Index

ADM, 178, 179, 184
Agricultural Marketing Service (AMS), 41, 43
American Medical Association, 90
Animal Plant and Health Inspection Service (APHIS), 41
Appeal to Reason, 175
ARC 1001 USDA Process Verified Program 2004, 16, 41–43
Association of Teachers of Technical Writing, 80
Auction office managers, 26–27, 52
Audit score, 121–122
Beck, Ulrich, 185
Beef industry, 1–2, 58–59
auction office managers, 26–27, 52
back of sale barn, 27–29
beef supply chain, 4–5
buyers at auction, 29–30
coffee shop diplomacy sessions, 11
communication gaps and communication theory, 40–48
communication issues in, approach for studying of (see Communication, in beef industry)
communication networks, 2, 7, 8, 12, 17, 23–25, 31–32, 38, 39, 41, 51, 53, 55
communicative failures, 56–58
computer technology and animal identification in, 1–2, 4–6
consensus among all parties, need of, 9–10
current situation, 59–60
diffusing technology in, 2, 59–60
findings of investigation, 49, 51–59
industry alliances, 2, 8, 11, 24, 31, 36–39, 48, 53, 55–57
informal personal communication in, 7, 8, 53
intake personnel, 27–29
interviews with members of beef industry, 32–33, 52–53
livestock market owners, interviews with, 33–37
mad cow disease, outbreaks of, 3–4
national animal tracking system, by USDA, 4–6
practical matters and distrust of USDA, 54–56
producers and NAIS system, 30–32, 52
resistance to proposed NAIS plan, role of communications in, 7–8
resistance to technology in, 3
slow change in, 6–7
sociological makeup, 39
technical communicator, role of, 1, 2
textual analysis with implicature and pragmatics, 48–52
unclear and diverted communication of NAIS plan, 38–39
US beef export, fall in, 3, 4

Edited by David Wright.
© 2015 The Institute of Electrical and Electronics Engineers, Inc. Published 2015 by John Wiley & Sons, Inc.
Beef industry (Continued)
  USDA strategies for communication, 10–11
  written communication, 16–19, 56, 57
  Beef Magazine, 10
  Biotechnology Industry Organization (BIO), 94
  Branding, 72

California Leafy Green Marketing Agreement (CALGMA), 122
California State Water Resources Control Board (SWRCB), 130, 132
Cannell, Robert, 6
Carbon monoxide packaging, use of, 91
Cargill, 32, 178, 179, 184
Carter, Maureen, 94
Cattle auctions, 26
Centers for Disease Control and Prevention, 81, 90
CGP. See Construction General Storm Water Permit (CGP)
Chicago Beef Trust, 175–179
Clean Water Act (CWA), 130, 135
CMS. See Content management systems (CMS)
Coca-Cola Company, 182
Coffee shop talk, in livestock markets, 8, 11, 36, 38, 49
Communication in environmental movement, role of, 129–130 (see also Construction General Storm Water Permit (CGP); Environmental regulations)
  of food safety concerns by muckraking, 172–173 (see also Culinary realism, and food safety)
  of new developments in food processing, 92–95 (see also Food technologies) in social networks, 25, 39
Communication channels, in diffusion process, 24
Communication, in beef industry. See also Beef industry
  approach for analyzing of, 11–13
  communication theory and, 16–19
  diffusion and communication networks, 24–25
  diffusion of innovations, 23–24
  ethnography and, 13–16
  linguistic textual analysis, 19–23
  Communication networks, 2, 7, 8, 12, 17, 23–25, 31–32, 38, 39, 41, 51, 53, 55
  Computer-aided translation (CAT) systems, 149, 152
  Construction General Storm Water Permit (CGP), 130, 132–133
  Background Section, CGP Fact Sheet, 135–136
  by California’s State Water Resources Control Board, 132
  case study on, 133, 134, 137–142
  CGP Fact Sheet, 134, 142–143
  construction and storm water, effects of, 131–132
  discussion of study results, 142–144
  enactment of, reason for, 132
  organization and presentation of, 136–137
  Rationale Section, CGP Fact Sheet, 136
  research questions on, 133
  and sustainable behaviors, 143–144
  textual analysis, 133–134
Content management systems (CMS), 148–149, 151
Cooperative principle, 19
Cornell University, 94
Corn Refiners Association, 182
Cosmopolitan, 174
Council of Programs in Technical and Scientific Communication (CPTSC), 80
Countryside and Small Stock Journal, 9
Cronon, William, 175
Culinary realism, and food safety, 173–174.
  See also Muckraking, communicating food safety concerns by high fructose corn syrup in The Omnivore’s Dilemma and In Defense of Food, 179–184
  tubercular beef in The Jungle, 174–179
CWA. See Clean Water Act (CWA)
Data management tools, development and diffusion of, 150–152
Disease outbreaks, and food companies image, 119
Document management systems (DMS), 148–149
INDEX

Drovers, 6
DTP (desktop publishing), 151
Elaboration Likelihood Model (ELM), 17–19, 40, 41
Engineering education, use of FIRST LEGO League in, 66–67
Enterprise resource planning (ERP) systems, 146, 147, 150, 152
Environmental regulations, 129–130
commercial/industrial sectors and, 131
impacts of, on US business, 131
and sustainability, 130, 144 (see also Construction General Storm Water Permit (CGP))
ERP system. See Enterprise resource planning (ERP) systems
Ethnography, 15–16
and diffusion in beef supply chain, 13–16
fieldwork in, 16
Farm Week, 6
FDA. See Food and Drug Administration (FDA)
“Fight BAC®”, 67
FIRST LEGO® League (FLL), 64, 80–81
branding, 72
communication tools, 69–70
conducting primary and secondary research, 72–75
description of, 67–69
designing document, 77
2011 Food Factor Challenge, 68–70 (see also Food Factor Challenge)
giving presentations and demonstrations, 74–77
Global Dreamers, 70–71
resources for secondary research, 74
search strategies and presentations, 74
teams and mentor, 68
technical communication activities in FLL challenges, 71–77
use of, in engineering education, 66–67
FLL. See FIRST LEGO® League (FLL)
Food and Drug Administration (FDA), 81, 91, 120–121, 173
Food Factor Challenge, 69–70, 80–81.
See also FIRST LEGO® League (FLL)
dialogue, fostering of, 79
food-safety careers, generating interest in, 79–80
food-safety habits in children, fostering of, 78–79
as model of food-safety education, 77–80
Food irradiation, use of, 90, 98
Food-safety careers, Food Factor Challenge and, 79–80
Food safety, culinary realism and. See Culinary realism, and food safety
Food-safety education
for children, 67 (see also FIRST LEGO® League (FLL))
FLL challenge as model of, 77–80
Food safety, in food supply operations, 120–122. See also New Limeco, and food safety management
food safety management systems, development of, 120–121
internal controls, 120
third-party audits and scores, 121–122
training programs, 121
Food safety management systems (FSMS), 120–121
Food Safety Modernization Act, 120
Food safety training and certification, 121, 123
Food technologies. See also Nanotechnology
acceptance of, 90–92
genetically modified food (see Genetically modified (GM) food)
new, acceptance or rejection of, 101–103
public perceptions of, role of media in, 92–95
FrameMaker®, 151, 155
FSMS. See Food safety management systems (FSMS)
General Mills®, 73
Genetically modified (GM) food, 91, 102.
See also Food technologies
acceptance of, 91–92
public perceptions of, role of media in, 93–95
Gilmore, Jodie, 7
Global Dreamers, 70–71. See also FIRST LEGO® League (FLL); Food Factor Challenge
Global Food Safety Initiative (GFSI), 123
GM food. See Genetically modified (GM) food
Gottesman, Ronald, 175
Greenpeace, 94
Hansen, Sven, 173
Harvard Business Review, 131
Hazard Analysis Critical Control Point (HACCP) foodborne illness prevention programs, 121
High fructose corn syrup (HFCS), 172, 179–184
High school curricula, technical writing in, 65–66
IEEE Professional Communication Society, 80
Implicature, 19–21, 48–49, 48–52, 57
In Defense of Food, 181–184
Industry alliances, 2, 8, 11, 24, 31, 36–39, 37, 38, 48, 53, 55–57
Innovation acceptance/rejection, 23–24
Innovation, in diffusion process, 24, 37
Institute of Food Technologists, 91
Internal controls, food safety programs and, 120
Journalists, presentation of science stories by, 92–93
The Jungle, 172, 174–179
Kamen, Dean, 68
King Corn, 182
Kristiansen, Kjeld Kirk, 68
Lab hunting, 120
Large companies
  technical communication in, 156–159
  technical documentation staff, 157
  translations in, 163–165
  workflow advantages in, 158–159
  workflow disadvantages in, 159
  workflow in, 157–158
LEGO MINDSTORMS® technology, 68.
  See also FIRST LEGO® League (FLL)
Lexical items, 21
Little Brother Technology surveillance systems, 95
Livestock auctions, 6, 11, 14, 59
Livestock Marketing Association (LMA), 8–9, 11, 25, 36–39, 45–49, 51, 58
Livestock Marketing Association Comments on the US Animal Identification Plan 2005, 17, 45–46
Livestock market owners, interviews with, 33–37. See also Beef industry
daily business activities and responsibilities, affect on, 36–37
data security and database use, concerns on, 35–36
experience with technology, 34
information from industry alliances, 36, 37
personal opinion of NAIS, 37
resistance to technological change, 34–35
understanding of NAIS plan, 34
working of technology in industry, 35
Livestock markets, 10, 25–26
LMA. See Livestock Marketing Association (LMA)
Losey, John, 94
Manual, multilingual, 145
McDonald’s, 6, 33
Meat industry, carbon monoxide packaging use in, 91
Media frame for nanotechnology, 96
Media, role of, in public perceptions of food technologies, 92–95
Medium-sized companies
  technical communication in, 154–156
  technical documentation department, 154–155
  translations in, 162–163
  workflow advantages in, 155–156
  workflow disadvantages in, 156
Menu pet food recall event, 185
Microsoft Office programs, use of, 1–5154
Microsoft Word®, 151
Milk production, recombinant bovine somatotropin use in, 91
Modin, Peter, 173
Monarch butterfly, loss of, story of, 94–95
Monarch Watch, 95
Muckraking, communicating food safety concerns by, 172–173
culinary realism in muckraking literature, 173–174
INDEX

effects of literature on everyday practices, 186
high fructose corn syrup in *The Omnivore’s Dilemma* and *In Defense of Food*, 179–184
literature as watchdog in food safety, 184–185
tubercular beef in *The Jungle*, 174–179

Nanotechnology, 95–96, 102
in food packaging, 95
food-related applications, consumers’ acceptance of, 98–100
impacts on farmers and food, 95
in media, 96
perceptions and acceptance of, 97–100, 102–103
public perceptions of, 96–97
*Nanotechnology: Big Things from a Tiny World*, 98–99
National animal identification system (NAIS), 1–2
in beef industry, communication of (see Beef industry)
National Cattlemen’s Beef Association (NCBA), 8, 11, 46–47
National Cattlemen’s Beef Association NAIS Industry Proposal White Paper, 17, 46–47
National Council of Teachers of English (NCTE), 65–66
National Institute for Animal Agriculture (NIAA), 17, 44
National Nanotechnology Initiative (NNI), 96, 98–99
*Nature*, 94, 95
NCBA. See National Cattlemen’s Beef Association (NCBA)
Neill, Charles P., 177
Nestlé SA, 147
New Limeco, and food safety management, 122–124
gradual safety improvement, 125–126
implementing changes, 124–125
Integrated Pest Control Management Program, 125
personal hygiene issues, 125
sanitation issues, 125
screened-in employee break area, construction of, 125
third-party audits, 124–126
*The New York Journal*, 175
NIAA. See National Institute for Animal Agriculture (NIAA)
NNI. See National Nanotechnology Initiative (NNI)
*The Omnivore’s Dilemma*, 172, 179–181
Partnership for Food Safety Education, 67, 81
Paul, Ron, 7, 9
Peanut Corporation of America (PCA), 119–120
Persuasive communication, 18–19
central processing route, 18
peripheral processing route, 18
Pew Initiative on Food and Biotechnology, 94
Phelps, Christopher, 178
Pickavance, Jason, 173
PIM system. See Production information management (PIM) systems
Pollan, Michael, 172–174, 179–184
Pragmatics, 21–22
Primary research, 72–73
Primus Labs, 123
Process Verified Program (PVP), 10, 16, 40–43
Producers, in beef industry, 30–32, 52
Production information management (PIM) systems, 148, 150–152
Proofreading, branch-office, 163
Public acceptance of scientific developments, communication styles and, 92–95
Public perceptions of nanotechnology, 96–97
Quality System Assessment Program, 10
Radio-frequency identification (RFID) tags, 70, 73
Ranchers-Cattlemen Action Legal Fund (R-Calf), 9, 11, 47–48
Rayor, Linda, 94
Recombinant bovine somatotropin (rBST), use of, 91
Reynolds, James Bronson, 177
Risk communication, 67, 79. See also Technical communication
Robot games, 63, 68, 81. See also FIRST LEGO® League (FLL)
Rogers, Everett, 23
Roosevelt, Theodore, 175, 177
Roybal, Joe, 10
Salmonella, 119–120, 123, 185
Sanitation managers, certified, 121
Sanitation training, 121
Sara Lee bread company, 182
Scheiler, Bob, 6
Science, presentation of, by media, 92–93
Scientific Committee of the European Union, 90
Scientists, presentation of science stories by, 92–93
ScoringAg© software, 125
Secondary research, 73–75
Sinclair, Upton, 172, 174–179
Small companies
   technical communication in, 153–154
   translations in, 160–162
   workflow advantages in, 153–154
   workflow disadvantages in, 154
Social network, in diffusion process, 24
Society for Technical Communication (STC), 66, 80
Standard operating procedures (SOPs), 120–121
STC. See Society for Technical Communication (STC)
Subject-matter experts (SMEs), interviewing, 72–74
Sustainability, environmental regulations and. See Construction General Storm Water Permit (CGP)
Synonyms, use of, 166, 168
Talent, Jim, 9
Technical communication, 168–169. See also Risk communication; Technical documentation
   assumptions about, 166–168
   consequences for, 165
   data management in, 150–152
description of, 63–64
FLL model and, 64–65, 72 (see also FIRST LEGO® League (FLL))
in large companies, 156–159
in medium-sized companies, 154–156
project management workflow with CMS and TMS, 167
in small companies, 153–154
   teaching of, literature on, 65–66
   visibility and recognition to, 64
Technical communicators. See also Technical communication; specific topics
   identity problem, 63
   job titles, 64
Technical documentation, 145–146
   document management systems/content management systems, 148–149
   enterprise resource planning systems, 146, 147
   integrating systems, problem with, 146
   and problems faced, 145
   production information management systems, 148
   translation memory systems/computer-aided translation systems, 149
   Technical writing competitions, for high school students, 66
Technology diffusion, 2, 12, 15. See also Beef industry
Third-party auditors, 121
Third-party audits and scores, 121–122
Time, in diffusion process, 24, 39
TMS. See Translation memory systems (TMS)
Translation memory, 149, 152
Translation memory systems (TMS), 149, 151–152
Translation, of technical information, 159–160. See also Technical documentation
   in large companies, 163–165
   in medium-sized companies, 162–163
   in small companies, 160–162
   standard translation sheet, 160
Uncle Tom’s Cabin (Harriet Beecher Stowe), 174
Unicode, 161
Union of Concerned Scientists (UCS), 94
INDEX

**The United States Animal Identification Plan,** 17, 44–45
United States Department of Agriculture (USDA), 1, 32–33, 81
national animal identification system (NAIS) plan by, 1–2 (see also Beef industry)
United States Public Health Service, 90–91

Veneman, Ann M., 7

*Wall Street Journal*, 6
WalMart, 73, 122
World Health Organization, 90
XML data, 151
Yiannas, Frank, 122