

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

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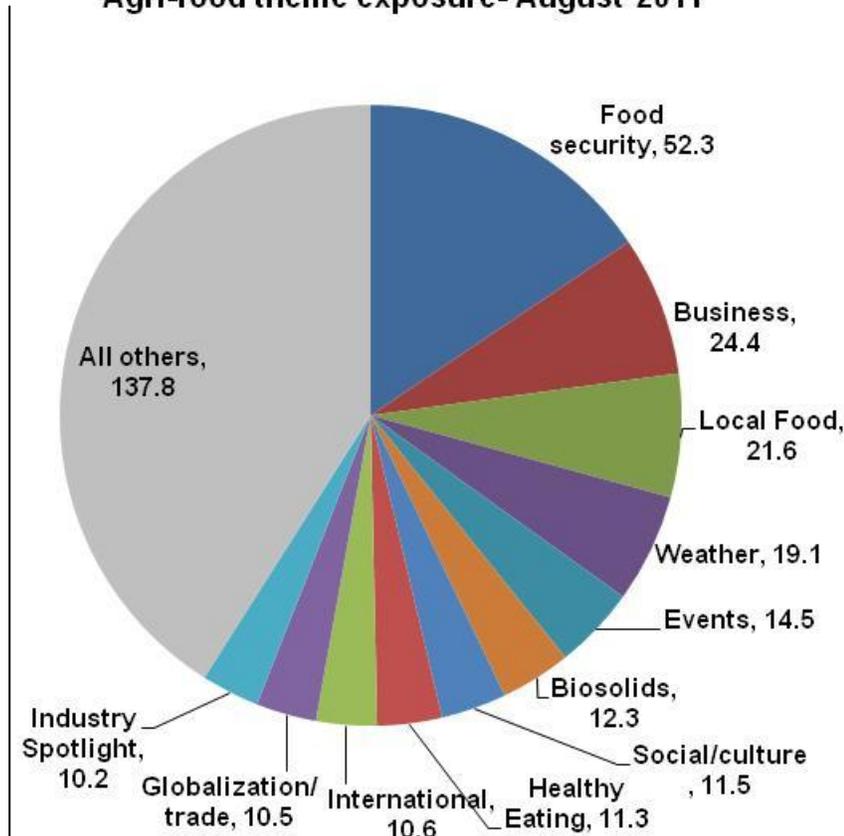
Agri-food coverage in the Chronicle Herald was substantially lower in August compared to one year ago when the exposure of agri-food themes reached a record high. The worst drought and famine in 20 years in the Horn of Africa continued to receive the most exposure of all agri-food themes after taking the top position in July. While thousands of children have perished, particularly in Somalia, and millions are in need of food aid, the crisis continues to escalate in the region.

The agri-business theme had the second highest exposure score in August. The attempted and failed takeover bid of Clearwater Seafoods by Cooke Aquaculture of New Brunswick was the main sub-theme.

Local food generated significant exposure, although far less than half of that received during the previous August. Various spotlight pieces on wineries, businesses, and the Incredible Picnic received coverage.

The Horn of Africa drought continued to contribute to the weather theme having a high exposure score in August. Drought was the origin of the humanitarian crisis, with farmers and families having to abandon their farms due to the prolonged lack of rain.

**Agri-food theme exposure- August 2011**



<b>Total exposure score = 336.1</b>
Prev 12 month avg = 329.5
Aug 2010 score = 510.8

The Canadian Wine Awards, hosted this year in Halifax, led to the events theme having the fifth highest exposure score. Additionally, the Annapolis Valley Exhibition celebrated its 85<sup>th</sup> year in 2011.

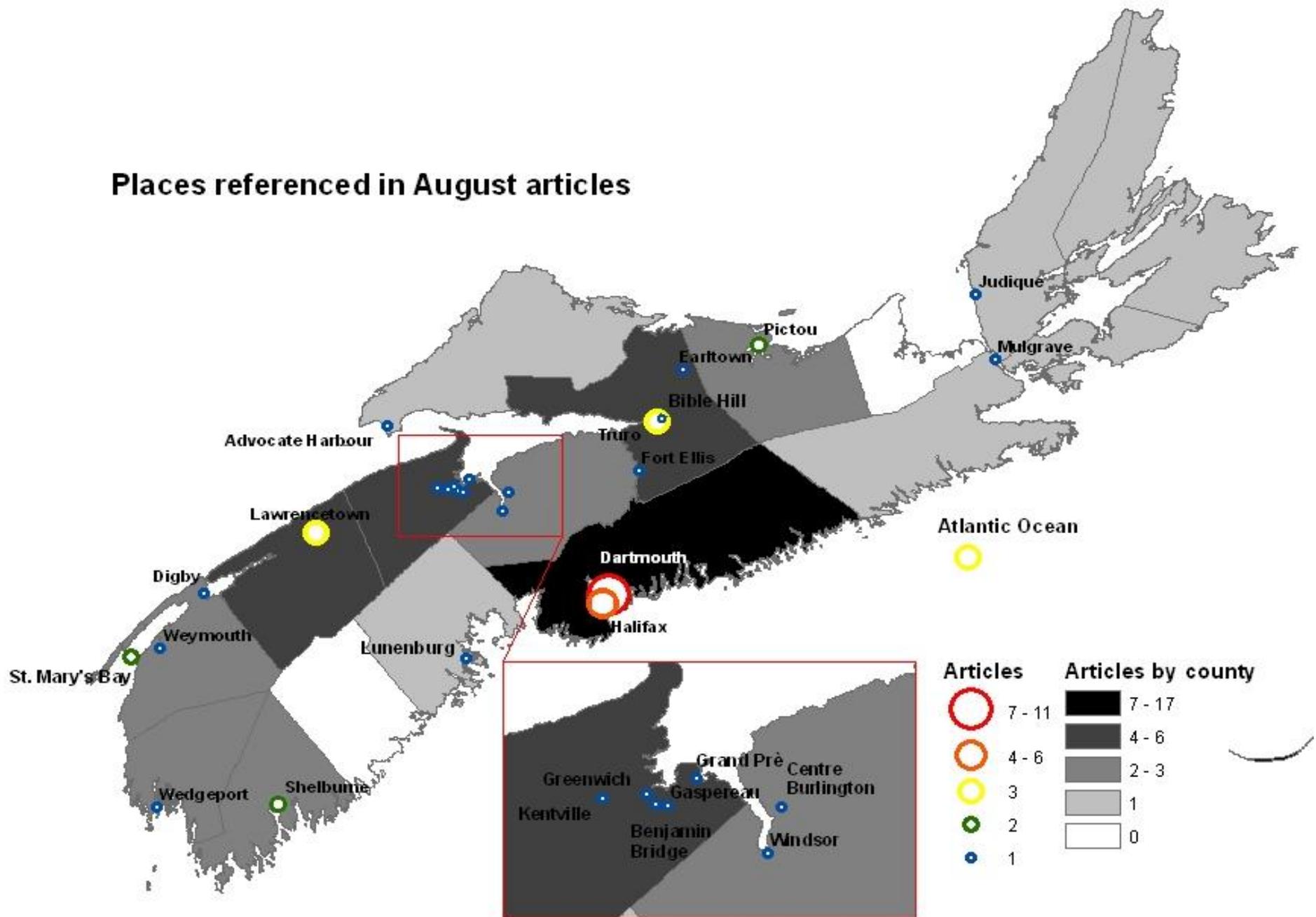
Agri-food themes with media exposure scores above 10, and the relation to the total agri-food exposure score, are displayed in the chart.

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>
Food security	49.1	Highly negative	Horn of Africa drought
Local food	21.1	Highly positive	Spotlight articles on local food/wine
Weather	18.1		Secondary theme to food security
Events	14.5	Highly positive	Canadian Wine Awards in Halifax
Biosolids	12.3	Neutral	General debate on biosolids use on farmland in Nova Scotia
<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>
Business	16.1	Positive	Cooke Aquaculture takeover attempt of Clearwater
Social/cultural	7.8	Highly positive	Joe Blinn remembered by native fishermen
Climate change	6.9	Highly negative	Greenland way of life threatened by climate change
Fish stocks	6.1	Neutral	Cod and other groundfish stocks rebounding
Globalization/trade	5.6	Neutral	Discussion over CETA
<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>			

## Places referenced in August articles



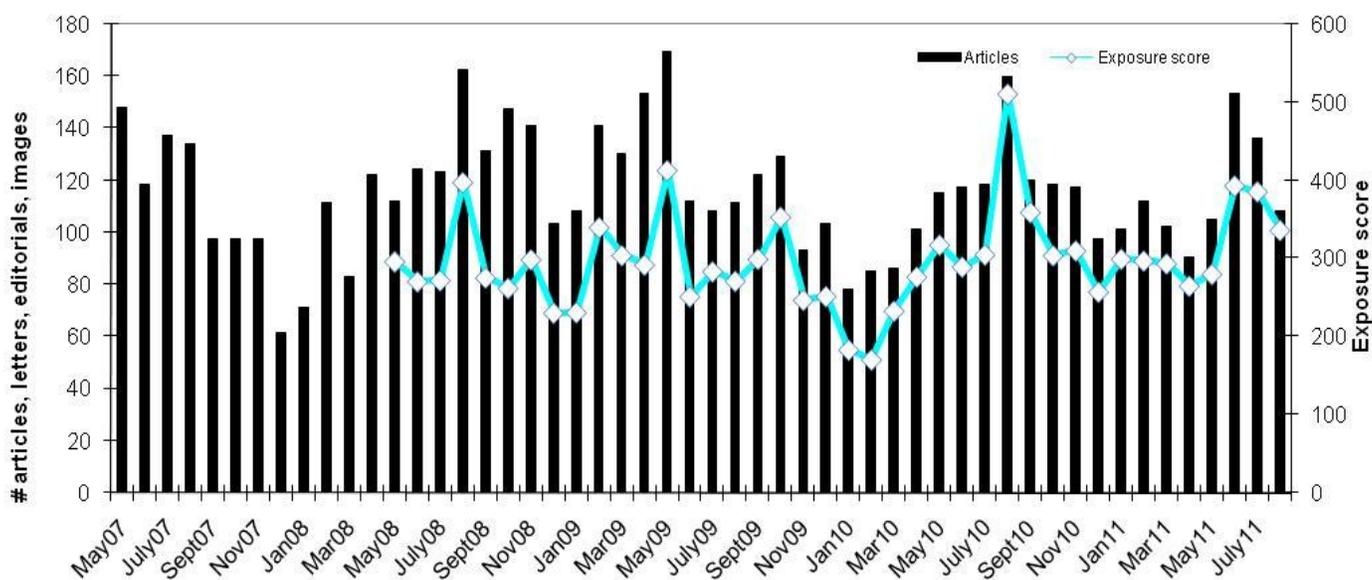
Halifax County had the most agri-food coverage in August. Dartmouth (Cooke Aquaculture-Clearwater takeover attempt) had the most coverage of specific cities/towns/areas, followed by Halifax (Canadian Wine Awards, local food spotlight).

In total there were 108 agri-food articles in August, 74 of which were related to primary agriculture and 28 to fisheries<sup>1</sup>. Sixteen articles related to processing and 34 to the food industry in general. The 108 articles are a decrease of 28 articles from July and 62 articles from August 2010.

Compared to the average of the previous four months, there were fewer front page articles (2 compared with 5). Articles were longer in length (2,255 characters vs 2,050) and had more images (0.81/article vs 0.63). The overall media exposure score of 336.1 was a decrease of 13 percent over the previous month and was 34 percent less than in August 2010.

The aquaculture and wine industries had the most sector-specific coverage in August.

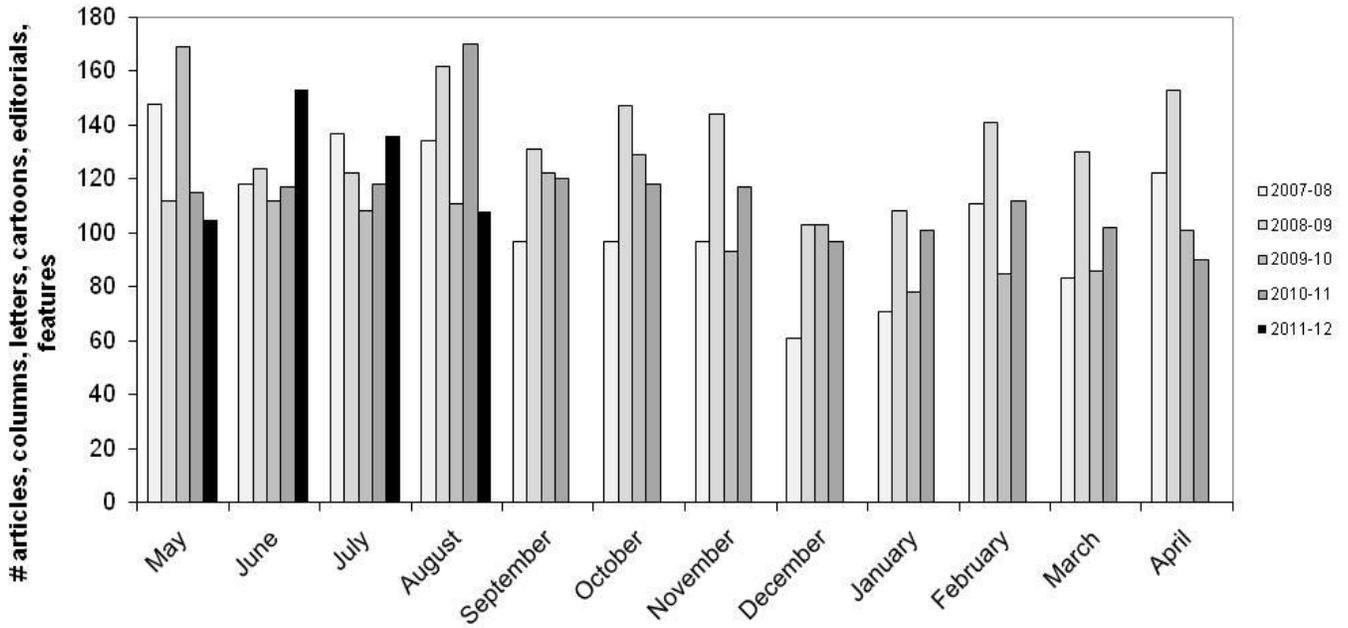
**Agri-food articles and exposure score**



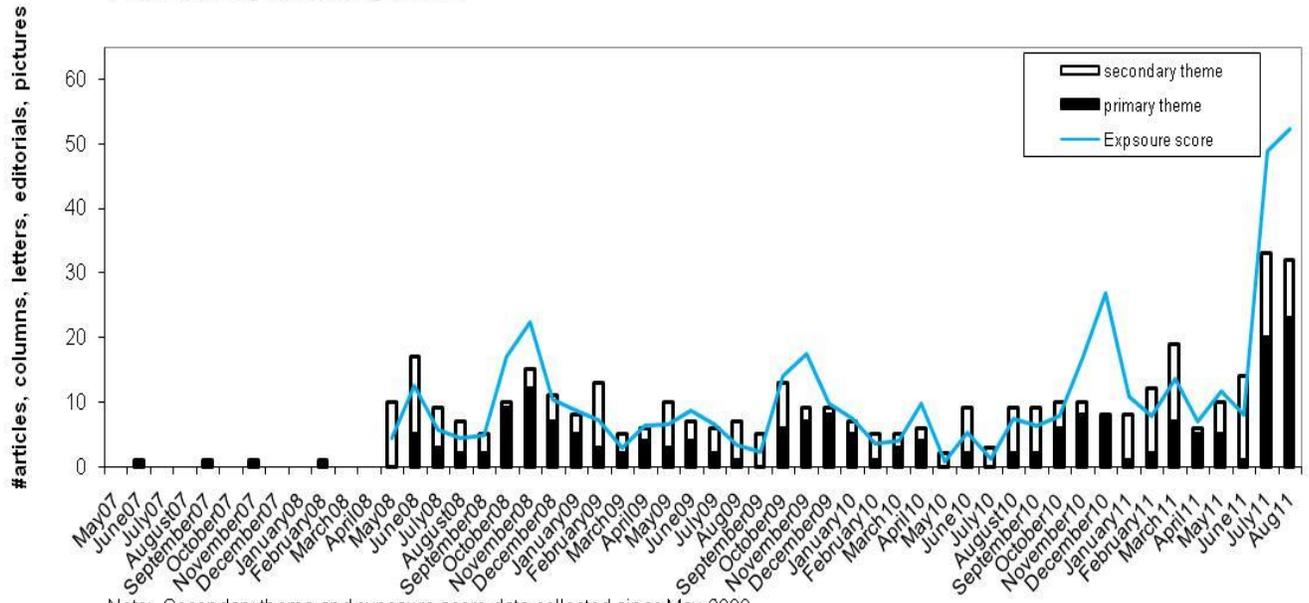
Note: exposure score calculated as of May 2008

<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**

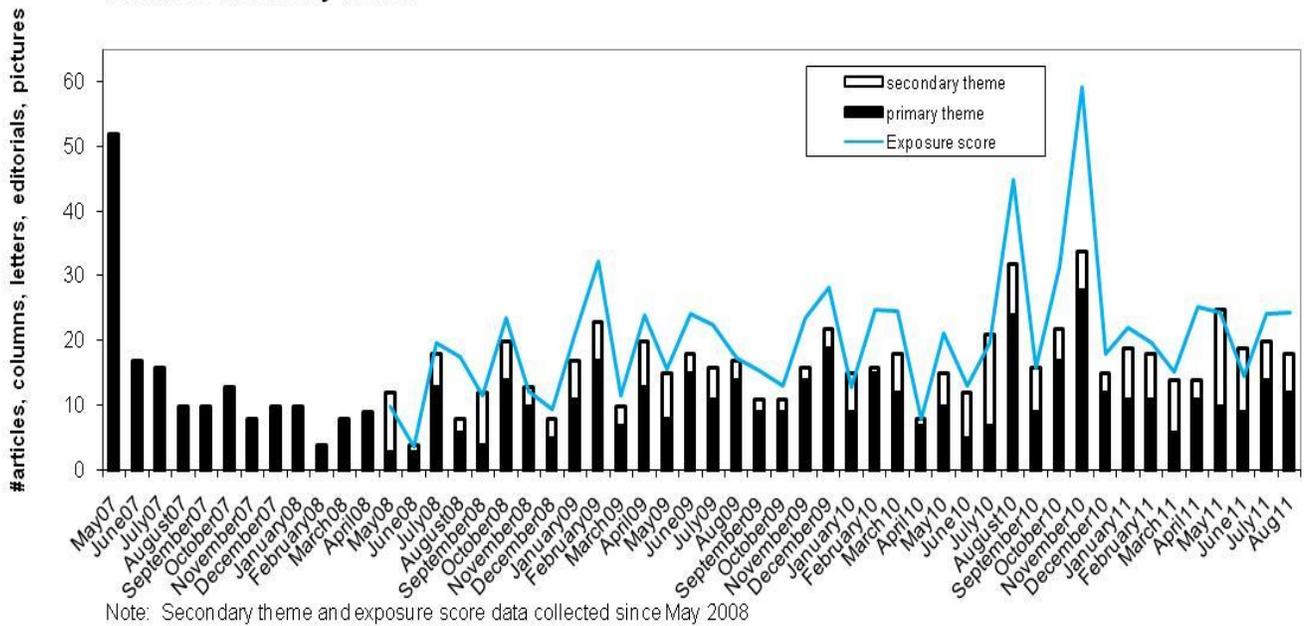


**Food security articles by month**

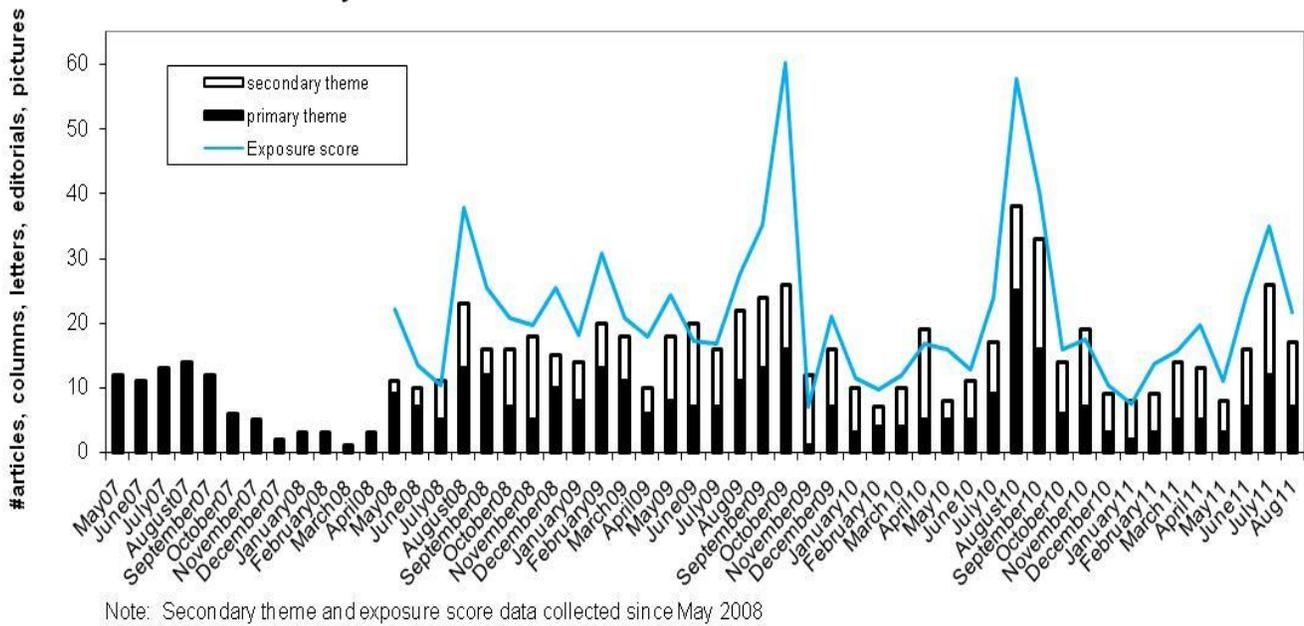


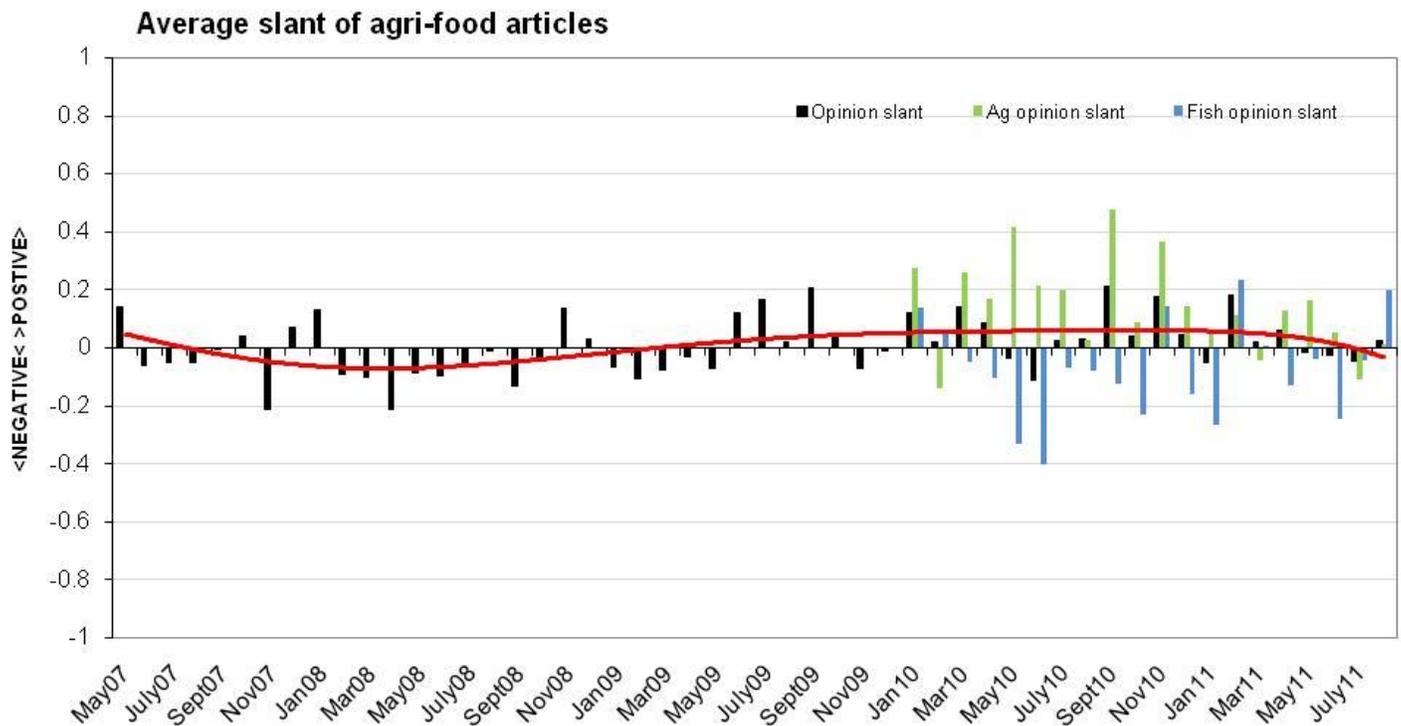
Note: Secondary theme and exposure score data collected since May 2008

### Business articles by month



### Local food articles by month





The slant of agri-food articles was slightly positive in August, reversing a three-month trend. The slant of agriculture-related articles was slightly positive with local food/event theme coverage outweighing negative food security articles related to the Horn of Africa drought. Fishery coverage was moderately positive, with social/cultural coverage and positive aquaculture articles overshadowing negative coverage, which had no dominant theme.

<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- August 2011**

RANK	TOPIC	# OF ARTICLES		EXPOSURE SCORE	PREV MONTH RANK	CHANGE
		Primary	Secondary			
1	Food security	23	9	52.3	1	--
2	Business	12	6	24.4	4	(+2)
3	Local food	7	10	21.6	2	(-1)
4	Weather	3	28	19.1	3	(-1)
5	Events	5	4	14.5	37	(+32)
6	Biosolids	6	0	12.3	T55	(+49)
7	Social/cultural	2	10	11.5	30	(+23)
8	Healthy eating	6	4	11.3	12	(+4)
9	International	0	23	10.6	9	--
10	Globalization/trade	4	7	10.5	14	(+4)
11	Industry spotlight	3	16	10.2	6	(-5)
12	Fuel and energy	3	7	8.9	47	(+35)
13	Food spotlight	3	4	8.9	17	(+4)

Notes:  
Only agri-food topics with exposure scores greater or equal to 7.5 are listed