FSTA Promotional Email Template

***Subject*:** FSTA: The powerful research tool for Food Science Faculty and Students

***Body:***

Good afternoon,

I hope this email finds you well. I'm writing to highlight a valuable resource available to you and your students: the FSTA - Food Science & Technology Abstracts database (<add link to where FSTA can be found on your library website>).

I encourage you to explore FSTA and its free complementary services. They can be invaluable tools for both your research and your students' assignments.

**Why FSTA Matters for Research**

FSTA is a specialist database tailored for food-related research, offering several key advantages:

* ***Quality Assurance****:*Unlike general search tools, FSTA is meticulously managed by experts, ensuring all content is relevant to food and sourced from reputable publications.
* ***Comprehensive Coverage for Comprehensive Literature Searching****:* FSTA encompasses a wide range of interdisciplinary content, including scientific journal articles, trade publications, conference proceedings, industry patents amongst others.

This diverse collection includes not only major international publications but also research from niche fields, regional publishers, and non-English language sources, enabling comprehensive literature searches.

* ***Precision Searching****:* Powered by the world's most comprehensive food thesaurus, FSTA's unique indexing allows for precise and efficient searches, helping you find exactly what you need.
* ***Made for researchers, not for profit****:* FSTA is produced by the International Food Information Service (IFIS), a not-for-profit publisher and educational charity established in the 1960s. Their dedicated team is committed to making high-quality content in food science easily discoverable.

**Accessing FSTA**

You can start searching FSTA immediately through our library website: <add link to where FSTA can be found on your library website>

**Complimentary Services**

As part of our subscription, we have access to several valuable services:

* Bespoke reports on specific topics and trends
* Customized search strings for alerts
* Tailored short videos for course modules on FSTA searching
* Educational webinar on predatory publishing
* Customized webinar on effective searching for literature reviews
* Online interactive FSTA training modules with self-certification

These resources can significantly enhance your research process and support your students in developing crucial search skills for better literature reviews. To request any of these free benefits or for more information, please visit the [IFIS website](https://www.ifis.org/customer-benefits).

Happy searching!