

Robert Morris University
RMU Library System

Management 285
Poultry Industry (SIC# 2015) and Company Research

Databases:

These resources may be accessed through the library internet site at <http://www.robertmorris.edu/library/databases/>. All Databases listed may be accessed off campus at any time.

Business & Company Resource Center- Company Profiles, Histories, Industry Information, SIC and NAICS #, Financial Information.

Business Source Elite- Company Profiles and articles from *Forbes*, *Harvard Business Review* and *Business Week*.

Standard & Poor's Industry Surveys and Stock Reports- Industry Information and Company Information.

Wall Street Journal (Proquest)- Articles from the *Wall Street Journal*.

Books:

Industry Norms and Key Business Ratios- see the Librarian for this book. Used for industry profits and sales.

Market Share Reporter REF 338.476 Mar

Consumer USA REF 658.843 Con

Internet Resources:

U.S. Poultry and Egg Association-Economic Data

http://www.poultryegg.org/economic_data/

United States Department of Agriculture

<http://www.usda.gov/wps/portal/usdahome>

Key Terms:

Broiler Production

Broiler

Vertically integrated industry

Companies- Cargill, Tyson, Perdue, Pilgrims Pride and Conagra (These are some of the large companies, but not all).