

## Newspaper Content Analysis Monthly Update | April 2010

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Public outcry against biosolid use on farmland gave that theme the highest agri-food media exposure in the Chronicle Herald in April. A special report on biosolids was presented in the Herald on April 18<sup>th</sup>. While both sides of the issue have been presented and argued over, there is a decidedly negative slant put on this issue to date.

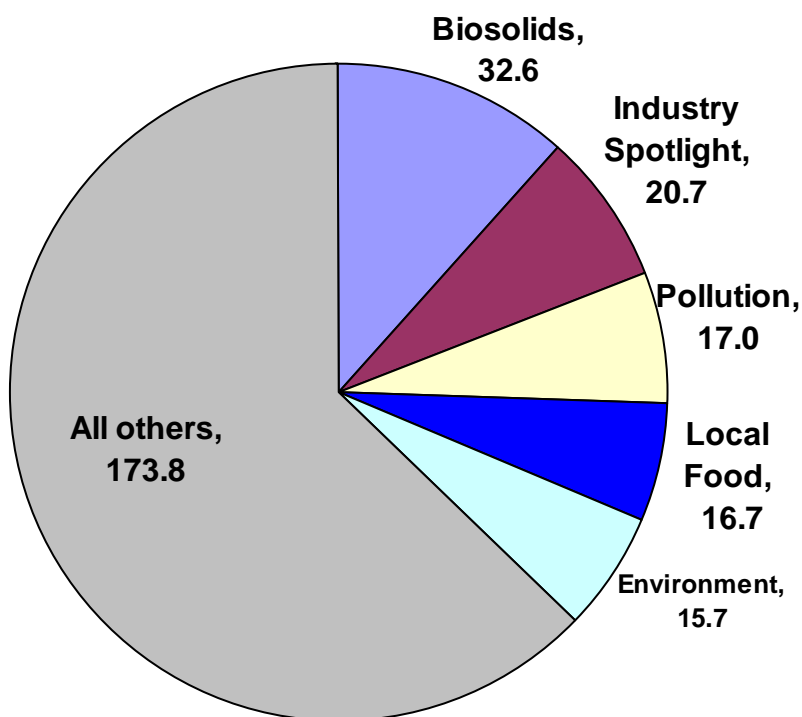
Coverage of the depressed seal market and Nova Scotia wines entered at an international wine competition in Vancouver gave the industry spotlight theme significant exposure in April. A large special report on the decline of the sardine processing industry in the United States also contributed to the exposure score for that theme.

Initial coverage of the oil spill in the Gulf of Mexico and the anticipated effect on fisheries and wildlife led to pollution receiving the third highest agri-food exposure score.

Local food in restaurant reviews gave that theme significant exposure in April.

Finally, while the environment was not a primary theme of any article, it was an underlying theme in over 30. Most significantly, the environment theme received exposure in articles regarding the biosolids debate and the Gulf of Mexico oil spill coverage.

**Agri-food theme exposure- April 2010**



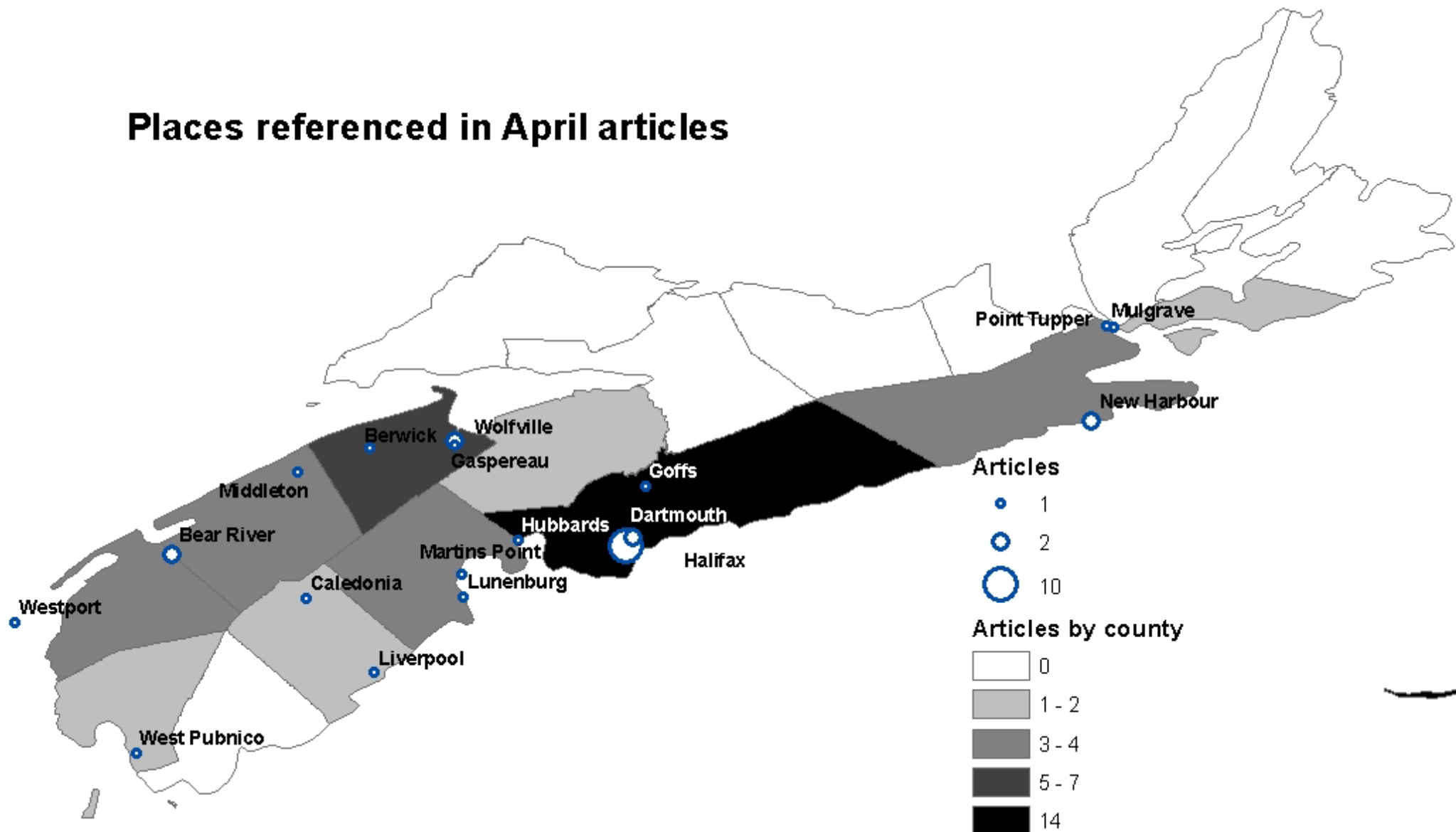
The top five agri-food themes in terms of media exposure, and the relation to total agri-food exposure score, are displayed in the chart.

The top five agriculture and fisheries themes are listed separately in the tables below.

<b>AGRICULTURE THEME</b>	<b>EXPOSURE<sup>i</sup></b>	<b>SLANT<sup>ii</sup></b>	<b>TOP ISSUE</b>
Biosolids	32.6	Negative	Public opposition to spreading biosolids on farmland
Local food	14.1	Highly positive	Local food in restaurant reviews
Environment	8.8		Secondary theme to biosolid articles
Pollution	6.9		Secondary theme to biosolid articles
Industry spotlight	6.7	Highly positive	NS wines at international competition
<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>
Industry spotlight	13.9	Negative	Seals and sardine processing
Pollution	10.6	Highly negative	Gulf of Mexico oil spill
Resources	6.9	Positive	Support for Marine Protected Areas
Globalization/trade	6.4	Highly positive	Aqualife technology allows lobsters to be shipped to EU by sea
Weather	6.4	Negative	Volcanic ash disrupts lobster exports to EU by air
<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>			

## Places referenced in April articles



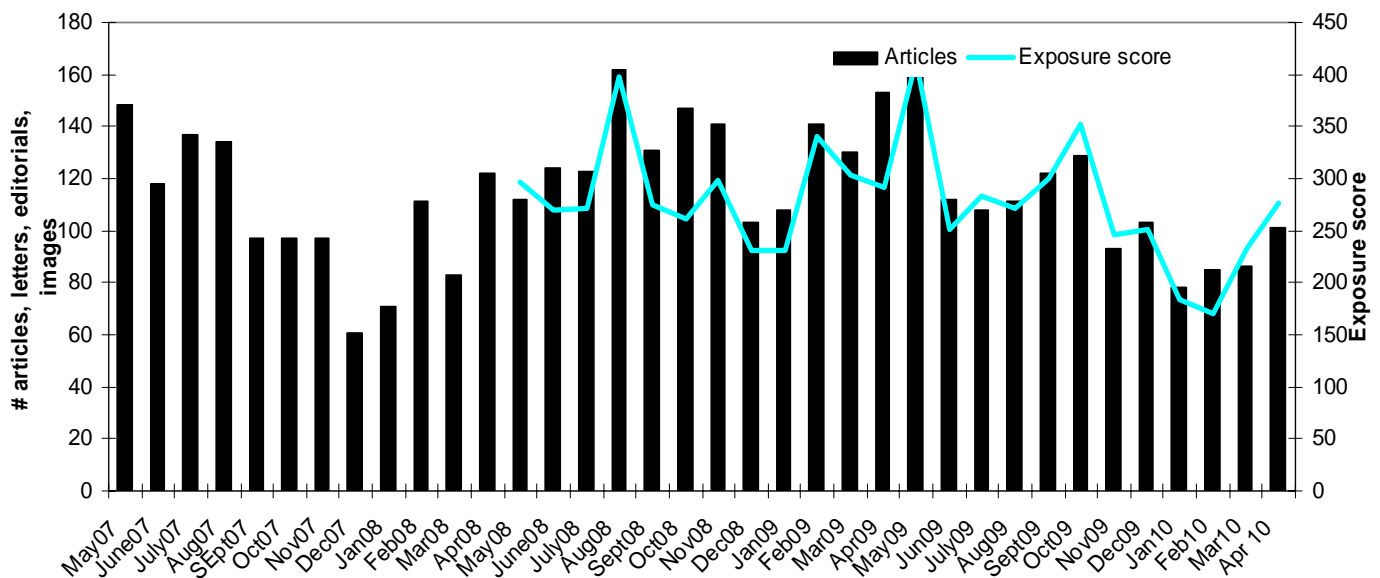
Halifax County was the setting of a wide range of agri-food articles in April including coverage related to urban agriculture, the new Seaport Farmers' Market and new technology to ship lobsters live by container ship. Kings County had the second most coverage, much of it related to biosolids.

In total there were 101 agri-food articles in April, 48 of which were related to primary agriculture and 37 to fisheries. Fifteen articles related to processing and 29 to the food industry in general. The 101 articles is up 15 articles from March, but down 52 articles from April 2009, when the seal hunt was receiving more coverage.

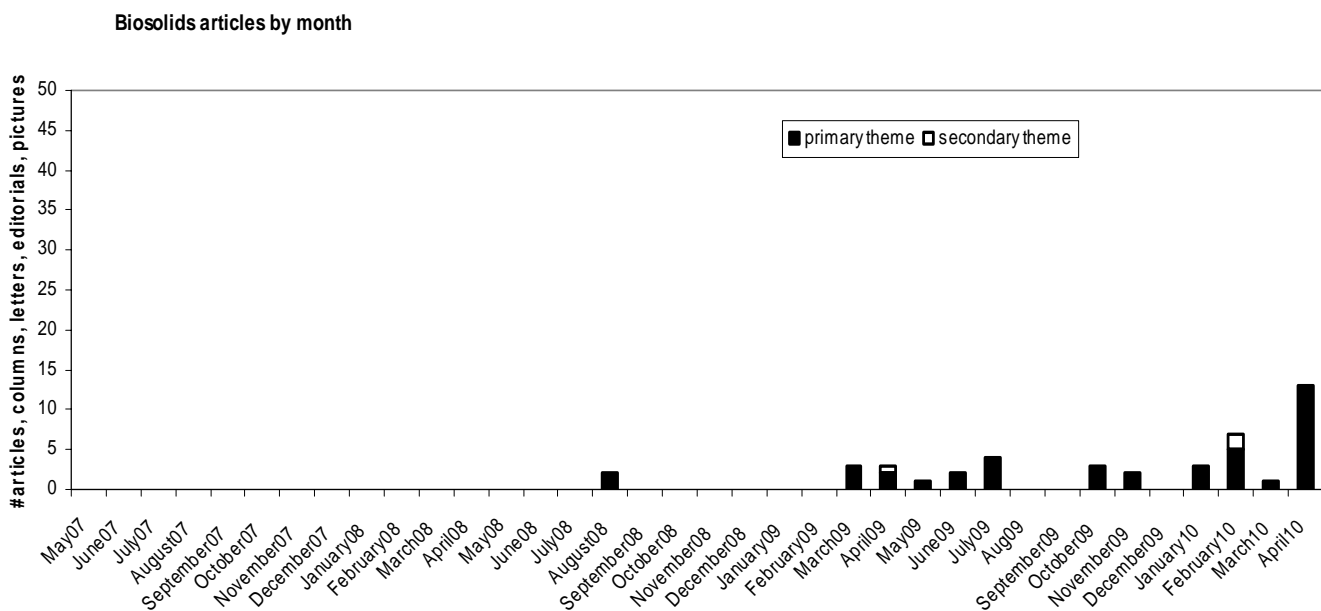
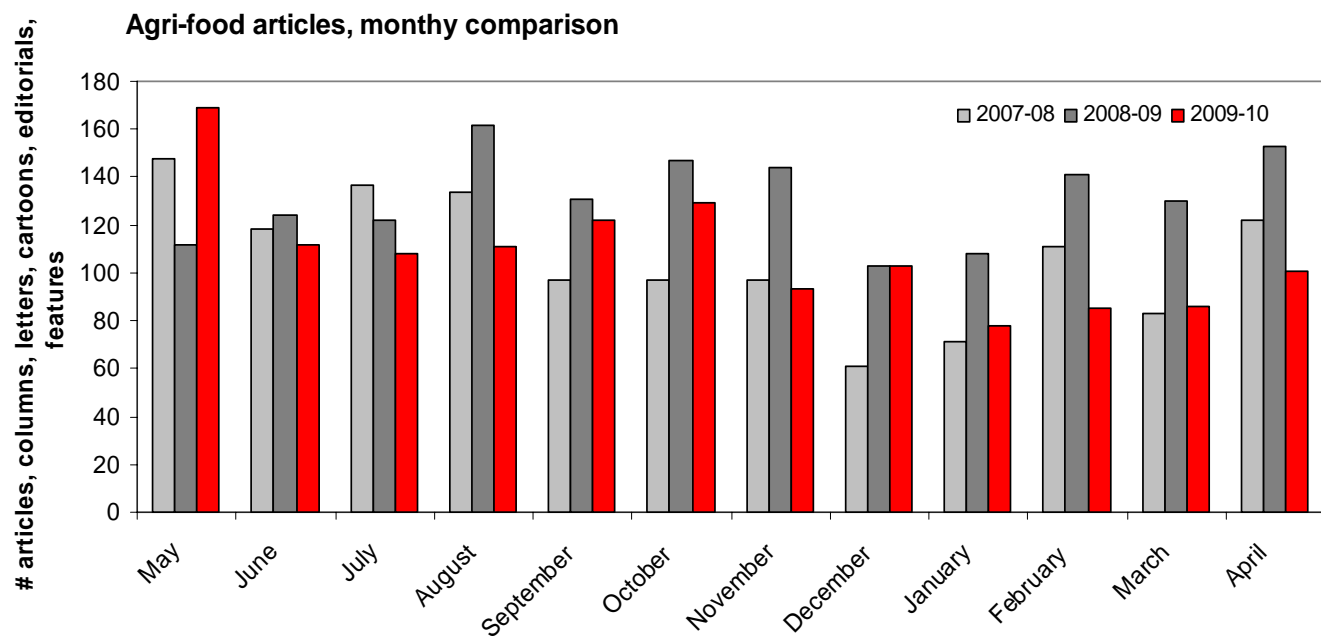
Compared to the previous four months, there were more front page articles (4 compared to 2.75). Articles were longer in length (2,204 characters vs 2,009) and had more images (0.55/article vs 0.48). The overall media exposure score of 276.4 was the highest since October 2009.

The lobster and wine industries received the most sector-specific coverage in April.

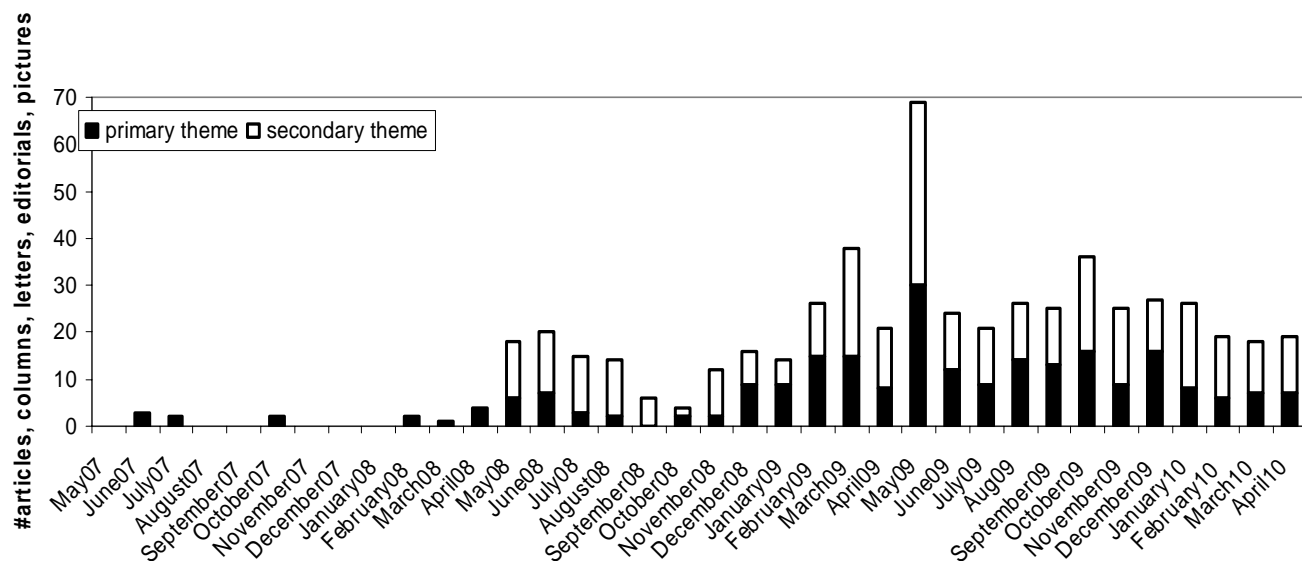
**Agri-food articles and exposure score**



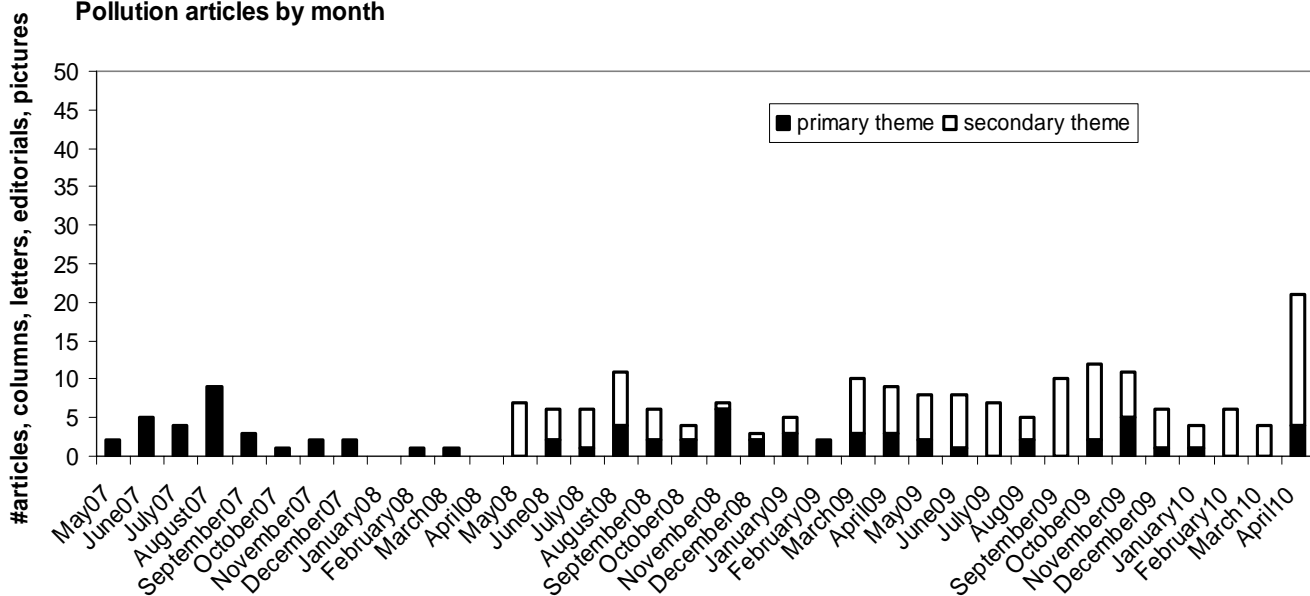
Note: exposure score calculated as of May 2008



Industry spotlight articles by month

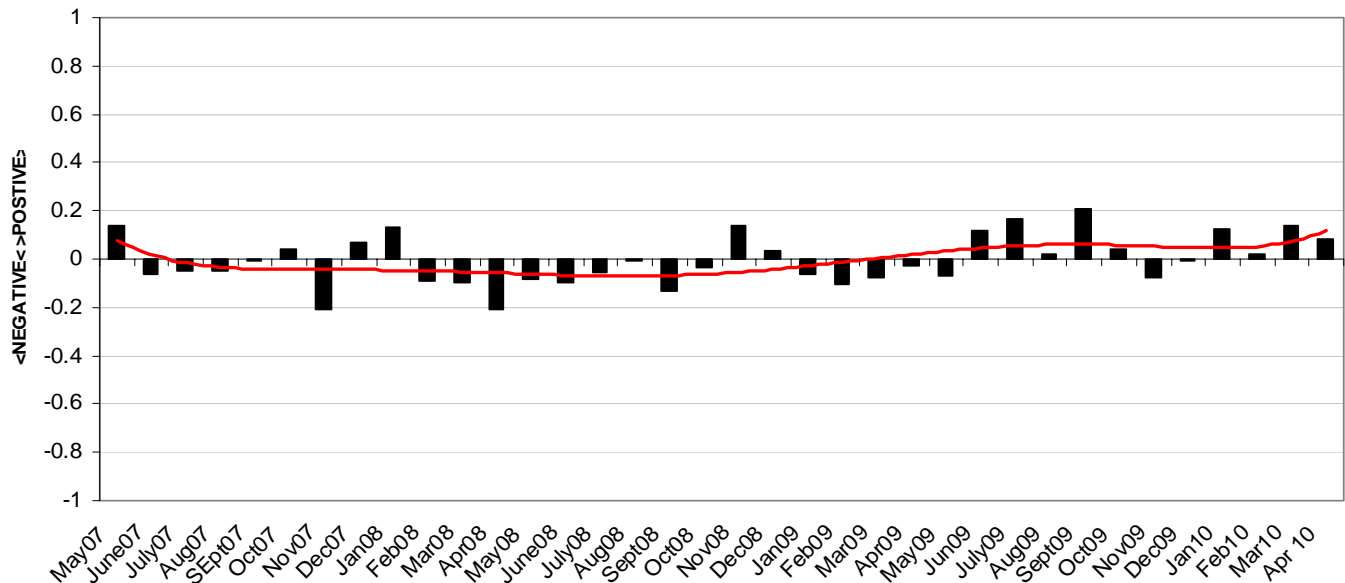


Pollution articles by month



\*note: secondary theme data collected as of May 2008.

### Average slant of agri-food articles



<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.

## List of agri-food topics, by exposure score and number of articles- April 2010

RANK	TOPIC	# OF ARTICLES		EXPOSURE SCORE	PREV MONTH RANK	CHANGE
		Primary	Secondary			
1	Biosolids	13	0	32.6	42	(+41)
2	Industry spotlight	7	12	20.7	4	(-2)
3	Pollution	4	17	17.0	32	(+29)
4	Local food	5	14	16.7	7	(+3)
5	Environment	0	34	15.7	17	(+12)
6	Resources	5	5	11.0	11	(+5)
7	Globalization/trade	3	15	10.5	6	(-1)
8	Sustainability	1	9	10.2	2	(-6)
9	Food security	4	2	9.9	18	(+9)
10	Weather	5	2	9.1	23	(+13)
11	Healthy eating	3	10	8.7	3	(-8)
12	Food safety	1	17	8.6	22	(+10)
13	Fuel and energy	1	13	8.2	24	(+11)
14	Resource conflicts	4	2	8.1	28	(+14)
15	Conscious consumption	3	1	8.0	38	(+23)
16	Business	7	1	7.9	1	(-15)
Notes: Only agri-food topics with exposure scores greater than 7.5 are listed						