Bachelor of Management
MGMT 2605 Data Literacy
Fall 2019/2020

Instructor: ~~██████████~~

Assignment 1 – Does the Data Support "Big Blue"?

OVERVIEW

This assignment will test your ability to evaluate and validate claims made using data. Based on the case given, identify whether the data and information cited by the organization supports their claims. Answer the question provided following the case study.

DEADLINE & SUBMISSION

Completion: Individual
Due date: October 7th, 11:55 pm.
Submit: Upload a PDF to Brightspace

CASE STUDY

Wild blueberries are big business. According to Agri-Food Canada, blueberries are Canada's most widely exported fruit by both volume and value, representing an export value of over $474 million in 2018.[1] Of these, frozen wild blueberries made up 48% of Canada's blueberry exports. In Nova Scotia, wild blueberries are especially important, and are the largest agricultural export.[2] Oxford Frozen Foods, headquartered in Oxford NS, grows and sells approximately 200 million tonnes of wild blueberries annually and employs more then 500 people in an otherwise economically depressed region.[3]

Wild blueberries are different from cultivated blueberries insofar as they are not planted. However, wild blueberry advocates insist there are differences between the two varieties, namely that wild blueberries are a tastier and healthier alternative to cultivated blueberries.[4] [5] Advocates also often insist that their claims about taste and health are supported by data. The Wild Blueberry Association of North America

---

[1] Agriculture and Agri-Food Canada (2018). Statistical Overview of the Canadian Fruit Industry 2018. Retrieved from: http://www.agr.gc.ca/eng/industry-markets-and-trade/canadian-agri-food-sector-intelligence/horticulture/horticulture-sector-reports/statistical-overview-of-the-canadian-fruit-industry-2018/?id=1564485377504#a3.3

[2] Nova Scotia Department of Agriculture (2019). *Business Plan 2019-2020*. Retrieved from: https://novascotia.ca/government/accountability/2019-2020/2019-2020-business-plan-Department-of-Agriculture.pdf

[3] Colin, D. (2018, July). Bragg has taken Oxford Frozen Foods from humble beginnings to a processing giant. *Truro News*. Retrieved from: https://www.trurodaily.com/business/bragg-has-taken-oxford-frozen-foods-from-humble-beginnings-to-a-processing-giant-228976/

[4] Wild Blueberry Association of North America (2017). Fresh from the Wild | Wild Blueberries. *YouTube*. Retrieved from: https://www.youtube.com/watch?list=UUwMxk0oooso_9UQuzL-x-Kw&v=JnC3dL1wtd8

[5] Oxford Wild Blueberries (2018). Wild vs Cultivated. *YouTube*. Retrieved from: https://www.youtube.com/watch?v=iqZHfywOqKE

(WBANA), for instance, provides a series of web pages outlining the scientific basis of health claims.[6] They state that:

> *"The wide range of natural antioxidants found in fruits and vegetables helps our bodies protect against disease and age-related health risks. Wild Blueberries are especially rich in anthocyanin, a flavonoid with potent antioxidant capacity. Highly concentrated in the deep-blue pigments of Wild Blueberries, anthocyanin is responsible for both color and powerful health protection potential."*

The WBANA also provides a series of visualizations and charts to support their claim. A sample of these visualizations are provided below (see Exhibit A).[7]
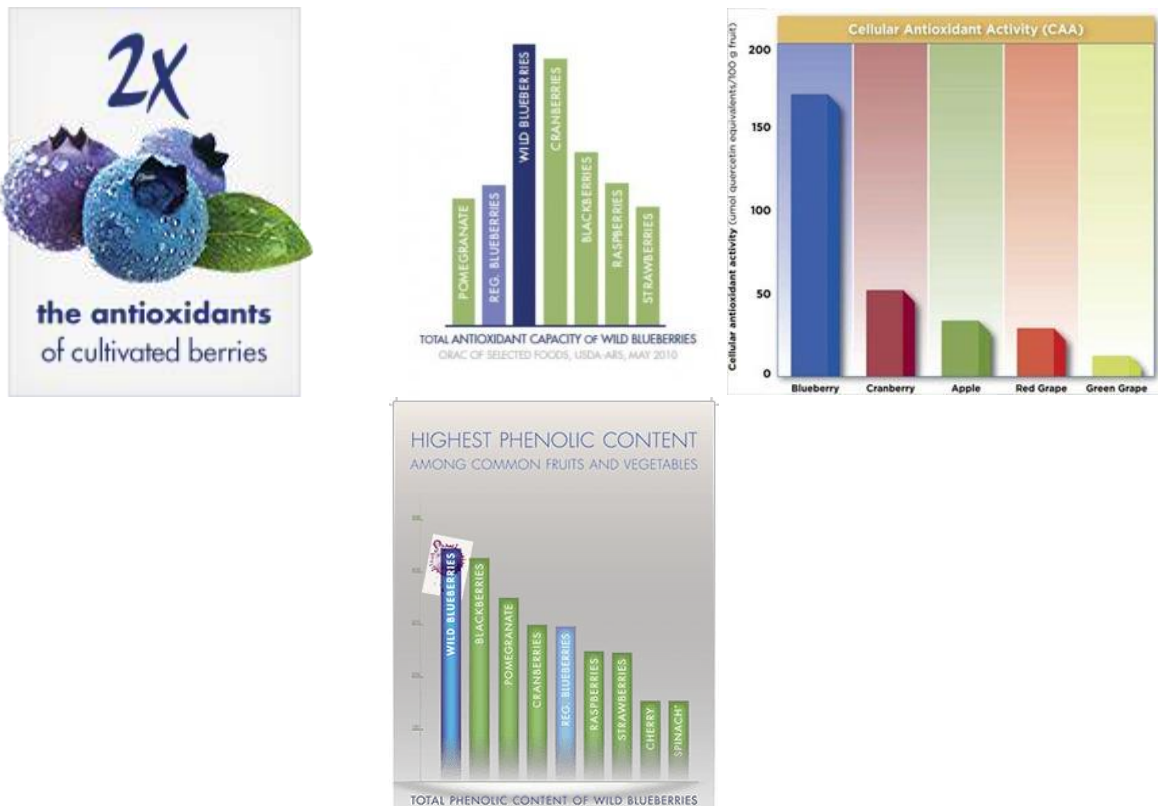

Exhibit A – Charts provided by the Wild Blueberry Association of North America

The growth of the wild blueberry industry continues to be a priority of the Government of Nova Scotia. In 2019, Canadian officials at the announced the release of $1.6 million in funding to WBANA to market Canadian wild blueberries abroad.[8] Moving forward past 2020, we can anticipate growing efforts to market wild blueberries abroad.

---

[6] Wild Blueberry Association of North America (2019). Health & Research. *Wild Blueberries*. Retrieved from: https://www.wildblueberries.com/health-research/

[7] Wild Blueberry Association of North America (2019). The Science of the Superfruit. *Wild Blueberries.* Retrieved from: https://www.wildblueberries.com/health-research/antioxidants/

[8] Fruit Growers News (2019, April). Canada gives $1.6M for wild blueberry marketing. Retrieved from: https://fruitgrowersnews.com/news/canada-gives-1-6m-for-wild-blueberry-marketing/

From what you have learned during *Data Literacy* so far, prepare a brief paper that evaluates the claims made by WBANA and makes a recommendation about how they can improve the credibility or accuracy of their marketing effort. Your paper should not exceed 1000 words (excluding references) and will be evaluated using the rubric below.

ASSESSMENT

Description	Excellent (80%-100%)	Good (70%-79%)	Satisfactory (55%-69%)	Marginal Pass (50%-54%)	Unsatisfactory (0%-49%)
Analysis of claims (8 points)	Paper is specific, accurately evaluates the evidence supporting WBANA claims, and critically evaluates how the data was presented.	Paper demonstrates critical thought, evaluates the evidence supporting WBANA claims, and evaluates how the data was presented.	Paper has some evidence of critical thought and evaluates the evidence supporting WBANA claims or evaluates how the data was presented.	Paper has some critical discussion of the WBANA claims.	Paper did not coherently discuss WBANA's claims.
Recommended action (8 points)	Paper recommends tangible and reasonable actions that would likely improve WBANA's marketing efforts.	Paper recommends reasonable actions that plausibly improve WBANA's marketing efforts.	Paper recommends actions that might improve WBANA's marketing efforts.	Paper recommends actions on WBANA's marketing efforts.	Paper did not recommend coherent actions on WBANA's marketing efforts.
Spelling and grammar (4 points)	Paper reads well and does not have noticeable spelling or grammar mistakes.	Paper reads well and has one or two noticeable spelling or grammar mistakes.	Paper is readable and fewer than five noticeable spelling or grammar mistakes.	Paper is readable.	It is very difficult to read this paper.

Paper Structure

Great papers will always have a beginning, a middle and an end. In the case of a short paper for a 1000-word MGMT 2605, it makes sense to have three sections: *Introduction*, *Analysis,* and *Conclusion*. All sections should be clearly outlined with headings and subheadings (when appropriate). These sections will be discussed in turn.

The Introduction Section

An Introduction should be no more than two paragraphs. The Introduction should outline a clear position (i.e. that WBANA's claims are valid or not) and will generally end with a thesis statement (e.g. "In this paper, I will establish that Batman is not real, as evidenced by the fact that nobody has that much money and because grappling guns defy physics.").

The Analysis Section

This is the meat of your paper. The analysis section will outline your logic using one paragraph per major idea. A well-structured argument will present the appropriate evidence clearly and lead to a logical

conclusion based on this evidence. A well-structured argument would also not overstate the evidence, taking care to establish a reasonable conclusion. All new evidence (i.e. not deduced from logic alone) should be sourced using APA format.

The Conclusion Section

The conclusion will very briefly summarize what was said in the paper and clearly outline the recommendations that you would like to make. Your conclusion should also highlight limitations of your argument. Ultimately, the goal of a good conclusion is to leave the reader persuaded by the thesis statement made in the introduction.

TIPS

1. You will not receive any bonus points for sourcing more information than necessary. The course readings and assignment provide most (if not all) of the information necessary to complete this assignment well, though some claims could benefit from some basic fact checking.

2. The paper is short by design. Ensure that your writing is brief and specific.

3. Do not write on the technical details of blueberry science. Focus on the strengths and weaknesses of the argument and related data that was provided by WBANA.