



Use Cases

# Advancing Food and Beverage Manufacturing with a CCC or RightsDirect Copyright License

Like most industries, food and beverage manufacturers are always looking for the next blockbuster product that aligns with emerging consumer trends and getting that product to market ahead of their competitors. Collaboration increases the speed to market, improves products, and reduces costs.

According to research from Outsell, Inc., food and beverage manufacturing professionals share published information at an average rate of ten times per week with 17 other people, and 48% of that information is published by other parties such as scientific journals, news sources, and other publications.<sup>1</sup>

A copyright license from CCC or RightsDirect provides food and beverage manufacturing companies with an enterprise-wide, single source, global licensing solution that enables professionals to efficiently collaborate using published content, drives innovation, and simplifies copyright compliance.



Provides a consistent set of global reuse rights across millions of publications from thousands of publishers.



Supports compliant collaboration across global teams to drive business forward.



Complements existing publisher agreements, subscriptions, and other content purchases to alleviate inconsistencies in coverage, helping organizations maximize the value of their content investments in compliance with copyright.



Increases efficiencies by reducing the amount of time spent verifying rights and obtaining individual permissions.



Makes it easy to verify authorized reuse rights anytime within existing workflows



Minimizes infringement risk.



Demonstrates an organization's respect for the intellectual property of others and commitment to corporate social responsibility.

# Here's a look at how a copyright license from CCC or RightsDirect can support teams and speed innovation across food and beverage manufacturing companies.



A **Food Development Scientist** emails an article about innovations in food preservation to a colleague.



A **Regulatory Submission Specialist** submits copies of articles to government agencies where required as part of a regulatory filing.



A **Supply Chain Planning Manager** stores market reports on a collaboration site so they can be consulted by colleagues who don't routinely require access to those reports to make critical decisions about production, packaging, pricing, and inventory.



**Corporate Communications** embeds a PDF version of a recent article reviewing a new company product into an internal company newsletter or posts it to the company's intranet site for employee awareness.



**C-Suite Officers** occasionally reuse articles or excerpts from business journals and industry publications like Food Business News and Food & Beverage Magazine in presentations for the company Annual Meeting.



A **Competitive and Market Intelligence Analyst** creates an internal site that includes news articles, published literature, press releases, and other materials related to direct competitors for use by team members.



A **Brand Manager** stores materials such as published articles and conference abstracts to support product nutrition claims in the same system used to develop, manage, and approve marketing content.



A **Food Product Developer** uses excerpts from magazines, blogs, and trade publications to validate consumer trends in support of a new product recommendation.



**Environmental, Health, and Safety Staff** stores and reuses content, including standards, for plant safety, compliance, government response, and plant oversight.

<sup>1</sup> 2023 Information Seeking and Consumption Study, Outsell Inc.

<sup>2</sup> All allowed uses are subject to the general restriction under the Annual or Multinational Copyright License that the authorization provided by the license does not include any right to create a library or collection intended to substantially replace the user's need for a particular work.

## About CCC

A pioneer in voluntary collective licensing, Copyright Clearance Center (CCC) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.



## Learn more

Have questions about how a CCC or RightsDirect Copyright License can support collaboration in your food and beverage company?

U.S. organizations:

🌐 [copyright.com](https://copyright.com)

✉ [solutions@copyright.com](mailto:solutions@copyright.com)

Organizations outside of the U.S.:

🌐 [rightsdirect.com](https://rightsdirect.com)

✉ [solutions@rightsdirect.com](mailto:solutions@rightsdirect.com)