

Agri-food Media Analysis

Nova Scotia Department of Agriculture, Research & Analytics

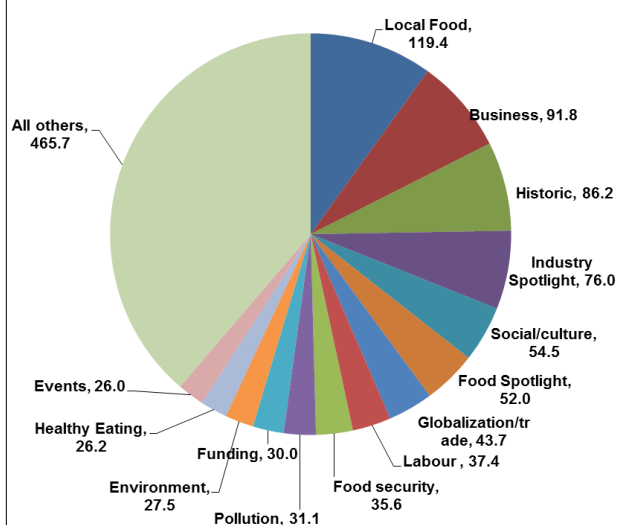
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**Spring
2014**

(Q2: Apr-Jun)

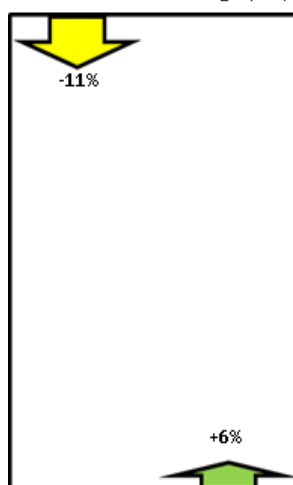
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Agri-food theme exposure- Q2 2014

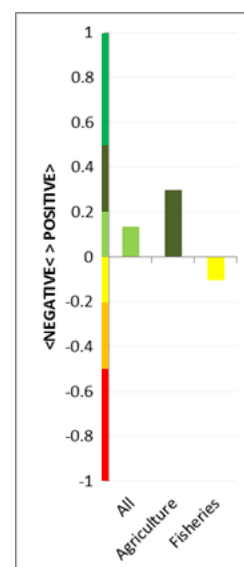


Change in exposure

From Q2 2013 From prev 5 year average (Q2)



Slant of coverage



The exposure of issues related to agri-food in Quarter 2 (April-May) in the Chronicle Herald dropped moderately (-11%) from Q2 2013. Coverage was up 6% from the previous five year average for Q2.

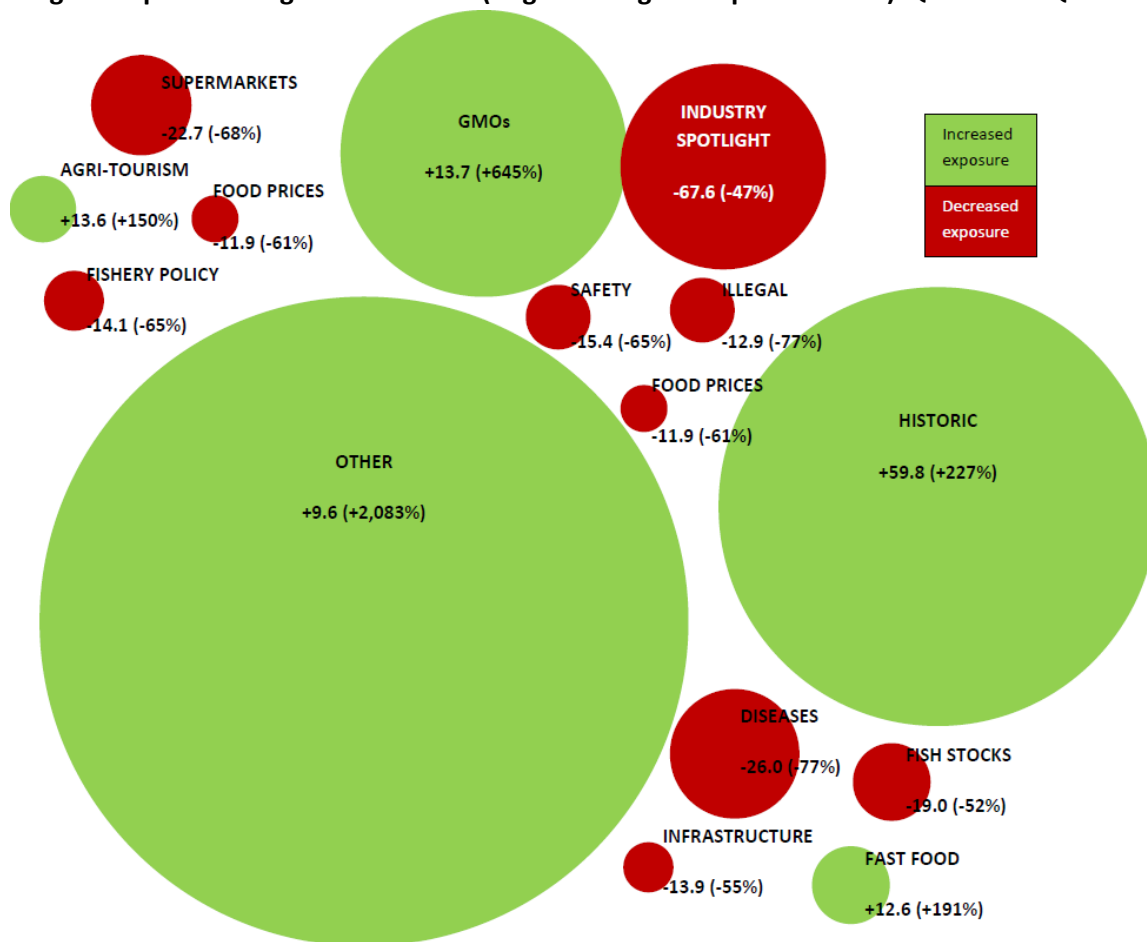
The local food theme had the highest exposure led by reviews of restaurants featuring local foods, as well as articles featuring farmers' markets and local food businesses. Local beer and wine received significant coverage.

The agri-business theme had the second highest exposure with articles on financial performance, business transactions (including the Acadian Seaplants purchase of an Irish seaweed processor) and business spotlight articles.

The historic theme ranked third led by continued criticism over cost and time overruns concerning the Bluenose II refit project.

Overall, the "slant" of coverage was of a positive nature for agriculture led primarily by positive local food articles as well as articles highlighting specific foods such as asparagus and agri-tourism destination coverage. Coverage was slightly negative for fisheries, with positive articles being offset by mostly negative publicity surrounding the Bluenose II refit and some negative coverage related to the ongoing aquaculture debate.

Change in exposure of agri-food themes (largest change in exposure score)-Q2 2013 to Q2 2014



The “other” theme had the most significant increase in exposure in Q2 relative to one year earlier. This was a result of an increase in the profile of the medicinal marijuana industry and an increase in coverage regarding businesses that are looking to set up operations in NS (e.g. Vida Cannabis, Stellarton).

The historic theme had a large increase in exposure resulting from coverage of the Bluenose II refit. The debate over the pros and cons of genetically modified organisms (GMOs) saw a substantial increase in exposure during Q2 with editorials and letters to the editor contributing to each side of the debate. Overall, the tone of these articles was moderately negative.

The industry spotlight theme had the largest decline in exposure. One year previous, low lobster prices culminated in a strike by fishermen along the Northumberland Strait. A debate over privatization of liquor sales also contributed to a high exposure score for the industry spotlight theme in Q2 2013. The diseases theme also had a significant decline in exposure from one year previous when coverage was led by an outbreak of avian flu in China and strawberry growers in NS were battling against a virus which decimated plants.

Breakdown of media exposure by industry- agriculture and fisheries (Q2 2014)

AGRICULTURE	EXPOSURE ¹	SLANT ^{2,3}	TOP ISSUE
Local food	102.8	Highly positive	Local food in restaurant reviews
Agri-business	48.5	Positive	Business spotlight articles
Industry spotlight	40.2	n/a	Secondary theme
Food spotlight	29.0	Highly positive	Asparagus and other foods
Ag production	23.5	Neutral	Lime shortage, deer eating crops, SW NS climate data project

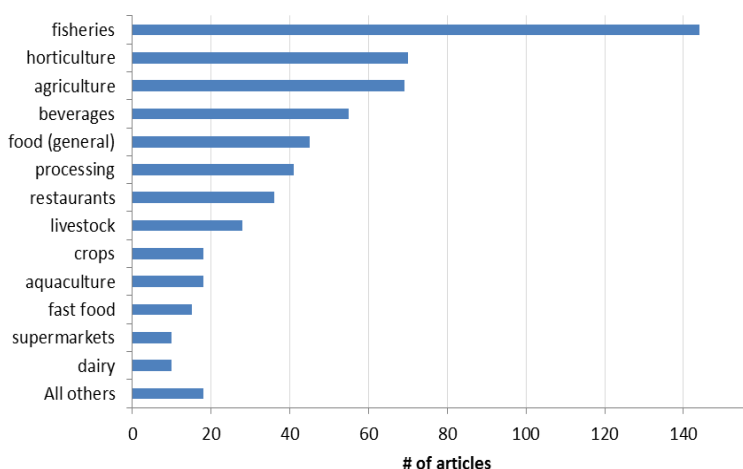
FISHERIES	EXPOSURE	SLANT	TOP ISSUE
Historic	75.8	Negative	Bluenose II refit
Social/cultural	31.4	n/a	Secondary theme to historic theme (Bluenose II refit)
Industry spotlight	27.1	n/a	Secondary theme
Funding	24.2	n/a	Secondary theme to historic theme (Bluenose II refit)
Business	23.7	Neutral	No dominant sub-theme

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.

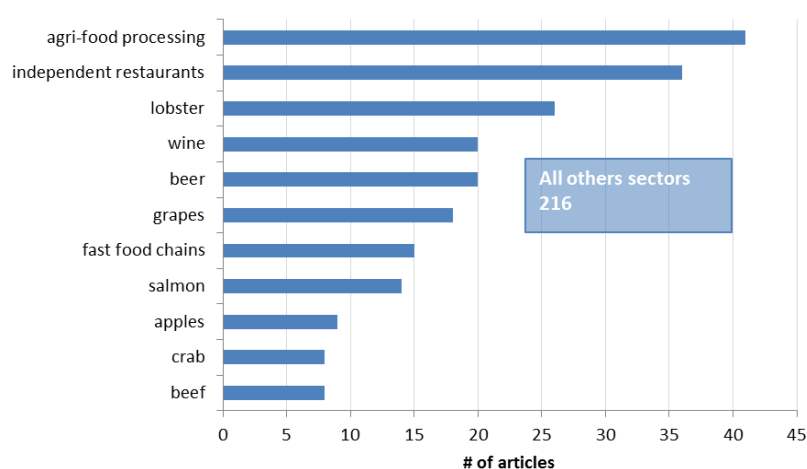
2 A score between -100 and 100 is assigned to each article in an attempt to assess how positive or negative the issue is presented. There is no implication of a bias simply whether the issue would seem "good" or "bad" to a reader. Highly negative= -100 to -75. Negative= -74 to -25. Neutral= -24 to +24.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

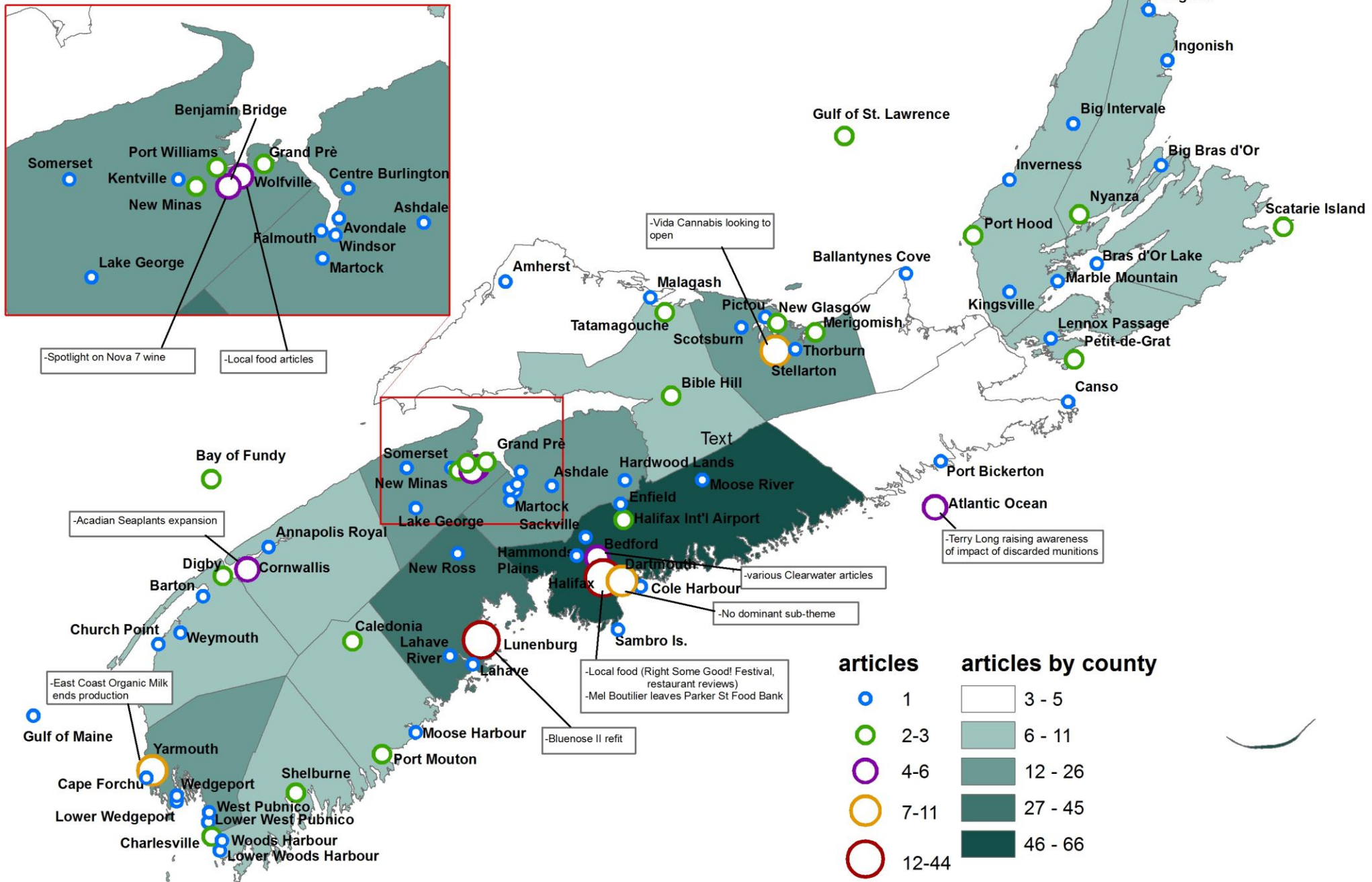
Number of articles by industry- Q2 2014



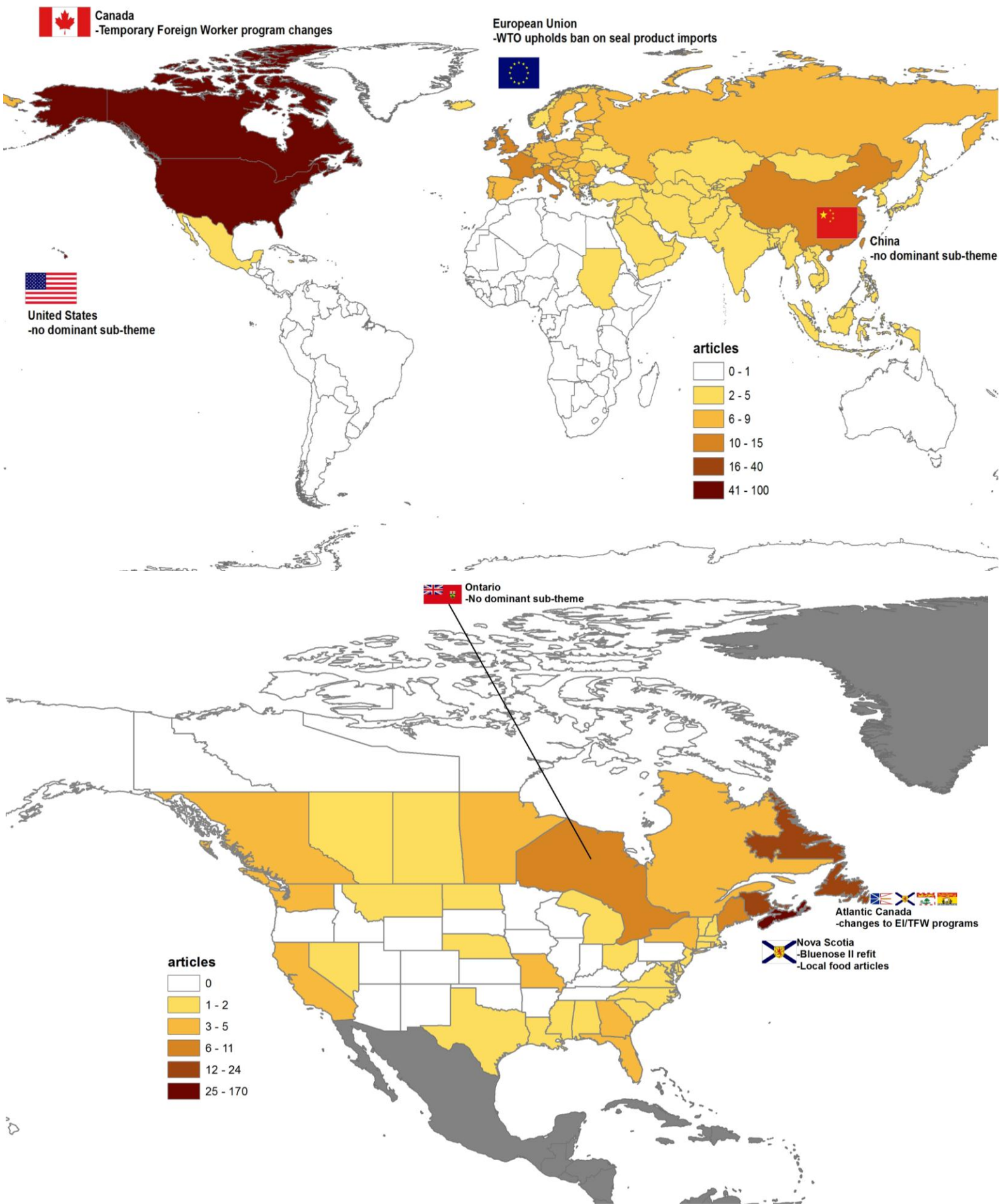
Number of articles by sector- Q2 2014



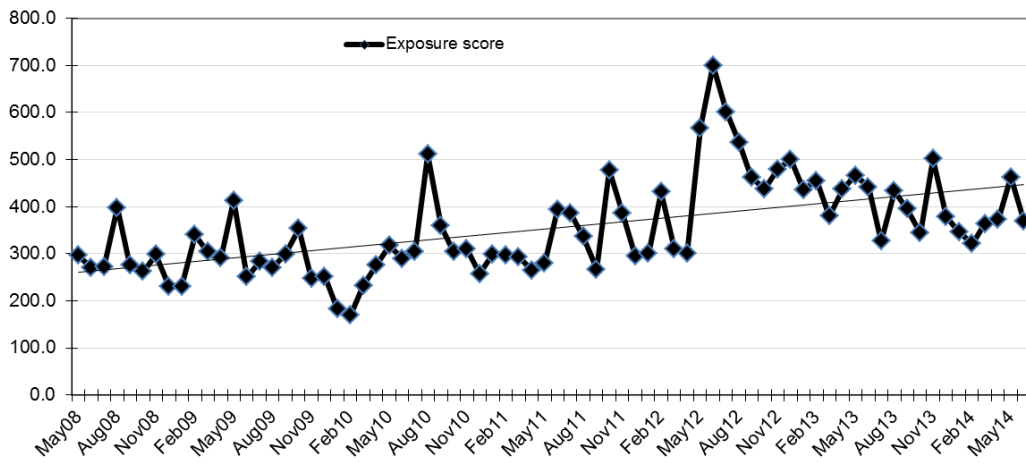
Coverage by area- Nova Scotia



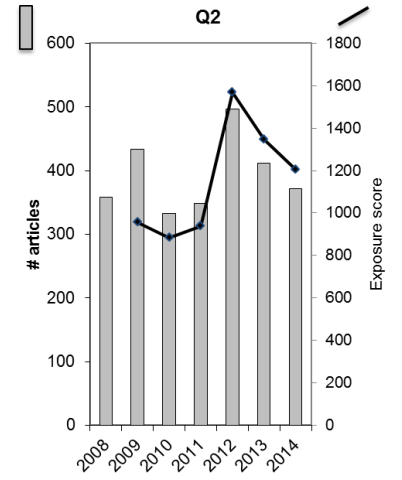
Coverage by area- Global and North America



Agri-food exposure score- monthly and quarterly (Q2) historical trend



Note: exposure score calculated as of May 2008



Exposure score of main themes- historical trend

