

Agri-food Media Content Analysis Monthly Update | April 2012

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Fishery policy debates gave that theme the highest exposure score of agri-food articles in the Chronicle Herald in April. Articles and columns addressing proposed changes to fleet separation and fishery/habitat protection policies were the main sub-themes.

The second highest exposure score was generated by the agri-business theme. Legal issues were the main sub-themes, including the return of a New Brunswick potato farmer who had been jailed in Lebanon over the alleged export of rotten potatoes.

Canada's supply management system is opposed by partner nations in two major prospective trade agreements currently being negotiated: the Trans-Pacific partnership and the CETA trade agreement with the European Union. Articles related to these negotiations, and the friction over supply management, gave the globalization/trade theme third spot for April.

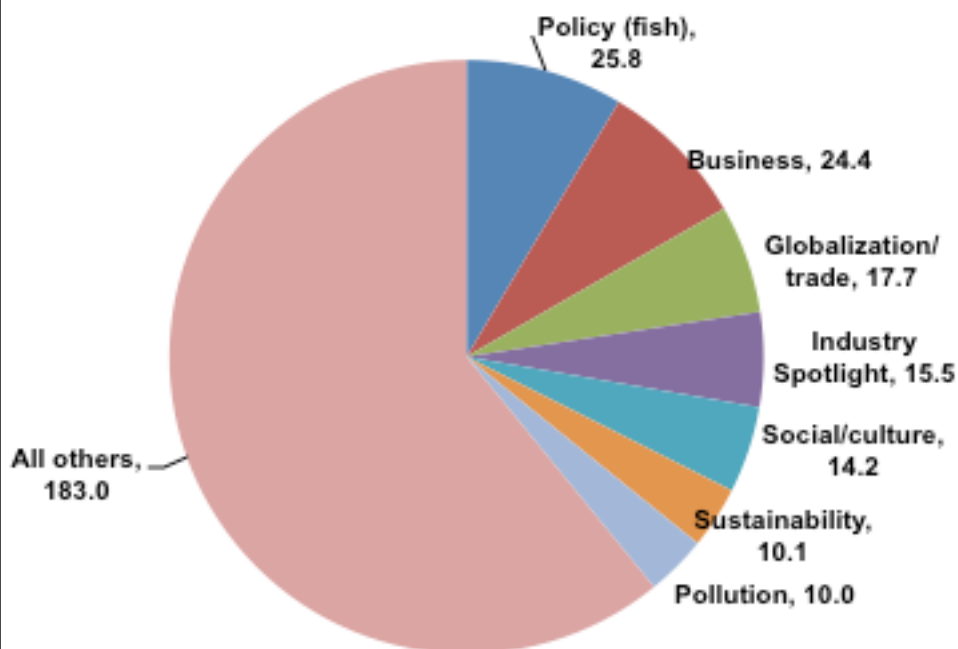
The industry spotlight theme received exposure as a secondary theme in a large number of agri-food articles. Two articles with industry spotlight as the primary theme related to the Atlantic Canadian seal industry. Coverage of sealing issues have declined dramatically during the past few springs as the industry's market has collapsed in the face of global criticism.

The social/cultural theme rounded out the top five for April. There was no dominant sub-theme.

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.

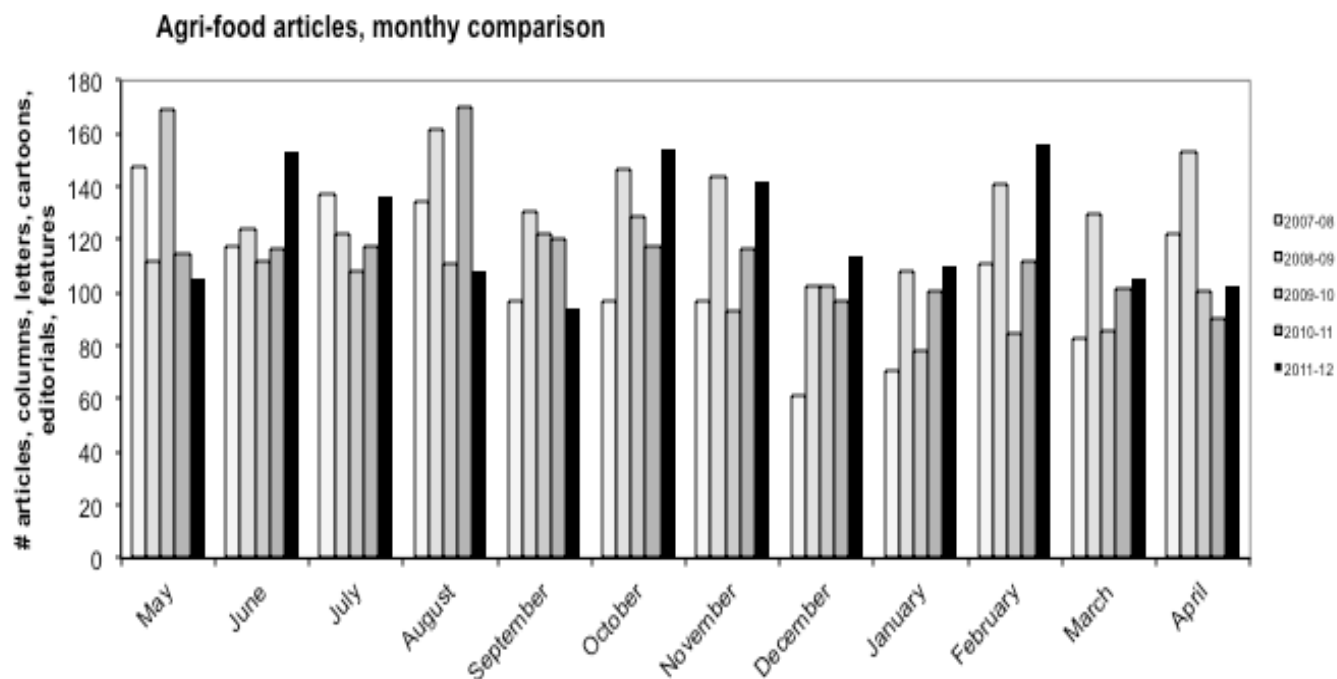
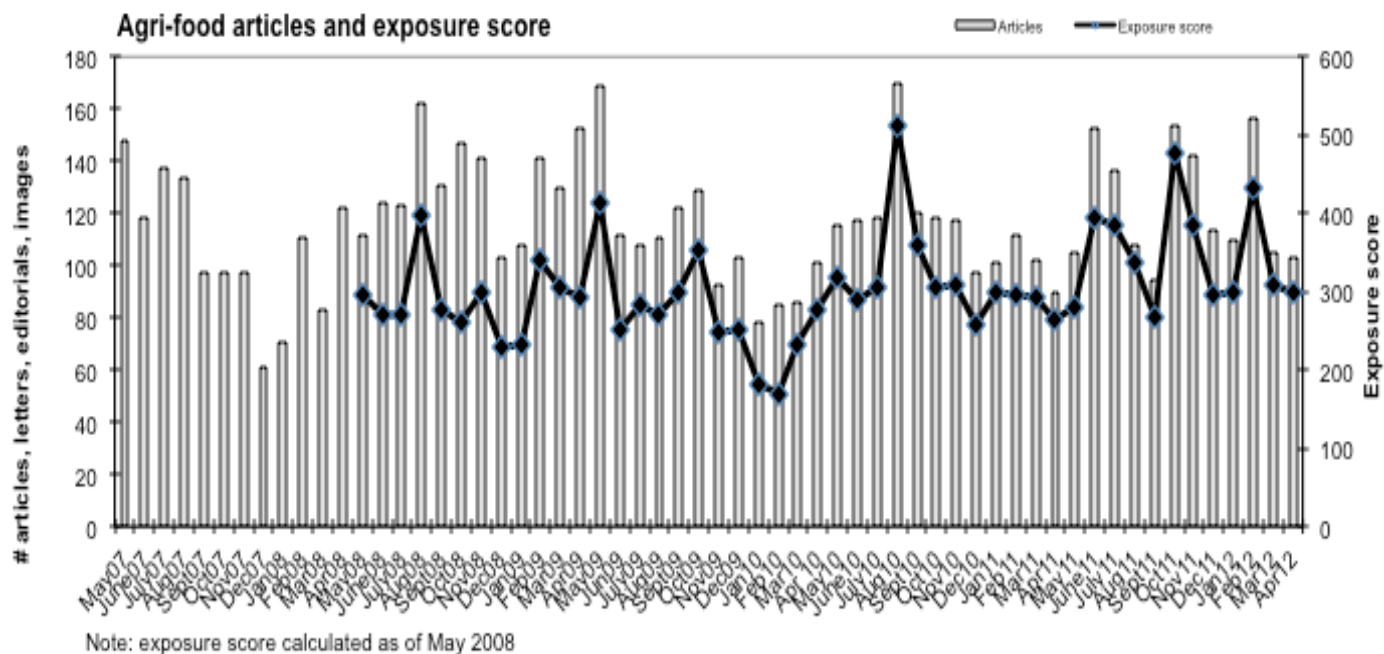
Agri-food theme exposure- April 2012

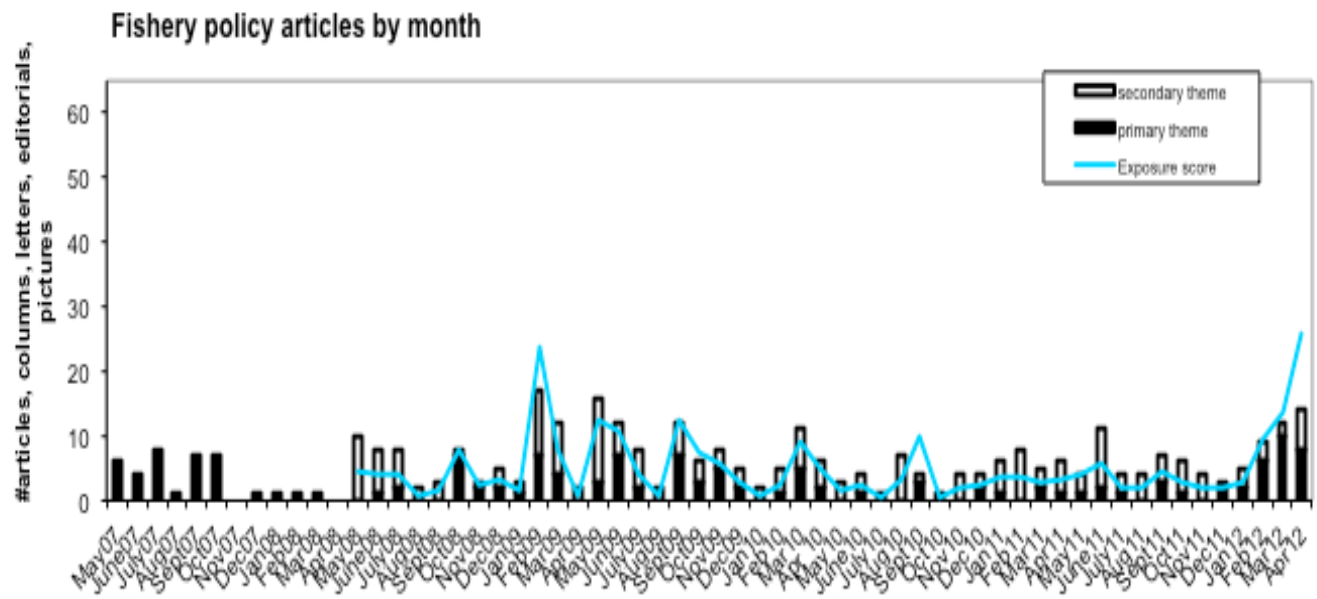


Total exposure score	= 300.6
Prev 12 month avg	= 344.0
Apr 2011 score	= 264.9

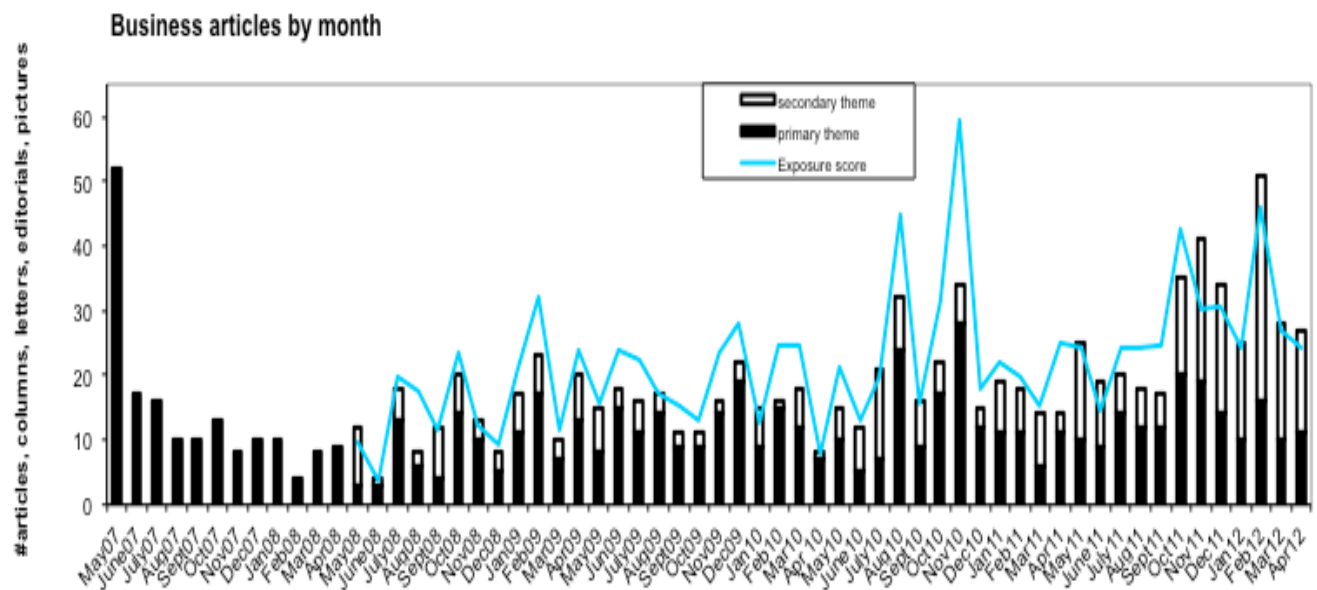
AGRICULTURE THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Agri-business	17.7	Positive	Various legal issues
Globalization/trade	13.6	Neutral	Trade agreement talks (CETA, Trans-Pacific partnership)
Local food	9.5		Secondary theme
Agri-tourism/travel	7.7	Highly positive	Spotlight in Israel as a food destination
Industry spotlight	7.6		Secondary 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>			

FISHERIES THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Fishery policy	25.8	Negative	Policy change debate (fleet separation, habitat protection)
Aquaculture	9.6	Negative	Infectious salmon anemia in Shelburne Harbour
Sustainability	8.3		Secondary theme
Industry spotlight	7.8	Highly negative	Seal industry decline
Environment	6.5		Secondary 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>			

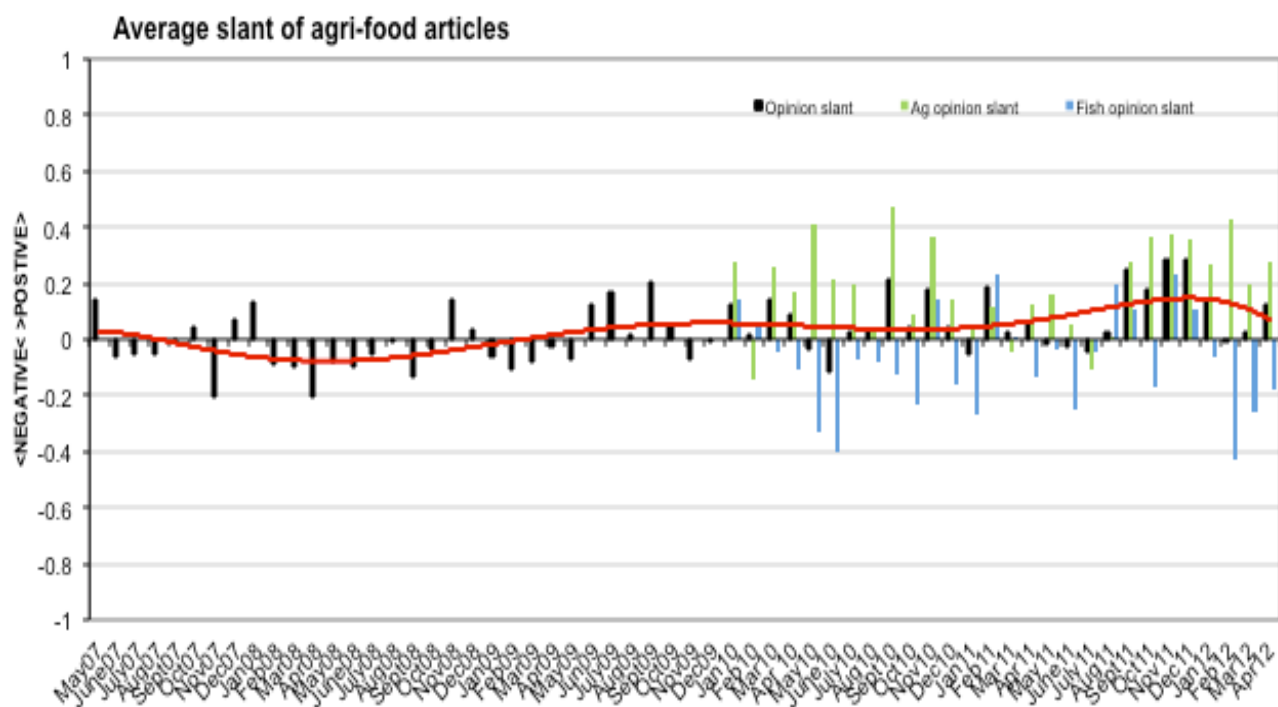
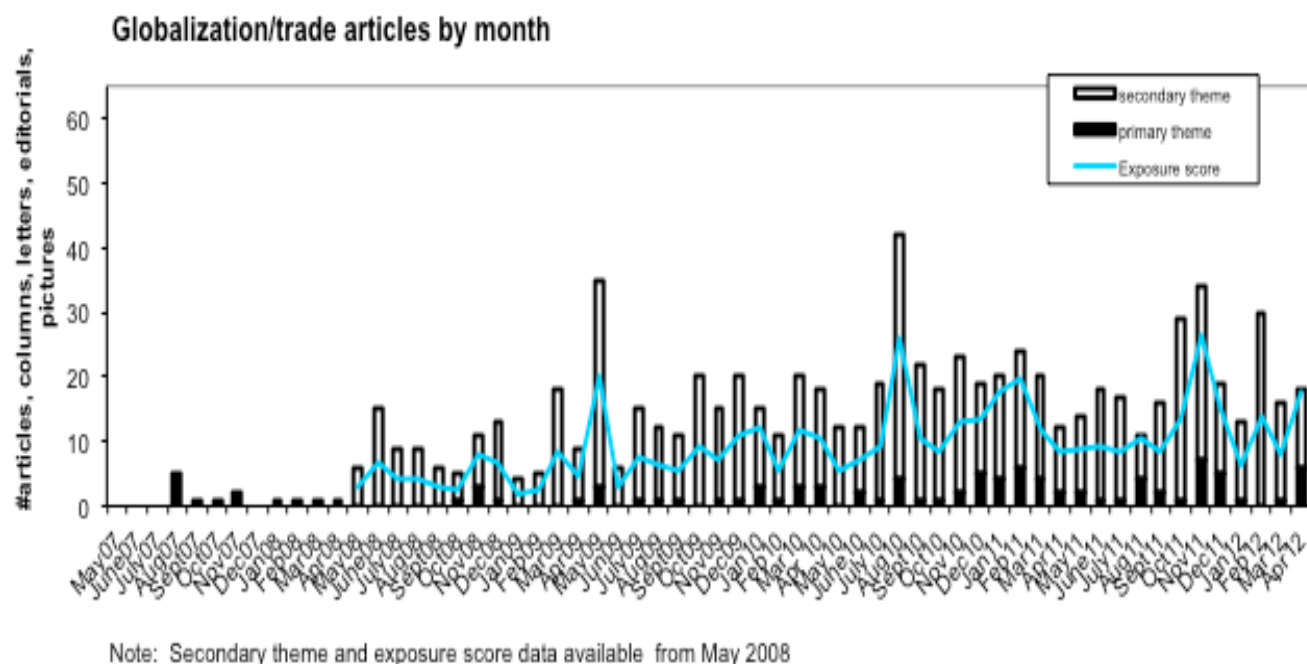




Note: Secondary theme and exposure score data available from May 2008



Note: Secondary theme and exposure score data collected since May 2008



ⁱ 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.

ⁱⁱ 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- April 2012

RANK	TOPIC	# OF ARTICLES		EXPOSURE SCORE	PREV MONTH SCORE	CHANGE
		Primary	Secondary			
1	Fishery policy	8	6	25.8	13.9	+11.9
2	Business	11	16	24.4	26.8	-2.4
3	Globalization/trade	6	12	17.7	7.9	+9.8
4	Industry spotlight	3	19	15.5	13.6	+1.9
5	Social/cultural	4	9	14.2	6.5	+7.7
6	Sustainability	2	11	10.1	11.4	-1.3
7	Pollution	2	12	10.0	11.4	-1.5
8	Aquaculture	7	1	9.6	14.0	-4.4
9	Healthy eating	5	4	9.5	9.2	+0.3
10	Local food	2	11	9.5	18.7	-9.3
11	Environment	0	18	8.3	9.7	-1.4
12	Agri-tourism/travel	2	2	8.2	6.2	+2.0

Notes:

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

Change in exposure scored may appear slightly incorrect due to rounding