

## Agri-food Media Content Analysis Monthly Update | August 2012

Prepared by: Michael Devanney, Economist, NSDA [michael.devanney@gmail.com](mailto:michael.devanney@gmail.com)

While agri-food exposure in the Chronicle Herald dropped for the second consecutive month, August 2012 kept with the pattern of high exposure scores seen during the past four months.

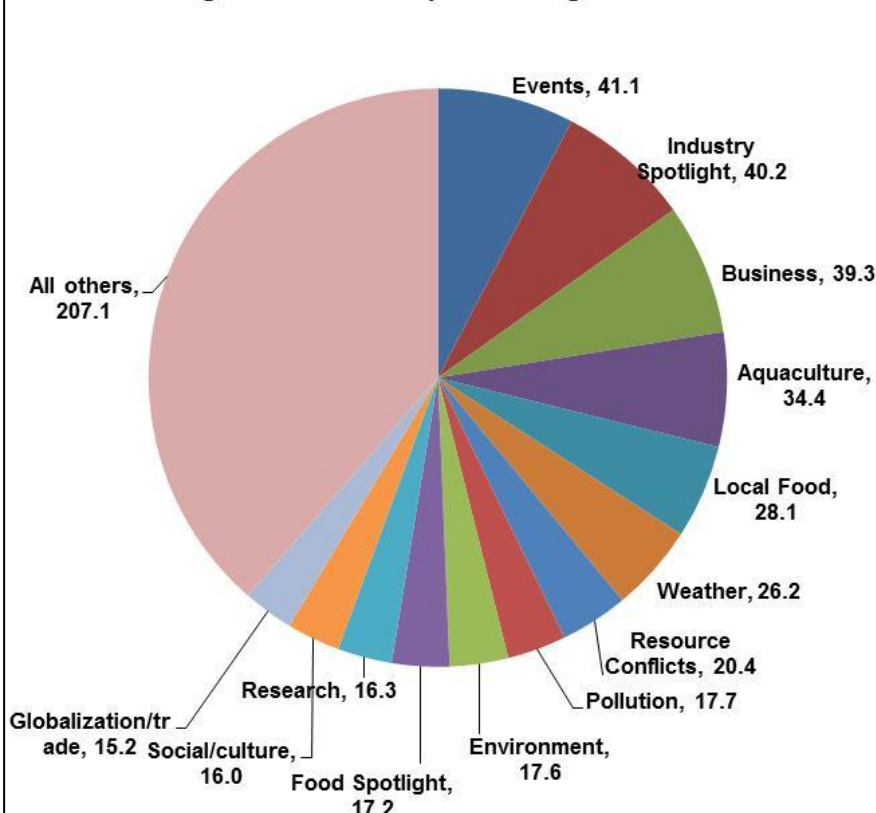
For the first time, the events theme gained the highest exposure. Provincial exhibition season combined with the Right Some Good festival highlighting Cape Breton food, and the Queens County Shark Derby to give the theme the highest score for the month.

Lobster fishermen from New Brunswick surrounded a truck importing lobster from Maine, in protest of low priced product coming to Atlantic Canada from the USA. This was the main issue behind the industry spotlight theme in August. The rising popularity of the craft beer industry also received significant attention.

The agri-business theme ranked third during the month. Various articles on business performance from Q2 and Cook's Dairy receiving funding to expand their organic milk production capacity were the main sub-themes.

Aquaculture slipped to fourth spot despite having the most articles of any theme. The ongoing debate over aquaculture expansion motivated a special report series focusing on the issue.

Agri-food theme exposure- Aug 2012



Local food coverage rounds out the top five for August. Various spotlight articles on local food were behind the exposure score for this theme.

Agri-food themes with media exposure scores above 15, 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 = 536.9**

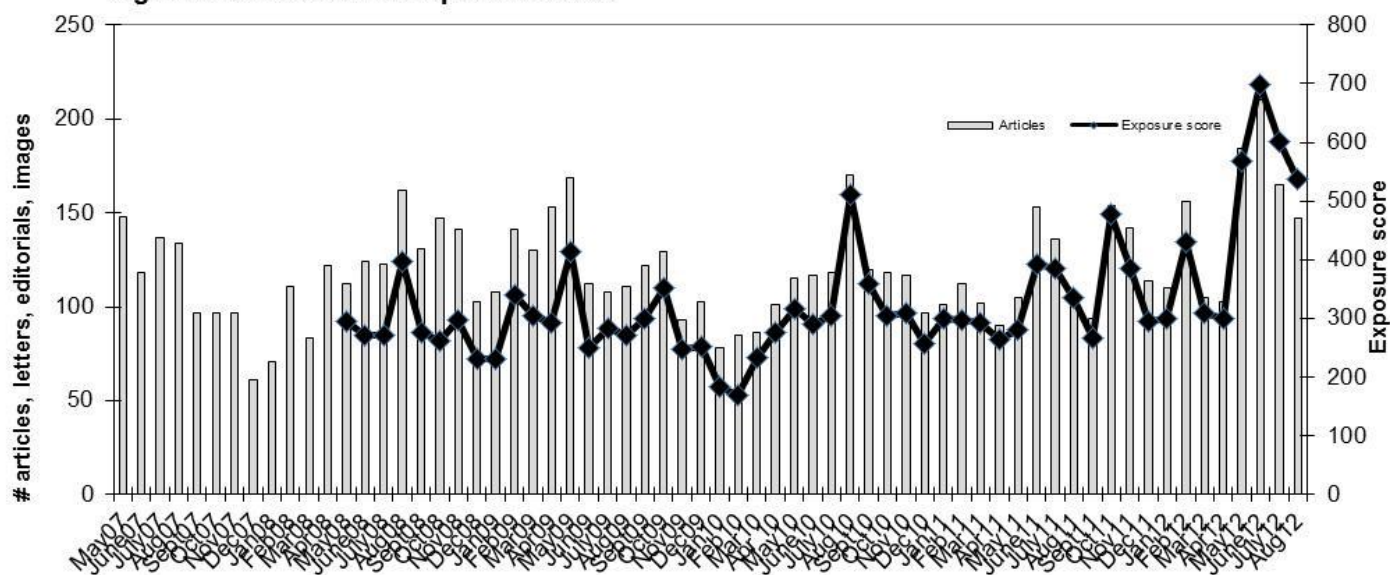
Prev 12 month avg = 414.4

Aug 2011 score = 336.1

<b>AGRICULTURE THEME</b>	<b>EXPOSURE<sup>i</sup></b>	<b>SLANT<sup>ii</sup></b>	<b>TOP ISSUE</b>
Events	29.2	Highly positive	Right Some Good food festival-Cape Breton
Local food	27.2	Highly positive	Various spotlight articles
Industry spotlight	24.7	Positive	Craft beer industry
Weather	22.6	Negative	US/Canada drought
Ag production	12.8		Secondary theme to weather articles
<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>			

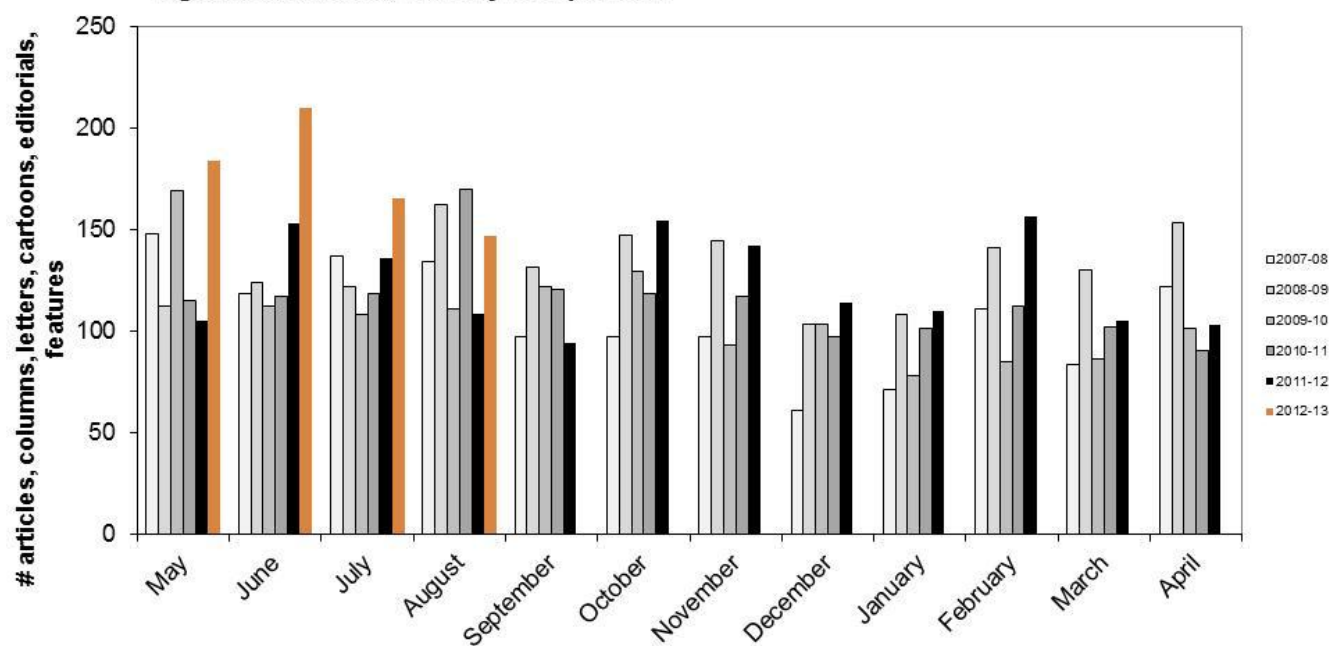
<b>FISHERIES THEME</b>	<b>EXPOSURE<sup>i</sup></b>	<b>SLANT<sup>ii</sup></b>	<b>TOP ISSUE</b>
Aquaculture	34.4	Negative	Special report on aquaculture
Events	16.9	Highly positive	Queens County Seafest Shark Derby
Resource conflicts	16.9		Secondary theme to aquaculture articles
Pollution	15.1		Secondary theme to aquaculture articles
Industry spotlight	14.2	Negative	NB lobster fishermen protest cheap USA imports
<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>			

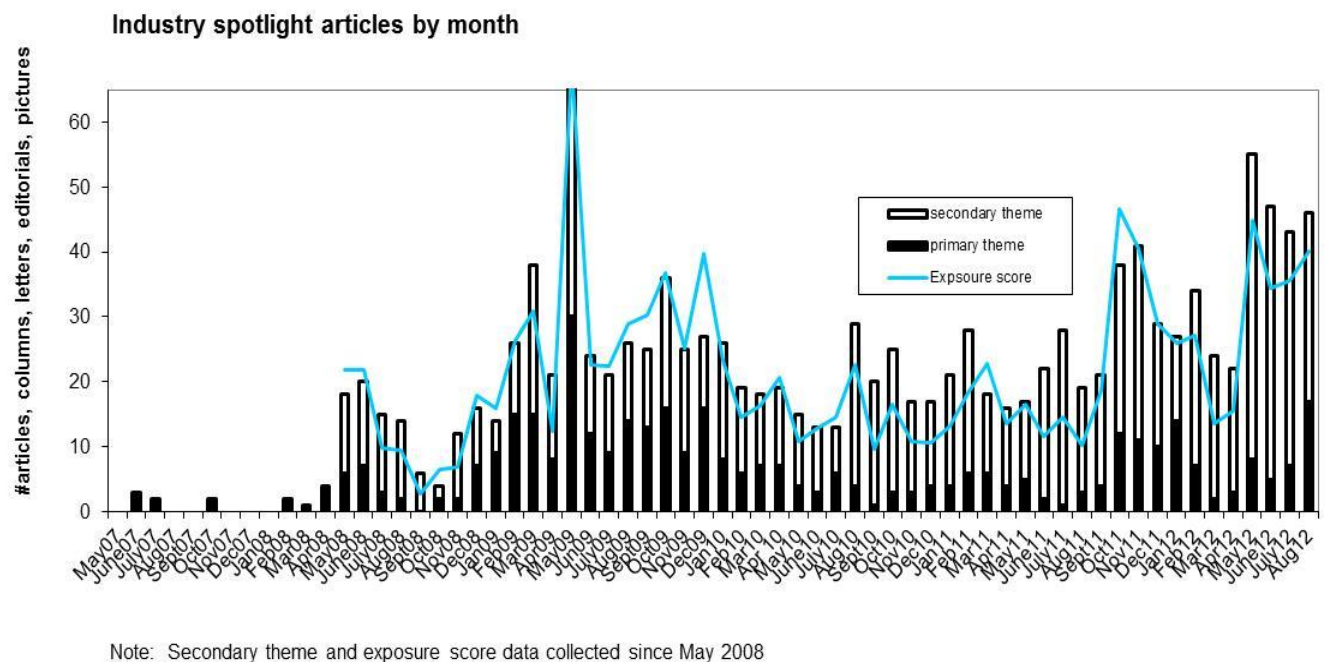
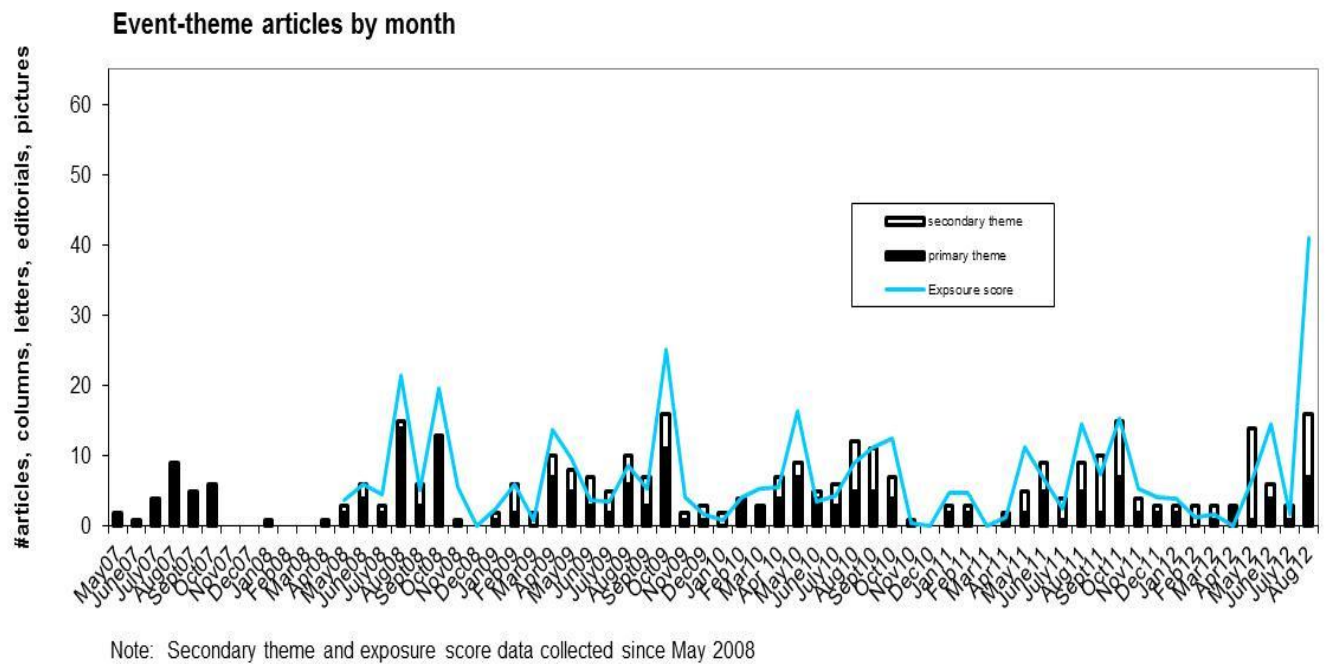
**Agri-food articles and exposure score**

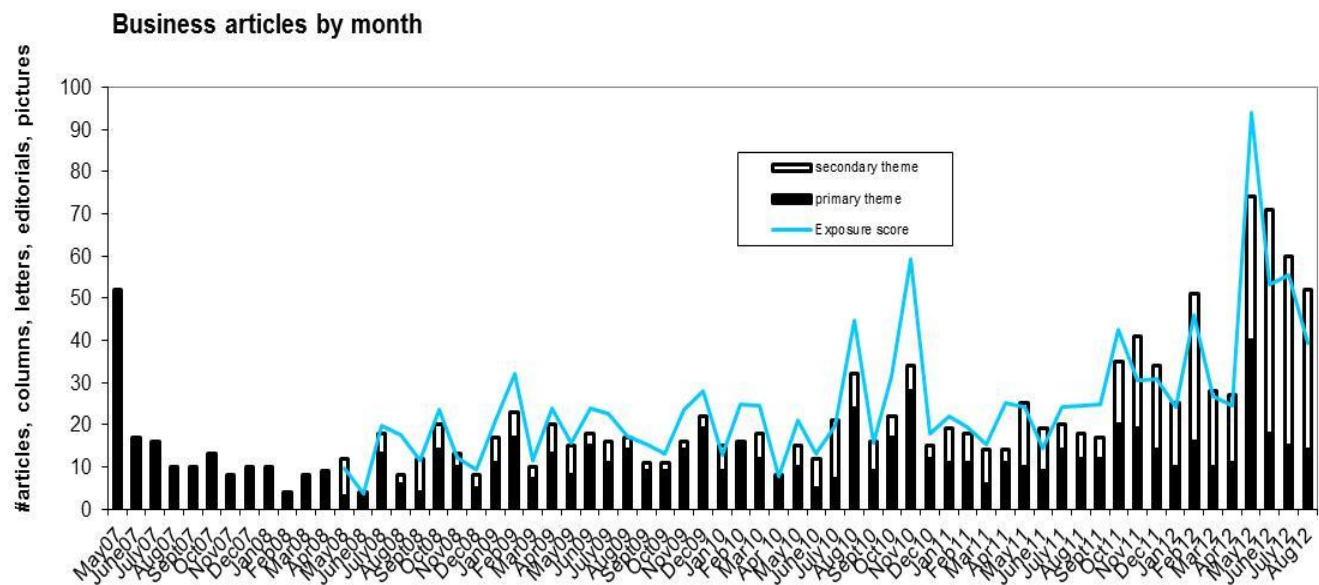


Note: exposure score calculated as of May 2008

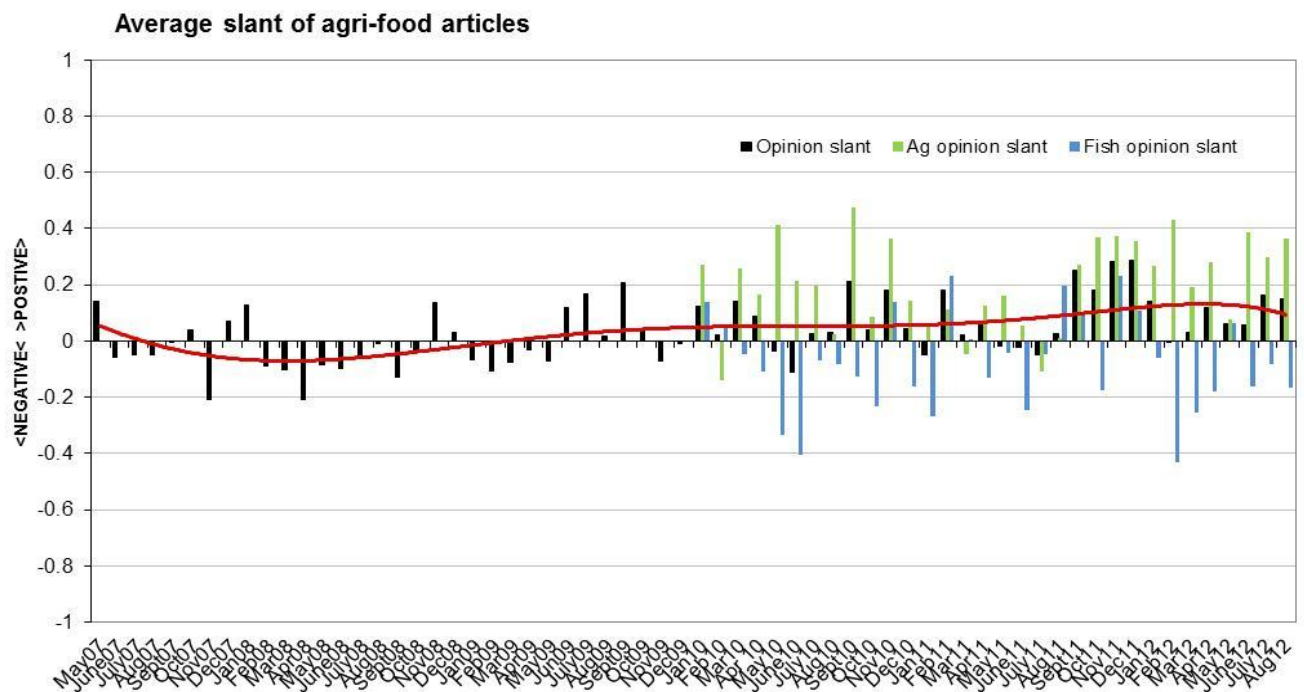
**Agri-food articles, monthly comparison**







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



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<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.