

## Agri-food Media Content Analysis Monthly Update | December 2011

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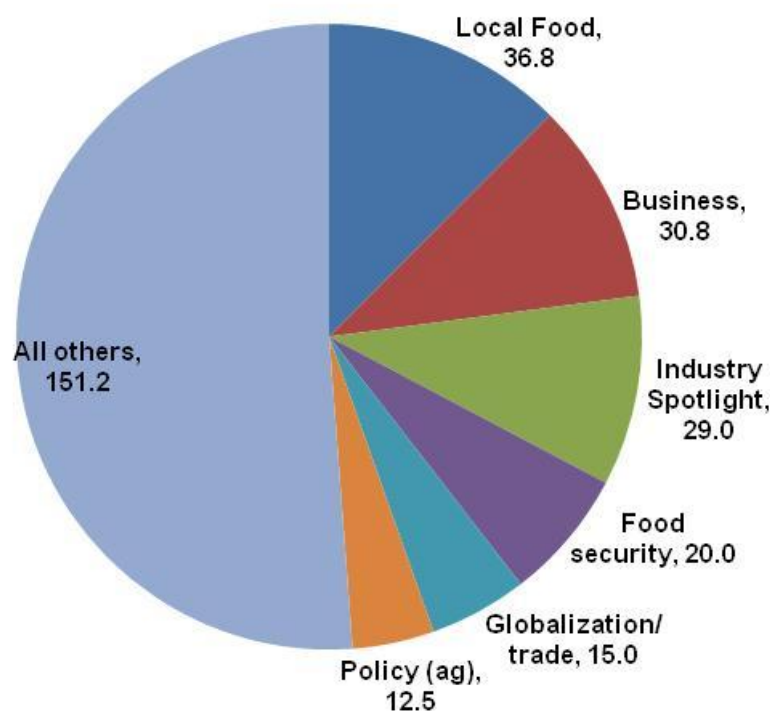
Local food had the most exposure of agri-food themes in the Chronicle Herald in December. This was mostly related to coverage on Nova Scotia wines and, in particular, spotlight articles on the province's growing sparkling wine industry.

The agri-business theme had the second highest exposure score albeit with no dominant sub-theme. The legal struggles of a New Brunswick potato farmer continue nine months after he was jailed in Lebanon due to allegations of rotten potato exports to Algeria.

The wine and lobster industries gave the industry spotlight theme the third most exposure in December. Lobster fishermen continue to face low prices for their catches despite the holiday season. The sparkling wine industry was highlighted in a number of articles during the month and was included in the Chronicle Herald's 2011 Honour Roll.

As is often the case in December, the food security theme had a strong exposure score. Charity efforts to raise food and money increase significantly during the holiday season.

**Agri-food theme exposure- December 2011**



Lobster exports to Europe and Asia are becoming a holiday tradition and propelled the globalization/trade theme into the top 5 for the month.

Agri-food themes with media exposure scores above 10, and the relation to the total agri-food exposure score, are displayed in the chart.

The top five agriculture and fisheries themes are listed separately in the tables below.

**Total exposure score = 295.4**

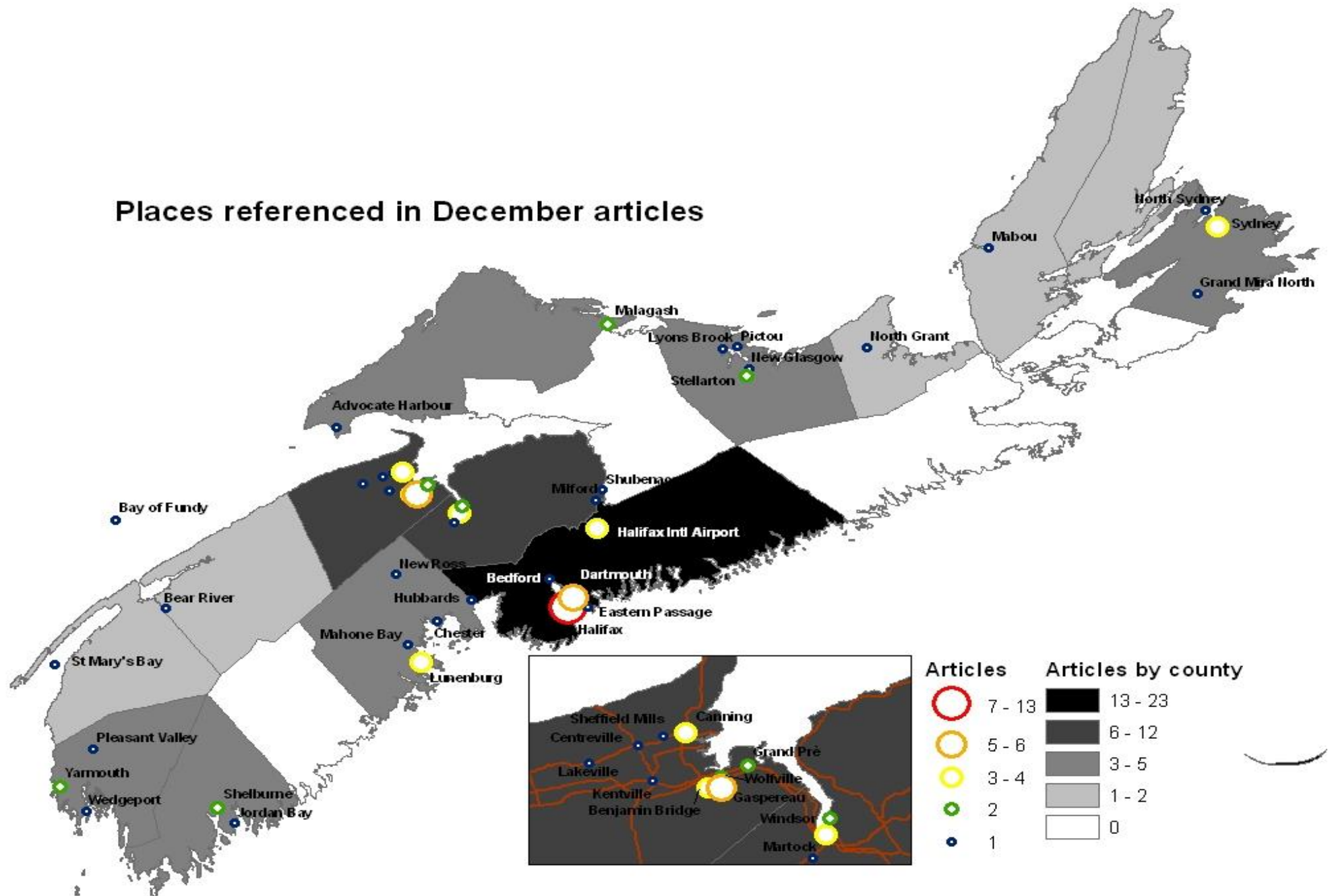
Prev 12 month avg = 328.2

Dec 2010 score = 257.1

<b>AGRICULTURE THEME</b>	<b>EXPOSURE<sup>i</sup></b>	<b>SLANT<sup>ii</sup></b>	<b>TOP ISSUE</b>
Local food	35.9	Highly positive	NS wine and sparkling wine
Industry spotlight	17.8	Positive	NS sparkling wine
Business	17.1	Positive	Various spotlight articles on businesses
Agricultural policy	12.5	Neutral	Elimination of Canadian Wheat Board
Weather	8.7	Highly negative	Year end review of poor crop season/ poor ice wine conditions
<i>Note: A slant score is only given to a theme in articles where that theme is the main topic of the article. No slant is given to a theme when it is secondary to an article.</i>			

<b>FISHERIES THEME</b>	<b>EXPOSURE<sup>i</sup></b>	<b>SLANT<sup>ii</sup></b>	<b>TOP ISSUE</b>
Globalization/trade	9.9	Positive	Lobster exports to Europe/Asia
Industry spotlight	9.6	Positive	No dominant sub-theme
Funding	6.2	Highly negative	400 DFO jobs on chopping block
Food spotlight	3.8	Highly positive	Spotlight on oysters
Business	3.7	Positive	No dominant sub-theme
<i>Note: A slant score is only given to a theme in articles where that theme is the main topic of the article. No slant is given to a theme when it is secondary to an article.</i>			

## Places referenced in December articles

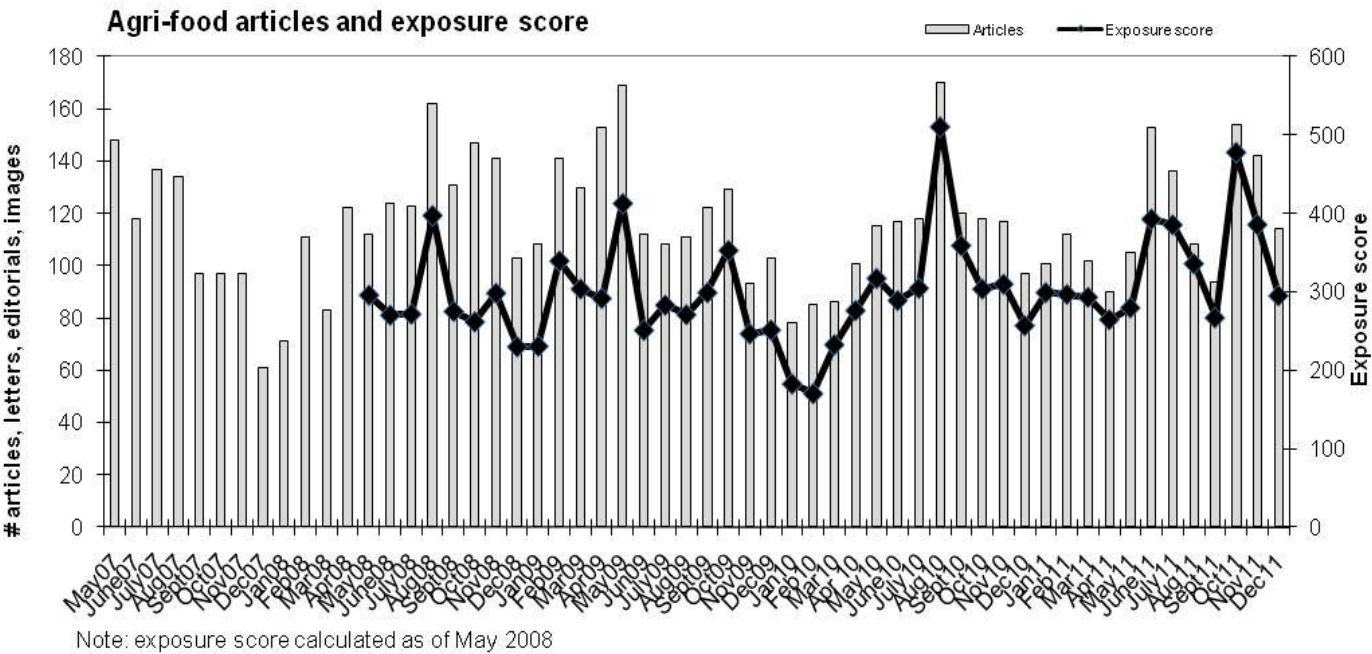


Halifax County had the most agri-food coverage in December. Halifax (various topics) had the most coverage of specific cities/towns/areas, followed by Dartmouth (various topics) and Gaspereau (sparkling wine).

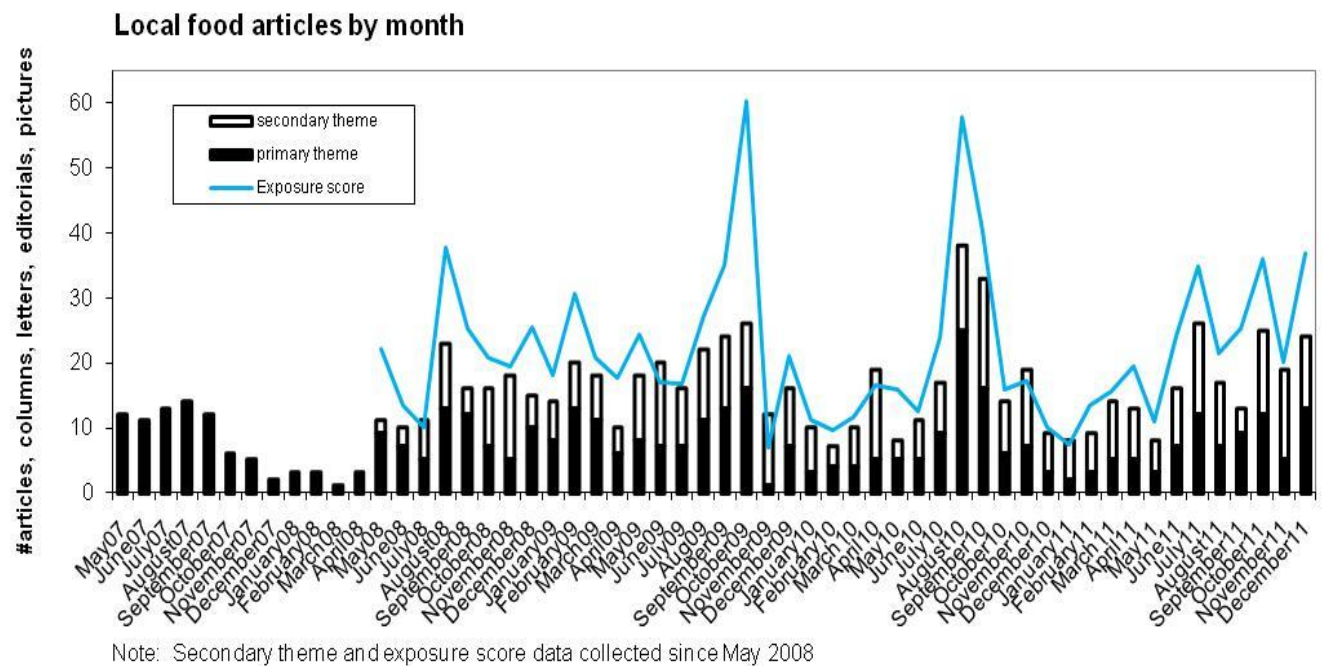
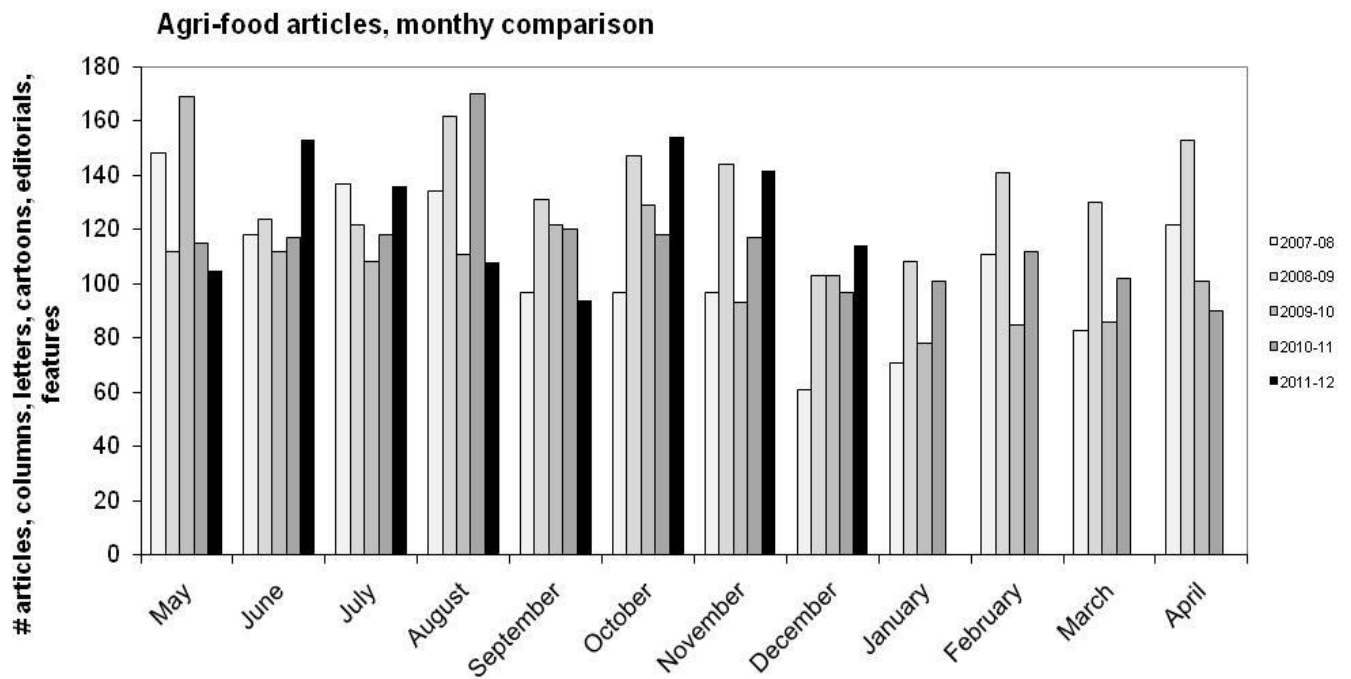
In total there were 114 agri-food articles in December, 55 of which were related to primary agriculture and 35 to fisheries<sup>1</sup>. Eight articles related to processing and 31 to the food industry in general. The 114 articles are a decrease of 28 articles from November and an increase of 17 articles from December 2010. Agri-food media exposure was the highest in the four year history of the media analysis for the month of December.

Compared to the average of the previous four months, there were fewer front page articles (1 compared with 4). Articles were shorter in length (2,043 characters vs 2,183) and had fewer images (0.67/article vs 0.77). The overall media exposure score of 295.4 was a decrease of 23 percent over the previous month and was 15 percent higher than in December 2010.

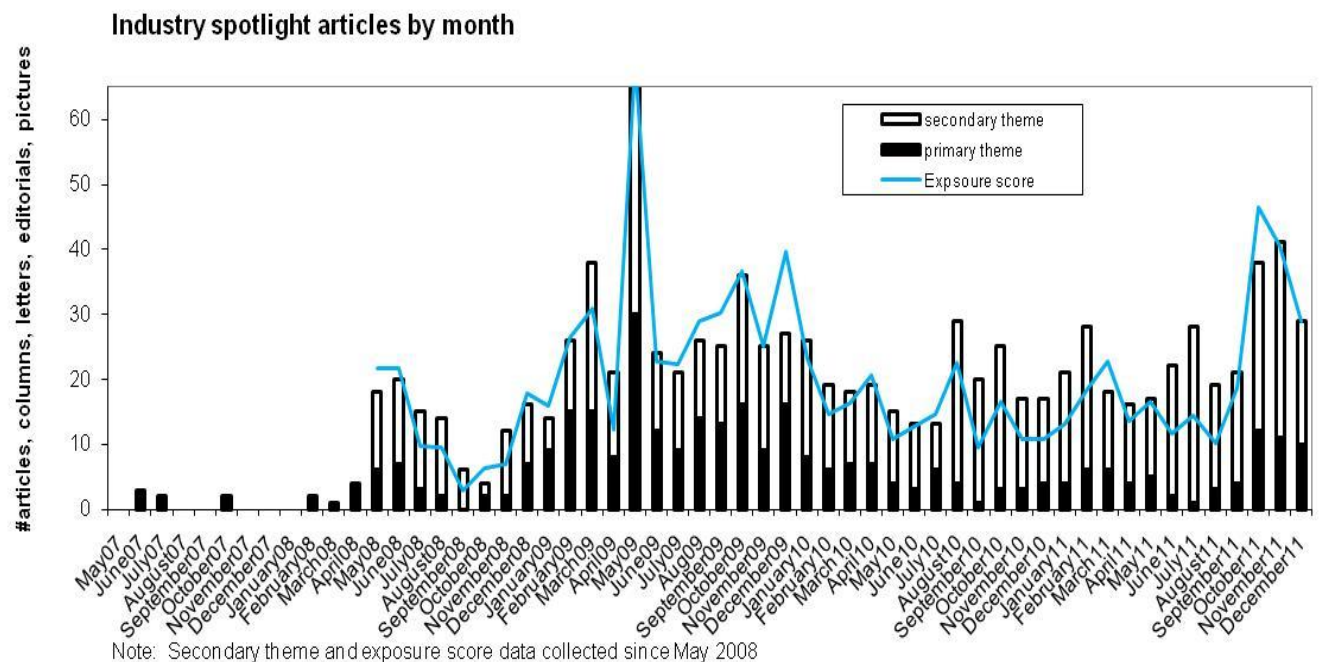
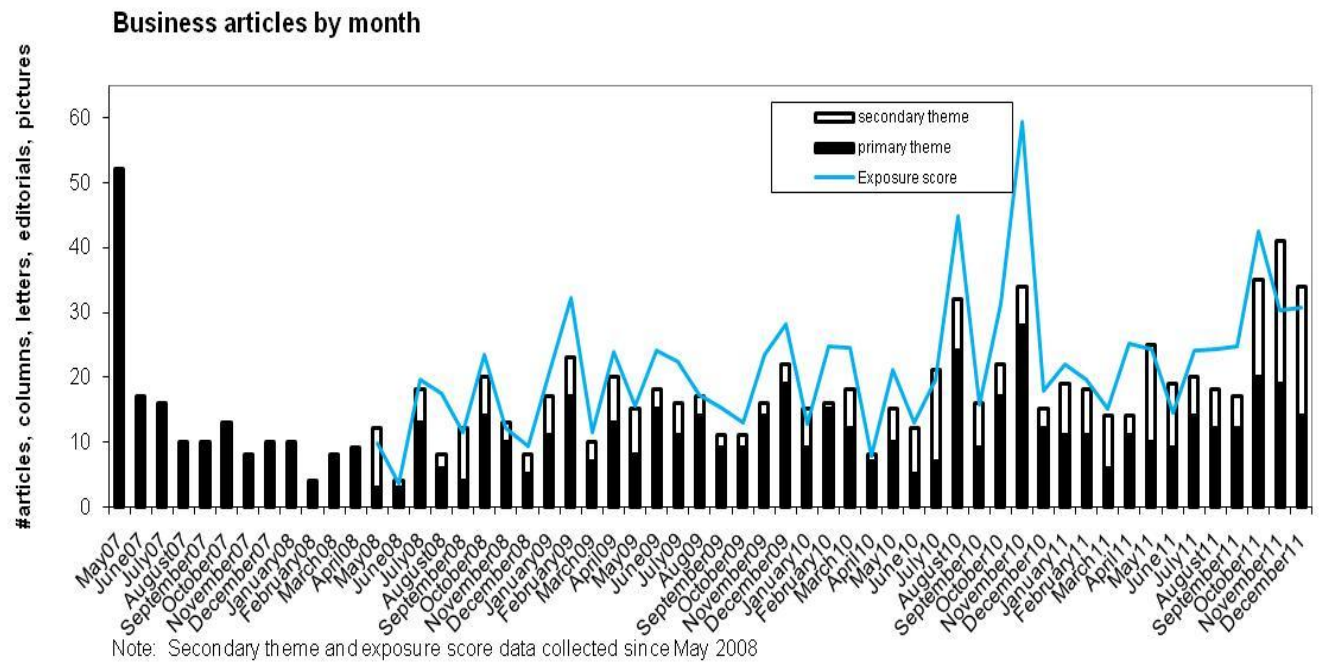
The lobster industry and wine industry had the most sector-specific coverage in December.

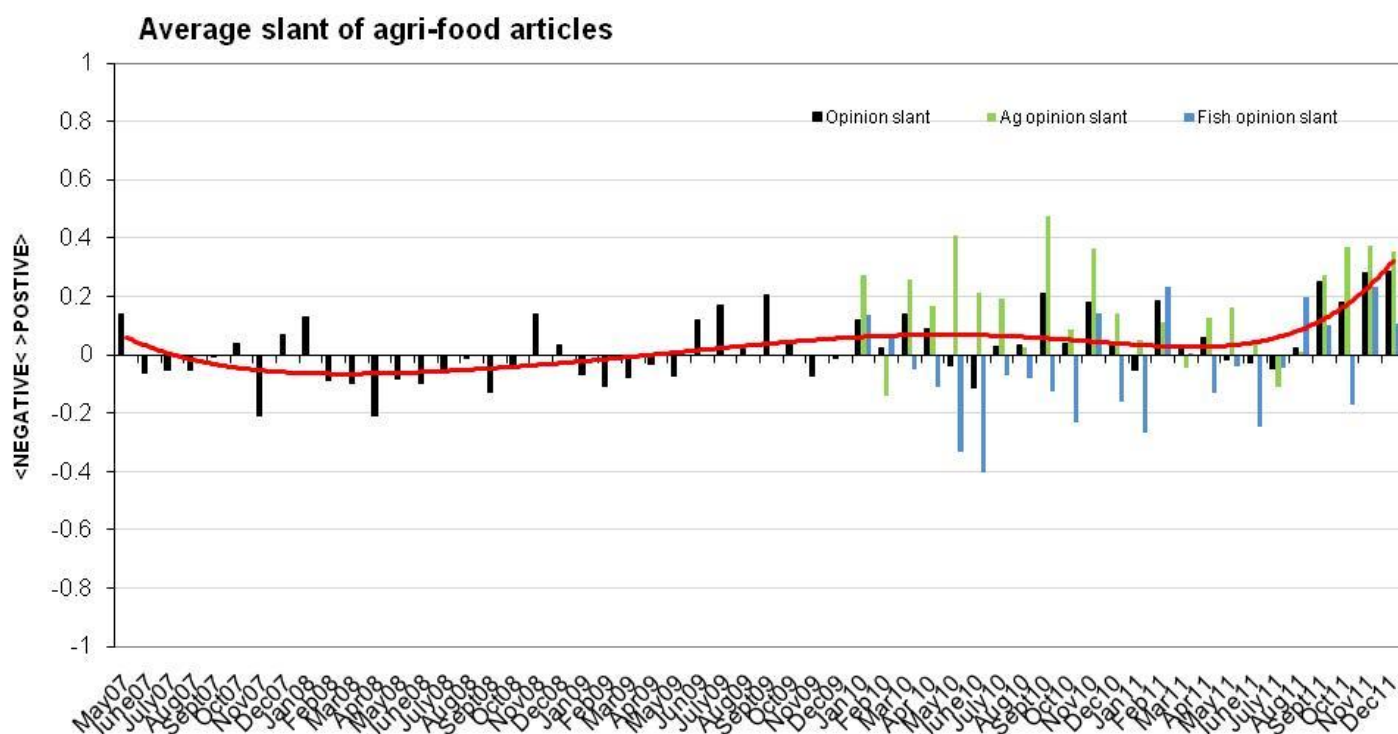


<sup>1</sup> Articles can reference any combination of agriculture, fisheries, processing, and/or the general food industry. For this reason, the sum of these articles will not necessarily equal the total number of articles for the month.









The slant of agri-food articles was again strongly positive, reaching a record high for the third time in four months. Local food articles (primarily focusing on the wine industry) and business spotlight articles were the main drivers of this optimism, greatly outweighing negative articles which did not have a main theme. The slant of agriculture-related articles was highly positive, for the same reasons with some negative coverage associated with the NB potato farmer jailed in Lebanon and slightly negative coverage of the decision to eliminate the Canadian Wheat Board. Fishery coverage was only moderately positive in December. Positive coverage was largely driven by coverage of lobster and fishery exports, while proposed cuts at DFO and protests against fracking and its effect on water systems were the main themes behind negative coverage.

<sup>i</sup> Exposure score takes into account # of articles, size of article, # of images, theme appearing as an underlying theme in another article, and front page articles. Full methodology is available from the author.

<sup>ii</sup> A score between -100 and 100 is assigned to each article in an attempt to assess how positive or negative the issue is presented. There is no implication of a bias simply whether the issue would seem “good” or “bad” to a reader. Highly negative= -100 to -75. Negative= -74 to -25. Neutral= -24 to +24. Positive= +25 to +74. Highly positive= +75 to +100.

### List of agri-food topics, by exposure score and number of articles- December2011

RANK	TOPIC	# OF ARTICLES		EXPOSURE SCORE	PREV MONTH RANK	CHANGE
		Primary	Secondary			
1	Local food	13	11	36.8	4	(+3)
2	Business	14	20	30.8	2	--
3	Industry spotlight	10	19	29.0	1	(-2)
4	Food security	10	4	20.0	12	(+8)
5	Globalization/trade	5	14	15.0	3	(-2)
6	Agricultural policy	6	3	12.5	11	(+5)
7	Healthy eating	2	9	9.8	13	(+6)
8	Weather	2	6	9.2	22	(+14)
9	Funding	2	3	7.6	T-52	(+43)
10	Fuel and energy	5	1	7.6	24	(+14)

Notes:  
Only agri-food topics with exposure scores greater than 7.5 are listed