

# Agri-food Media Analysis

Nova Scotia Department of Agriculture, Research & Analytics

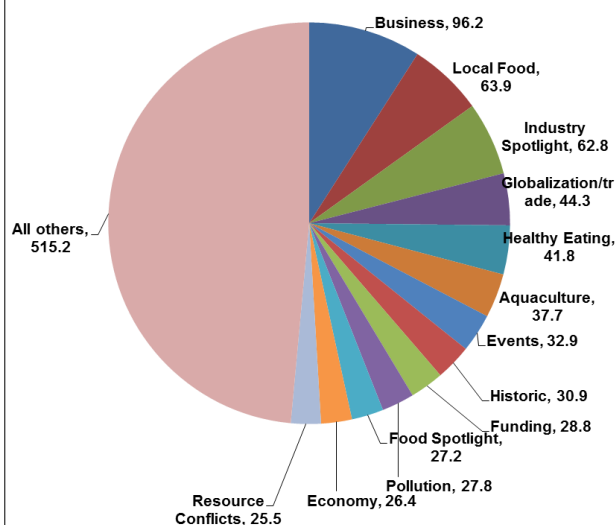
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## Winter 2014

(Q1: Jan-Mar)

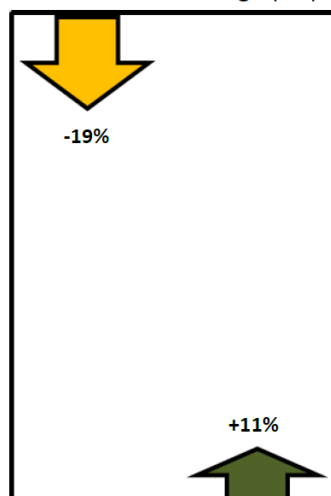
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### Agri-food theme exposure- Q1 2014

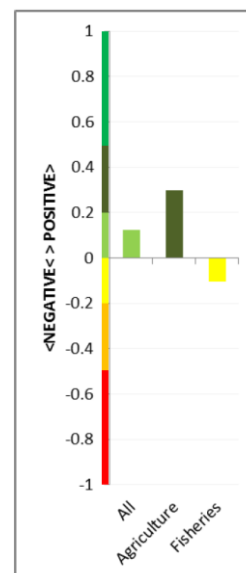


### Change in exposure

From Q1 2013      From prev 5 year average (Q1)



### Slant of coverage



The exposure of issues related to agri-food in Quarter 1 (January - March) in the Chronicle Herald dropped moderately (-19%) from Q1 2013. Coverage was up 11% from the previous five year average for Q1.

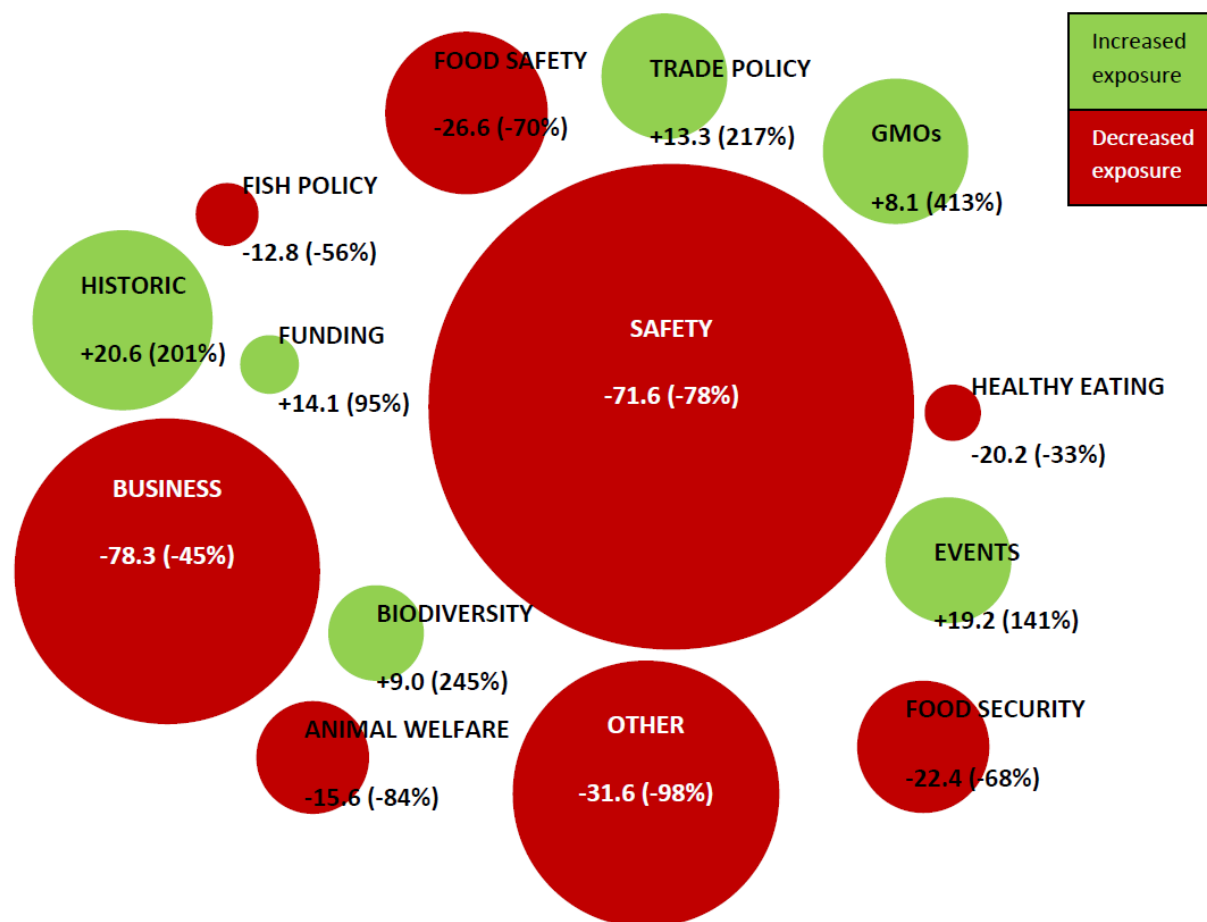
The agri-food business theme had the highest exposure led by coverage of bankruptcies, contraction and consolidation. Issues regarding the bankruptcy of Blue Wave Seafoods garnered significant attention with a proposal to purchase the company's assets by Bluenose Seafood Inc falling through after a bid by the latter for ¼ of the hake quota of Blue Wave was unsuccessful. Saputo of Quebec purchased Scotsburn Dairy's fluid milk division while Scotsburn purchased Les Aliments Lebel Foods as the company focuses resources on ice cream products.

Local food coverage was strong and led by the expansion of the craft beer industry in NS, including new rules which make it easier to buy direct from these breweries. Local food in restaurant reviews was also a major driver of coverage.

The main industry spotlight sub-theme related to the lobster industry and the Lobster Summit held in Halifax where a marketing levy received wide-spread support. A debate over the merits of privatization of liquor sales in NS was also prominent during Q1.

Overall, the "slant" of coverage was of a positive nature for agriculture led primarily by positive local food articles. Coverage was slightly negative for fisheries, led by coverage of the closure of the Mersey Biodiversity Facility in Milton, Queens Co, the ongoing aquaculture debate, and pollution concerns after a fishing vessel sank into the LaHave River.

## Change in exposure of agri-food themes (largest change in exposure score)-Q1 2013 to Q1 2014



The historic theme had the most significant increase in exposure in Q1 relative to Q1 2013. The topic of genetically modified organisms (GMOs) also had a large increase in coverage with a US company applying to produce GM salmon eggs in PEI. Also, NS apple producers took a stance against GM apples after a BC producer applied to sell GM apples that do not brown after being cut.

The events theme also saw a significant increase in coverage relative to one year earlier as an audit was ordered of the NS Provincial Exhibition and the NS Farm Loan Board eventually foreclosed on its loan to the NSPE. The signing of the Canada-South Korea trade agreement motivated a large increase in coverage of the trade policy theme.

The safety theme had the largest decline in exposure. The sinking of the Miss Ally and the loss of its young crew had received a large amount of coverage in Q1 2013. The business theme coverage declined in comparison with a year earlier when in-store wine brewing laws were thrown into the public spotlight and ultimately reversed, making the practice legal. The “other” theme dropped in coverage from Q1 2013 when a horsemeat scandal in the UK was gripping the European food system. The food safety theme also dropped off in exposure from the previous year when an E. coli outbreak was affecting Nova Scotia, New Brunswick and Ontario.

### Breakdown of media exposure by industry- agriculture and fisheries (Q1 2014)

AGRICULTURE	EXPOSURE <sup>1</sup>	SLANT <sup>2,3</sup>	TOP ISSUE
Local food	48.3	Highly positive	Local food in restaurant reviews
Agri-business	31.5	Positive	Scotian Gold, Tru Leaf, Terra Beata expansions/ Scotsburn transactions
Events	29.2	Neutral	NSFLB foreclosure on NSPE / spotlight on festivals
Industry spotlight	24.0	n/a	Secondary theme
Globalization/trade	22.7	n/a	Secondary theme

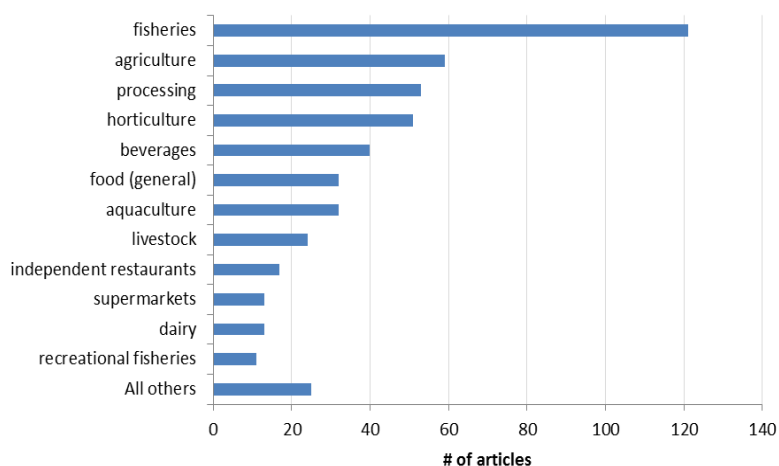
FISHERIES	EXPOSURE	SLANT	TOP ISSUE
Aquaculture	37.7	Negative	Debate over funding of fish kills / general debate
Business	30.0	Negative	Blue Wave Seafoods bankruptcy
Industry spotlight	29.9	Positive	Lobster Summit. Good year to date with prices up, landings down
Globalization/trade	29.5	Positive	Export growth
Historic	24.7	Neutral	Bluenose II refit (questions on timelines, design and budget)

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.

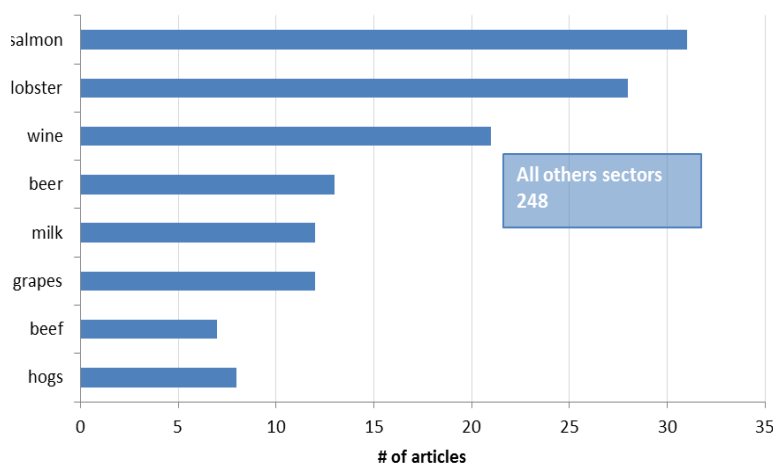
2 A score between -100 and 100 is assigned to each article in an attempt to assess how positive or negative the issue is presented. There is no implication of a bias simply whether the issue would seem "good" or "bad" to a reader. Highly negative= -100 to -75. Negative= -74 to -25. Neutral= -24 to +24. 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- Q1 2014



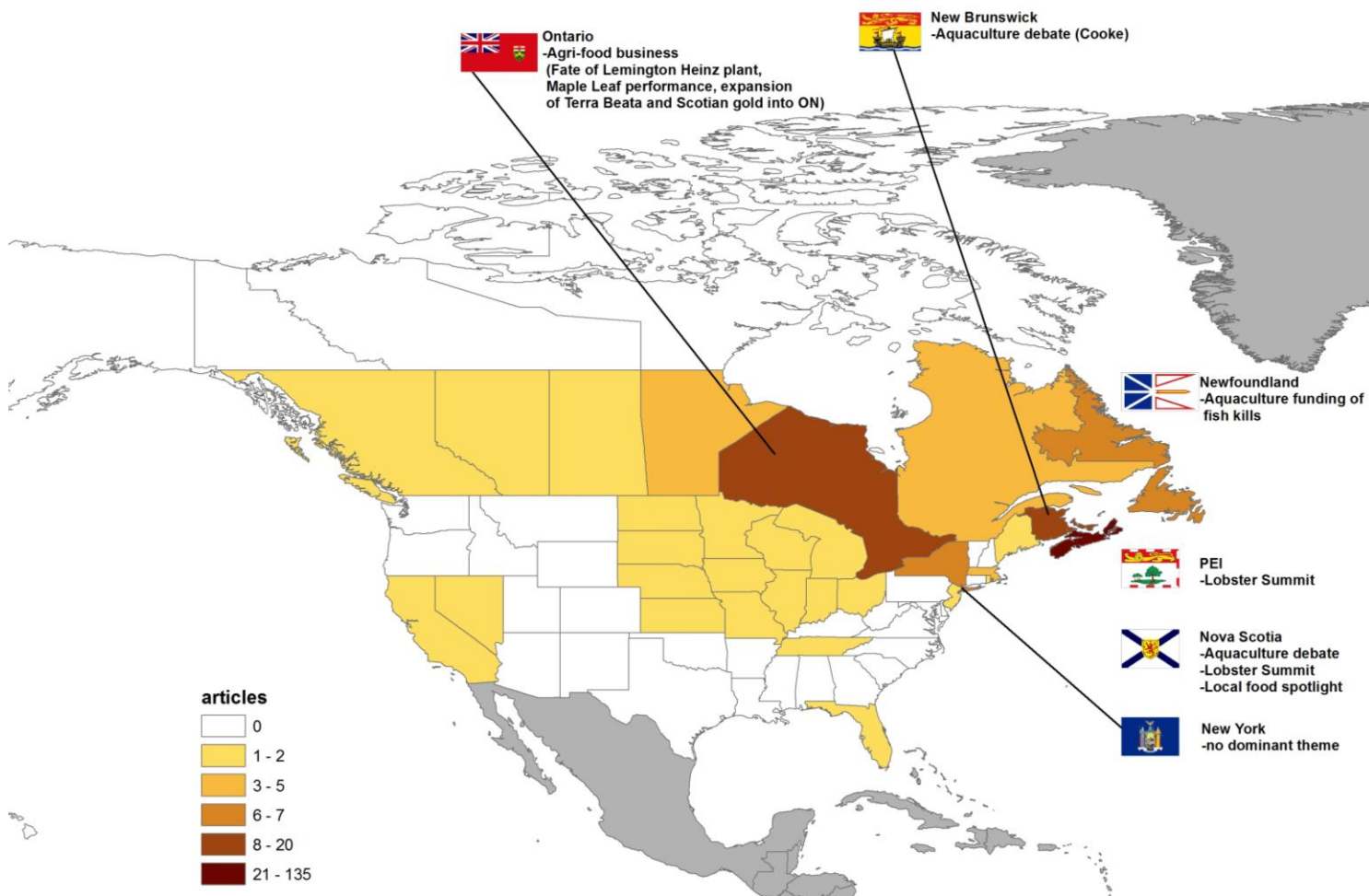
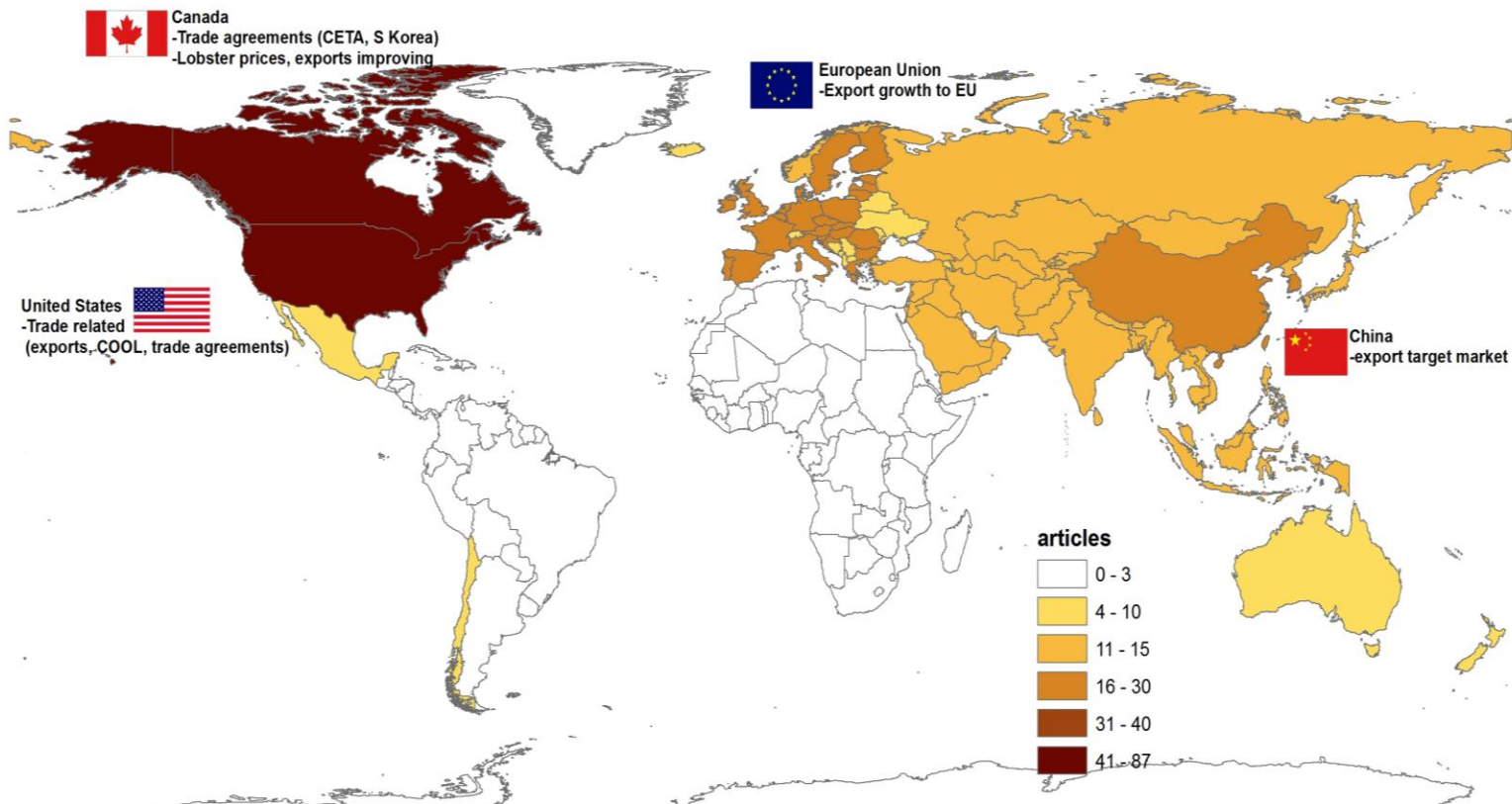
### Number of articles by sector- Q1 2014



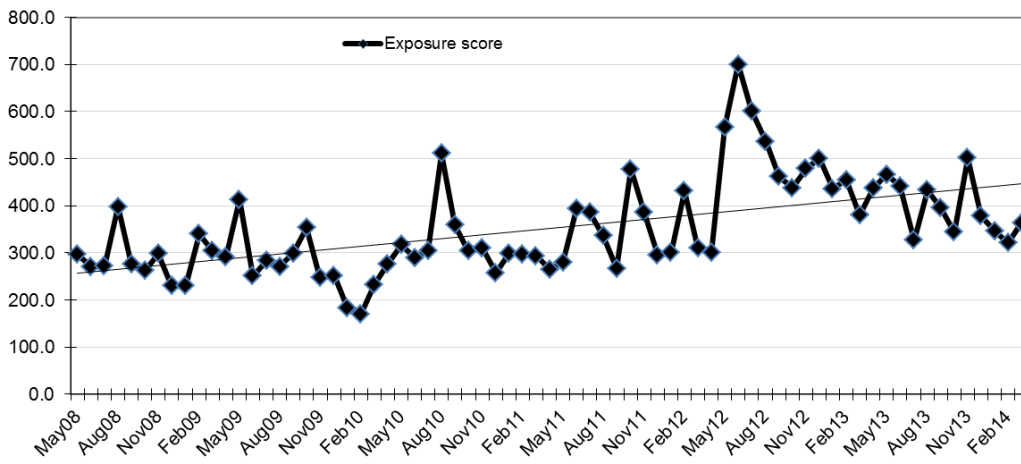




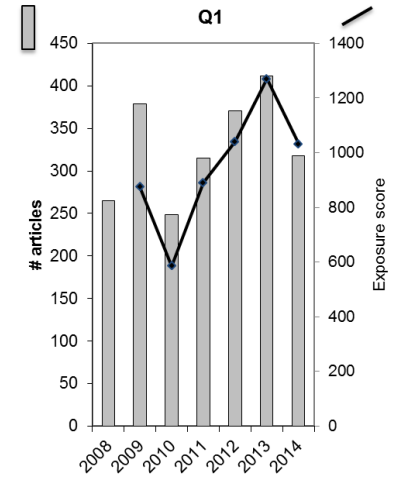
## Coverage by area- Global and North America



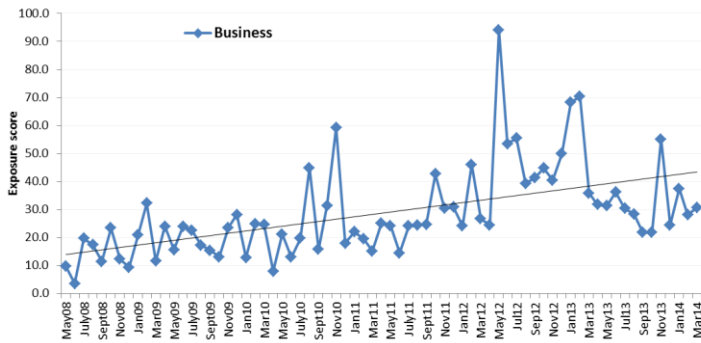
## Agri-food exposure score- monthly and quarterly (Q1) historical trend



Note: exposure score calculated as of May 2008



## Exposure score of main themes- historical trend



Note- data missing for March 2013

