACTURING</td>
</tr>
<tr>
<td>1st Dental Laboratories</td>
<td>Medtrack Report (64K)</td>
<td>United Kingdom</td>
<td>DENTAL DEVICES</td>
</tr>
<tr>
<td>1stCases Genetics</td>
<td>Medtrack Report (273K)</td>
<td>United States</td>
<td>FINANCE</td>
</tr>
<tr>
<td>Company Name</td>
<td>PDF Complete Report</td>
<td>Location</td>
<td>Industry</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>---------------------</td>
<td>--------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Ocean Spray Cranberries, Inc.</td>
<td><img src="#" alt="MarketLine Report" /> (942K)</td>
<td>United States</td>
<td>DRINKS</td>
</tr>
<tr>
<td>Oceana Group Limited</td>
<td><img src="#" alt="MarketLine Report" /> (837K)</td>
<td>South Africa</td>
<td>AGRICULTURE</td>
</tr>
<tr>
<td>Oceaneering International, Inc.</td>
<td><img src="#" alt="MarketLine Report" /> (975K)</td>
<td>United States</td>
<td>MANUFACTURING</td>
</tr>
<tr>
<td>OceanFirst Financial Corp.</td>
<td><img src="#" alt="MarketLine Report" /> (652K)</td>
<td>United States</td>
<td>FINANCE</td>
</tr>
<tr>
<td>Oceanic Medical Products, Inc.</td>
<td><img src="#" alt="Medtrack Report" /> (56K)</td>
<td>United States</td>
<td>ANESTHESIA AND RESPIRATORY DEVICES</td>
</tr>
<tr>
<td></td>
<td><img src="#" alt="Medtrack Report" /> (56K)</td>
<td>India</td>
<td>PHARMACEUTICALS</td>
</tr>
</tbody>
</table>
COMPANY PROFILE

Ocean Spray Cranberries, Inc.
TABLE OF CONTENTS

Company Overview ................................................................. 3
Key Facts .............................................................................. 3
Business Description ............................................................. 4
History .................................................................................. 5
Key Employees ...................................................................... 6
Key Employee Biographies ..................................................... 7
Major Products & Services ...................................................... 9
Top Competitors .................................................................... 11
Locations And Subsidiaries .................................................. 12
Welcome to Friedsam Memorial Library

Please try the library's new Ebsco Discovery System tool!


This new tool is still being configured but it's ready to test out—give it a try and let us know.
### Publications Finder

**Searching: Library Publications**

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Agribusiness (681)</td>
<td></td>
</tr>
<tr>
<td>Anatomy &amp; Physiology (105)</td>
<td></td>
</tr>
<tr>
<td>Anthropology (285)</td>
<td></td>
</tr>
<tr>
<td>Applied Sciences (240)</td>
<td></td>
</tr>
<tr>
<td>Architecture (116)</td>
<td></td>
</tr>
<tr>
<td>Arts &amp; Entertainment (231)</td>
<td></td>
</tr>
<tr>
<td>Astronomy &amp; Astrophysics (77)</td>
<td></td>
</tr>
<tr>
<td>Biology (1426)</td>
<td></td>
</tr>
<tr>
<td>Biotechnology (155)</td>
<td></td>
</tr>
<tr>
<td>Botany (208)</td>
<td></td>
</tr>
<tr>
<td>Business &amp; Management (6276)</td>
<td></td>
</tr>
<tr>
<td>Chemistry (855)</td>
<td></td>
</tr>
<tr>
<td>Communication &amp; Mass Media (1744)</td>
<td></td>
</tr>
</tbody>
</table>

- **Consumer Health (65)**
- **Dance (29)**
- **Dentistry (141)**
- **Diplomacy & International Relations (399)**
- **Drama & Theater Arts (266)**
- **Earth & Atmospheric Sciences (473)**
- **Economics (1446)**
- **Education (2630)**
- **Engineering (1137)**
- **Environmental Sciences (703)**
- **Ethnic & Cultural Studies (1176)**
- **Film (116)**
- **Forestry (91)**
- **Geography & Cartography (195)**
- **Information Technology (512)**
- **Language & Linguistics (657)**
- **Law (1873)**
- **Library & Information Science (421)**
- **Life Sciences (628)**
- **Literature & Writing (1325)**
- **Marketing (449)**
- **Mathematics (762)**
- **Military History & Science (175)**
- **Mining & Mineral Resources (60)**
- **Music (477)**
- **Nursing & Allied Health (566)**
- **Nutrition & Dietetics (141)**
- **Oceanography (151)**
- **Political Science (510)**
- **Politics & Government (2815)**
- **Power & Energy (395)**
- **Psychology (1331)**
- **Public Health (398)**
- **Religion & Philosophy (1111)**
- **Science (533)**
- **Social Sciences & Humanities (2707)**
- **Social Work (239)**
- **Sociology (1341)**
- **Sports & Leisure (459)**
- **Sports Medicine (20)**
- **Technology (2170)**
- **Veterinary Medicine (116)**
Beverage World

Full Text: Full Text Access
- ABI/INFORM Global 01/01/1991 - 10/01/2016
- Business Insights: Essentials 01/01/1989 - 09/30/2016
- Business Source Complete 01/15/2000 - 06/15/2010
- General OneFile 01/01/1989 - present
- ProQuest Central 01/01/1901 - 10/01/2016

ISSN: 0009-2310 (print)

Publisher Information: Keller International Pub Corp

Title History: Preceding Titles:
Beverage World International

Resource Type: Journal

Subjects: Beverage Industry

Description: Published alternately with Beverage World’s Pesocope. Feature articles, profiles, commentary, news notes & thematic issues aimed at managers & executives in the beverage industry worldwide.

URL: http://www.maxwell.com/

Frequency: 12

Peer Reviewed: No
A taste for adventure: millennials are attracted to big, bold and complex flavors and that is driving flavor innovation in the beverage market
Heather Landi
Beverage World.
The influential millennial generation continues to impact flavor trends in the beverage market as companies seek to appeal to this consumer group’s endless thirst for flavor variety. And trends among millennials, such as...

Drive for authentic tastes: millennials are driving flavor innovation and it’s all about tastes that are complex and, above all else, natural
Heather Landi
Beverage World.
It seems the key words for flavor innovation today are authenticity and complexity as consumers embrace global, regional and ethnic flavors and, at the same time, continue to demand clean label beverages. And, not...

Going healthy; fueling sales: convenience stores are adapting to changing demographics and beverage marketers are seeing opportunities
Nora Caley
Beverage World.
Convenience stores are attracting different consumers these days, so the stores are updating their assortments. That is good news for beverage companies that are trying to get new products into c-stores, and who will...

Labels under scrutiny: beverage marketers are increasingly being challenged by striking a balance between accuracy and successfully marketing their products’ point of differentiation
Heather Landi
Beverage World.
In July, the U.S. House of Representatives passed a fiercely debated food labeling act that would set up a standard for voluntary labeling of foods that contain genetically-modified ingredients. If passed into law, the...
Business

- ABI/Inform Dateline, Global, and Trade & Industry (ProQuest)
- Business Source Complete (EBSCOHost)
- Business Insights: Essentials (Gale)--look for this database at the end of the list. Note that this database replaced earlier Gale business databases.
- CCH (Accounting/Taxes) [class access only]
- LexisNexis Academic
- Morningstar Library Edition
- Mergent Online [on campus access only]
- ProQuest Central Research Library (ProQuest) --includes Hoovers Company Records
- Regional Business News (EBSCOHost)
ProQuest Central is the largest single periodical resource available, bringing together complete databases across all major subject areas, including Business, Health and Medical, Language and Literature, Social Sciences, Education, Science and Technology, as well as core titles in the Performing and Visual Arts, History, Religion, Philosophy, and includes thousands of full-text newspapers from around the world.

Subject coverage
- Multidisciplinary

Included databases
- ABI/INFORM Collection
- Accounting, Tax & Banking Collection
- Arts & Humanities Database
- Asian & European Business Collection
- Australasia & New Zealand Database
- Biology Database
- Business Market Research Collection

Search tip
By default, we will look for documents with all the terms entered. Use "quotation marks" to search for exact phrases. Separate terms with OR to find any of the words entered.
### Ocean Spray Cranberries, Inc.

- **Hoover's Company Records**, 2017
  - Ocean Spray has always been bumpy. In 2002, the then-named Northland Cranberries
  - **Abstract/Details**: Full text - PDF (416 KB)

### Northland Cranberries, Inc.

- **Hoover's Company Records**, 2017
  - **Abstract/Details**: Full text - PDF (354 KB)

### US Fruit Juice 2002

  - **Abstract/Details**: Full text - PDF (162 KB)
Business Insights: Essentials

Business

- ABI/Inform Dateline, Global, and Trade & Industry (ProQuest)
- Business Source Premier (EBSCOHost)
- Business Insights: Essentials (Gale)--look for this database at the end of the list. Note that this database replaced earlier Gale business databases.
- CCH (Accounting/Taxes) [class access only]
- LexisNexis Academic
- Morningstar Library Edition
- Mergent Online [on campus access only]
- ProQuest Central Research Library (ProQuest)--includes Hoovers Company Records
- Regional Business News (EBSCOHost)

Computer Science

- ACM Digital Library [The library does not subscribe, but free content can be viewed at this site]
- Books24/7.com
### Gale Databases

**Find:**
- All Cross-Searchable Products
- Selected Cross-Searchable Products

**Select the products you want to search:**

<table>
<thead>
<tr>
<th>Cross-Searchable Products</th>
<th>Additional Products</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Select All</strong></td>
<td></td>
</tr>
<tr>
<td>[Select]</td>
<td>[Select]</td>
</tr>
<tr>
<td><strong>Academic OneFile</strong></td>
<td>[Additional Products]</td>
</tr>
<tr>
<td>[Select]</td>
<td></td>
</tr>
<tr>
<td><strong>Agriculture Collection</strong></td>
<td></td>
</tr>
<tr>
<td>[Select]</td>
<td></td>
</tr>
<tr>
<td><strong>Business Economics and Theory</strong></td>
<td></td>
</tr>
<tr>
<td>[Select]</td>
<td></td>
</tr>
<tr>
<td><strong>New York State Newspapers</strong></td>
<td></td>
</tr>
<tr>
<td>[Select]</td>
<td></td>
</tr>
<tr>
<td><strong>Communications and Mass Media Collection</strong></td>
<td></td>
</tr>
<tr>
<td>[Select]</td>
<td></td>
</tr>
<tr>
<td><strong>Computer Database</strong></td>
<td></td>
</tr>
</tbody>
</table>

- **Academic OneFile**: Academic OneFile is the premier source of peer-reviewed full-text scholarly content across the academic disciplines. With millions of articles available in both PDF and HTML full-text, Academic OneFile is both authoritative and comprehensive.

- **Agriculture Collection**: Agriculture Collection provides a comprehensive view of agriculture and related fields. The database provides access to current and authoritative content that spans the industry – from practical aspects of farming to cutting edge scientific research in horticulture.

- **Business Economics and Theory**: Business Economics and Theory Collection provides access to academic journals and magazines focusing on topics in economics and related fields. The database has an emphasis on titles indexed in the American Economic Association’s EconLit bibliography.

- **New York State Newspapers**: Search this database of newspapers published in the state of New York, including the New York Times and the New York Post.

- **Communications and Mass Media Collection**: Communications and Mass Media Collection provides access to academic journals and magazines focusing on all aspects of the communications field. Key subjects covered in the database include advertising and public relations, literature and writing, linguistics, and more.

- **Computer Database**: Computer Database provides access to leading business and technical publications in the computer, telecommunications, and electronics industries. The database includes computer-related product introductions, news and reviews in areas such as hardware, software, electronics, engineering, communications, and the application of technology.
### Small Business Collection
Small Business Collection provides access to academic journals and magazines perfect for both business school students and entrepreneurs. The database offers content that includes insights, tips, strategies and success stories.

### U.S. History Collection
U.S. History Collection provides access to scholarly journals and magazines useful to both novice historians as well as advanced academic researchers. The database offers balanced coverage of events in U.S. history and scholarly work being established in the field.

### Vocations and Careers Collection
Vocations and Careers Collection provides access to journals and magazines that aid users in researching a vocation, finding an appropriate institution of learning, job searching, and maintaining a career. The database offers current and applicable content from general career guides to highly specialized industry journals.

### War and Terrorism Collection
War and Terrorism Collection provides access to academic journals and magazines of interest to analysts, risk management professionals, and students of military science, history, and social science. The database offers balanced coverage of both historic and contemporary topics in the fields of war and terrorism.

### World History Collection
World History Collection provides access to scholarly journals and magazines useful to both novice historians as well as advanced academic researchers. The database offers balanced coverage of events in world history and scholarly work being established in the field.

### Additional Products
- **Artemis Literary Sources**: Integrates full-text literary content with metadata and subject indexing and provides workflow tools to analyze information. You can research authors and their works, literary movements and genres. Search across your library's Literature databases to find full text of literary works, journal articles, literary criticism, reviews, biographical information and overviews.
- **Business Insights: Essentials**: Combines all of the content formerly found in Business & Company Resource Center with a new interface designed around the research goals and workflows of your diverse business research community. Easily find information on companies, industries and more in context of timely news, statistical data, and in-depth reports.
- **Literature Criticism Online**: Integrates literary history, culture, and art to the next level with the largest, most extensive collection of literary commentary available. It incorporates centuries of analysis - the scholarly and popular commentary from broadsheets, pamphlets, encyclopedias, books and periodicals - delivered in an easy-to-use 24/7 online format that matches the exact look and feel of the print originals. The net result is tens of thousands of hard-to-find essays at your fingertips. It's all designed to raise the level of research while providing the around-the-clock remote access that today's researchers demand.
- **Something About the Author Online**: Provides first-time comprehensive online access to all volumes ever printed in Gale's acclaimed and long-standing Something About the Author series, which examines the lives and works of authors and illustrators for children and young adults. It is the preeminent source on authors and literature for young people. Something About the Author Online includes both the main series and Something About the Author Autobiography Series, totaling more than 217 volumes, 12,800 entries, and nearly 17,800 images - all delivered in an easy-to-use 24/7 online format that matches the exact look and feel of the print originals.
- **Kids InfoBits**: Kids InfoBits is the perfect educational product for today's young learners. It's a content-rich, authoritative, easy-to-use resource featuring age-appropriate content covering a broad range of educational topics. It features a modern, graphical interface, great new content from trusted sources, more intuitive navigation, improved resources, and much more.
Company and Industry Intelligence

Detailed company and industry profiles including SWOT reports, market share reports, and financial reports.

Thousands of company histories and industry essays from Gale’s core business collection.

Deep research coverage with scholarly journals, business news, and more.

See What’s Inside ➤

Featuring the tools you need to interpret a global business landscape.

Financial Reports ➤

Thomson Reuters company financial reports provide interactive balance sheets and cash flow statements, as well as market conditions for publicly traded U.S. companies.

Compare Companies ➤

Analyze key metrics and compare companies and industries using our company profiles, proprietary private company database, and fundamentals comparison tool.
You searched for: ocean spray cranberries

Limit By: Company [X]

Displaying 1 - 50 of 293

Ocean Spray Cranberries Inc.
Company Profile, Gale Business Insights Online Collection, 2017
Manufacturing: Food and beverage fruit products.

- Sales: $1,133,000,000
- Employees: 2,000
- Location: United States

Brands
Company Chronology
Company Histories
Academic Journals
Trade Journals

Magazines
Market Share Reports
Rankings
News
Ocean Spray Cranberries Inc.

http://www.oceanspray.com

Key Information:
- Sales: $1,133,000,000
- Employees: 2,000
- Sales Per Employee: $566,500
- Year Founded: 1930
- Location: United States

Business Description:
Manufacturing: Food and beverage fruit products.

Fiscal Year:
August 31, 2008

Company Type:
Private, Business Firm, Export, Headquarters

Contact Information:
One Ocean Spray Dr.
Middleboro, MA

Companies with Similar Revenue:
- Lancaster Colony Corp. $1,191,110,000
- Sichuan Haici Food Company Ltd. $1,174,000,000
- Organizacion Altex S.A. de C.V. $1,156,200,000
- Maggi GmbH $1,092,000,000
- Grupo Jumex S.A. de C.V. $1,070,000,000

Industries:
- Fruit and Vegetable Canning
  - Primary Industry: 311421
Fruit and Vegetable Canning

Key Information
- Number of Companies: 144
- Employees: 268,578
- Annual Revenue: $107,487,330,000
- Sales Per Employee: $400,209
- NAICS: 311421

Top Companies
<table>
<thead>
<tr>
<th>Company</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unox</td>
<td>$54,018,300,000</td>
</tr>
<tr>
<td>Schweizer Getranko Ag</td>
<td>$27,272,370,000</td>
</tr>
<tr>
<td>CJ Cheiljedang Corp.</td>
<td>$12,063,970,000</td>
</tr>
<tr>
<td>Heinz Kraft Foods Co.</td>
<td>$10,041,470,000</td>
</tr>
<tr>
<td>The J.M. Smucker Co.</td>
<td>$7,392,330,000</td>
</tr>
</tbody>
</table>

Industry Information:
- Academic Journals
- Associations
- Magazines
- Market Share Reports
- Rankings
- News
- Trade Journals

Industry Essays (Explore overview essays related to this industry)
- Fruit and Vegetable Canning

Industry overview: Encyclopedia of American Industries, 2018
This industry comprises establishments primarily engaged in manufacturing canned, pickled, and brined fruits and vegetables. Examples of products made in these establishments are canned juices; canned jams and jellies; ...
Welcome to Friedsam Memorial Library

Please try the library's new Ebsco Discovery System tool!


This new tool is still being configured but it's ready to test out--give it a try and let us know what you think. Eventually this tool can replace our current integrated search tool.

The New York Times

As a student, faculty, or staff member at SBU, you are entitled to use the New York Times website, with full-text,
Search Results: 1 - 20 of 340,264

1. Research and Markets Offers Report: India Packaged Fruit-Based Beverages Industry Outlook to 2019
   - Subjects: India; Fruit juices -- Reports; Beverage industry -- Industry forecasts; Beverage industry -- Reports; Food -- Packaging; Food -- Reports
   - View full text from Gale Cengage Learning

2. More than a Beverage: First Fruits Business Ministry produces Trim Fit Weight Loss Water to provide a healthy weight loss solution for consumers
   - Subjects: Fruit; Beverage industry; Body weight; Plastic containers; Weight loss
   - View record in Business Insights: Essentials

3. India Packaged Fruit-Based Beverages Industry Outlook to 2019 - 100% juices and Nectars to Drive Future Growth
   - Subjects: India; Beverage industry -- Industry forecasts; Food -- Packaging; Fruit juices
   - View record from Academic OneFile

4. Fruit & Vegetable Juice and Beverage Industry Overview in China
   - Subjects: China; Food additives; Soft drink industry
   - View record in Business Insights: Essentials
1. The comforts of home.


Subjects: Local purchasing; Other Food Crops Grown Under Cover; Support activities for crop production; Crop Harvesting, Primarily by Machine; Fresh fruit and vegetable merchant wholesalers; Fresh Fruit and Vegetable Merchant Wholesalers; Fruit and Vegetable Markets; Beverage Industry — United States; Fruit; Beverages — Labeling; Fruit Industry — United States

PDF Full Text  Save PDF to Cloud (103KB)

2. Satisfying your sweet tooth.


Subjects: Beverage industry; TAXATION: Breweries; Bottled Water Manufacturing; Soft Drink Manufacturing; Soft drink and ice manufacturing; Non-alcoholic beverage merchant wholesalers; All Other Specialty Food Stores; Sugar content of beverages; Soft drinks; Carbonated beverages; Beverages

PDF Full Text  Save PDF to Cloud (555KB)

3. Functional, clean label trends drive growth of vegetable juices, juice smoothies: Consumers are looking for beverages with no added sugar, and functional and clean ingredients. This has presented challenges for some juice manufacturers.


Subjects: Fruit juice industry; Beverage industry; Food industry; Bottled Water Manufacturing; Breweries; Refrigerated Prepared Food Manufacturing; All Other Miscellaneous Food Manufacturing; Other specialty-line food merchant wholesalers; Fruit and Vegetable Canning; Frozen Fruit, Juice, and Vegetable Manufacturing; High pressure (Technology); Sugar content of beverages

PDF Full Text  Save PDF to Cloud (418KB)

4. 'Blended' is splendid in nondairy drinks.


Subjects: Beverage industry; Breweries; Bottled Water Manufacturing; Soft Drink Manufacturing; Soft drink and ice manufacturing; Other specialty-line food merchant wholesalers; Fruit and Vegetable Canning; All Other Specialty Food Stores; All other miscellaneous crop farming; All Other Miscellaneous Crop Farming; Coffee and Tea Manufacturing; Fruit juices; Coffee drinks; Tea; Fruit drinks
Website Evaluation

- Accuracy
- Authority
- Objectivity
- Currency
Accuracy

- Who wrote the page and can you contact him or her?
- What is the purpose of the document and why was it produced?
- Is this person qualified to write this document?

Source: http://guides.library.cornell.edu/c.php?g=32334&p=203768
Authority

- Who published the document and is it separate from the Webmaster?
- Are the author(s) credentials or affiliations listed?
- Check the document URL: What institution or organization published this document? Where?
- Is the information presented in the document cited correctly in a bibliography or reference list?

Source: http://guides.library.cornell.edu/c.php?g=32334&p=203769
Objectivity

- What goals/objectives does this page meet?
- How detailed is the information?
- What opinions (if any) are expressed by the author?

Source: http://guides.library.cornell.edu/c.php?g=32334&p=203770
Currency

- When was it produced?
- When was it updated?
- How up-to-date are the links? Are there dead links?
- Is the page content outdated?

Source: http://guides.library.cornell.edu/c.php?g=32334&p=203771
Look at Domain Suffixes

.com = Commercial site.
The information provided by commercial interests is generally going to shed a positive light on the product it promotes. While this information might not necessarily be false, you might be getting only part of the picture. Remember, there's a monetary incentive behind every commercial site in providing you with information, whether it is for good public relations or to sell you a product outright.

.edu = Educational institution.
Sites using this domain name are schools ranging from kindergarten to higher education. Information from sites within this domain must be examined very carefully. If it is from a department or research center at an educational institution, it can generally be taken as credible. However, students' personal Web sites are not usually monitored by the school even though they are on the school's server and use the .edu domain.

.gov = Government.
All branches of the United States federal government use this domain. Information such as Census statistics, Congressional hearings, and Supreme Court rulings would be included in sites with this domain. The information is considered to be from a credible source.

.org = Traditionally a non-profit organization.
Organizations such as the American Red Cross or PBS use this domain suffix. Generally, the information in these types of sites is credible and unbiased, but there are examples of organizations that strongly advocate specific points of view over others, such as the National Right to Life Committee and Planned Parenthood. You want to give this domain scrutiny.

.mil = Military.
This domain suffix is used by the various branches of the Armed Forces of the United States.

.net = Network.
You might find any kind of site under this domain suffix. It acts as a catch-all for sites that don't fit into any of the preceding domain suffixes. Information from these sites should be given careful scrutiny.

Source: http://uscupstate.libguides.com/c.php?g=257977&p=1721715
us census bureau demographic trends 2017
Projections of the Size and Composition of the U.S. Population: 2014 to 2060

*Current Population Reports*

By Sandra L. Colby and Jennifer M. Ortman

Issued March 2015

INTRODUCTION

Between 2014 and 2060, the U.S. population is projected to increase from 319 million to 417 million, reaching 400 million in 2051. The U.S. population is projected to grow more slowly in future decades than in the recent past, as these projections assume that fertility rates will continue to decline and that there will be a modest decline in the overall rate of net international migration. By 2030, one in five Americans is projected to be 65 and over; by 2044, more than half of all Americans are projected to belong to a minority group (any group other than non-Hispanic White alone); and by 2060, nearly one in five of the nation’s total population is projected to be foreign born.

This report summarizes results from the U.S. Census Bureau’s 2014 National Projections, with a focus on changes in the age structure and shifts in the racial and ethnic composition of the population—both the total population as well as the native and foreign born. demographic components of change—births, deaths, and net international migration. The projections, based on the 2010 Census and official estimates through 2013, were produced using cohort-component methods. Such methods project the components of population change separately for each birth cohort (persons born in a given year) based on past trends. The base population is advanced each year by using projected survival rates and net international migration. A new birth cohort is added to the population by applying the annual projected fertility rates to the female population. The projections cover the period 2014 to 2060. The 2014 National Projections are the first series of Census Bureau projections to incorporate separate assumptions about the fertility of native and foreign-born women. Differentiating assumptions about fertility by nativity is expected to better account for the effects of international migration of the foreign born on changes in the size and composition of the total U.S. population.
Millennials Outnumber Baby Boomers and Are Far ... - Census Bureau
Jun 29, 2015 - Their size exceeds that of the 75.4 million baby boomers, according to new U.S. Census Bureau estimates released today. Overall, millennials ...

Population - Census Bureau
https://www.census.gov/topics/population.html
The U.S. Census Bureau is the leading source of statistical information about the nation's people. Our population statistics come from decennial censuses, which ...

The Changing Economics and Demographics of ... - Census Bureau
This report uses two surveys from the U.S. Census Bureau to look ... is no official start and end date for when millennials were born. The cohort of 18- to ...

More Than One-Third of Young Adults Live at Home - Census Bureau
Apr 19, 2017 - Census of Governments ... U.S. and World Population Clock ..... More Millennials Vote: Only Age Group to See Voter Turnout Increase Since ...

Millennials overtake Baby Boomers as America's largest generation ... www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/
Apr 25, 2016 - Millennials now number 75.4 million, surpassing the 74.9 million Baby Boomers. ... estimates released this month by the U.S. Census Bureau.

Here's how the Census Bureau fooled you on 'millennials' - The ...
https://www.washingtonpost.com/.../the-census-bureau-scores-a-public-relations-coup...
Jun 28, 2015 - There are important nuggets buried in the Census Bureau's new data on the American population, ones that reinforce what we've understood ...
FOR IMMEDIATE RELEASE: THURSDAY, JUNE 25, 2015

Millennials Outnumber Baby Boomers and Are Far More Diverse, Census Bureau Reports

June 25, 2015

Release Number: CB15-113

JUNE 25, 2015 — Millennials, or America’s youth born between 1982 and 2000, now number 83.1 million and represent more than one quarter of the nation’s population. Their size exceeds that of the 75.4 million baby boomers, according to new U.S. Census Bureau estimates released today. Overall, millennials are more diverse than the generations that preceded them, with 44.2 percent being part of a minority race or ethnic group (that is, a group other than non-Hispanic, single-race white).

These latest population estimates examine changes among groups by age, sex, race and Hispanic origin nationally, as well as in all states and counties, between April 1, 2010, and July 1, 2014.

Even more diverse than millennials are the youngest Americans: those younger than 5 years old. In 2014, this group became majority-minority for the first time, with 52.2 percent being part of a minority race or ethnic group.

Reflecting these younger age groups, the population as a whole has become more racially and ethnically diverse in just the last decade, with the percentage minority climbing from 32.9 percent in 2004 to 37.9 percent in 2014.

Five states or equivalents were majority-minority: Hawaii (77.0 percent), the District of Columbia (64.2 percent), California (61.6 percent), New Mexico (61.1 percent) and Texas (58.5 percent).

Among the remaining states, Nevada is the closest to crossing this threshold, with a population 48.5 percent minority. More than 11 percent (304) of the nation’s 3,142 counties were majority-minority in 2014. Five reached this milestone during the year beginning July 1, 2013: Russell, Ala., Newton, Ga., Eddy, N.M., Brazoria, Texas; and Suffolk city, Va.

Other highlights from the estimates:

The 65-and-older population

- The nation’s 65-and-older population grew from 44.7 million in 2013 to 46.2 million in 2014. This group, which now contains the oldest four years of the baby boom generation (born between 1946 and 1964), is 21.7 percent minority, less diverse than younger age groups.
What is a think tank?

A think tank, policy institute, or research institute is an organization that performs research and advocacy concerning topics such as social policy, political strategy, economics, military, technology, and culture.
Mexican Views of U.S. Turn Sharply Negative

Nearly two-thirds of Mexicans express a negative opinion of the U.S., more than double the share in 2015. Mexicans are dissatisfied with their country’s direction and economy, and many are concerned about crime and corruption.

Mexican views of U.S.

<table>
<thead>
<tr>
<th>Year</th>
<th>Favorable</th>
<th>Unfavorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>56%</td>
<td>41%</td>
</tr>
<tr>
<td>2015</td>
<td>66%</td>
<td>29%</td>
</tr>
<tr>
<td>2017</td>
<td>65%</td>
<td>30%</td>
</tr>
</tbody>
</table>

U.S. POLITICS | SEP 13, 2017
Partisans Differ Widely in Views of Police Officers, College Professors

Mean thermometer ratings

<table>
<thead>
<tr>
<th>Group</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Military</td>
<td>83</td>
</tr>
<tr>
<td>Teachers</td>
<td>78</td>
</tr>
</tbody>
</table>

U.S. POLITICS | SEP 14, 2017
How ‘Drop-Off’ Voters Differ From Consistent Voters and Nonvoters

% who said they personally care a good deal who wins the following races in 2016

Among those

<table>
<thead>
<tr>
<th>Group</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Military</td>
<td>83</td>
</tr>
<tr>
<td>Teachers</td>
<td>78</td>
</tr>
</tbody>
</table>
People in the Philippines Still Favor U.S. Over China, but Gap Is Narrowing

Filipinos have positive views of the U.S. and China and their respective leaders, Donald Trump and Xi Jinping. They also approve of their own leader, President Rodrigo Duterte, and his war on drugs.
5 facts about Millennial households

SEP 06, 2017
Millennials are the largest living generation by population size (79.8 million in 2016), but they trail Baby Boomers and Generation Xers who...
Americans are moving at historically low rates, in part because Millennials are staying put

FEB 13, 2017


(iStockphoto.com) Americans are moving at the lowest rate on record, and recently released Census Bureau data show that a primary reas...
10 demographic trends shaping the U.S. and the world in 2017

BY ANTHONY CILUFFO AND D'VERA COHN

As demographers convene in Chicago for the Population Association of America’s annual meeting, here is a look at 10 of Pew Research Center’s recent findings on demographic trends, ranging from global refugee and migrant flows to changes to family life and living conditions.
Find your Company’s website --
Information found on Ocean Spray’s website includes:

- Company history with chronology;
- Statements on diversity, sustainability and GMO ingredients;
- Press releases;
- FAQs;
- How cranberries and grapefruits are harvested; and
- Slavery and Human Trafficking Statement.
Types of information on company site

- Company history
- Press releases/news
- Corporate responsibility or mission statement
- Information about products
- If a public company it will list shareholder reports and other information
How to locate trade associations

Google search for "association beverage"

American Beverage Association
www.ameribev.org/
The American Beverage Association strives to unify America's non-alcoholic beverage industry. Through member support, ABA strengthens the producers,...
About Us - Our Members - ABA Team - Contact Us
WE ARE AMERICA'S BEVERAGE COMPANIES

We make American products, with American workers, in America's hometowns.

LEARN MORE ABOUT OUR MISSION & HISTORY →

Working Together for Real Change
WATCH THE VIDEO
Information found on industry’s site may include:
- Advocacy data;
- Industry facts;
- Studies and reports;
- Statistics;
- Quotable spokespeople; and
- Sources for additional information.
Check Social Media sites
What is Interlibrary Loan?

Stop by the reference desk or email ILL@sbu.edu
How do I log in off campus?

Welcome to the St. Bonaventure University EzProxy Login!

This service allows you to access many of the library's databases remotely.

If you have any difficulties, please contact the Reference Desk at ref@sbu.edu or 716-375-2164. Thanks for using the library.

Please enter your username:  
Please enter your password:  
Login
Need Help?

- Talk to your professor
- Email me at mash@sbu.edu
- Call the Reference Desk (716) 375-2164
- Stop by or call for an appointment
- E-mail the reference staff at ref@sbu.edu
- Ask Us 24/7 - instant online chat help
- Interlibrary Loan