



# 5 Challenges

## Derailing Your Food Research Process

(And How to Fix Them!)

The pandemic has poised the food industry for massive shifts.<sup>1</sup> From evolving consumer preferences, to emerging food tech, to increasing sustainability initiatives, in this fast-paced environment employees need easy access to the latest research to stay on top of emerging market trends.

A 2021 study from Food Processing Inc. shows 65% of food companies rely on general market research to identify new product ideas. And the same study indicated new product development is where 36% of R&D teams are placing the most focus this year.<sup>2</sup>

Across job functions like food science, product, safety, regulatory, and marketing, the need for easy access to scientific research information is crucial to innovation. Without a strategy to manage this literature, however, barriers tend to emerge.

Here are some of the most common challenges related to content that we hear among food industry researchers, with our advice for how to solve them.

1

Challenge: Scientific articles are hard to obtain quickly

There's no doubt that there's a surplus of information out there — 2.5 million scientific articles are published annually.<sup>3</sup> Accessing that content when it's needed isn't always easy. Whether bringing a new product to market, working with a regulatory body, or dealing with a potential safety recall, time cannot be wasted.

From search engines like Google Scholar, to publisher websites and Open Access platforms, employees have a multitude of potential access points, but often hit an article paywall, even when a company subscription is in place.

Without a clear strategy that points employees to subscriptions and gives them an easy process for buying unsubscribed articles, content-seekers may not get the information they need. When kept at a distance from vital content, whether due to licensing issues, navigating complex websites, or just a deficit in research skills, the net result is wasted time and money.



**Solution:** Introducing technology that provides a single content access point for everyone in your company can take away the confusion of not knowing where to go to find critical scientific literature. Technology solutions can provide access to subscriptions and enable purchasing of individual articles, all from one system. A single interface means everyone has fewer tools they have to learn.

An important consideration is to make sure your solution can integrate with the tools your team needs, like PubMed and SciFinder, so they can continue to discover content with their favorite tools and seamlessly and compliantly get access to the full text instead of hitting pay walls.

It's also important to look for a vendor with fast content turnaround times. Some solutions, including RightFind, can offer most articles instantly, so users gain access to content quickly, whether it is coming from subscriptions or if the document needs to be purchased.

# 2

## Challenge: Researchers read and cite more abstracts than full-text documents

When employees hit a paywall, they sometimes decide to just use an article abstract. But that often means missing vital data and assertions that can lead to new discoveries.

Abstracts are an excellent way to determine whether you need to read the full text, but with only 250 words, they typically do not provide enough to be relied upon on their own.

Citing only abstracts creates the risk that the author's work isn't being accurately represented. Additionally, citing an abstract requires that you take the article's conclusions at face value because you haven't had a chance to look at the methods, results and conclusions.



**Solution:** By providing a single tool for immediate access to content, you can empower your organization with access to the full text of articles they need from both subscriptions and document delivery.

Full-text articles – and the supplementary materials that sometimes accompany them – provide detailed descriptions of methods and protocols along with complete study results, which is often not present in the abstract. Searching over all of a given text provides richer information to potentially identify critical patterns and insights.<sup>4</sup>



### 3

#### Challenge: No one is looking at content usage across the company

It can be hard to understand why the high costs of content are worth the spend. Because many food companies operate with a decentralized approach to literature management (each department managing its own content), there often isn't a clear view into how employees use content, making it difficult to make the most out of your investments.



**Solution:** If you don't have a dedicated information management employee, put together a team to survey employees on content use and pull together usage and cost data. Knowing which information is in high demand is also important to help you tailor your holdings to the specific needs of the organization. You may find that subscribing to a package of journals provides cost savings and access to more full-text content.

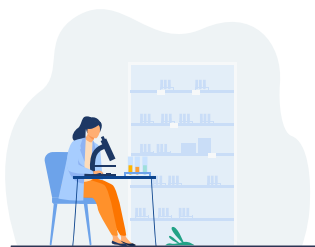
Supplementing subscriptions with centralized access to full text from open access and document delivery sources can further improve research efficiencies, and help identify usage trends for future subscription needs. Here are some questions you may want to consider to optimize your content spend:

- How much are we spending on document delivery across the company?
- What journals are being commonly used across the company and would benefit others to have access?
- Would subscriptions or tokens be a cost effective option?
- Are we able to accurately predict our annual content spend and budget appropriately so everyone consistently has access to the content they need?
- Are siloed processes resulting in articles being purchased when subscriptions are already in place?

### 4

#### Challenge: Employees have minimal copyright knowledge

Non-compliance with copyright often occurs innocently. Despite efforts to educate employees about copyright, according to Outsell's 2020 research, 47% surveyed are either unaware of their organization's copyright policies or unsure of its details.<sup>5</sup>



## 5 Challenges

For example, most online college libraries restrict use to current students — even though their accounts are still active post-graduation. Because of this, many post-docs report routinely downloading journal articles from academic sources that do not authorize use for commercial purposes. Others turn to ResearchGate to download articles without realizing more than a dozen academic publishers took ResearchGate to court in 2018 charging ‘massive infringement of peer-reviewed published journal articles.’<sup>6</sup> Use of unauthorized sources like these can create significant business, legal and reputational risk for the company.



**Solution:** First, create a copyright policy. This is a document that provides guidelines for the use of your organization’s copyright materials, and identifies the steps employees should take to determine if copyright permissions are needed and how to request and obtain them.

Second, keep that policy front of mind with onboarding new employees and providing refreshers to current employees. It’s not enough to simply create a policy that sits in a drawer. Too often, organizations have a policy, but employees have no idea what the policy entails or where to find it. Keep your policy front of mind with these steps:

- Include your copyright policy in onboarding and training programs that are required when employees join the company.
- Create periodic reminders on your company intranet that the policy exists and where it can be found.
- Share information about new copyright laws, regulations or court decisions. (If you’re looking for a place to start, CCC issues these regularly on The Velocity of Content blog.)
- Enlist support from your company to provide enterprise-wide training on issues related to copyright as part of its overall compliance program.

### 5

#### Challenge: There are no company guidelines on information sharing

Sharing information with colleagues should be encouraged, but food companies often operate in department or brand silos, which creates inefficient research processes.

Some of the causes are:

- Employees don’t know the rules for sharing information compliantly, so they keep everything to themselves.
- Colleagues don’t know what their peers are working on. In these cases, similar tasks might be duplicated.



# Exploring CCC's solutions for food companies

With rising material costs and ingredient prices, food companies must make up for lost margins with investment in new products, new ingredients, or new ways of using existing ingredients. Without fast, secure access to vital published content, R&D teams cannot do their jobs efficiently, slowing the pace of innovation.

RightFind Enterprise is an award-winning content workflow solution used by top global food companies to streamline access to scientific information, support regulatory filings, and drive research. By consolidating multiple content workflows, centralizing content purchases and reporting, and leveraging flexible cost controls in a scalable solution, organizations can save time and increase efficiency.

RightFind Enterprise also integrates seamlessly with CCC's copyright licenses to make copyright-compliant collaboration easier. The result? You accelerate the flow of research, minimize copyright infringement, and drive research to power innovation.

It's best to reframe thinking about sharing from "Who needs to know?" — which is hard to define — to "Who's not permitted to know this information?" With this approach, people eligible to know certain information can access it, even if person managing information didn't know they need it.



**Solution:** Licenses from individual publishers can vary and leave gaps in your coverage. That's why it's important to look at individual rights licenses for content usage from each publisher, and make sure you know the answers to the following questions:

- Do our licenses offer consistent usage rights for colleagues to share published material?
- Do our licenses cover sharing of the many different information sources colleagues rely on?
- If employees are based in multiple countries, do our licenses allow cross-border content sharing?

<sup>1</sup> <https://www.fooddive.com/news/6-trends-shaping-food-and-beverage-growth-in-2022/616457/>

<sup>2</sup> [https://www.foodprocessing.com/assets/wp\\_downloads/pdf/2021/2021-RDReport.pdf](https://www.foodprocessing.com/assets/wp_downloads/pdf/2021/2021-RDReport.pdf)

<sup>3</sup> [https://www.stm-assoc.org/2015\\_02\\_20\\_STM\\_Report\\_2015.pdf](https://www.stm-assoc.org/2015_02_20_STM_Report_2015.pdf)

<sup>4</sup> <https://jamanetwork.com/journals/jama/fullarticle/187740>

<sup>5</sup> <https://www.copyright.com/industry-landing/information-seeking-and-consumption-study-ccc/>

<sup>6</sup> <https://www.insidehighered.com/news/2018/10/04/publishers-accuse-researchgate-mass-copyright-infringement>



### 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 about our licensing, content, and data solutions:

U.S. organizations:

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

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

Outside U.S. organizations:

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

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