

Agri-food Media Content Analysis Monthly Update | March 2012

Prepared by: Michael Devanney, Economist, NSDA michael.devanney@gmail.com

The agri-business theme received the highest exposure score of agri-food themes in the Chronicle Herald in March. While there was no main sub-theme for business articles, a number of local businesses were highlighted including Lismore Sheep Farm and Rockbottom Brewery.

The local food theme ranked second in terms of exposure score in March. Spotlight articles on local food and local food mentions in restaurant reviews led coverage for this theme.

The food spotlight theme attained the third highest exposure. Lentils, wild food, maple syrup, Montreal smoked meat, and cupcake vending machines gained media attention.

The aquaculture debate continued in March. An outbreak of infectious salmon anemia (ISA) in Shelburne Harbour was confirmed by Cooke Aquaculture of New Brunswick and was the major sub-theme for aquaculture coverage. Fish in the affected pens have been ordered destroyed by CFIA and the pens are in quarantine. ISA poses no threat to human safety.

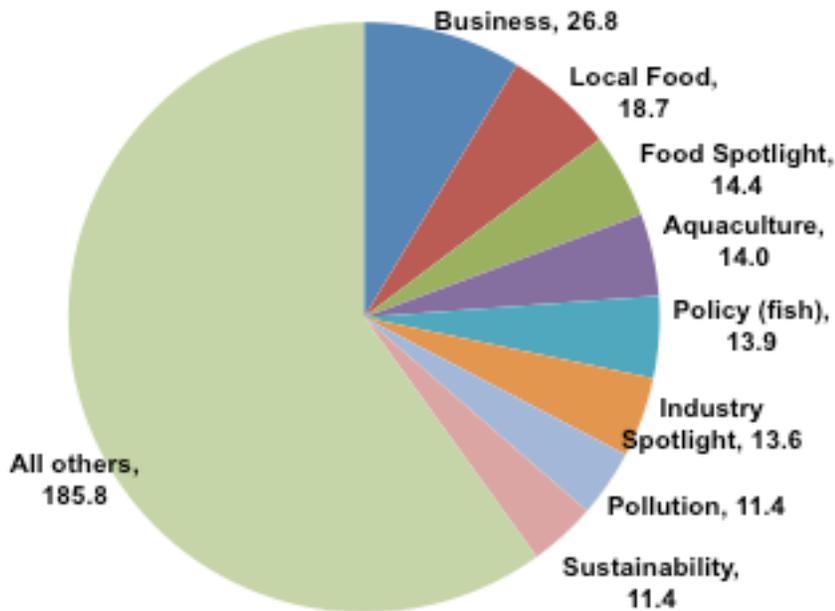
Debate over possible changes in fishery policy gave that theme the fifth highest exposure score during the month. The effects of removing both fleet separation and habitat protection

controls from the Fisheries Act have met with resistance from industry stakeholders. An increase in seal quotas was announced but will likely not be met due to negligible demand for seal products following years of anti-sealing campaigns.

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.

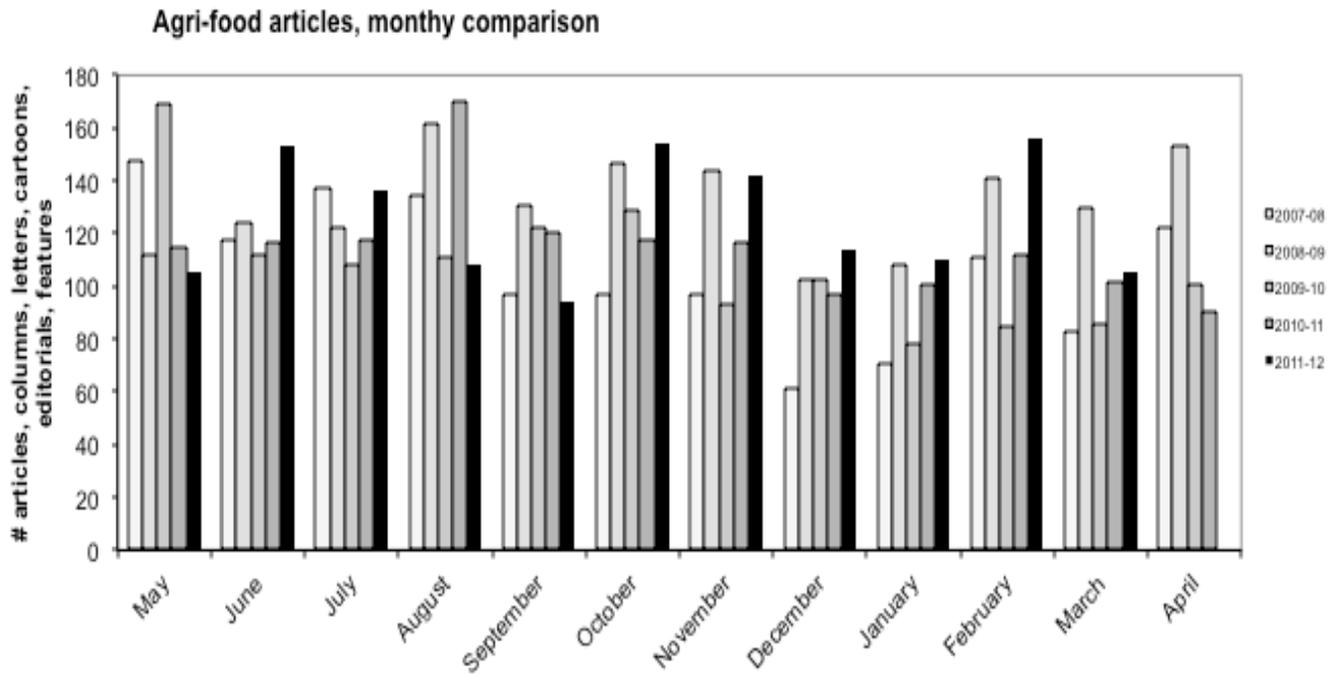
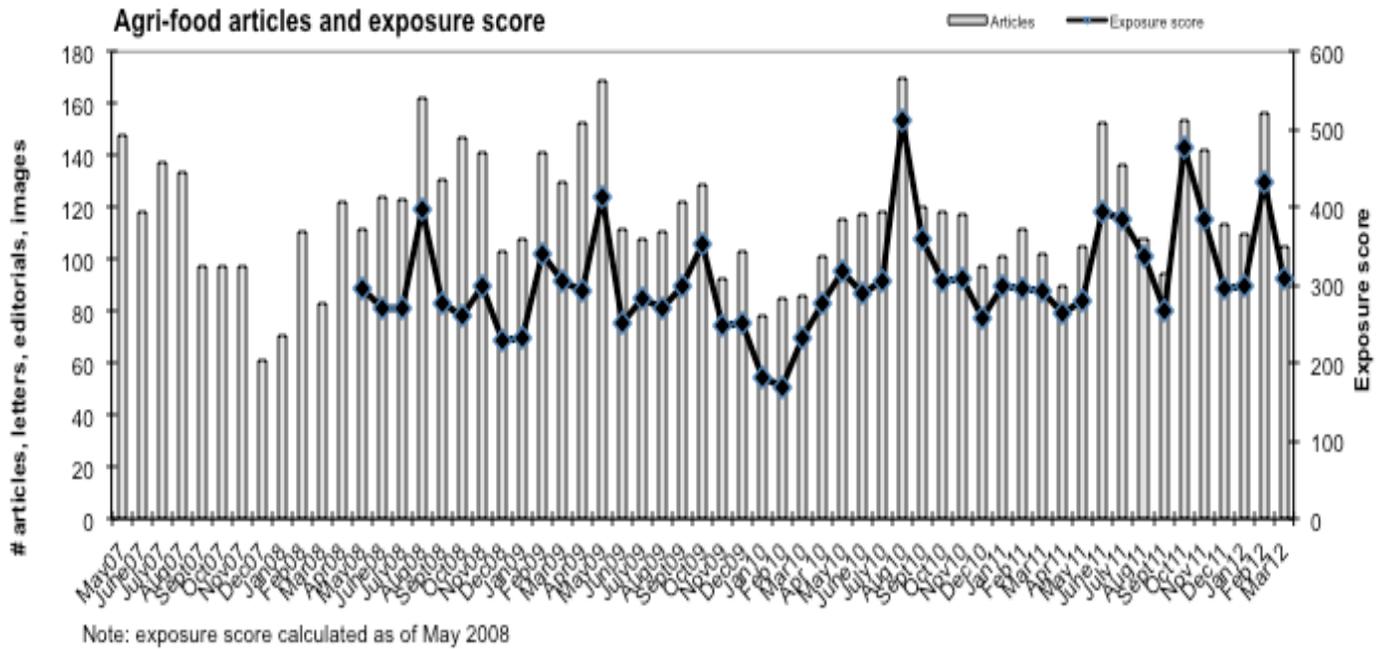
Agri-food theme exposure- March 2012



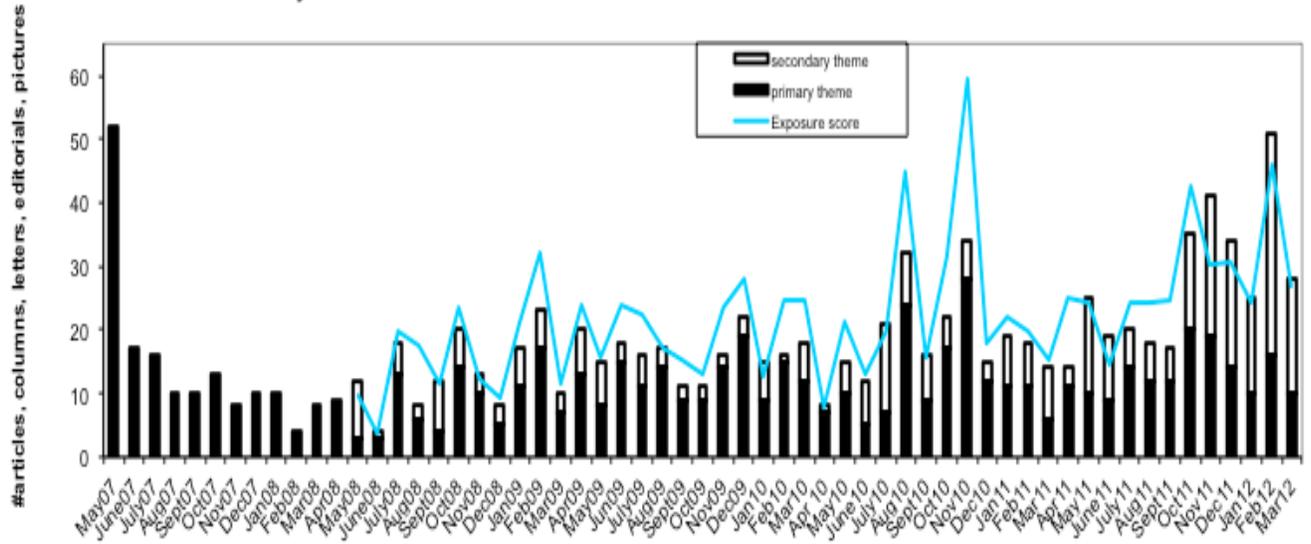
Total exposure score = 310.1
Prev 12 month avg = 342.6
Mar 2011 score = 293.4

AGRICULTURE THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Local food	17.7	Highly positive	Local food in restaurant reviews
Industry spotlight	7.6		Secondary theme
Education	7.4	Highly positive	NSAC/Dal merger, ACORN apprenticeship program
Agri-business	7.0	Positive	No dominant sub-theme
Food spotlight	6.3	Highly positive	No dominant sub-theme
<p><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></p>			

FISHERIES THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Aquaculture	14.0	Highly negative	Infectious salmon anemia at Shelburne Harbour site
Fishery policy	13.9	Negative	Debate over possible fishery policy changes (fleet separation)
Pollution	11.0	Highly negative	MV Miner wreck off Scaterie Island- concerns and delays
Sustainability	8.7	Highly positive	No dominant sub-theme
Business	8.6		Secondary theme
<p><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></p>			

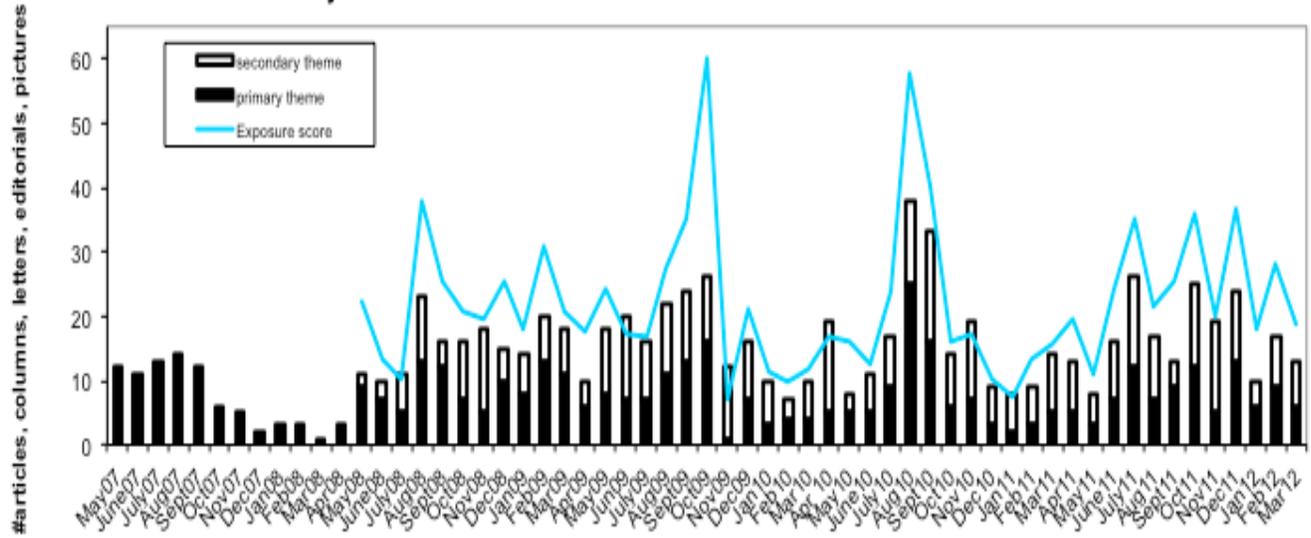


Business articles by month



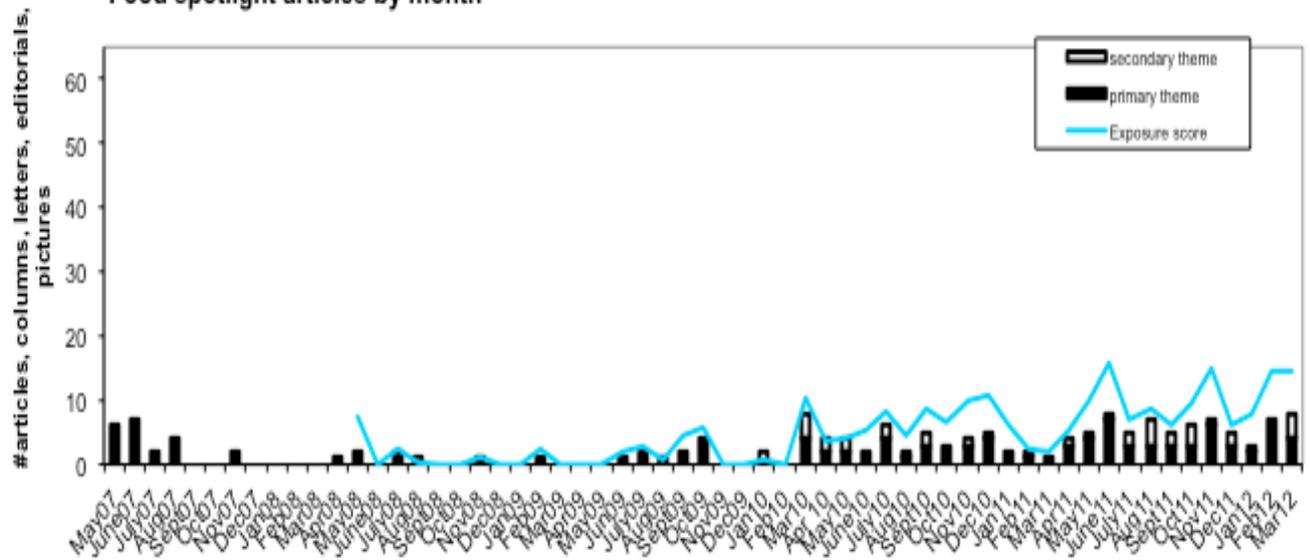
Note: Secondary theme and exposure score data collected since May 2008

Local food articles by month



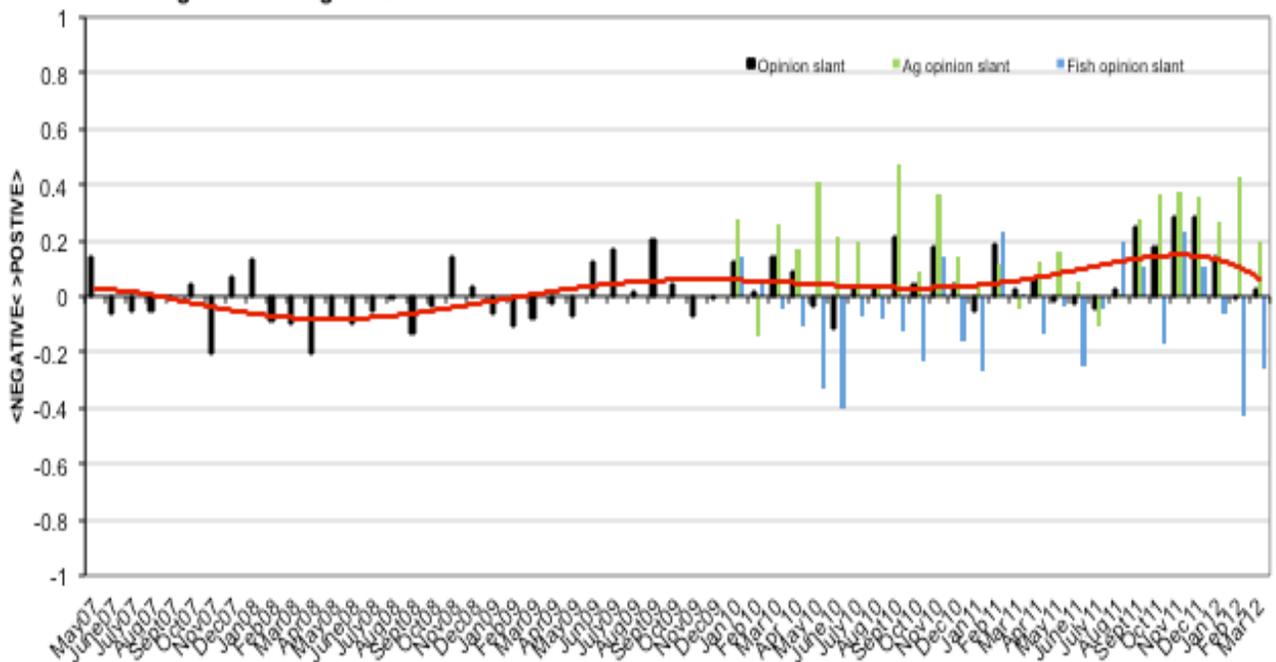
Note: Secondary theme and exposure score data collected since May 2008

Food spotlight articles by month



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

Average slant of agri-food articles



ⁱ Exposure score takes into account # of articles, size of article, # of images, theme appearing

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- March 2012

RANK	TOPIC	# OF ARTICLES		EXPOSURE SCORE	PREV MONTH SCORE	CHANGE
		Primary	Secondary			
1	Business	10	18	26.8	46.1	-19.3
2	Local food	6	7	18.7	28.0	-9.3
3	Food spotlight	4	4	14.4	14.5	-0.1
4	Aquaculture	10	4	14.0	36.7	-22.7
5	Fishery policy	10	2	13.9	9.6	+4.3
6	Industry spotlight	2	22	13.6	27.1	-13.5
7	Pollution	3	10	11.4	17.7	-6.3
8	Sustainability	3	10	11.4	9.4	+2.0
9	Environment	0	21	9.7	14.6	-4.9
10	Healthy eating	4	5	9.2	14.7	-5.5
11	Infrastructure	3	3	8.0	3.5	+4.5
12	Education	2	6	7.9	2.6	+5.3
13	Globalization/trade	1	15	7.9	13.9	-6.0
14	Fish stocks	1	9	7.9	12.4	-4.5

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