

Agri-food Media Analysis

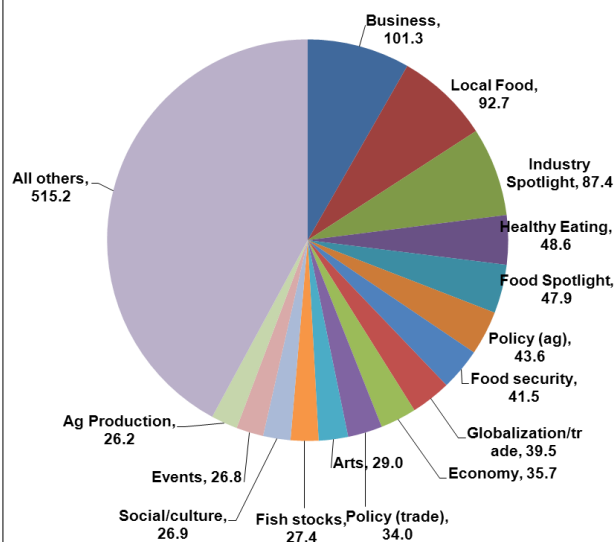
Nova Scotia Department of Agriculture, Research & Analytics

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**Q 4 (Oct-Dec)
2013**

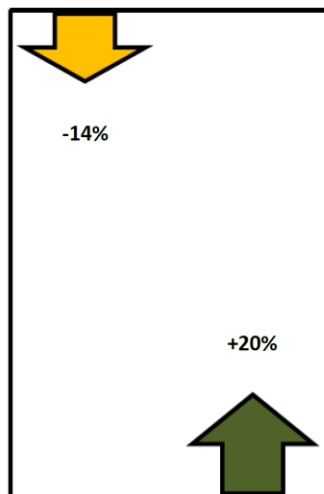
OVERVIEW	Pg 1
Change in exposure by theme	Pg 2
Exposure by industry/sector	Pg 3
Exposure by location	Pg 4/5
Historical exposure/trends	Pg 6

Agri-food theme exposure- Q4 2013

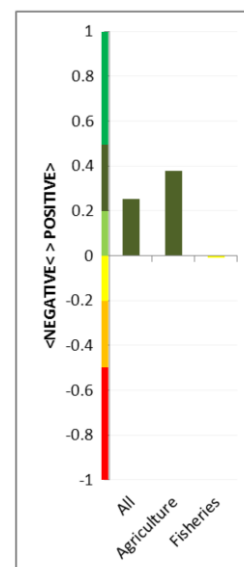


Change in exposure

From Q4 2012 From prev 5 year average (Q4)



Slant of coverage



The exposure of issues related to agri-food in Quarter 4 (October to December) in the Chronicle Herald dropped moderately (-14%) from Q4 2012, although coverage was up 20% from the previous five year average for Q4.

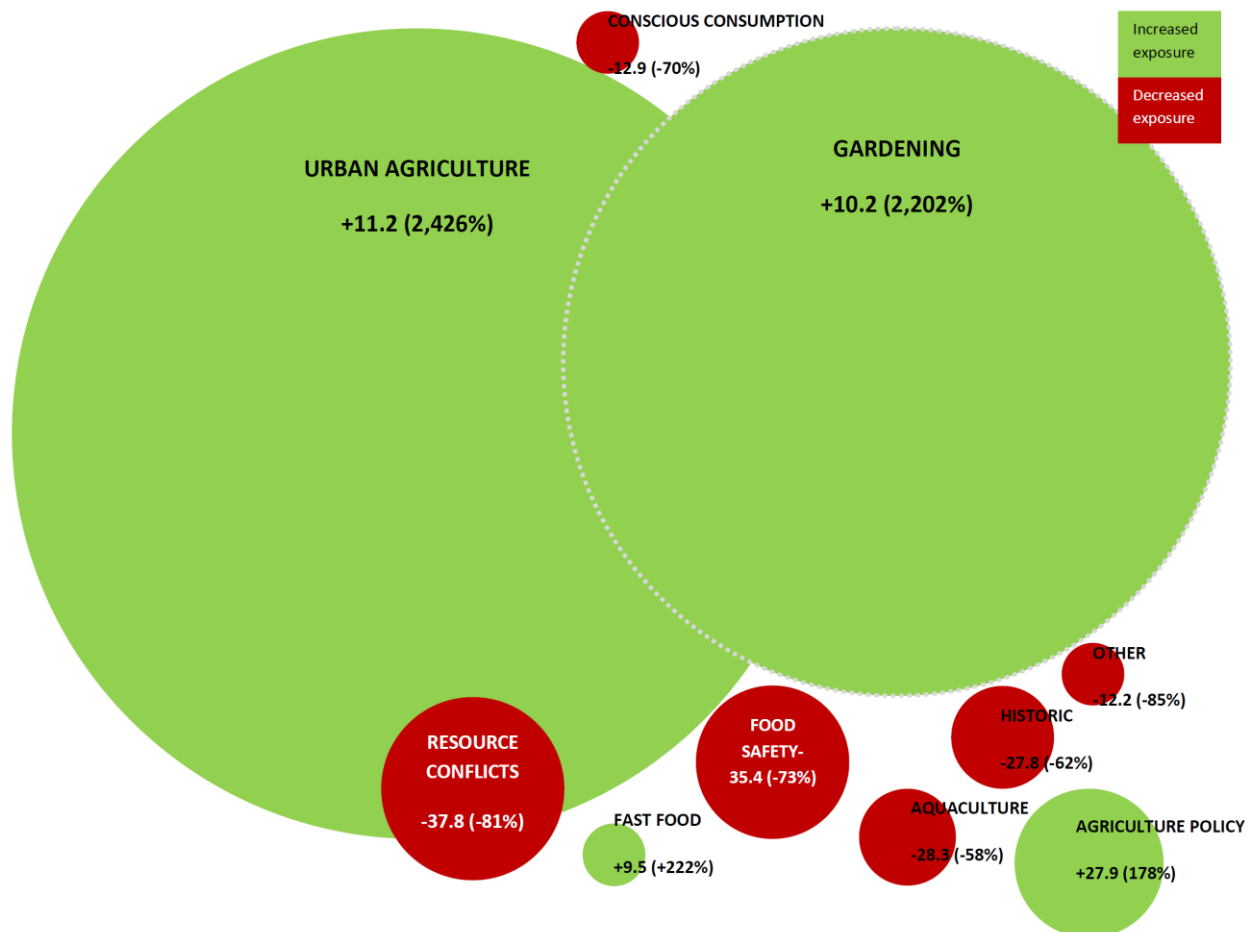
The agri-food business theme had the highest exposure score led by coverage related to layoffs (Oxford Frozen Foods temporarily laid off 160 after delayed onion shipments), business startups and expansion (including Spec Environmental Solutions registering for environmental assessment of mink oil production plant and the planned expansion of Oxford Frozen Foods into northern New Brunswick), and consolidation and contraction (including the closure of the Dartmouth Sleemans brewery and the reduction of Potash Corp's workforce by 18 percent due to soft demand).

Local food coverage was primarily related to local food in restaurant reviews, spotlight on various local food businesses, and the growth of the Nova Scotia wine industry.

The main industry spotlight sub-theme related to the lobster industry and the release of the Maritime Lobster Panel report in November.

Overall, the "slant" of coverage was of a positive nature for agriculture led primarily by positive local food articles. Coverage was essentially neutral for fisheries, with positive coverage including the CETA trade agreement between Canada and the European Union being balanced with negative coverage of a variety of issues (e.g the federal decision to close the Mersey Biodiversity Facility in Milton, Queens Co).

Change in exposure of agri-food themes (largest change in exposure score)-Q4 2012 to Q4 2013



The urban agriculture and gardening themes had the most significant increase in exposure in Q4 relative to Q4 2012. Hope Blooms salad dressing, created by children from north-end Halifax, was responsible for the increased coverage with the group making a successful appearance on CBC's Dragons' Den to acquire funding for their product, made from the harvest of their urban garden.

The resource conflict and food safety themes had the largest decline in exposure. Coverage of resource conflict issues dropped off significantly from Q4 2012 when attention was given to concerns over an approaching end to the George's Bank moratorium on offshore oil drilling as well as the effect of aquaculture production on wild fish stocks. In terms of food safety, an outbreak of E. coli at XL Foods beef processing plant in Alberta in Q4 2012 had prompted the closure of the plant, a recall of its products and general scrutiny of cutbacks to the budget of the Canadian Food Inspection Agency.

Agricultural policy issues also had a significant increase in coverage in Q4 2013 dominated by the plight of an Annapolis Valley egg producer who was raising pastured hens in violation of egg quota rules. The issue promoted an increase in allowable under-quota holdings and is now in Provincial Court as the farmer faces legal action by NS Egg Producers.

Breakdown of media exposure by industry- agriculture and fisheries (Q4 2013)

AGRICULTURE	EXPOSURE ¹	SLANT ^{2,3}	TOP ISSUE
Local food	86.0	Highly positive	Local food in restaurant reviews
Agri-business	64.0	Neutral	Startups, expansion and layoffs at Oxford Frozen Foods
Industry spotlight	48.4		Secondary theme (mostly related to egg industry quota)
Agriculture policy	43.6	Negative	Valley farmer in violation of egg quota rules
Food spotlight	40.5	Highly positive	No dominant sub-theme

FISHERIES	EXPOSURE	SLANT	TOP ISSUE
Industry spotlight	35.6	Positive	Lobster (Maritime Lobster Panel report released)
Fish stocks	29.9	Negative	Mersey Biodiversity Facility divesture by federal government
Trade policy	22.9	Positive	CETA Canada- EU trade agreement in principle
Economy	21.2	Positive	Ivany Commission looks to resource industries for growth
Aquaculture	20.8	Neutral	Aquaculture debate and new research chair in sustainable aquaculture

1 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.

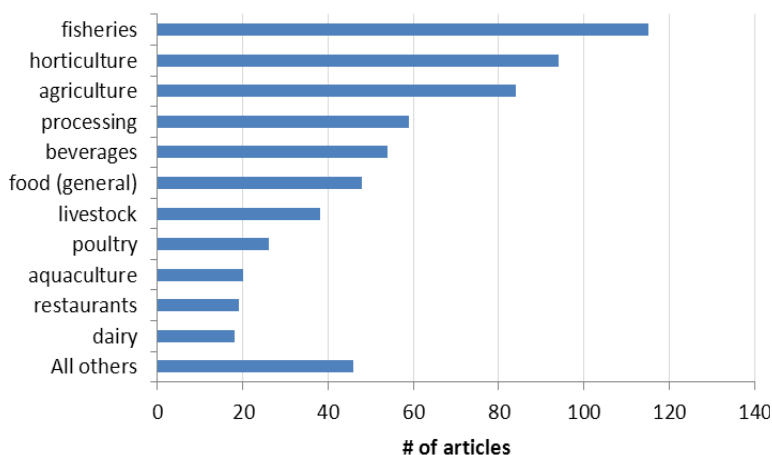
2 A score between -100 and 100 is assigned to each article in an attempt to assess how positive or negative the issue is presented.

There is no implication of a bias simply whether the issue would seem "good" or "bad" to a reader. Highly negative= -100 to -75.

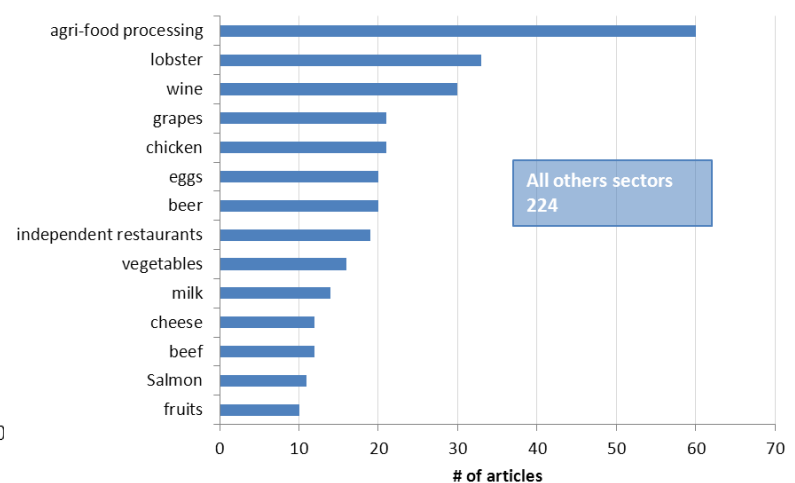
Negative= -74 to -25. Neutral= -24 to +24. Positive= +25 to +74. Highly positive= +75 to +100.

3 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.

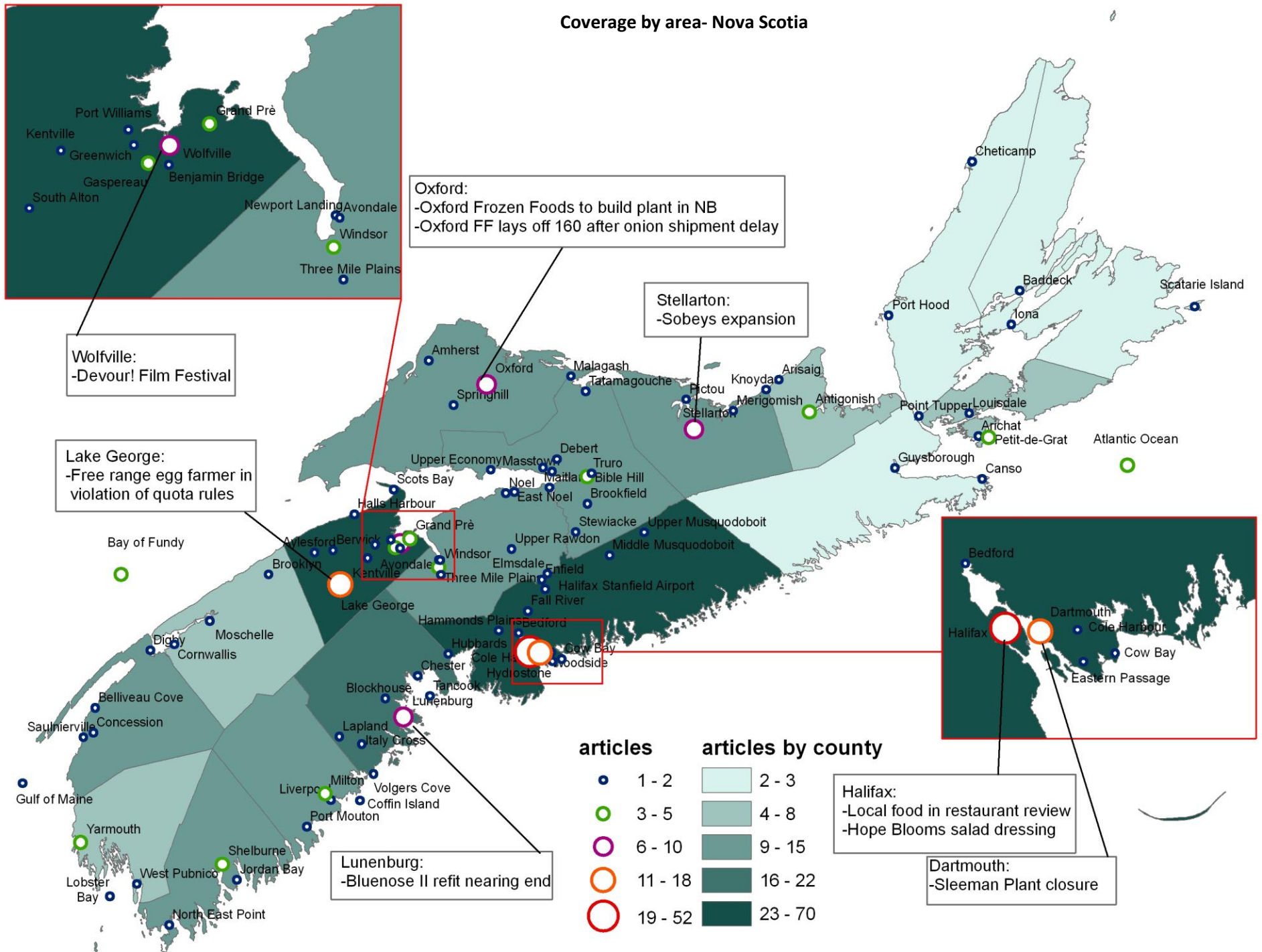
Number of articles by industry- Q4 2013



Number of articles by sector- Q4 2013



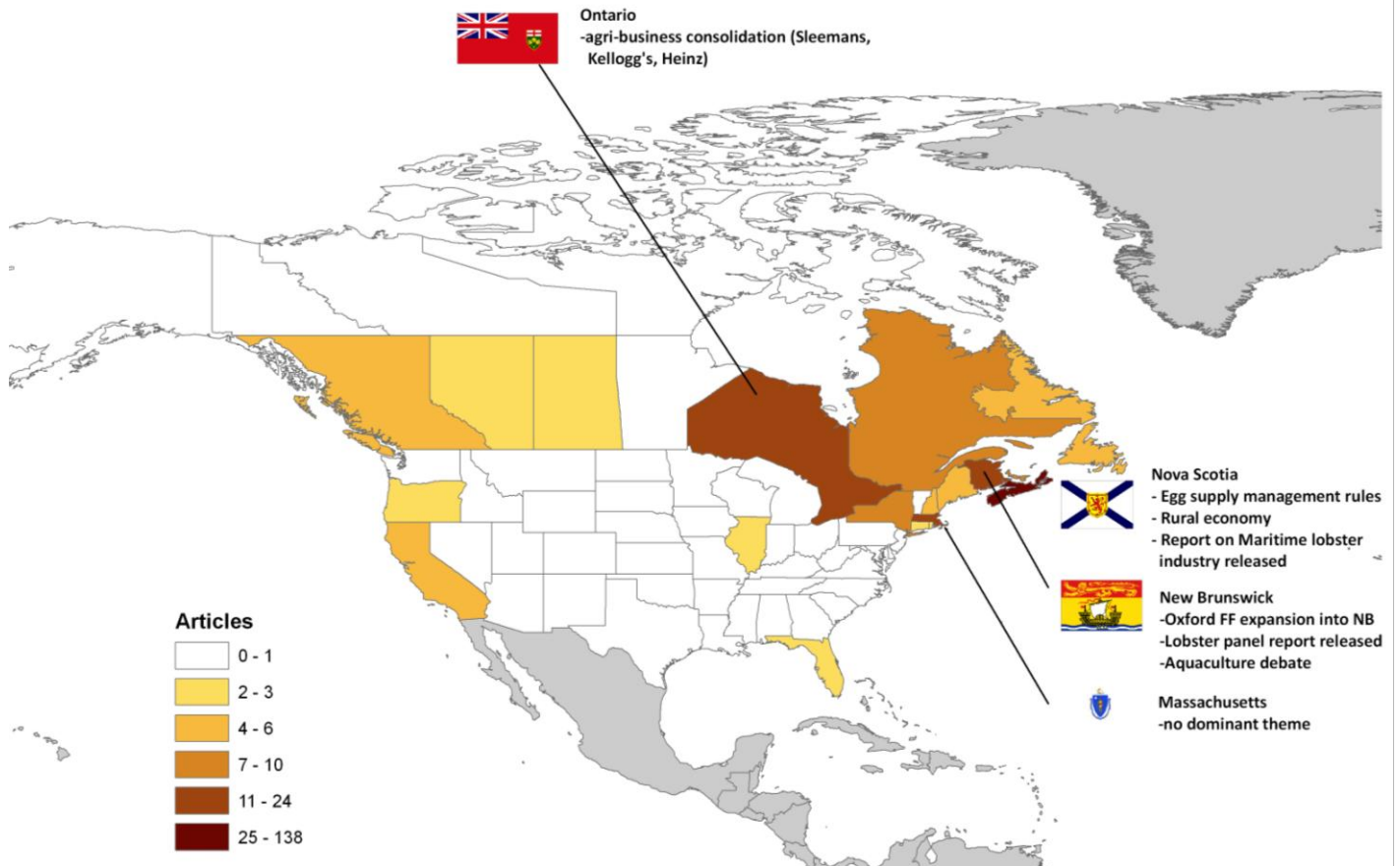
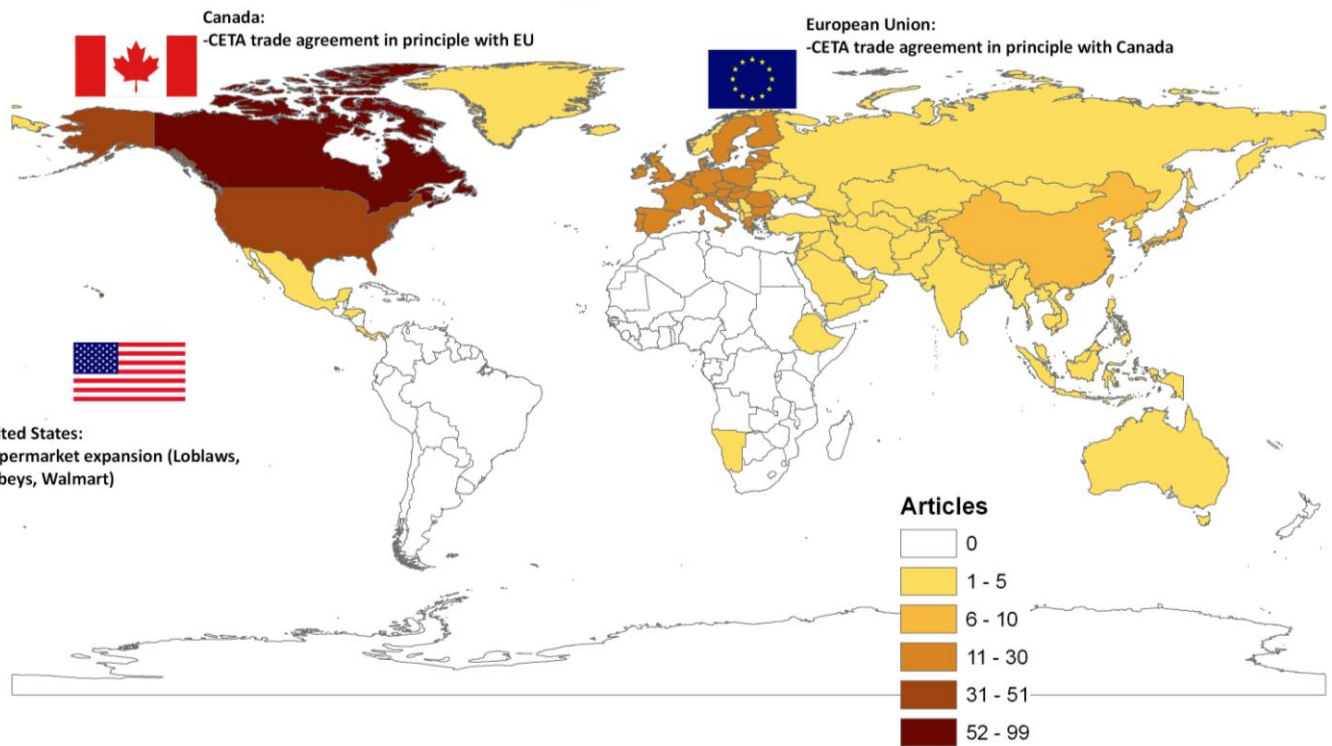
Coverage by area- Nova Scotia



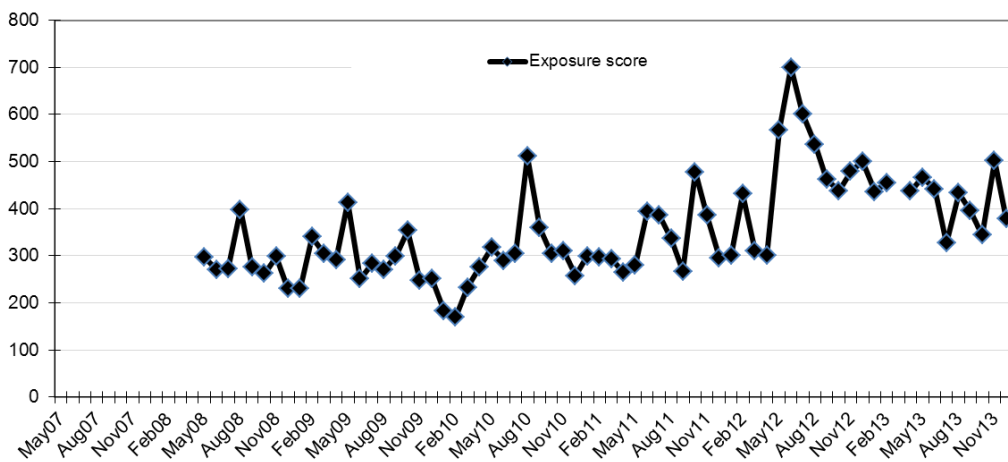
Coverage by area- Global and North America



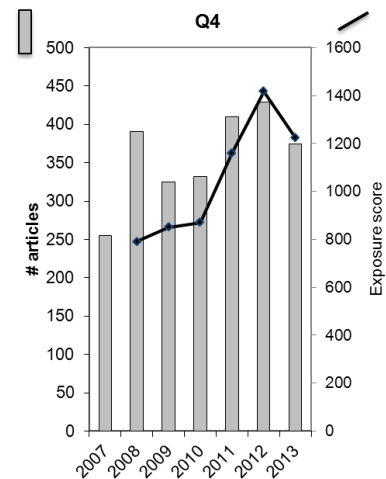
Global:
-no dominant theme



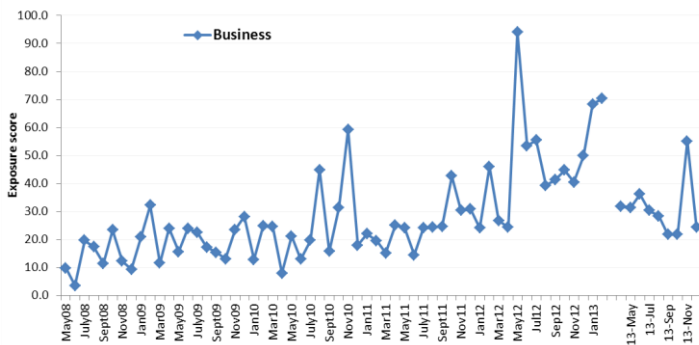
Agri-food exposure score- monthly and quarterly (Q4) historical trend



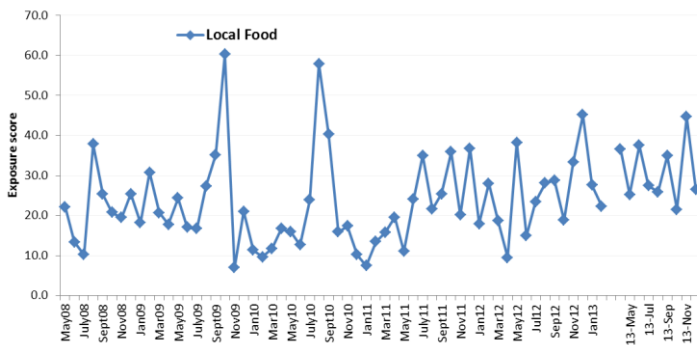
Note: exposure score calculated as of May 2008, Data missing for Mar 2013



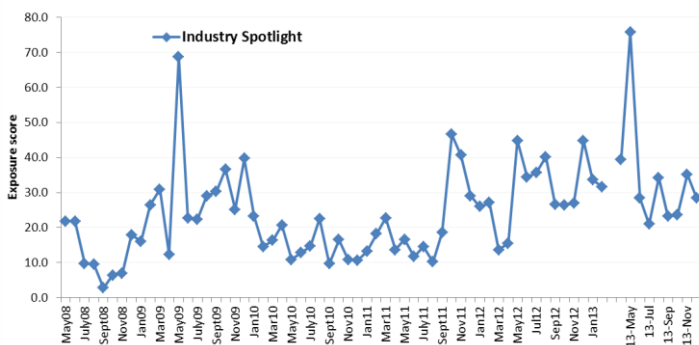
Exposure score of main themes- historical trend



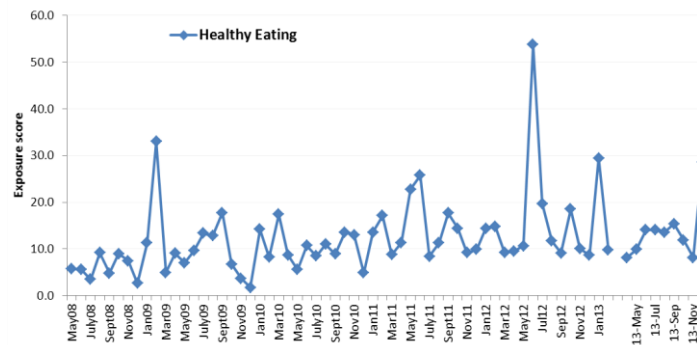
Note- data missing for March 2013



Note- data missing for March 2013



Note- data missing for March 2013



Note- data missing for March 2013