

# Agri-food Media Content Analysis Monthly Update | April 2011

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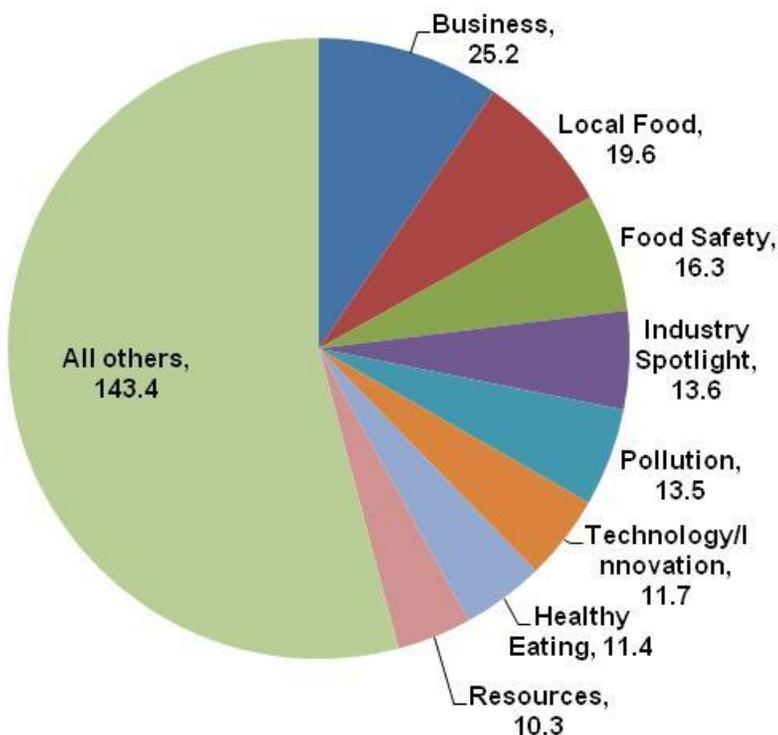
The agri-food business theme received the highest media exposure in the Chronicle Herald of agri-food themes in April. Spotlight articles on various local agri-food businesses and the closure of the Ocean Choice seafood plant in Souris, PEI were the main sub-themes.

Local food specifically mentioned in restaurant review articles gave that theme the second highest exposure in April.

The ongoing food safety scare arising from radiation leaks from a nuclear power plant in Japan continued to receive media attention. The area around the plant has been evacuated and concerns over the fate of livestock have added to the hardship there. The plant had been heavily damaged in the wake of a devastating earthquake-triggered tsunami in March and had contaminated fruit/vegetable crops, milk, and water. An E. coli advisory for walnuts added to food safety coverage during the month.

A lobster license buyback program on the Northumberland shore garnered attention in April. The lobster industry had agreed to reduce fishing pressures to promote the ecological and financial sustainability of the fishery.

**Agri-food theme exposure- April 2011**



<b>Total exposure score = 264.9</b>
Prev 12 month avg = 318.1
Apr 2010 score = 276.4

Continued questions surrounding the impact of the Gulf of Mexico oil spill (summer 2010) on Gulf fisheries led to the pollution theme rounding out the top 5. The Japanese earthquake/tsunami/radiation disaster also added to the exposure of the pollution theme.

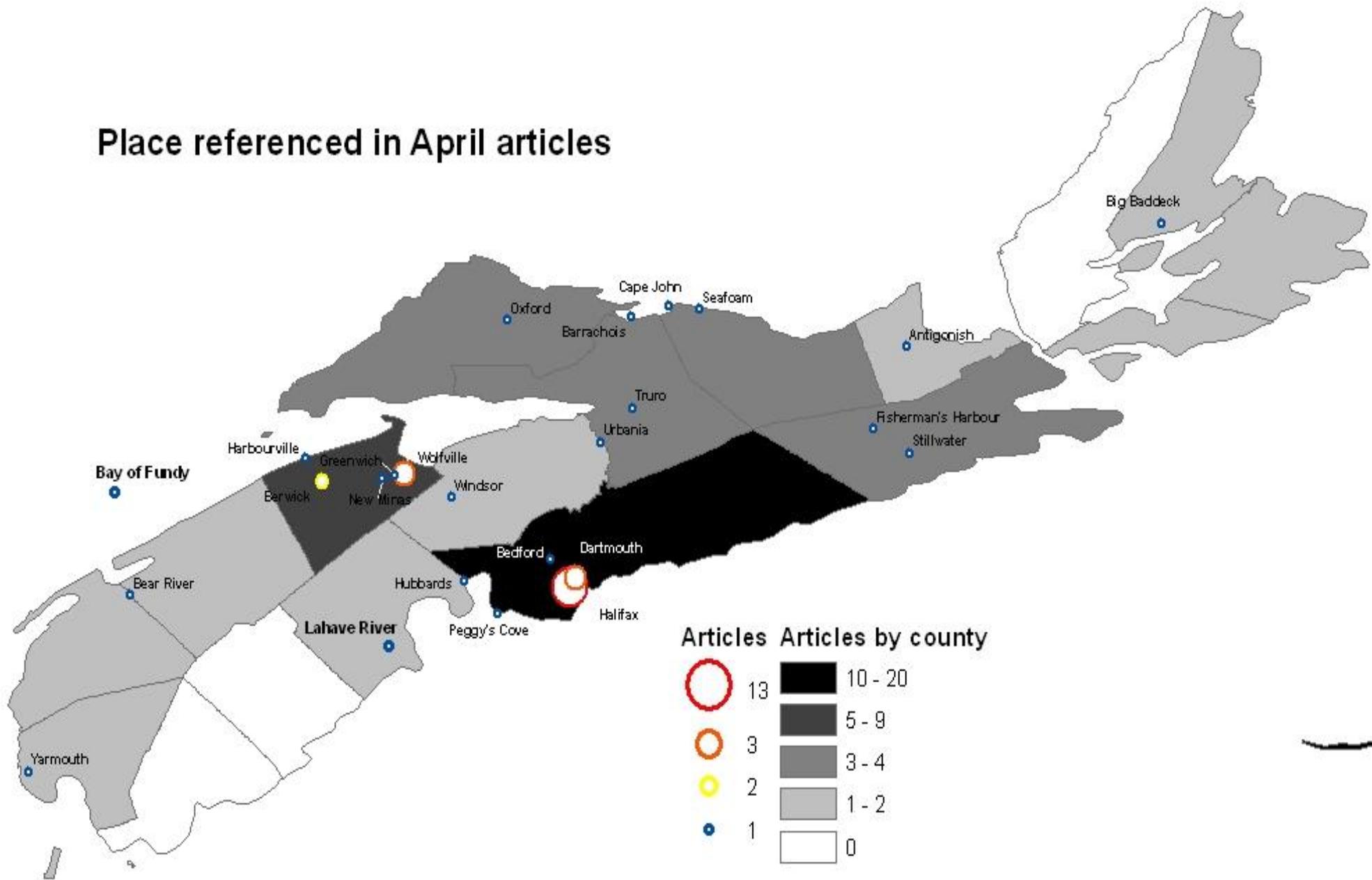
Agri-food themes with media exposure scores above 10, and the relation to the total agri-food exposure score, are displayed in the chart.

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

<b>AGRICULTURE THEME</b>	<b>EXPOSURE<sup>i</sup></b>	<b>SLANT<sup>ii</sup></b>	<b>TOP ISSUE</b>
Local food	18.6	Highly positive	Local food in restaurant reviews
Business	16.2	Positive	No dominant sub-theme
Food safety	13.5	Highly negative	Radiation from Japanese nuclear plant contaminates food
Healthy eating	7.3	Highly positive	No dominant sub-theme
Food prices	6.7	Highly negative	Global food price inflation
<p><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></p>			

<b>FISHERIES THEME</b>	<b>EXPOSURE<sup>i</sup></b>	<b>SLANT<sup>ii</sup></b>	<b>TOP ISSUE</b>
Industry spotlight	11.8	Neutral	Lobster license buyback on Northumberland shore
Resources	8.4	Neutral	Census of Marine Life: fewer fish but good biodiversity
Food safety	8.1	Highly negative	Radiation from Japanese nuclear plant contaminates food
Pollution	7.7	Highly negative	Gulf of Mexico oil spill (questions surrounding impact)
Sustainability	7.0		Secondary theme
<p><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></p>			

# Place referenced in April articles

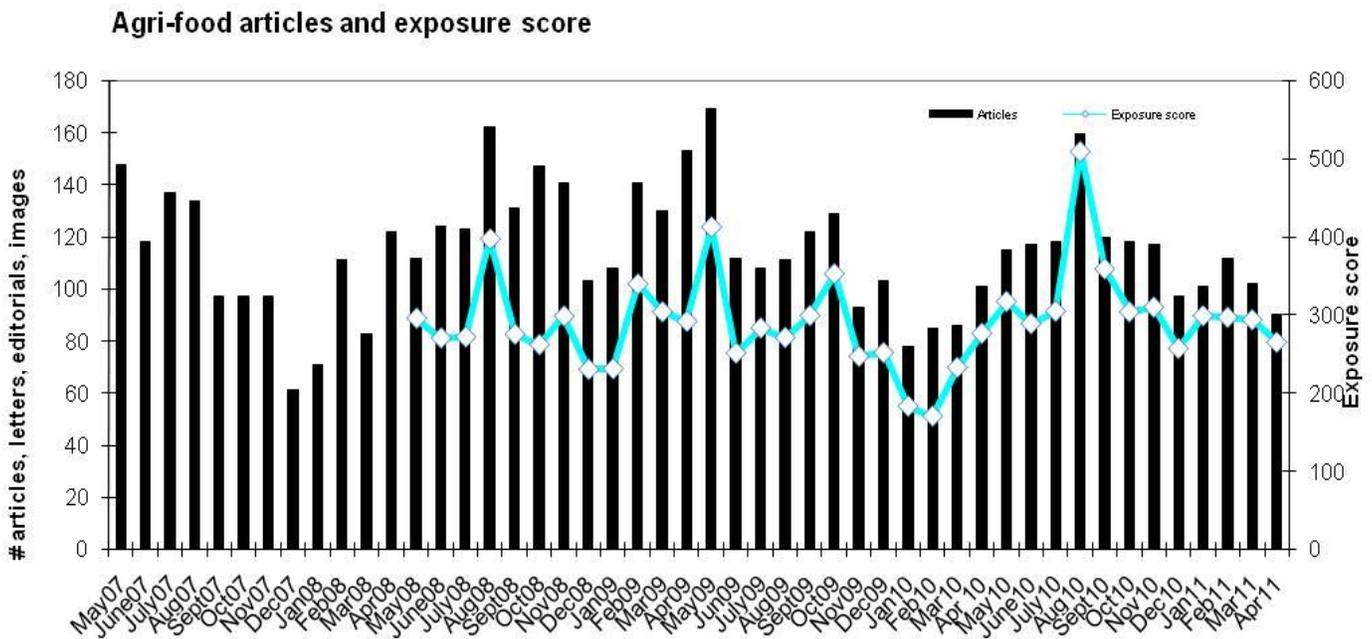


Halifax County had the most agri-food coverage in April. Halifax (various topics) had the most coverage of specific towns/cities followed by Dartmouth (various topics) and Wolfville (various topics).

In total there were 90 agri-food articles in April, 46 of which were related to primary agriculture and 34 to fisheries<sup>1</sup>. Fourteen articles related to processing and 17 to the food industry in general. The 90 articles are a decrease of 12 articles from March and a decrease of 11 articles from April 2010.

Compared to the average of the previous four months, there were more front page articles (5 compared with 3.75). Articles were longer in length (2,266 characters vs 2,045) and had more images (0.73/article vs 0.65). The overall media exposure score of 264.9 was a decrease of 10 percent over the previous month and a decrease of 4 percent over April 2010.

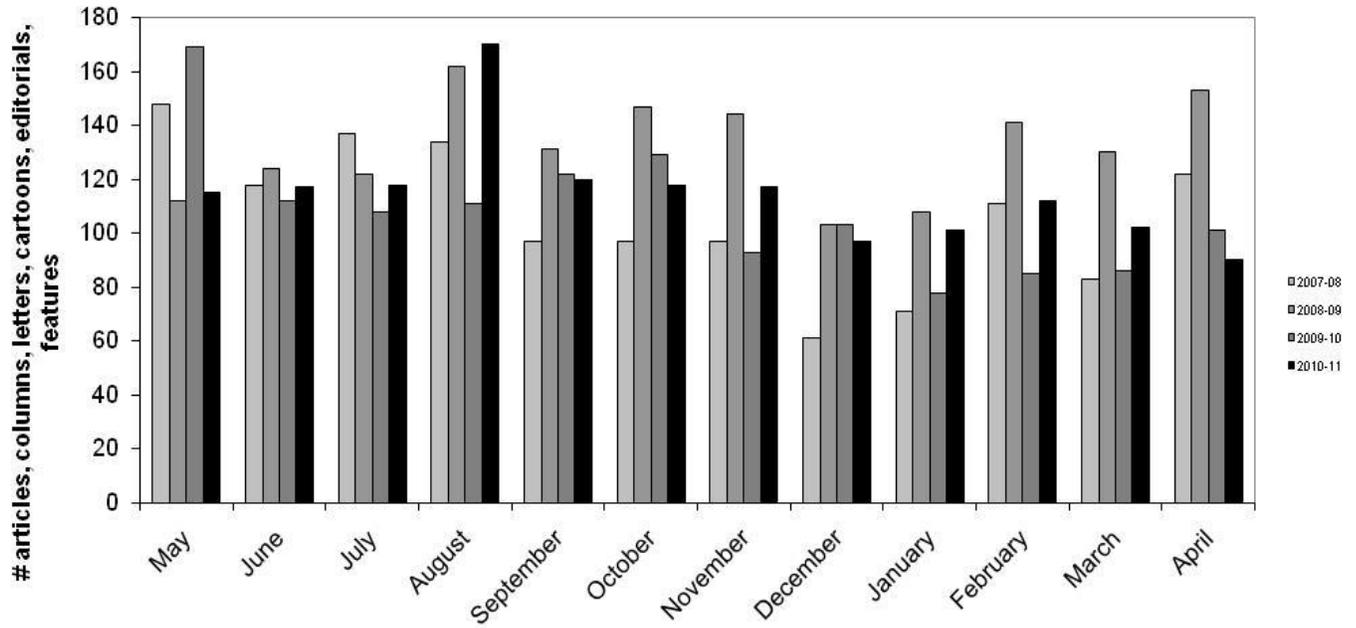
Sector-specific coverage in April was spread out amongst many agri-food products.



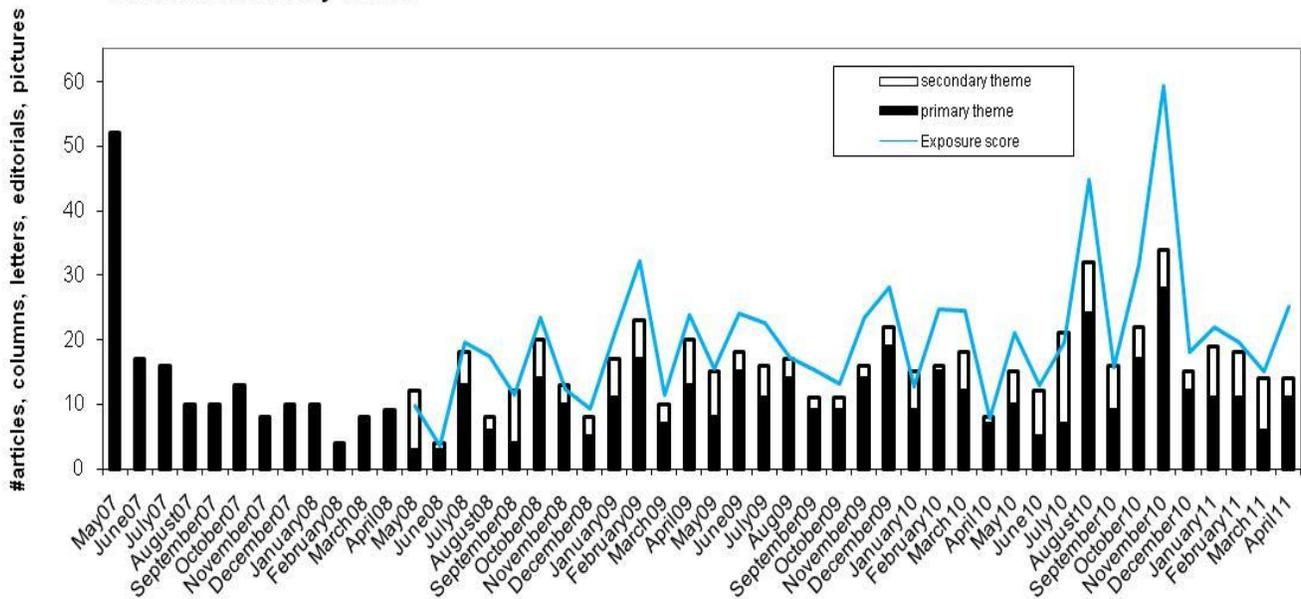
Note: exposure score calculated as of May 2008

<sup>1</sup> Articles can reference any combination of agriculture, fisheries, processing, and/or the general food industry. For this reason, the sum of these articles will not necessarily equal the total number of articles for the month.

### Agri-food articles, monthly comparison



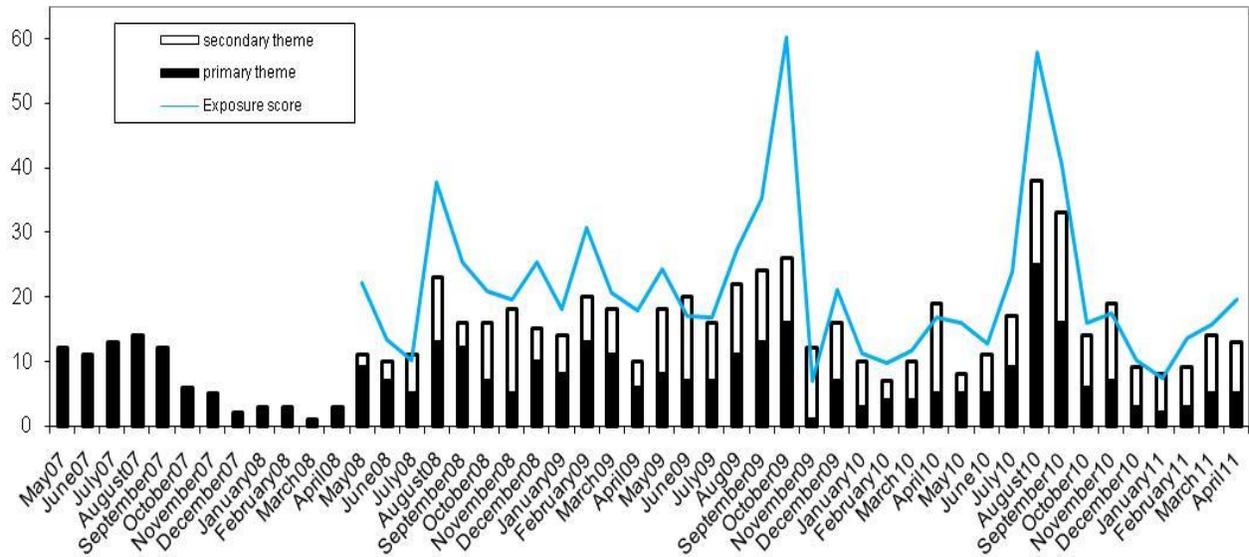
### Business articles by month



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

### Local food articles by month

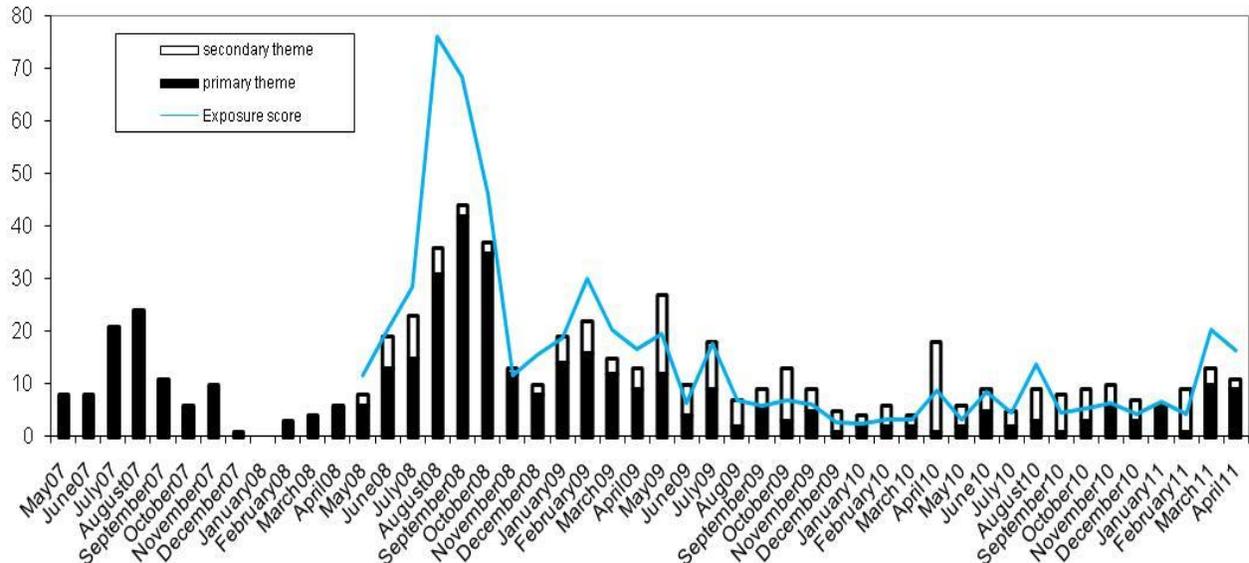
#articles, columns, letters, editorials, pictures



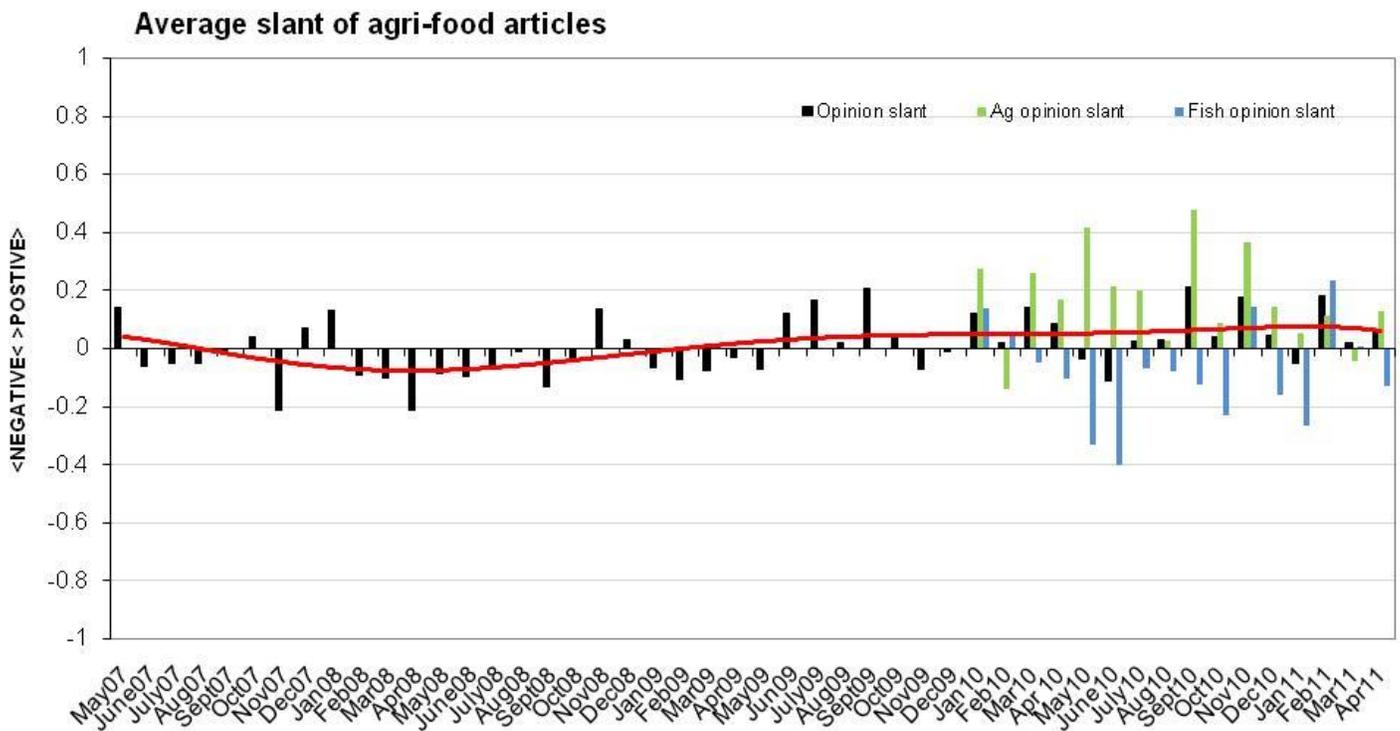
Note: Secondary theme and exposure score data collected since May 2008

### Food safety articles by month

#articles, columns, letters, editorials, pictures



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



The slant of agri-food articles was slightly positive in April. The slant of agriculture-related articles rebounded from the first negative in 13 months in March to become positive, led by local food and healthy eating articles. Fishery-related articles were somewhat negative with radiation from the Japanese nuclear power plant and continued questions regarding the impact of last summer’s oil spill in the Gulf of Mexico leading negative coverage.

<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 2011**

RANK	TOPIC	# OF ARTICLES		EXPOSURE SCORE	PREV MONTH RANK	CHANGE
		Primary	Secondary			
1	Business	11	3	25.2	5	(+4)
2	Local food	5	8	19.6	4	(+2)
3	Food safety	9	2	16.3	2	(-1)
4	Industry spotlight	4	12	13.6	1	(-3)
5	Pollution	4	9	13.5	10	(+5)
6	Technology/innovation	3	6	11.7	17	(+11)
7	Healthy eating	4	4	11.4	14	(+7)
8	Resources	1	5	10.3	22	(+14)
9	Environment	1	18	9.1	11	(+2)
10	Sustainability	2	15	8.8	15	(+5)
11	Globalization/trade	2	10	8.6	8	(-3)
12	Recreational fisheries	3	0	7.9	26	(+14)
13	Resource conflicts	3	6	7.7	9	(-4)

Notes:

Only agri-food topics with exposure scores greater than 7.5 are listed