

Agri-food Media Content Analysis Monthly Update | August 2010

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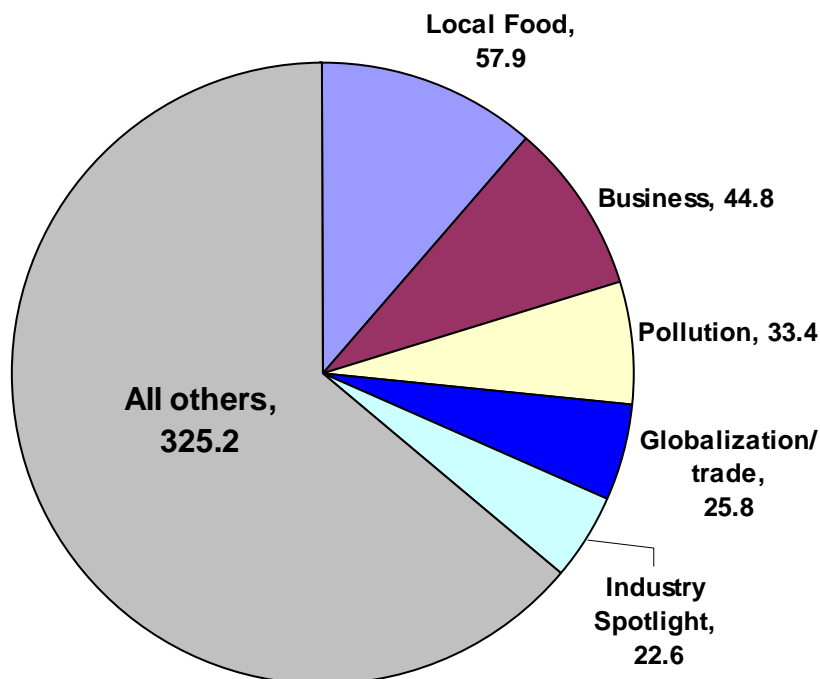
August marked the highest media exposure for agri-food topics in the Chronicle Herald in the 40 month history of the media monitoring project. The score of 509.7 (see methodology) was 23 percent above the previous high in May 2009.

A large amount of coverage related to local food gave that theme the highest exposure score in August. Local food articles largely surrounded the response to an Ecology Action Center/ Federation of Agriculture report which suggested that farmers are receiving 13 cents of every dollar spent on food in Nova Scotia, down from 17 cents 10 years before. The large crowds at the new Seaport Farmers' Market also drew significant coverage.

Agri-food business coverage generated the 2nd highest exposure score. The dominant sub-theme was the takeover bid that was rejected by Potash Corp of Saskatchewan- a major global fertilizer producer.

For the first time in three months, the pollution theme did not have the highest exposure score. While there was a reduction in articles examining the fallout of the Gulf of Mexico oil spill, there was enough to give this theme the 3rd spot. A two vehicle accident in Pictou County which spilled oil into Barney's River and threatened a nearby fish farm contributed to the pollution theme's media exposure.

Agri-food theme exposure- August 2010



The globalization/trade, and industry spotlight themes rounded out the top five agri-food themes, although neither had a dominant sub-theme.

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.

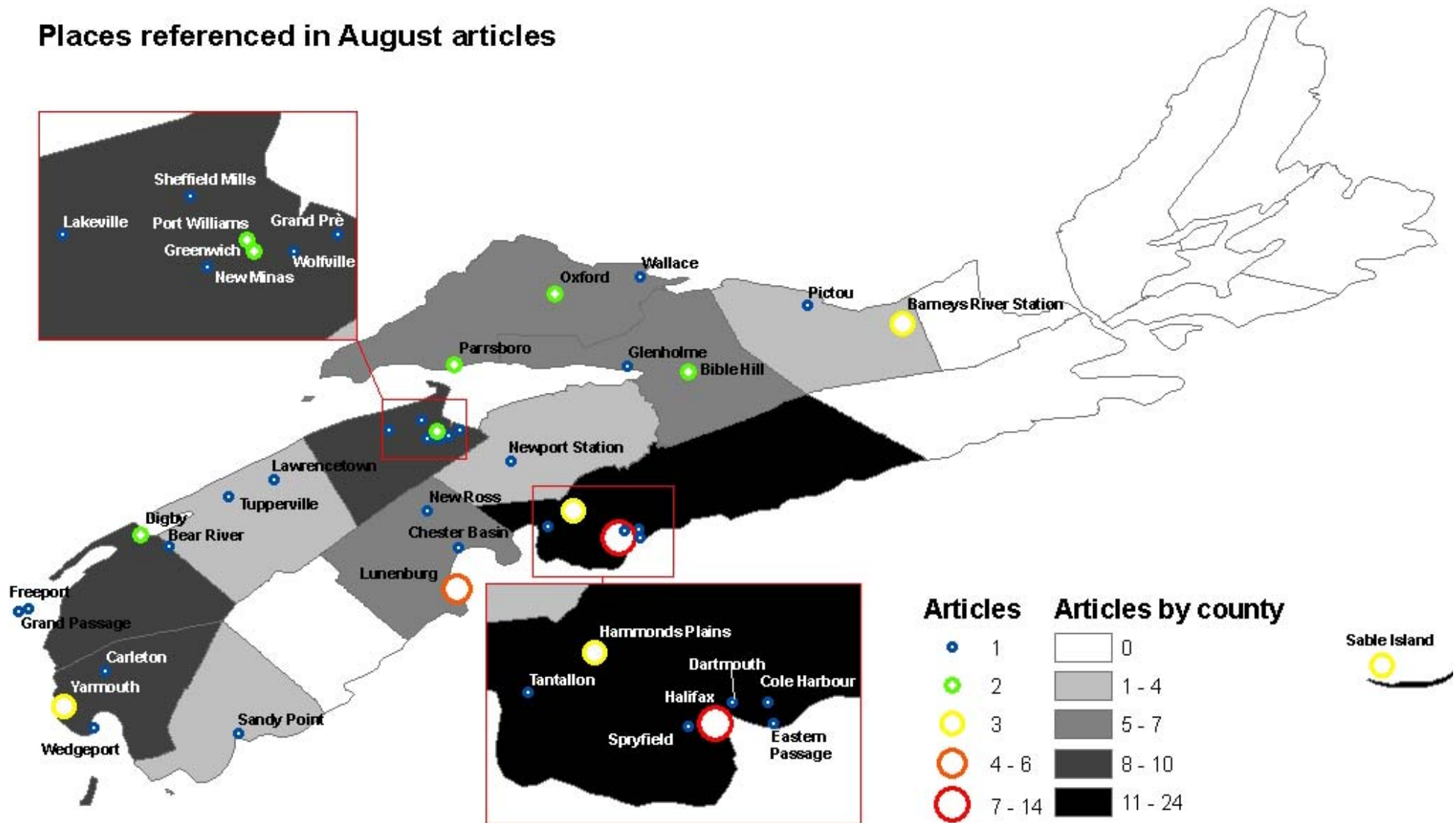
The top five agriculture and fisheries themes are listed separately in the tables below.

Total exposure score = 509.7
Prev 12 month avg = 282.7
Aug 2009 score = 298.1

AGRICULTURE THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Local food	54.1	Neutral	Price competitiveness and availability (reaction to EAC report)
Agri-food business	30.5	Neutral	Potash Corp takeover bid
Globalization/trade	19.0		Secondary theme (Local food)
Industry spotlight	13.9		Secondary theme (Local food)
Weather	13.4	Highly negative	Pakistan flooding
<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>			

FISHERIES THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Pollution	26.0	Negative	Gulf of Mexico oil spill
Historic	15.7	Positive	Bluenose II undergoing refits
Resources	13.2	Neutral	No dominant theme
Fish stocks	9.7	Negative	Sable Island seal cull
Animal welfare	9.3	Negative	Seals
<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 August articles

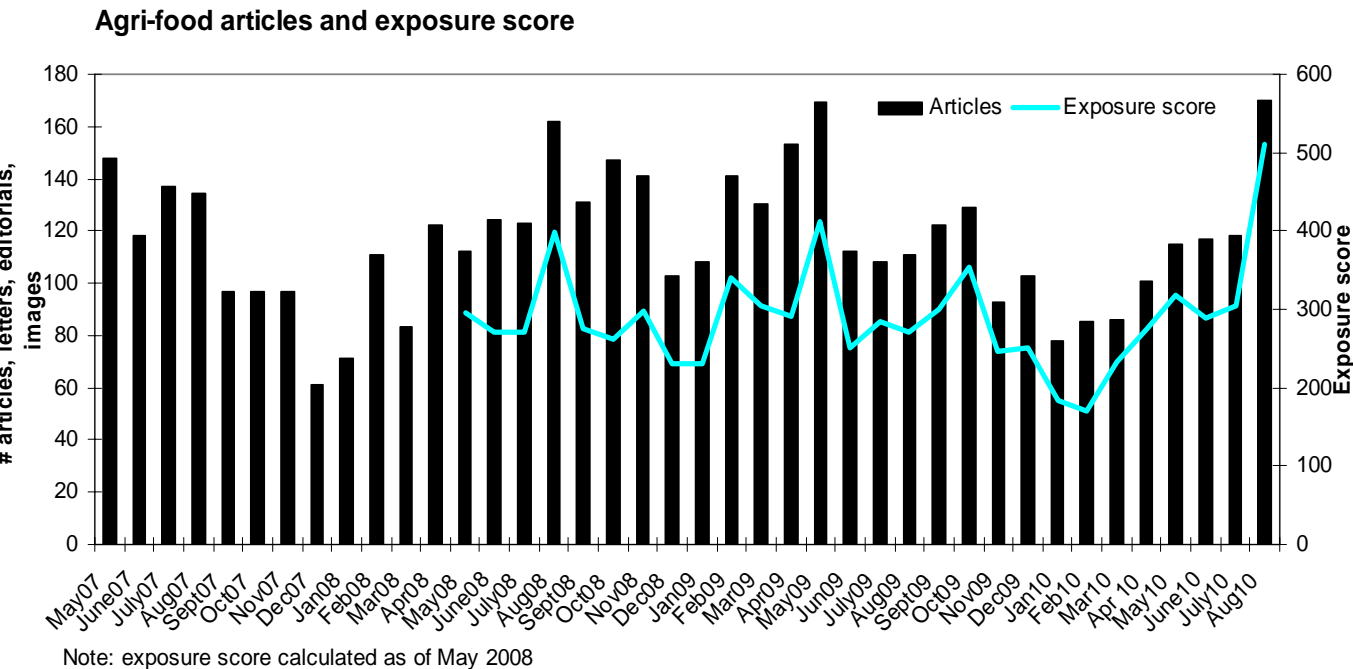


Halifax County had the most agri-food coverage in August. Much of this coverage was related to the opening of the Seaport Farmers' Market as well as the proposed Sable Island seal cull. Halifax (Seaport Farmers' Market opening), Lunenburg (Bluenose II), Hammond's Plains (Farmers Dairy labour dispute settled), Barneys River (oil spill from vehicle crash), and Yarmouth (loss of Cat ferry as seafood shipment link) had the most coverage of specific towns/cities.

In total there were 170 agri-food articles in August, 96 of which were related to primary agriculture and 52 to fisheries. Twenty-four articles related to processing and 23 to the food industry in general. The 170 articles is an increase of 52 articles from July, and 59 articles from August 2009. The August total replaces the 169 articles in May 2009 as the most in the 40 month media monitoring study.

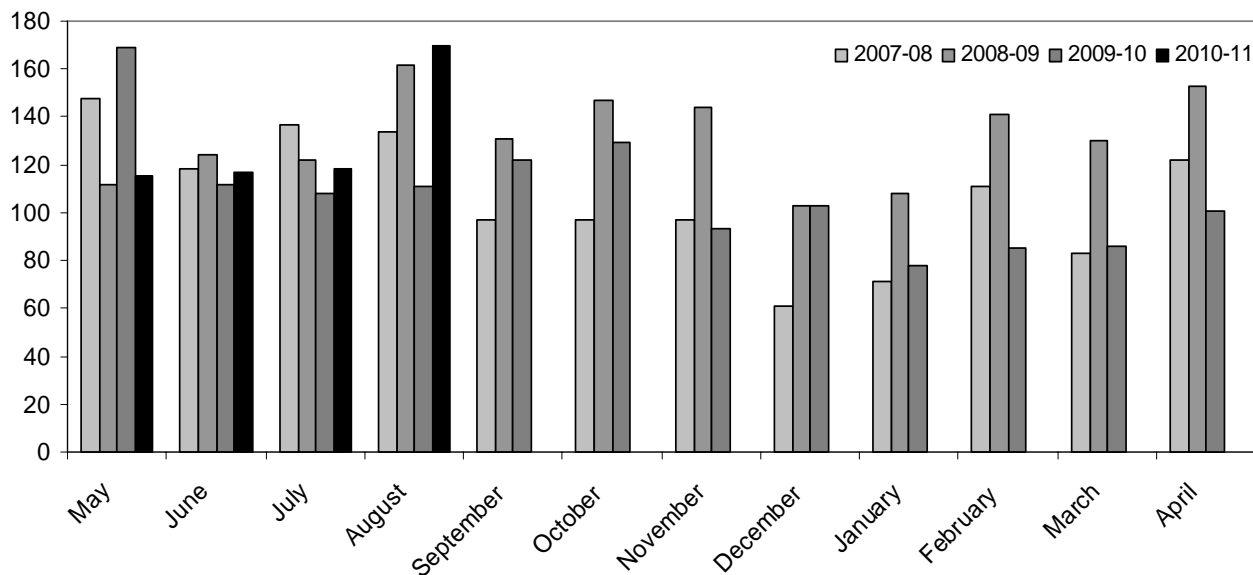
Compared to the previous four months, there were more front page articles (7 compared to 5.75). Articles were longer in length (2,099 characters vs 2,064) and had more images (0.82/article vs 0.62). The overall media exposure score of 509.7 was up from 304.8 in July, and was also the highest since the study began in May 2007.

There were no dominant agriculture or fisheries sectors in media coverage in August.



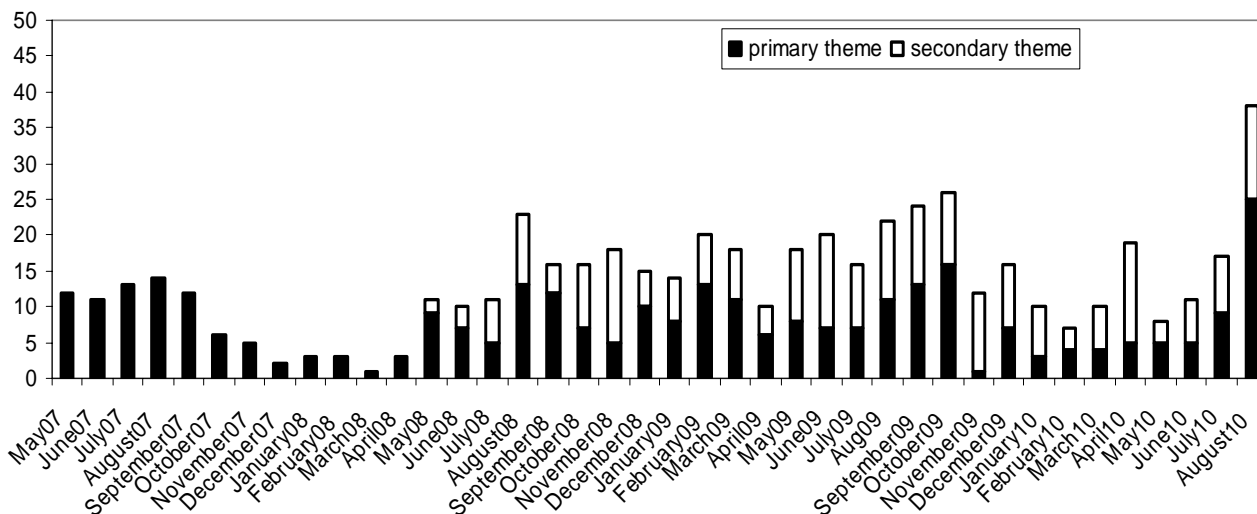
articles, columns, letters, cartoons, editorials, features

Agri-food articles, monthy comparison

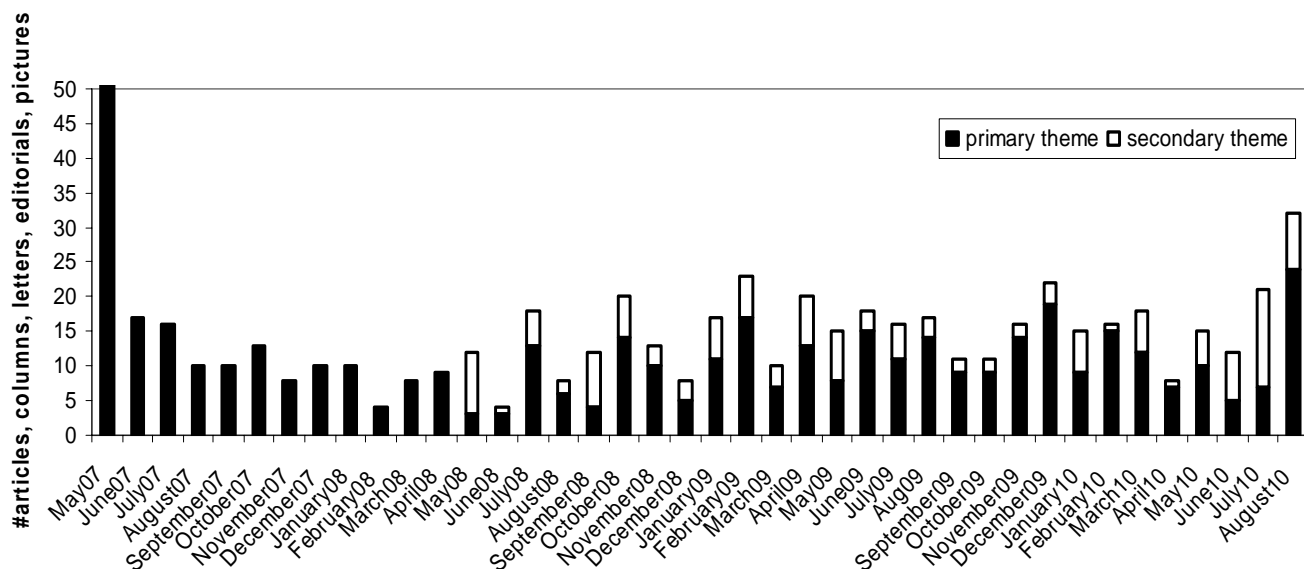


Local food articles by month

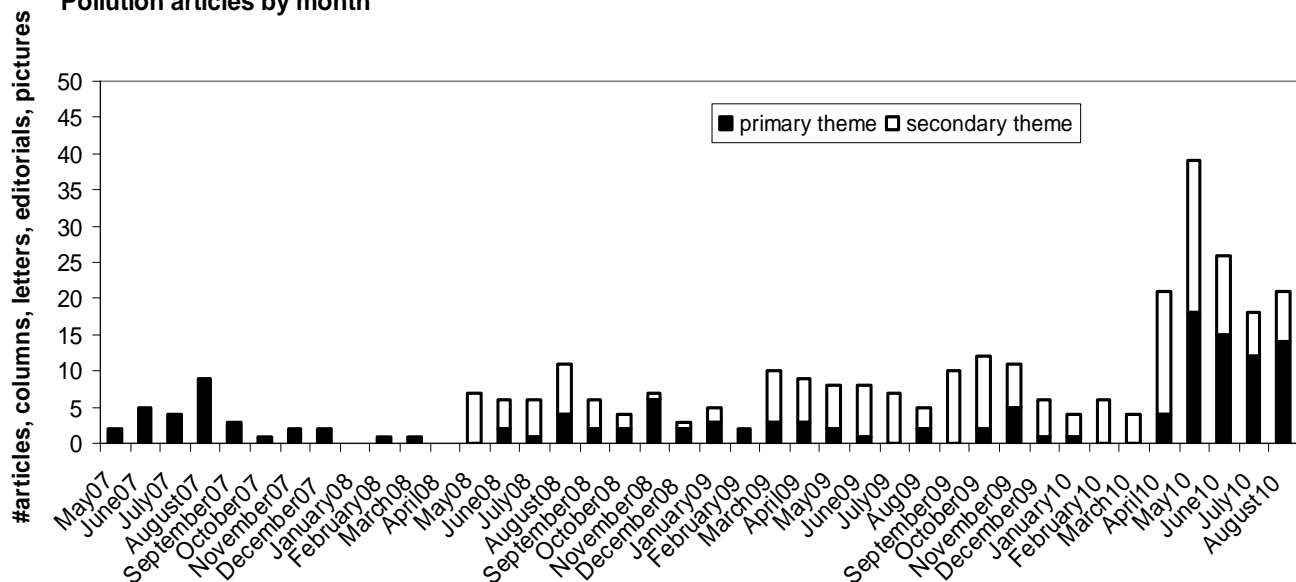
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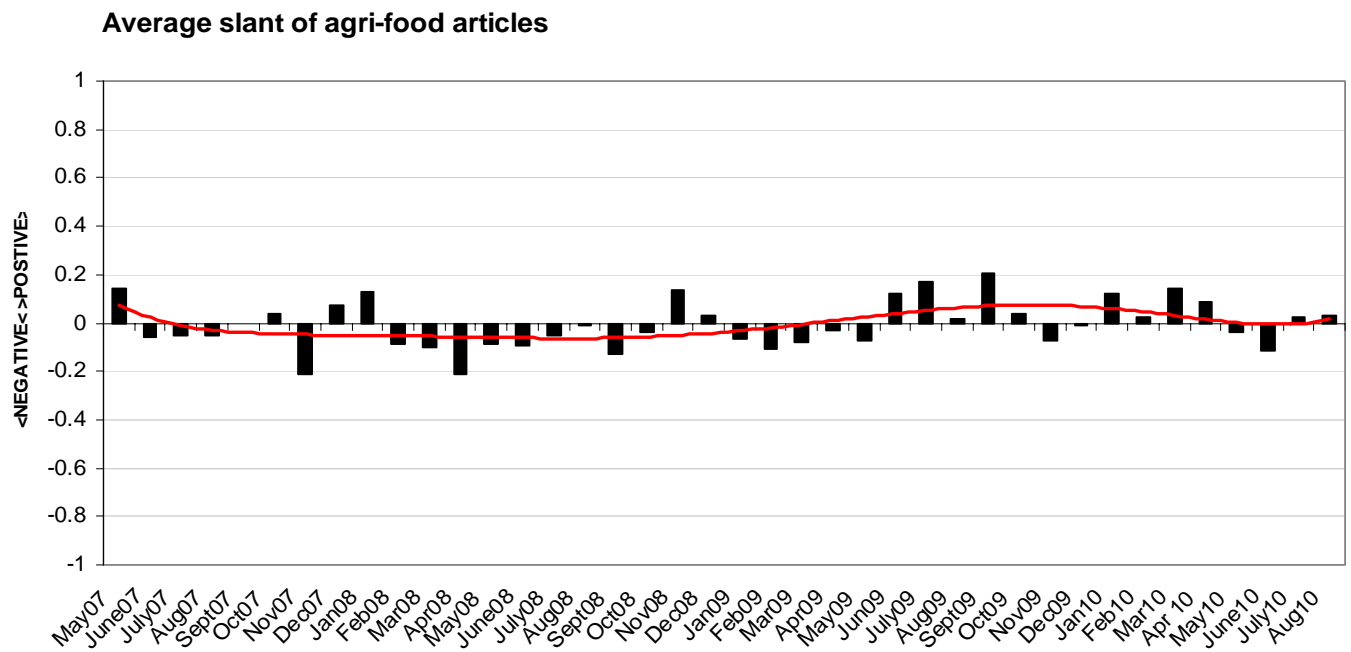
Business articles by month



Pollution articles by month



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



ⁱ 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.

ⁱⁱ 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 2010

RANK	TOPIC	# OF ARTICLES		EXPOSURE SCORE	PREV MONTH RANK	CHANGE
		Primary	Secondary			
1	Local food	25	13	57.9	2	(+1)
2	Business	24	8	44.8	3	(+1)
3	Pollution	14	7	33.4	1	(-1)
4	Globalization/trade	4	38	25.8	12	(+8)
5	Industry spotlight	4	25	22.6	4	(-1)
6	Historic	7	2	21.5	21	(+15)
7	Resources	2	17	18.2	8	(+1)
8	Environment	1	33	16.2	5	(-3)
9	Weather	7	7	14.5	43	(+34)
10	Travel	4	7	14.4	17	(+7)
11	Food safety	3	6	13.7	24	(+13)
12	Animal welfare	5	4	12.1	19	(+7)
13	Infrastructure	5	14	12.1	7	(-6)
14	Food prices	2	13	11.8	30	(+16)
15	Healthy eating	4	6	11.0	13	(-2)
16	Resource conflicts	4	7	10.5	10	(-6)
17	Labour	6	4	10.3	6	(-11)
18	Gardening	1	1	10.2	T49	(+31)
19	Fish stocks	5	3	9.7	31	(+12)
20	Events	5	7	9.0	25	(+5)
21	Other	3	1	7.7	44	(+23)
22	International	1	10	7.6	T49	(+27)
23	Food security	2	7	7.5	38	(+15)

Notes:

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