Marketing 301
Secondary Research --
The Basics

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

- Primary v. secondary sources
- NAICS/SIC codes
- Library databases
- Website evaluation
- Think tanks
- Company websites
- Industry websites
- How to get library assistance
What is a Primary Source?

A primary source provides direct or firsthand evidence about an event, object, person, or work of art. Primary sources include historical and legal documents, eyewitness accounts, results of experiments, statistical data, pieces of creative writing, audio and video recordings, speeches, and art objects. Interviews, surveys, fieldwork, and Internet communications via email, blogs, listservs, and newsgroups are also primary sources. In the natural and social sciences, primary sources are often empirical studies—research where an experiment was performed or a direct observation was made. The results of empirical studies are typically found in scholarly articles or papers delivered at conferences.

According to the American Marketing Association dictionary:

**primary data** - The information collected specifically for the purpose of the investigation at hand.

Source: https://library.ithaca.edu/sp/subjects/primary
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?
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/NROcngDFUuY.

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
A Taste of Indian Nostalgia Finds an Eager Audience

EDISON, N.J. — For anyone who grew up in India during the second half of the 20th century, ice cream is inextricable from the name Koolaid.

When the brand arrived in the country in the 1970s, it awakened a nationwide infatuation. During the period of Indian immersion, people would dash to the ill-up cases of Koolaid at their local diners for a block of pictures butterscotch ice cream, or the triple layered ice cream bar called casada. But its popularity waned after a corporate takeover left its taste
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 Friesam 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.

The New York Times
Best Bets to Start -- All Subjects

Great general databases -- Info for all academic areas

- Academic Search Complete [EBSCOHost]
- ProQuest Central Research Library (ProQuest)

Need newspaper content, business reports, or legal opinions?

- LexisNexis Academic

Looking for high-quality, scholarly journals?

- JSTOR

How about a good dictionary/thesaurus to help you start your writing?

- Oxford English Dictionary -- on campus
- Oxford English Dictionary -- off campus
## Find a Company - Results

Your search found 3 companies.

<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>1. Perry's Ice Cream Co., Inc.</td>
<td>1 Ice Cream Pk., Akron, New York, United States</td>
<td>PRIVATE - PARENT</td>
<td>Headquarters</td>
<td>14460517</td>
</tr>
<tr>
<td>2. Perry's Ice Cream LLC</td>
<td>2050 Old Hickory Tree Rd, Saint Cloud, Florida, United States</td>
<td>PRIVATE - PARENT</td>
<td>Headquarters</td>
<td>55296349</td>
</tr>
<tr>
<td>3. PERRY'S ICE CREAM</td>
<td>172 MAIN ST, NASHUA, NEW HAMPSHIRE, USA</td>
<td>-</td>
<td>-</td>
<td>12205267</td>
</tr>
</tbody>
</table>
PERRY'S ICE CREAM CO INC

Type: Private - Parent
Address: 1 Ice Cream Pl, Akron, New York 14001-1036, United States
Phone: (716) 542-5492
Fax: (716) 542-2554
Email Address: info@perrysicecream.com

Dossier ID: 14460517
Exchange(s):
Employees: 300

Net Sales (USD)

Industry Classification

Primary SIC Code: Ice cream and frozen desserts (3024)
Primary NAICS Code: Ice Cream and Frozen Dessert Manufacturing (311520)

Business Description

Perry's Ice Cream Co., Inc. was founded in 1918 and is headquartered in Akron, NY. The company is a manufacturer of ice cream products. It offers products such as apple pie, cookies, peanut butter fudge, black cherry, vanilla and strawberry ice cream. The company serves convenience stores, schools, hospitals, club stores, and food service vending companies.

Legal Counsel

Attkisson, Maguire, Heftern & Gregg
2100 Main Pk. Tower, Buffalo.

Yearly Financials

Currency: USD

Top Executives

Name | Title
--- | ---
Dennis, Robert | Prez & CEO
Hodges, David | CFO
Ruby, Michael | Exec Dir-Mktg & Corp Comm

Executive Changes

Name | Date
--- | ---
Joe Bearfield | 19-JUL-17
PERRY'S ICE CREAM CO INC
Type: Private - Parent
Address: 7 Ice Cream Plz
Akron, New York 14001-1036
Phone: (716) 342-5432
Fax: (716) 342-5444
Email Address: cs@perrysicecream.com
Dossier ID: 14460517
Ticker(s):
Exchange(s):
Employees: 200
Internet: www.perrysicecream.com
Social: 

Yearly Financials
(USD) Currency
Net Sales (USD): 60,000,000

Industry Classification
Primary SIC Code: Ice cream and frozen desserts (2024)
Primary NAICS Code: Ice Cream and Frozen Dessert Manufacturing (311520)

Business Description
Perry's Ice Cream Co., Inc. was founded in 1918, and is headquartered in Akron, NY. The company is a manufacturers of ice cream products. It offers products such as apple pies, cookies, peanut butter fudges, black cherry, vanilla and strawberry ice cream. The company serves convenience stores, schools, hospitals, club stores, and food service vending companies.

Top Executives
Name | Title
--- | ---
Marina, Robert | Pres & CEO
Hudson, David | COO
Rajan, Michelle | Exec Dir-Mktg & Corp Comm

Executive Changes
Name | Date
--- | ---
Joel Bearfield | 10-JUL-17
### Yearly Financials

<table>
<thead>
<tr>
<th>(USD) Currency</th>
<th>Amount</th>
<th>Source</th>
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<td>$(USD)</td>
<td>86,000,000</td>
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### Industry Classification

<table>
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<tr>
<th>Primary SIC Code</th>
<th>Ice cream and frozen desserts (3024)</th>
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<tbody>
<tr>
<td>Primary NAICS Code</td>
<td>Ice Cream and Frozen Dessert Manufacturing (311520)</td>
</tr>
</tbody>
</table>

### Business Description

Perry's Ice Cream Co. Inc. is a manufacturer of ice cream products. It offers products such as apple pies, cookies, peanut butter fudge, black cherry, vanilla, and strawberry ice cream. The company serves convenience stores, schools, hospitals, club stores, and foodservice vending companies.

### Executive Counsel

Albright, Maguire, Heflin & Gregg
2100 Main Pl. Tower, Buffalo.
Industry Description


Establishments primarily engaged in manufacturing ice cream and other frozen desserts. Establishments primarily engaged in manufacturing frozen bakery products, such as cakes and pies, are classified in Industry 363.

Top Companies (Sales)

<table>
<thead>
<tr>
<th>Ticker</th>
<th>Company</th>
<th>Net Sales (000)</th>
<th>Total Assets (000)</th>
<th>Total Liabilities (000)</th>
<th>Net Income (000)</th>
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</thead>
<tbody>
<tr>
<td>TOPB</td>
<td>Totbid Brands Inc</td>
<td>14,014</td>
<td>4,520</td>
<td>2,060</td>
<td>118</td>
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</table>

from U.S. Institutional Database - North America, 3/10/17
Copyright 2017 Morningstar, Inc.

Ratio Components

<table>
<thead>
<tr>
<th>Ticker</th>
<th>Company</th>
<th>P/E</th>
<th>EPS</th>
<th>Return on Assets</th>
<th>Return on Equity</th>
<th>Debt/Equity</th>
<th>Current Ratio</th>
<th>Quick Ratio</th>
<th>Inventory Turnover</th>
<th>Rec's Turnover</th>
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</thead>
<tbody>
<tr>
<td>TOPB</td>
<td>Totbid Brands Inc</td>
<td>NA</td>
<td>0.02</td>
<td>NA%</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>
**Industry Overview**

**SURVEY SIZE:** 377 Businesses
Sales Range: All Sales Ranges

**DESCRIPTION**

Establishments primarily engaged in manufacturing ice cream and other frozen desserts. Establishments primarily engaged in manufacturing frozen bakery products, such as cakes and pies, are classified in Industry 353.

**MARKET AND INDUSTRY**

SIC CODES:
2024 - Ice cream and frozen desserts

**INDUSTRY BALANCE SHEET**

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>670,001</td>
<td>623,716</td>
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<tr>
<td>Fixed Assets Net</td>
<td>325,820</td>
<td>296,147</td>
</tr>
<tr>
<td>Other Assets Investments</td>
<td>134,061</td>
<td>123,822</td>
</tr>
<tr>
<td>Total Assets</td>
<td>1,129,882</td>
<td>1,043,685</td>
</tr>
<tr>
<td><strong>LIABILITIES &amp; NET WORTH</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>318,749</td>
<td>293,087</td>
</tr>
<tr>
<td>Long Term Debt</td>
<td>217,791</td>
<td>201,207</td>
</tr>
</tbody>
</table>
ABSTRACT: The Canadian packaged-food market is mature and growth in recent years has mainly been driven by consumer demand for convenience and higher quality. In line with Canadians’ increasing health consciousness, fresh produce has become more popular, as have products addressing specific dietary requirements, such as low-fat and cholesterol-free product varieties. Busy lifestyles and an increasing number of working women have benefited the sales of convenient, easy-to-prepare products.
PERRY'S ICE CREAM CO INC

**Type:** Private - Parent
**Address:** 1 Ice Cream Plz
Akron, New York 14001-1830
United States
**Phone:** (716) 542-9492
**Fax:** (716) 542-2944
**Email Address:** ce@perrysicecream.com
**Social:**

**Industry Classification**

**Primary SIC Code:** Ice cream and frozen dessert (2024)
**Primary NAICS Code:** Ice Cream and Frozen Dessert Manufacturing (311620)

**Business Description**

Perry's Ice Cream Co., Inc. was founded in 1913, and is headquartered in Akron, NY. The company is a manufacturer of ice cream products. It offers products such as apple pie, cookies, peanut butter fudge, cherry, vanilla and strawberry ice cream. The company serves convenience stores, schools, hospitals, club stores, and food service vending companies.

**Yearly Financials**

<table>
<thead>
<tr>
<th>Currency</th>
<th>Amount</th>
<th>Source</th>
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<td>USD</td>
<td>85,000,000</td>
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</table>

From Company Affiliations, September 22, 2017 Copyright 2017 Reed Elsevier Inc. All rights reserved.
1. United States Ice Cream And Frozen Dessert Market Analysis And Forecast to 2025 - Research and Markets

2. BAKED, BUTTERY FLAVORS ‘TAKE THE CAKE’ AT IDDA’S ICE CREAM TECHNOLOGY CONFERENCE

3. The importance of sustainability accounting and reporting in assessing a firm: A student’s perspective

4. UNION FRONT: ‘TIS THE SEASON TO SUPPORT AMERICAN WORKERS
4. **UNION FRONT: 'TIS THE SEASON TO SUPPORT AMERICAN WORKERS**

States News Service, December 16, 2016 Friday, 740 words, States News Service

PERRY'S ICE CREAM CO INC (63%)

5. **CAS celebrates grand opening of convenience store Dash at the Commons**

The Laseron: SUNY at Geneseo, October 20, 2016 Friday, NEWS5: Pg. 1, 655 words, Emily Ramirez

PERRY'S ICE CREAM CO INC (61%)

6. **FUN FLAVOR COMBINATIONS AND LIQUOR-INSPIRED TREATS TOP TRENDS IN ANNUAL ICE CREAM FLAVOR CONTEST**

States News Service, April 20, 2016 Wednesday, 953 words, States News Service

... It was entered by Perrys Ice Cream Company, Inc. Second place went to ...
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)
EBSCOHost

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.
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- ProQuest Central Research Library (ProQuest)—includes Hoovers Company Records
- Regional Business News (EBSCOHost)
Business Source Complete

Business Source Complete is the world’s definitive scholarly business database, providing the leading collection of bibliographic and full text content. As part of the comprehensive coverage offered by this database, indexing and abstracts for the most important scholarly business journals back as far as 1886 are included. In addition, searchable cited references are provided for more than 1,300 journals.

Communication & Mass Media Complete

Communication & Mass Media Complete provides the most robust, quality research solution in areas related to communication and mass media. CMMC incorporates the content of CommSearch (formerly produced by the National Communication Association) and Mass Media Articles Index (formerly produced by Pine Street) along with numerous other journals in communication, mass media, and other closely related fields of study, to create a research and reference resource of unprecedented scope and depth encompassing the breadth of the communication discipline. CMMC offers cover-to-cover ("core") indexing and abstracts for more than 570 journals, and selected ("priority") coverage of nearly 200 more for a combined coverage of more than 770 titles. Furthermore, this database includes full text for over 450 journals.

eBook Collection (EBSCOhost)
1. **Ice Cream Industry Profile: the United States.**


   Subjects: Ice cream industry; Market value; Market segmentation; Wella Enterprises Inc.; Nestlé SA; Unilaver Group (Company); Ice Cream and Frozen Dessert Manufacturing; Dairy and milk products merchant wholesalers; Dairy Product (except Dried or Canned) Merchant Wholesalers; All Other Specialty Food Stores

   PDF Full Text (4MB)
20. **Global Ice Cream Industry Profile.**


Subjects: Ice cream industry; Market value; Market segmentation; Business forecasting; Competition (Economics); Marketline International Ltd.; Dairy and milk products merchant wholesalers; Dairy Product (except Dried or Canned) Merchant Wholesalers; All Other Specialty Food Stores; Ice Cream and Frozen Dessert Manufacturing; Diversity in organizations

PDF Full Text (4.5MB)
ProQuest

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)
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
• Australia & New Zealand Database
• Biology Database
• Business Market Research Collection

Search tip
By default, we will look for documents with all the terms entered.
Conduct company, industry, economic and geopolitical market research with information from these sources: Hoover's Company Profiles - covering 40,000 global public and non-public companies including financials, competitors, officers, and more; OxResearch - succinct articles covering regional economic and political developments of significance; US and Worldwide Industry & Market Reports from Barnes Reports - covering global industries in depth; and Snapshots - market research overviews on 40+ industries and 40 countries.

Coverage: 1986 - current

View title list

Subject coverage
- Business

Also part of
Business Market Research Collection can also be searched as
2016 US Ice Cream & Frozen Dessert Manufacturing Industry & Market Report

-US Industry & Market Reports, Bonita Springs, (Oct 2015);
-Barnes Reports 2015 US Industry Market report 10 Ice Cream &
-Barnes Reports 2015 US Industry Market report 14 Ice Cream &

Abstract/Details Full text - PDF (2.2 MB)
Your search for perry's ice cream found 0 results.
Please modify your search and try again. Search tips

Other searches to try:
- ice cream
- ice cream AND market statistics
- Ice cream AND market shares
- ice cream AND market research
- ice cream AND food processing industry
- ice cream AND forecasts
- ice cream AND milk

Advanced Search

Search for:
Perry's ice cream

AND

in:
Anywhere

Limit to:
Full text
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
<table>
<thead>
<tr>
<th>Select</th>
<th>Cross-Searchable Products</th>
<th>Additional Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️</td>
<td><strong>Academic OneFile</strong></td>
<td>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.</td>
</tr>
<tr>
<td>✔️</td>
<td><strong>Agriculture Collection</strong></td>
<td>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.</td>
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<tr>
<td>✔️</td>
<td><strong>Business Economics and Theory</strong></td>
<td>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.</td>
</tr>
<tr>
<td>✔️</td>
<td><strong>New York State Newspapers</strong></td>
<td>Search this database of newspapers published in the state of New York, including the New York Times and the New York Post.</td>
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<tr>
<td>✔️</td>
<td><strong>Communications and Mass Media Collection</strong></td>
<td>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.</td>
</tr>
<tr>
<td>✔️</td>
<td><strong>Computer Database</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Small Business Collection</strong></td>
<td>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.</td>
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<tr>
<td><strong>U.S. History Collection</strong></td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Vocations and Careers Collection</strong></td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>War and Terrorism Collection</strong></td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>World History Collection</strong></td>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

**Additional Products**

- **Artemis Literary Sources**
  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, literature criticism, reviews, biographical information and overviews.

- **Business Insights: Essentials**
  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 the context of timely news, statistical data, and in-depth reports.

- **Literature Criticism Online**
  Gale’s Literature Criticism Online features in-depth literary commentary by scholars and other experts. Over 400,000 reviews, articles, and doctoral dissertations - 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**
  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 and 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, 12,000 entries, and nearly 17,803 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 >

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.
Perry's Ice Cream Company Inc.

http://www.perrysicecream.com
orders@perrysicecream.com

Key Information

<table>
<thead>
<tr>
<th>Key Information</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$86,000,000</td>
</tr>
<tr>
<td>Employees</td>
<td>290</td>
</tr>
<tr>
<td>Sales Per Employee</td>
<td>$296,552</td>
</tr>
<tr>
<td>Year Founded</td>
<td>1918</td>
</tr>
<tr>
<td>Location</td>
<td>United States</td>
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Companies with Similar Revenue

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kri-Kri Milk Industry S.A.</td>
<td>$93,430,000</td>
</tr>
<tr>
<td>Belgian Icecream Group S.A./N.V.</td>
<td>$90,600,000</td>
</tr>
<tr>
<td>American Dairy Queen Corp.</td>
<td>$89,260,000</td>
</tr>
<tr>
<td>Vasari L.L.C.</td>
<td>$84,230,000</td>
</tr>
<tr>
<td>Dippin' Dots L.L.C.</td>
<td>$94,180,000</td>
</tr>
</tbody>
</table>

Industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>NAICS Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ice Cream and Frozen Dessert Manufacturing</td>
<td>311520</td>
</tr>
</tbody>
</table>

Business Description:

Manufacturer of ice cream, novelties and frozen desserts.

Fiscal Year:

December 31, 2006

Company Type:

Private, Headquarters

Contact Information:

1 Ice Cream Plz.
Akron, NY
14001-1031
United States
Tel: (716) 542-5492 (800) 673-7797
Fax: (716)542-2544

SMSA Code:

1280 - Buffalo-Niagara Falls, NY
Ice Cream and Frozen Dessert Manufacturing

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

**Industry Essays** (Explore overview essays related to this industry)

- **Ice Cream and Frozen Dessert Manufacturing**

  **Industry overview**  *Encyclopedia of American Industries, 2018*

  This industry comprises establishments primarily engaged in manufacturing ice cream, frozen yogurts, frozen ices, sherbets, frozen tofu, and other frozen desserts (except bakery products). Establishments primarily ...
Ice Cream and Frozen Dessert Manufacturing

Encyclopedia of American Industries

This industry comprises establishments primarily engaged in manufacturing ice cream, frozen yogurts, frozen ices, sherbets, frozen tofu, and other frozen desserts (except bakery products).

Establishments primarily engaged in manufacturing frozen bakery products are classified in U.S. Industry 311813, Frozen Cakes, Pies, and Other Pastries Manufacturing; and Manufacturing ice cream and ice milk mixes are classified in U.S. Industry 311514, Dry, Condensed, and Evaporated Dairy Product Manufacturing.

Industry Snapshot

The ice cream and frozen desserts industry is an important sector of the U.S. dairy industry, and the U.S. has consistently ranked as a world leader in ice cream production. About 10 percent of the U.S. milk supply goes toward the production of ice cream.

An April 2016 report from the U.S. Department of Agriculture (USDA) delineated the domestic ice cream market into a variety of sectors. In the largest sector, regular ice cream, 898 million gallons were sold in 2015, a 3.7 percent increase from the prior year. Lowfat ice cream also experienced an annual increase, of 4.9 percent, leading to 432 million gallons consumed in 2015. These fatter (and perhaps tastier) ice cream segments appeared to wrest market share away from nonfat ice cream, consumption of nonfat ice cream dropped 13.3 percent to 16 million gallons.
Current Conditions

One factor aiding ice cream sales in 2015 was the weather, as high temperatures often lead to an increase in frozen treat purchases. Average global surface temperature was 58.47°F Fahrenheit in 2015, according to a January 2016 Los Angeles Times story by Deborah Netburn, a new record. It shattered the previous record, set in 2014, and as 2015 was expected to be not as well (although perhaps not record-breaking), ice cream manufacturers did not have to worry too much about cooler temperatures dissuading people from purchasing ice cream.

If there was an issue of concern for ice cream makers, it was the price of vanilla. This was a very common flavoring for ice cream, and while vanilla could be procured from many sources, U.S. regulations required that ice cream be made with natural vanilla, according to a September 2016 story by Melody Bomgardner for Chemical & Engineering News. The problem in 2016 was one of supply and demand: just as demand for natural vanilla flavoring increased, the supply of vanilla beans decreased as a result of a poor harvest in Madagascar, the world’s leading vanilla bean source. This led to a massive price increase. "Cured vanilla beans contain only 2% of extractable vanilla flavor, meaning prices for pure vanilla reached an eye-popping $11,000 per kg. The industry is closely watching this year's harvest, hoping to see vanilla costs eventually return to pre-2012 levels of about $25 per kg for beans or $1,250 for vanilla," Bomgardner wrote. In the interim, many ice cream makers rolled out new products that did not feature vanilla as a way to entice consumers.

In the production of regular ice cream, California was by far the national leader, as the USDA reported that state was responsible for 75 million gallons in 2015. Illinois was a distant second, at 25 million gallons, followed by Indiana (22.1 million gallons) and Pennsylvania (21.5 million gallons). Interestingly enough, lowfat ice cream was led by Texas, with 32.4 million gallons produced, followed by California with 22.9 million gallons. Ohio was third at 16.3 million gallons.
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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
Full Text Finder

Search Results: 1 - 2 of 2

1. Ice Cream Industry Profile: United States
   Markline
   ▶ Full Text Access

2. United States Ice Cream & Frozen Dessert Manufacturing Industry Report
   C. Barnes & Co. Ice Cream Industry.
   ▶ Full Text Access

Page: 1
Ice Cream Industry Profile: United States

Full Text: Full Text Access

- Business Insights, Essentials 01/01/2002 - present
- Business Source Complete 01/01/2004 - present

Publisher Information: Marahline

Resource Type: Report
Search Results: 1 - 1 of 1

1. Ice Cream Industry Profile: the United States.

An industry report for the ice cream industry in the U.S. is presented by publisher MarketLine, with topics including market value, market segmentation, business forecasts, and leading companies.

Subjects: Ice cream industry; Market value; Market segmentation; Wells Enterprises Inc.; Nestlé S.A.; Uniliver Group (Company); Ice Cream and Frozen Dessert Manufacturing; Dairy and milk products merchant wholesalers; Dairy Product (except Dried or Canned) Merchant Wholesalers; All Other Specialty Food Stores

Page: 1
MarketLine Industry Profile

Ice Cream in the United States

July 2017

Reference Code: 0972-0121
Publication Date: July 2017

WWW.MARKETLINE.COM
MARKETLINE.COM IS A LICENSED PRODUCT AND IS NOT TO BE PHOTocopied
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The New York Times

As a student, faculty, or staff member at SBU, you are
Search Results: 1 - 20 of 788,314

1. Strategic Alliances and Marketing Partnerships: Gaining Competitive Advantage Through Collaboration and Partnering
   - Subjects: BUSINESS & ECONOMICS / Industrial Management; BUSINESS & ECONOMICS / Management; BUSINESS & ECONOMICS / Organizational Behavior; Marketing; Relationship marketing; Strategic alliances (Business)
   - PDF Full Text

2. A Model of Marketing Strategic Alliances To Develop Long-Term Relationships for Retailing
   - Subjects: Marketing (Business); Marketing; Competitive advantage; Retail industry; Business development; Marketing Consulting Services; All other miscellaneous general merchandise stores; All Other Miscellaneous Store Retailers (except Tobacco Stores); All other miscellaneous store retailers (except beer and wine making supplies stores)
   - PDF Full Text

3. BVolP Appoints Director of Marketing & Strategic Alliances
   - In: PRWeb Newsroom. Sept 6, 2017; Vocus PRW Holdings LLC Language: English, Database: General OneFile
   - Subjects: Marketing executives -- Appointments, resignations and dismissals
   - View full text from Gale Cengage Learning

4. Managing Public-private Strategic Alliances
   - Subjects: BUSINESS & ECONOMICS / Organizational Behavior; BUSINESS & ECONOMICS / Management; BUSINESS & ECONOMICS / Management Science; BUSINESS & ECONOMICS / Industrial Management; Public-private sector cooperation; Strategic alliances (Business)
   - PDF Full Text
Search Results: 1 - 20 of 1,459,277

1. Distribution Channels: Understanding and Managing Channels to Market
   Subjects: BUSINESS & ECONOMICS / Marketing / General; BUSINESS & ECONOMICS / Strategic Planning; Business planning; Marketing channels
   PDF Full Text
   Table of Contents

2. MARKETING CHANNELS AND DISTRIBUTION DECISIONS IN THE SPORT BUSINESS INDUSTRY
   Subjects: Distribution; Distribution systems; Marketing channels; Sport business industry; General Works
   View record in DOAJ

3. IV. REGULATION OF CHANNELS OF DISTRIBUTION.
   Subjects: Marketing; Marketing channels; Antitrust law; Billy Baxter Productions Inc; Coca-Cola Co - Trials, litigation, etc.; United Artists Corp - Trials, litigation, etc.; Independent Artists, Writers, and Performers; Independent actors, comedians and performers; Marketing - Corrupt practices; Motion picture producers & directors - Trials, litigation, etc.
   PDF Full Text

4. IV. REGULATION OF CHANNELS OF DISTRIBUTION.
   Subjects: Marketing; GOVERNMENT policy; Advertising - Government policy; Advertising law; Trade regulation; Consumer law; Corporation law; Legislation; United States; PepsiCo Inc; Trade; Marketing; Policy; Legislation; Advertising law; Antitrust law; Public Order & Safety; Activists; Utilization of Economic-Business Intelligence, Outlets, Advertising, Election Processes, Brand.
Search Results: 1 - 20 of 19,928

   Subjects: All Other Miscellaneous Food Manufacturing; Ready-to-Use Prepared Food Manufacturing; Warehouse Clubs and Supercenters; Convenience Stores; Supermarkets and Other Grocery (except Convenience) Stores; Discount Department Stores; TOTAL quality management; FAST moving consumer goods, MARKETING channels, FOOD industry, CUSTOMER services

2. The bases of power approach to channel relationships: has marketing’s scholarship been misguided?
   Subjects: Business-to-business electronic markets, POWER (Social sciences), MARKETING channels, PSYCHOMETRICS, INTERORGANIZATIONAL relations, BUSINESS-to-business transactions, BUSINESS98-to-business electronic commerce

3. The Analysis of the Romanian Consumer Behavior Regarding the Use of Multiple Distribution Channels of Banking Products and Services.
   Subjects: Commercial Banking; Savings Institutions; Personal and commercial banking industry; Other Depository Credit Intermediation; Marketing, Research and Public Opinion Polling; Communication Equipment Repair and Maintenance; Telecommunications Resellers; All Other Telecommunications; BANKING industry; TELECOMMUNICATION; MARKETING channels; MARKETING research; CONSUMER psychology

4. Bailey’s fudge: product entry into regional Wal-Mart
   Subjects: Illinois; United States; Direct market channel; Retail/reseller channel; Company marketing practices; Market trend/marketing analysis; Wal-Mart Stores Inc.—Distribution agreements; Family corporations—Distribution agreements; Family corporations—Marketing; Family corporations—Economic aspects; Family-owned business enterprises—Distribution agreements; Distribution agreements—Analysis; Distribution channels—Analysis; Distribution channels—Forecasts and trends; Distribution channels—Economic aspects; Strategic planning (Business)—Methods

View record in Business Insights: Essentials
Website Evaluation

- Accuracy
- Authority
- Objectivity
- Currency
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- 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://uscupstatelibguides.com/c.php?g=257977&p=1721715
Projections of the Size and Composition of the U.S. Population: 2014 to 2060

Population Estimates and Projections

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 2050, 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.
us census bureau millennials

Millennials Outnumber Baby Boomers and Are Far ... - Census Bureau
June 25, 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
April 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/
April 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...
June 25, 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 53.2 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 (61.8 percent), Nevada (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 (364) 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.:

- Favorable: 65%
- Unfavorable: 30%

2007 | 2015 | 2017

U.S. POLITICS | SEP 13, 2017

Partisans Differ Widely in Views of Police Officers, College Professors

Mean thermometer ratings

Military: 83
Teachers: 78

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

Republican: 83
Democratic: 78
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 reason...
What’s on your table? How America’s diet has changed over the decades

By Drew Desilver

Modern American diet has gotten bigger, heavier on grains and fat

Average daily per capita calories

Note: “Fats and oils” includes butter, cream and other dairy fats. Figures adjusted for spoilage and other losses.
Source: USDA Economic Research Service; Pew Research Center analysis

PEW RESEARCH CENTER

Americans eat more chicken and less beef than they used to. They drink less milk – especially whole milk – and eat less ice cream, but they consume way more cheese. Their diets include less sugar than in prior decades but a lot more corn-derived sweeteners. And while the average American eats the equivalent of 1.2 gallons of yogurt a year, he or she also consumes 36 pounds of cooking oils – more than three times as much as in the early
10 demographic trends shaping the U.S. and the world in 2017

BY ANTHONY CILLUFFO 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
Find your Company’s website --

How do you pick your Perry’s?

With so many varieties it can be hard to choose. From perfectly churned light ice cream and refreshing sherbet to our popular premium and all natural flavors. Whether you always take home your tried-and-true or you’re looking to taste something totally new — when you pick Perry’s, you can’t go wrong.
Types of information on company site

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

1. Search for trade associations AND specific industry (e.g., ice cream manufacturers).

   ![Google search results for trade association AND ice cream manufacturers](image)

   - **Welcome to the National Ice Cream Mix Association (NICMA)**
     - [www.icecreammix.org](http://www.icecreammix.org)
     - The National Ice Cream Mix Association (NICMA), established in 1945, is a nonprofit trade association representing the manufacturing industry of ice cream mix...

   - **National Ice Cream Retailers Association**
     - [Home](https://www.nicra.org/about-us)
     - The National Ice Cream Retailers Association (NICRA) is a trade organization whose... These supplier members are an integral part of the NICRA organization.

   - **Food Processing Suppliers Association - Dairy Foods Magazine**
     - [www.dairyfoods.com/associations/FPISA](http://www.dairyfoods.com/associations/FPISA)
     - ...daily ingredients, packaging for milk, ice cream, cheese and yogurt from the top... Association (FPISA) is a non-profit global trade association serving suppliers...

   - **International Dairy Foods Association**
     - [www.idfa.org](http://www.idfa.org)
     - The International Dairy Foods Association (IDFA) represents the nation's dairy manufacturing and marketing industries and their suppliers...... Food Industry Groups Ask Trump to Voice GI Concerns to Trade Partners .... Milk Industry Foundation • National Cheese Institute • International Ice Cream Association 1250 H Street...

   - **Ice Cream Mix Trade Association Develops Online Presence**
     - [www.mmpf.org/latest-news/...](http://www.mmpf.org/latest-news/...) NICMA, which has been in existence since 1945, is a nonprofit trade association that represents the...
FDA Proposes Extending Nutrition Facts Compliance Date to January 2020

Food Industry Groups Ask Trump to Voice GI Concerns to Trade Partners

New Campaign Spotlights Value of Dairy Product Exports

Thank You, Capitol Hill Ice Cream Party Donors
Types of information found on industry site

- Advocacy data
- Studies and reports
- Statistics
- Quotable Spokespeople
- Referrals to interview subjects
- Leads to additional information
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@sbus.edu
- Call the Reference Desk (716) 375-2164
- Stop by or call for an appointment
- E-mail the reference staff at ref@sbus.edu
- Ask Us 24/7 - instant online chat help