

Agri-food Media Content Analysis Monthly Update | February 2011

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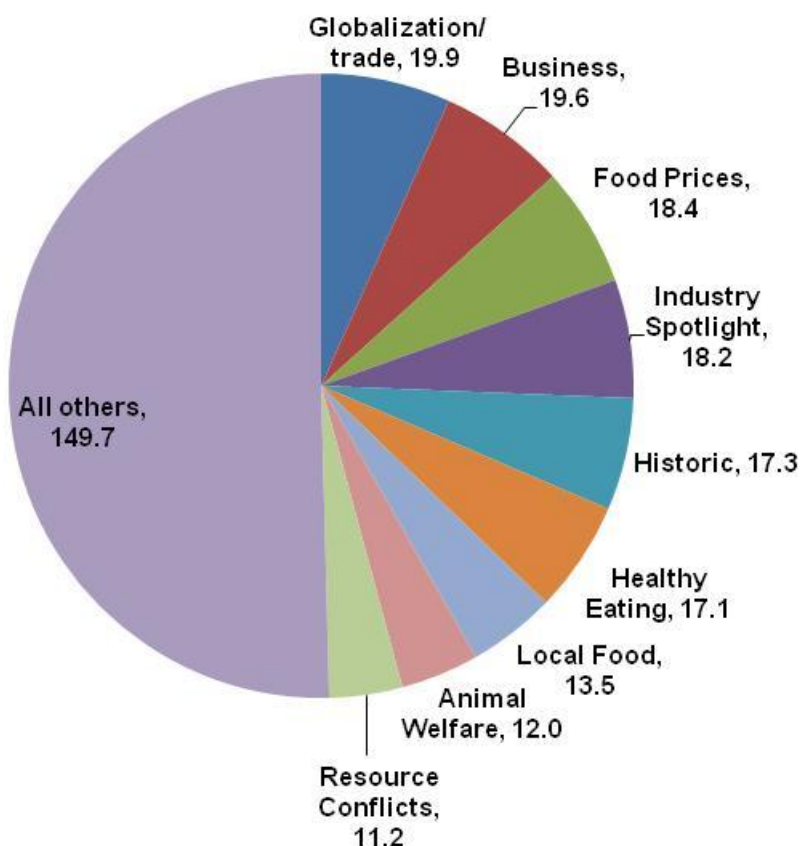
The globalization/trade theme received the most media exposure in the Chronicle Herald of agri-food themes in February. Articles covered export-oriented initiatives by two Nova Scotian companies. Van Dyke's blueberry juice expects more demand after being featured in a New York Times article and Victoria Co-op Fisheries is attempting to gain entry into the lucrative Las Vegas market as evidenced by their participation at a trade show in Nevada.

The agri-business theme had the second highest exposure with articles covering a variety of topics. Highliner's attempts to acquire Icelandic Group, and the intention of Canso Seafoods Ltd to begin operation in Canso next fall were of particular note.

Global food prices received significant attention in February. In combination with rising oil prices in the wake of revolutions in the Middle East, global food prices reached a new record high, threatening food security.

The industry spotlight theme was a secondary theme in 22 articles, although there was no dominant sub-theme. Coverage surrounding the Atlantic Canadian seal hunt began its seasonal spike during the month.

Agri-food theme exposure- February 2011



The historic theme rounded out the top 5 with coverage of the Bluenose II and the inability of the Sherman Zwicker to return home to Lunenburg garnering the majority of attention.

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.

Total exposure score = 297.0

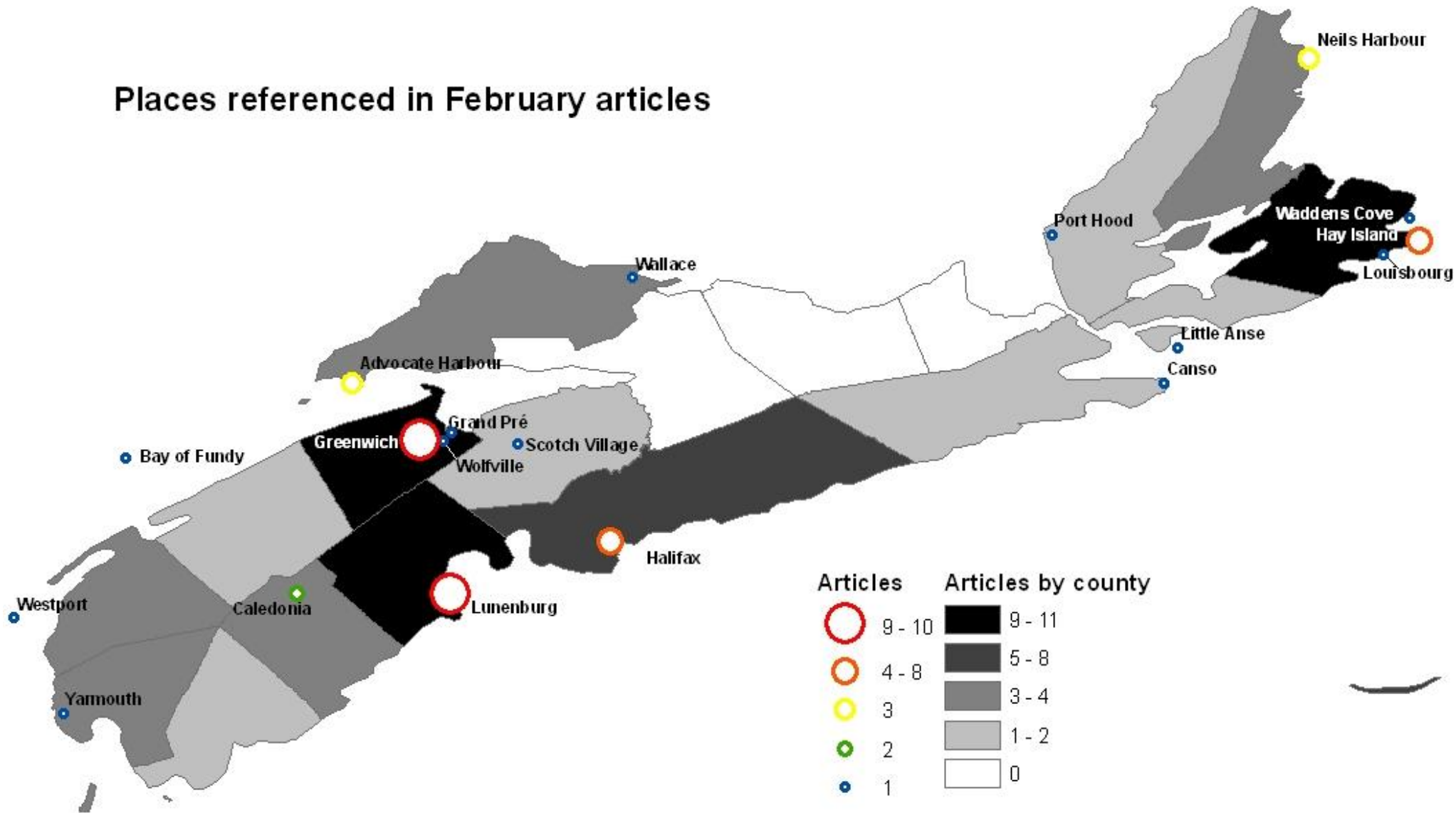
Prev 12 month avg = 302.4

Feb 2010 score = 170.3

AGRICULTURE THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Food prices	18.4	Highly negative	Global food inflation
Local food	13.5	Highly positive	Local food in restaurant reviews
Globalization/trade	10.6	Positive	Export spotlight (Van Dyke's blueberry juice)
Resource conflicts	10.3	Negative	Greenwich agricultural land rezoning debate
Industry spotlight	8.3	Negative	Afghanistan poppy production on rise
<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
Historic	16.4	Positive	Bluenose II refit
Animal welfare	10.2	Negative	Hay Island seal hunt
Industry spotlight	9.9		Secondary theme
Business	9.8	Positive	Highliner performance and attempted purchase of Icelandic
Globalization/trade	8.9		Secondary theme
<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

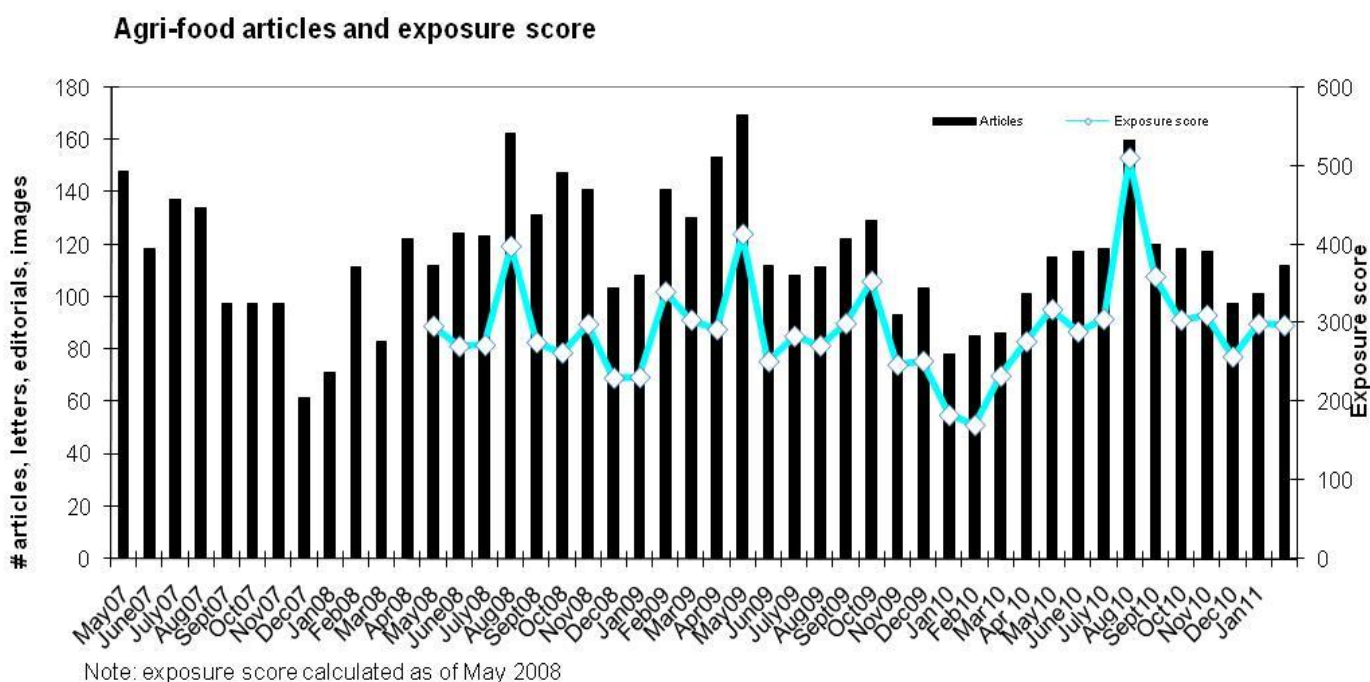


Kings, Lunenburg, and Cape Breton counties had the most agri-food coverage in February. Lunenburg (Bluenose II refit) had the most coverage of specific towns/cities followed closely by Greenwich (debate over rezoning 152 hectares of agricultural land). Halifax (various topics) and Hay Island (annual seal hunt) also saw significant agri-food media attention.

In total there were 112 agri-food articles in February, 53 of which were related to primary agriculture and 44 to fisheries¹. Eighteen articles related to processing and 12 to the food industry in general. The 112 articles are an increase of 11 articles from January and 27 articles from February 2010.

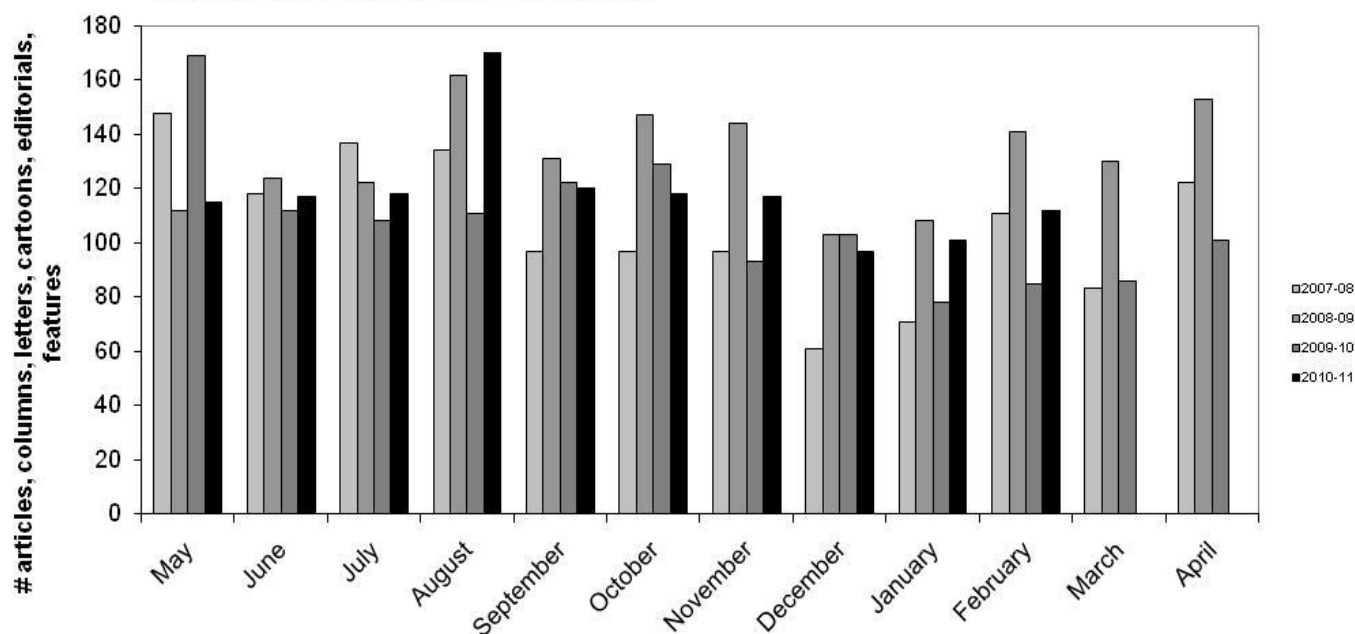
Compared to the average of the previous four months, there were fewer front page articles (1 compared with 5). Articles were shorter in length (1,910 characters vs 2,028) and had fewer images (0.57/article vs 0.65). The overall media exposure score of 297 was a decrease of less than 1 percent over the previous month and an increase of 74 percent over February 2010.

The seal industry had the most sector-specific coverage in February.

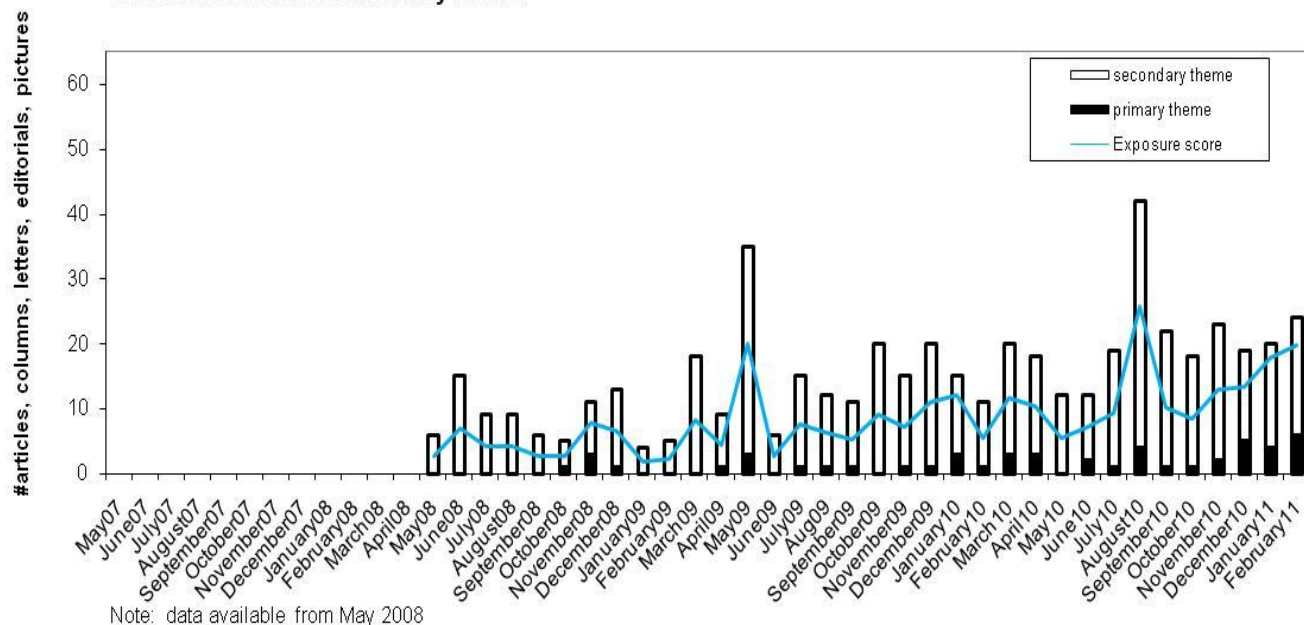


¹ Articles can reference any combination of agriculture, fisheries, processing, and/or the general food industry. For this reason, the sum of these articles will not necessarily equal the total number of articles for the month.

Agri-food articles, monthly comparison

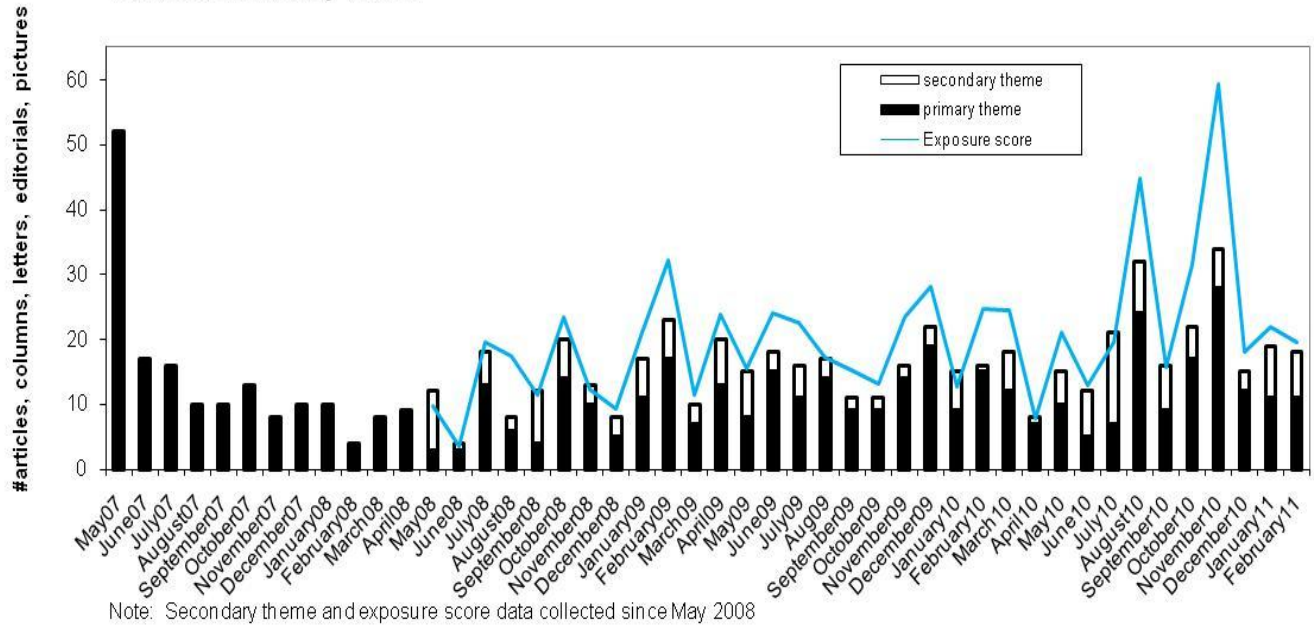


Globalization/trade articles by month

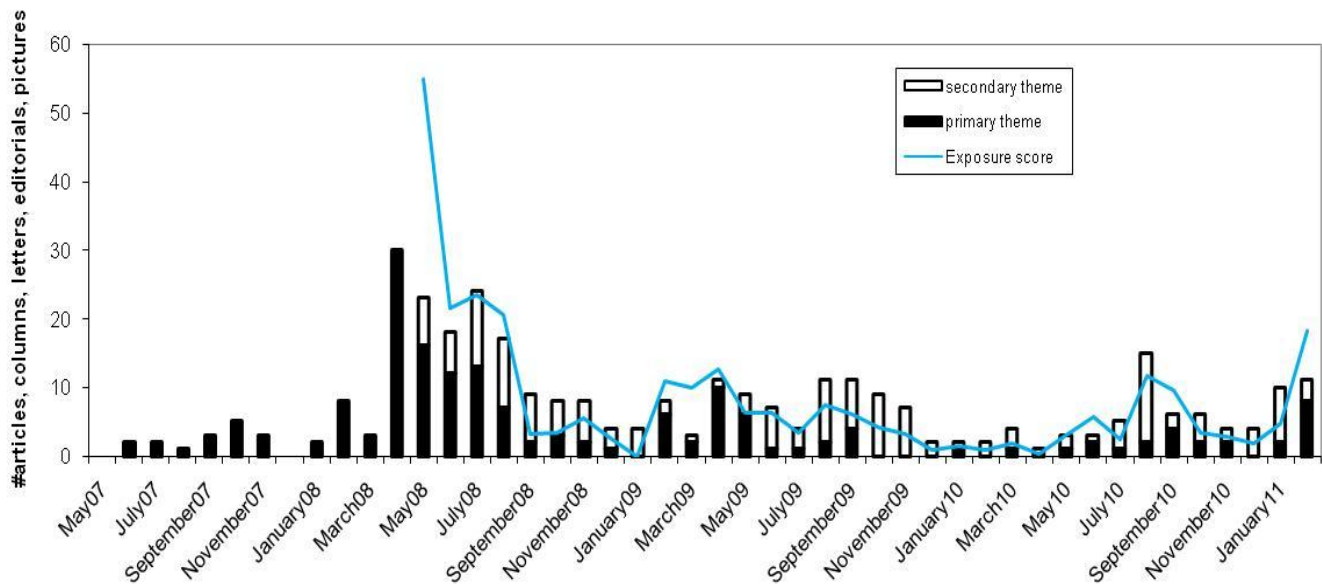


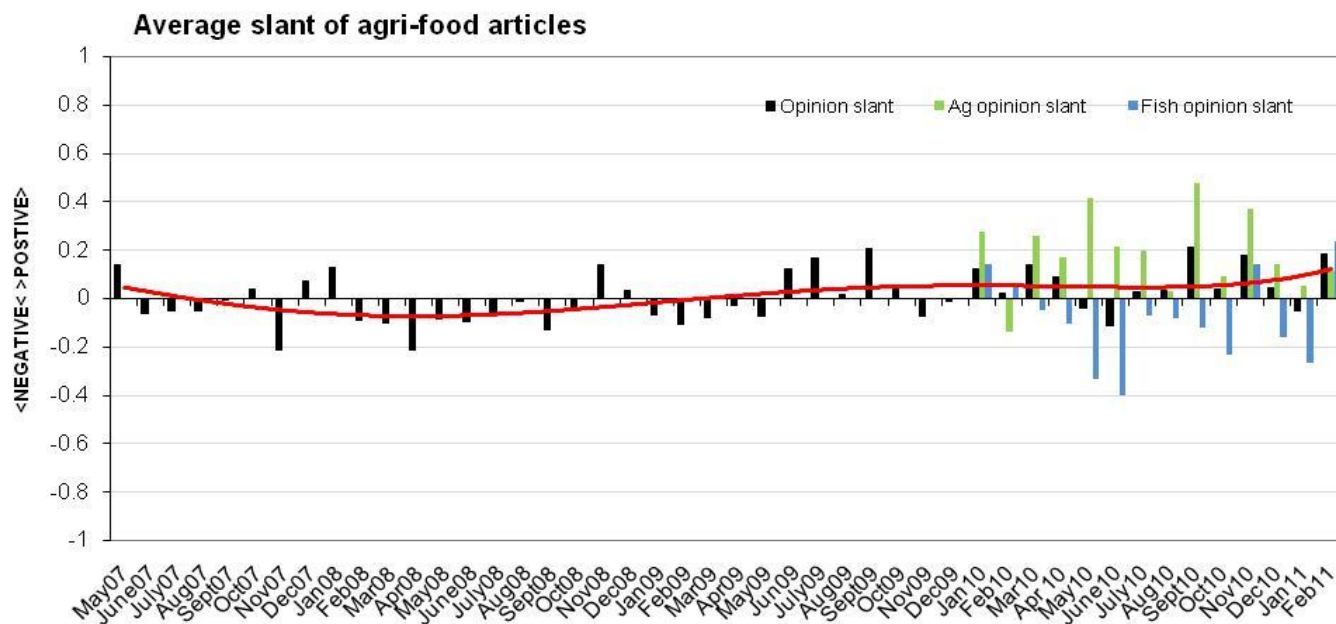
Note: data available from May 2008

Business articles by month



Food price articles by month





The slant of agri-food articles was quite positive in February with negative coverage of food prices, the seal hunt, and the Greenwich agricultural land debate being overshadowed by positive coverage relating to agri-food businesses, healthy eating, food allergen labeling regulations, local food, and the Bluenose II refit. Slightly positive agriculture-related articles combined with moderately positive fishery-related coverage to give the overall positive slant.

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- February 2011

RANK	TOPIC	# OF ARTICLES		EXPOSURE SCORE	PREV MONTH RANK	CHANGE
		Primary	Secondary			
1	Globalization/trade	6	18	19.9	2	(+1)
2	Business	11	7	19.6	1	(-1)
3	Food prices	8	3	18.4	22	(+19)
4	Industry spotlight	6	22	18.2	8	(+4)
5	Historic	9	2	17.3	4	(-1)
6	Healthy eating	10	8	17.1	7	(+1)
7	Local food	3	6	13.5	14	(+7)
8	Animal welfare	10	5	12	9	(+1)
9	Resource conflicts	7	4	11.2	3	(-6)
10	Resources	1	15	8.4	11	(+1)
11	Food security	2	10	8.0	10	(-1)
12	Weather	2	8	7.7	6	(+6)

Notes:

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