

## Newspaper Content Analysis Monthly Update | February 2010

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Articles on fourth quarter performance of agri-food businesses, combined with coverage of the closure of the Larsen's fresh pork line gave the business theme the highest agri-food media exposure in the Chronicle Herald in February.

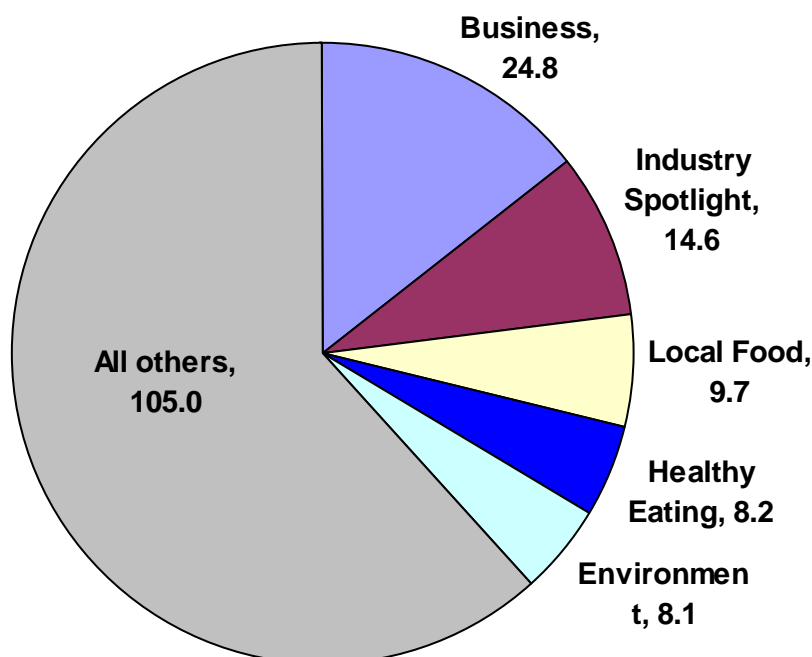
Coverage surrounding the Hay Island, Cape Breton seal hunt gave the industry spotlight theme the second most exposure. By the end of February, the hunt appeared doubtful to happen. Media coverage of seal hunting was substantially lower than at the same period in previous years.

Local food articles were positive and the majority were related to local food in restaurant reviews. There was also an article about the plans of some Halifax Farmers' Market vendors to stay at the Brewery Market rather than move to the new Seaport Market, which will be open week-long.

Healthy eating once again placed in the top five agri-food themes in terms of media exposure. Articles highlighted diabetes/obesity, high fat diets, and the beneficial effects of beer on bones.

All articles with the environment as a primary theme were related to the debate over reusable vs plastic shopping bags. All of these "articles" were letters from readers and, with some exceptions, were pro reusable shopping bags. The environment theme was also secondary in other articles related to biosolids use on agricultural land.

**Agri-food theme exposure- Feb 2010**



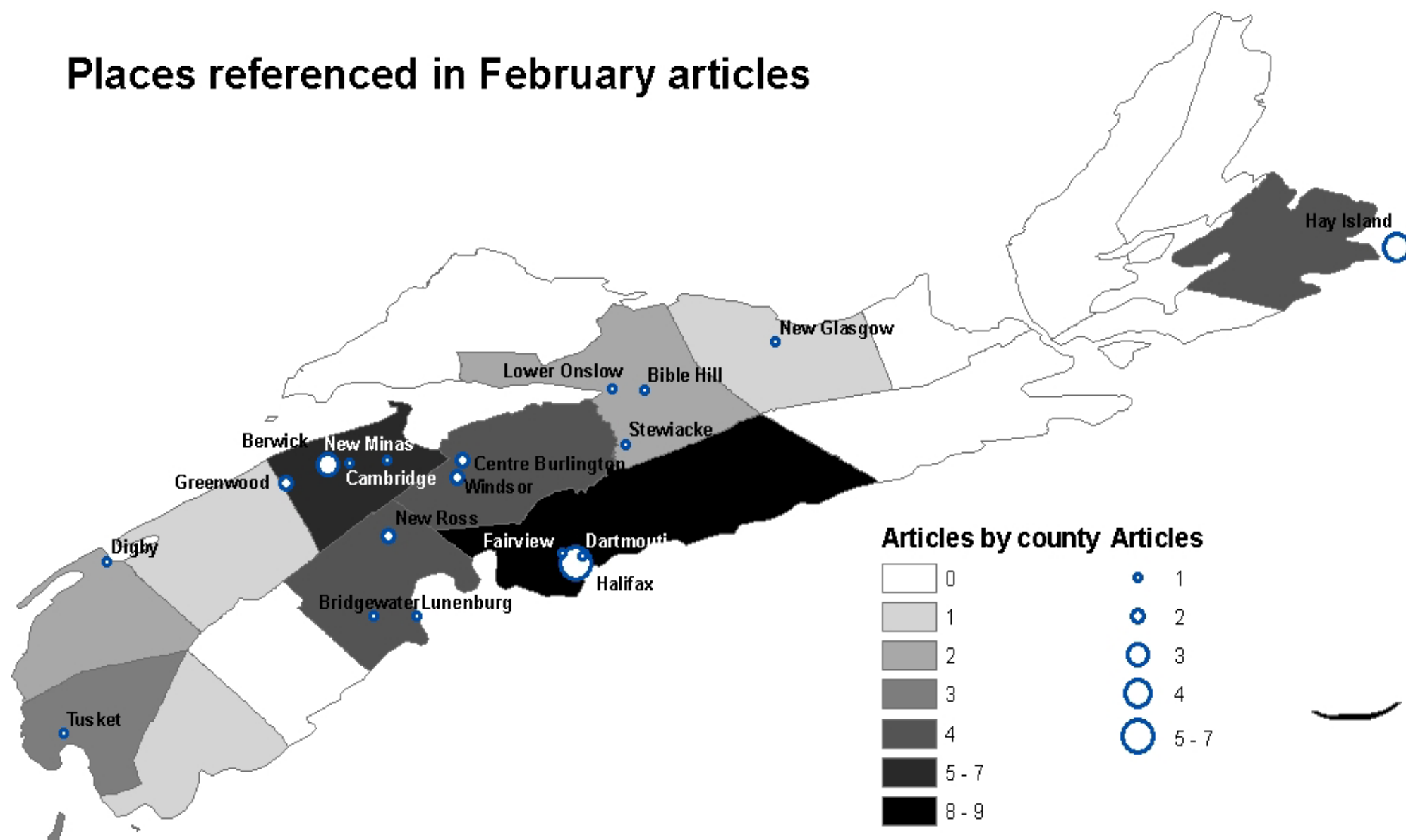
The top five agri-food themes in terms of media exposure, and the relation to total agri-food exposure score, are displayed in the chart.

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>
Local food	7.0	Positive	Local food in restaurant reviews
Resource conflicts	6.5	Neutral	Agricultural land development and mining on agricultural land
Industry spotlight	6.5	n/a	<i>Secondary theme in other articles</i>
Biosolids	6.0	Highly negative	Citizens against use of biosolids on agricultural lands
Resources	5.3	n/a	<i>Secondary theme in other articles</i>
<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	7.6	Negative	Hay Island seal hunt
Fish stocks	5.9	Positive	Porbeagle shark and Right Whale research findings
Infrastructure	4.7	Neutral	Need for Yarmouth or Digby ferries for fishery exports
Globalization/trade	3.7	n/a	<i>Secondary theme in other articles</i>
Sustainability	3.7	Positive	Sustainable fisheries practices
<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>			

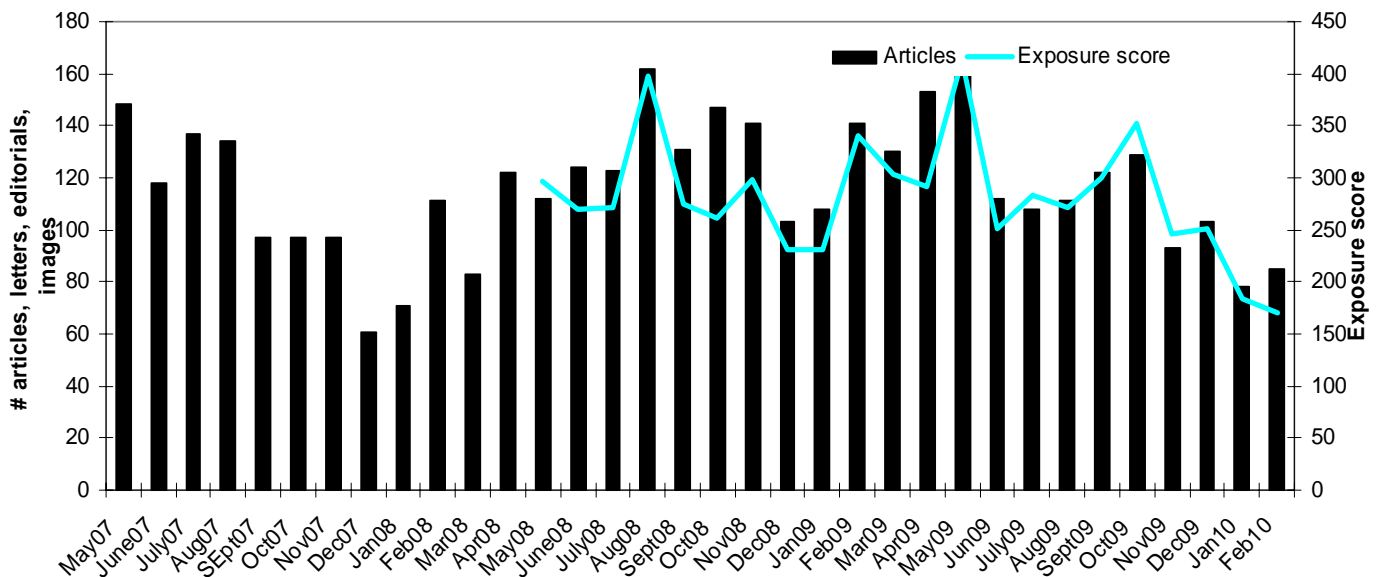
## Places referenced in February articles



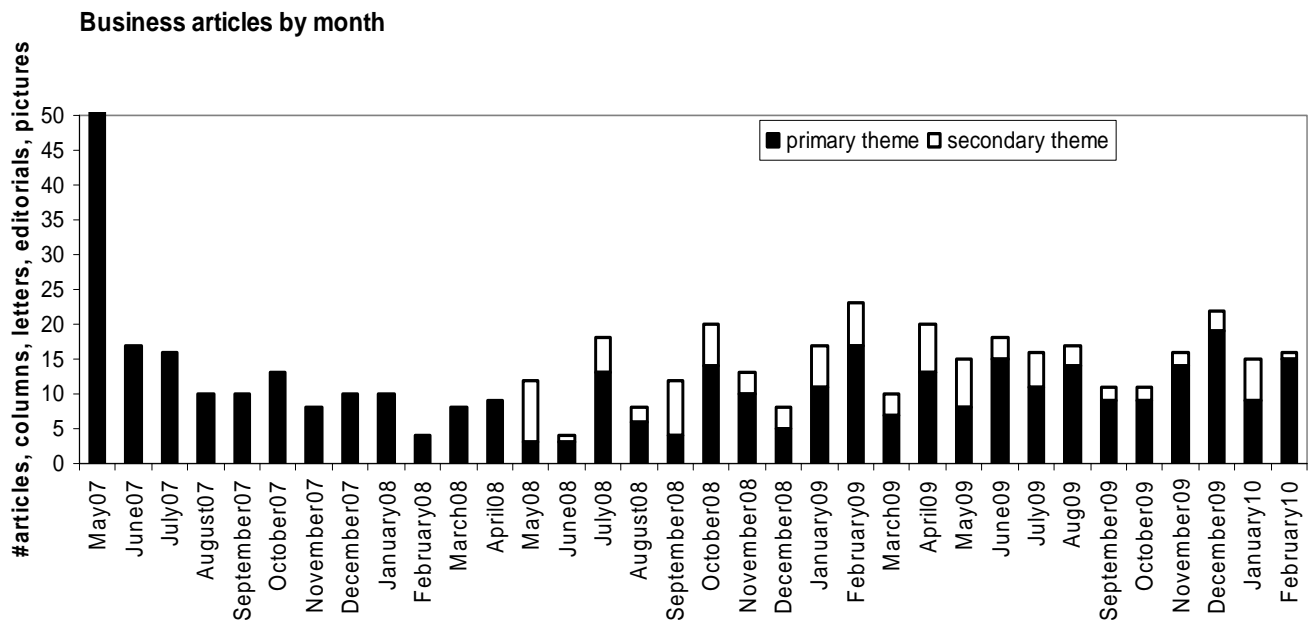
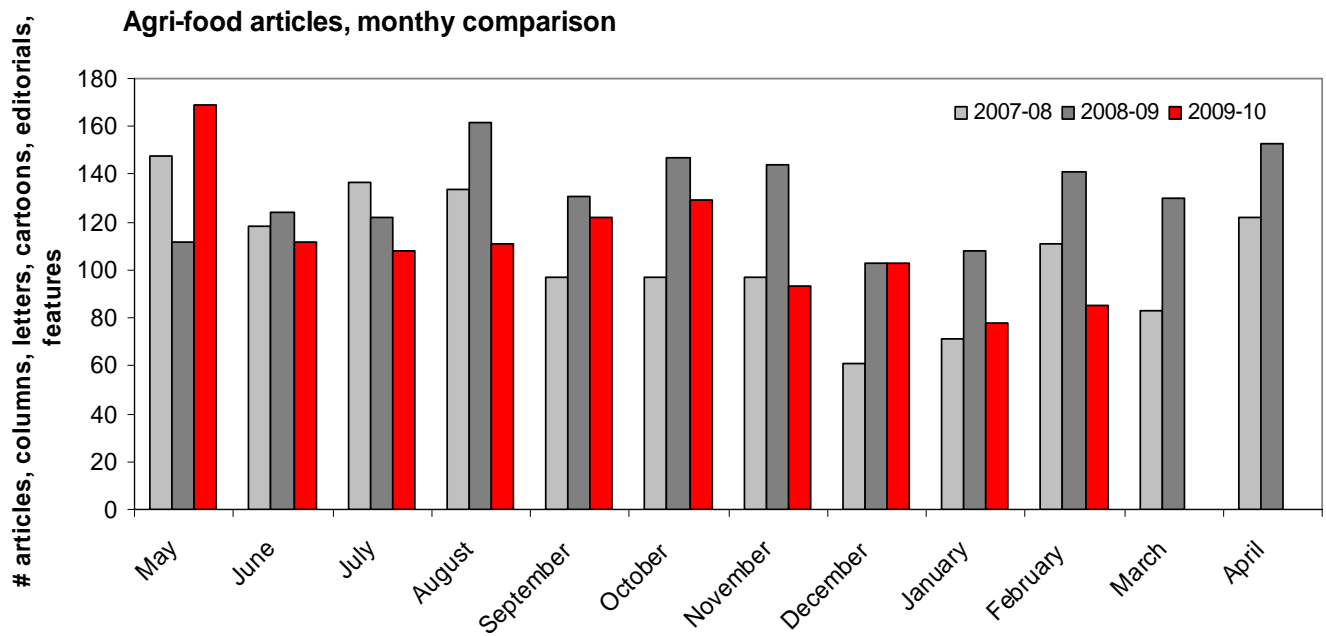
In total there were 85 agri-food articles in February, 36 of which were related to primary agriculture and 28 to fisheries. The 85 articles is up slightly (7 articles) from January, but down 86 articles from February 2009, when the seal hunt was receiving more coverage. The agri-food exposure score was the lowest in the 34-month history of the newspaper analysis.

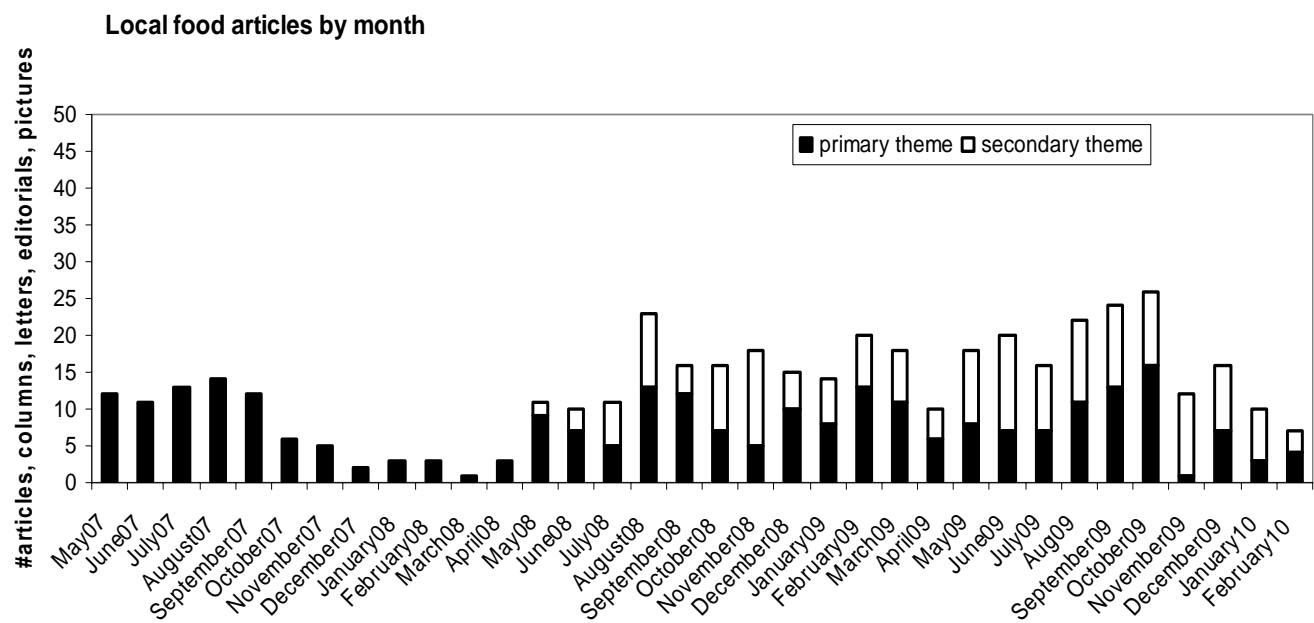
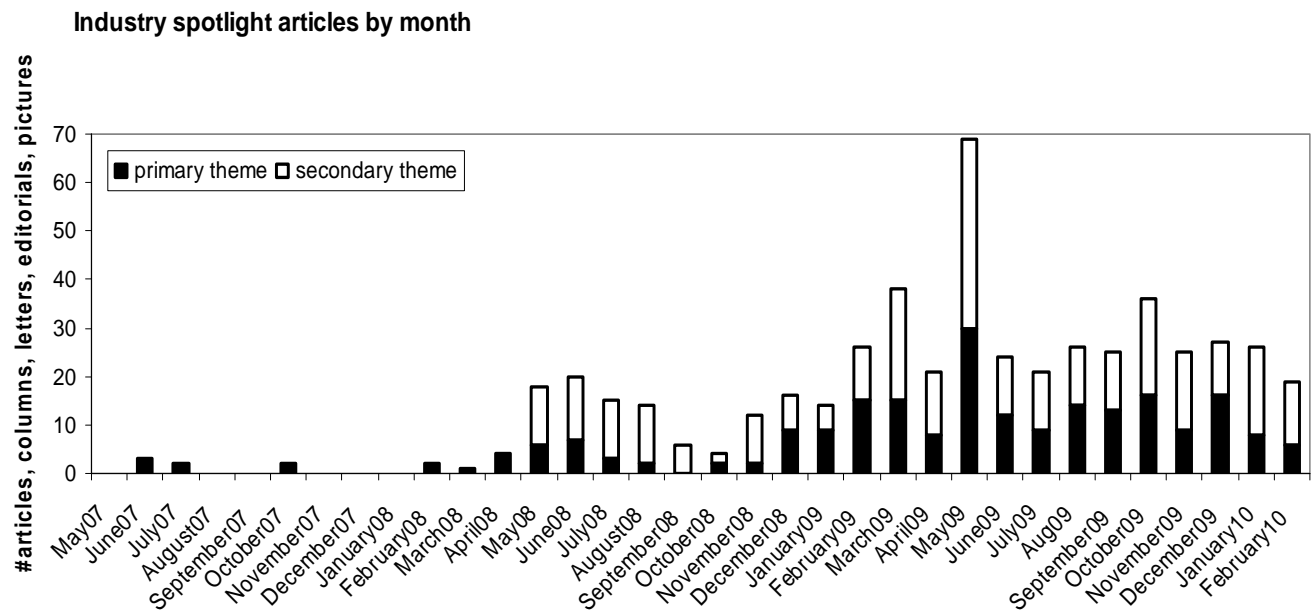
Compared to the previous four months, there were fewer front page articles (1 compared to 5). Articles were shorter in length (1,760 characters vs 2,085) and had fewer images (0.33/article vs 0.55). The seal hunt and wine industries received the most sector-specific coverage in February.

**Agri-food articles and exposure score**



Note: exposure score calculated as of May 2008





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

Average slant of agri-food articles

