

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

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Food safety received the highest exposure of agri-food themes in the Chronicle Herald in June. An E. Coli outbreak linked to a sprout farm in northern Germany dominated coverage in this theme. The outbreak was the third largest in recent world history, and the 44 deaths as of June 27<sup>th</sup> made it by far the deadliest. All but one death occurred in Germany.

Healthy eating received the second highest exposure score. The main sub-theme was functional foods with articles on cranberry juice/ulcer prevention, fish oil, flax seed, and seaweed/algae; the latter being identified as a possible treatment for AIDS/HIV/cancer. Obesity also received significant attention with one in four Nova Scotians being identified as obese.

Local food received substantial exposure in June. Local food in restaurant reviews and winery spotlight articles were the main sub-themes. Lockett Vineyards joined the growing Nova Scotia wine industry when it opened to the public on Canada Day.

The aquaculture debate flared up in June with the approval of two salmon aquaculture sites for St. Mary's Bay in Digby County. Existing and proposed aquaculture operations for Shelburne

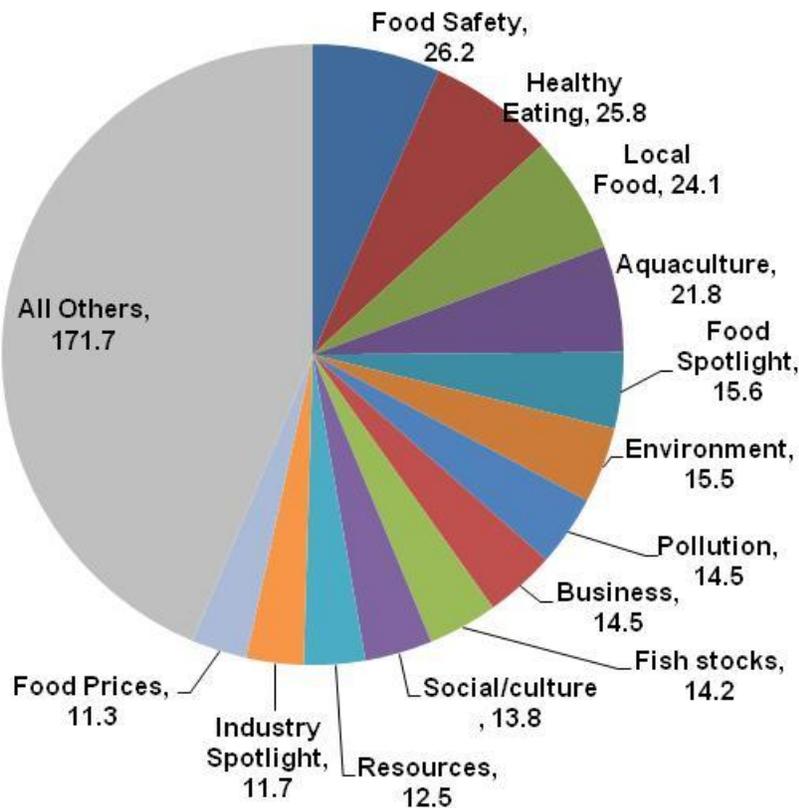
County added to coverage. Cooke Aquaculture of New Brunswick is expanding in Nova Scotia, drawing mixed reactions from the public.

The food spotlight theme rounds out the top 5 agri-food themes in terms of media exposure. There was no dominant sub-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.

**Agri-food theme exposure- June 2011**



|                                     |
|-------------------------------------|
| <b>Total exposure score = 393.1</b> |
| Prev 12 month avg = 314.1           |
| Jun 2010 score = 289.3              |

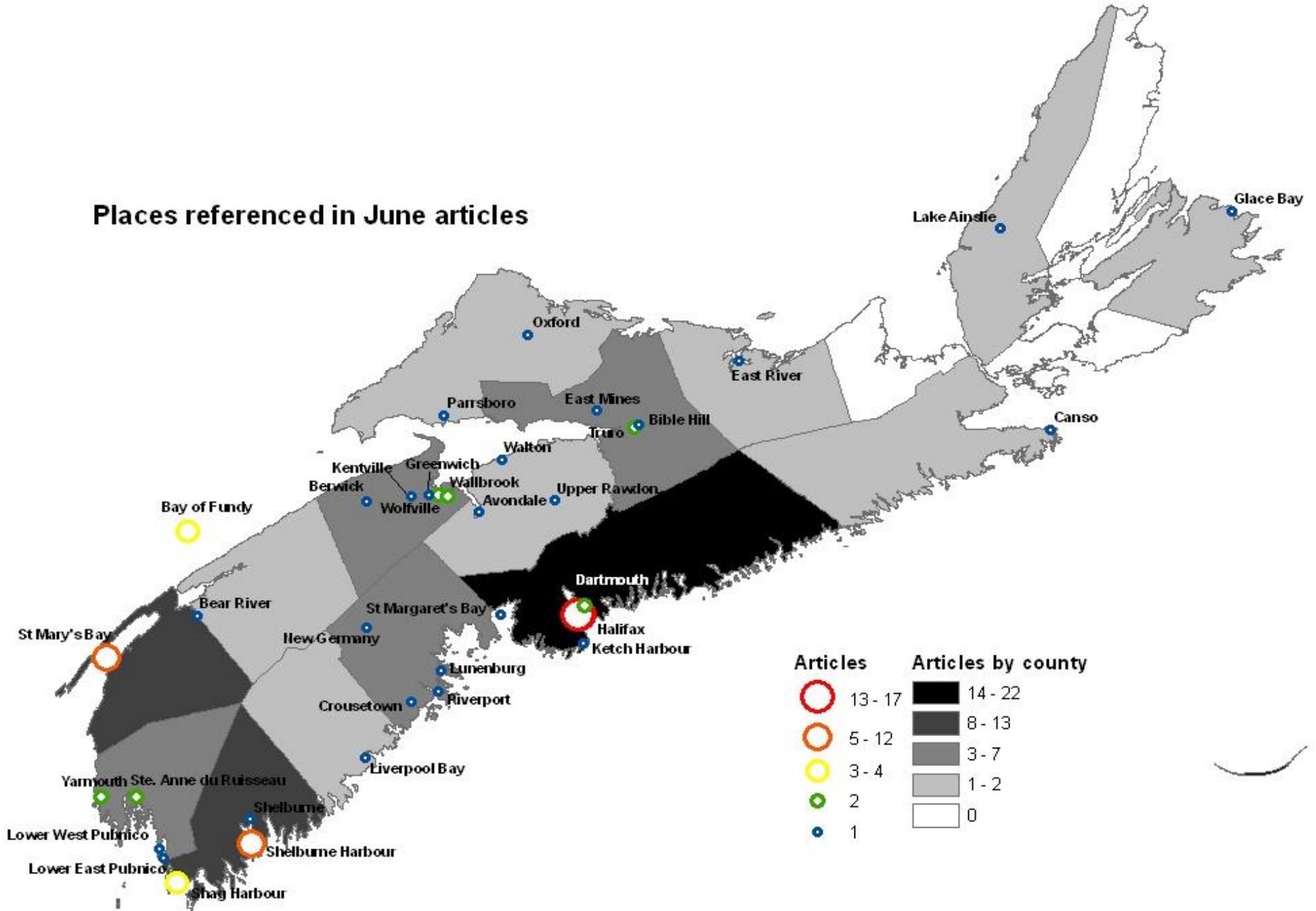
| <b>AGRICULTURE<br/>THEME</b> | <b>EXPOSURE<sup>i</sup></b> | <b>SLANT<sup>ii</sup></b> | <b>TOP ISSUE</b>  |
|------------------------------|-----------------------------|---------------------------|---|
| Food safety                  | 23.5                        | Highly negative           | European E. Coli outbreak   |
| Local food                   | 22.6                        | Highly positive           | Local food in restaurant reviews/ wine                                      |
| Healthy eating               | 17.5                        | Positive                  | Functional foods/ obesity/ whole food diets (Forks over Knives documentary) |
| Food spotlight               | 12.4                        | Highly positive           | No dominant sub-theme   |
| Social/cultural              | 10.9                        | Highly positive           | No dominant sub-theme   |

*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.*

| <b>FISHERIES<br/>THEME</b> | <b>EXPOSURE<sup>i</sup></b> | <b>SLANT<sup>ii</sup></b> | <b>TOP ISSUE</b>  |
|----------------------------|-----------------------------|---------------------------|---|
| Aquaculture                | 21.8                        | Negative                  | 2 sites approved for St Mary's Bay/ general debate      |
| Fish stocks                | 14.2                        | Neutral                   | Sea Shepherd Society interferes with Tuna hunt of Libya |
| Pollution                  | 12.6                        |                           | Secondary theme to aquaculture articles                 |
| Resources                  | 11.6                        | Negative                  | State of oceans report/ marine protected areas          |
| Environment                | 10.6                        |                           | Secondary theme to aquaculture articles                 |

*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.*

## Places referenced in June articles

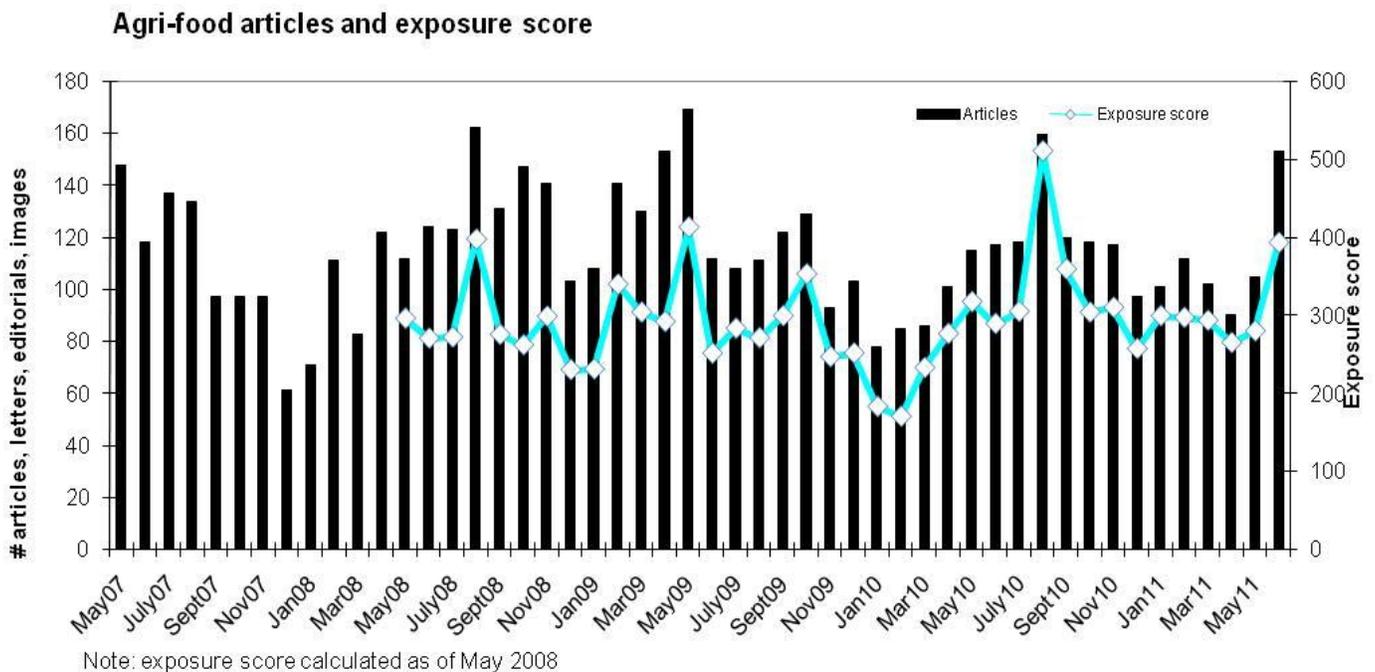


Halifax County had the most agri-food coverage in June. Halifax (Tim Hortons products removed from QEII/ Halifax Harbour clean enough for shellfish harvesting/ community gardens) had the most coverage of specific towns/cities, followed by St Mary's Bay and Shelburne Harbour (aquaculture development).

In total there were 153 agri-food articles in June, 80 of which were related to primary agriculture and 62 to fisheries<sup>1</sup>. Nineteen articles related to processing and 22 to the food industry in general. The 153 articles are an increase of 48 articles from May and an increase of 36 articles from June 2010.

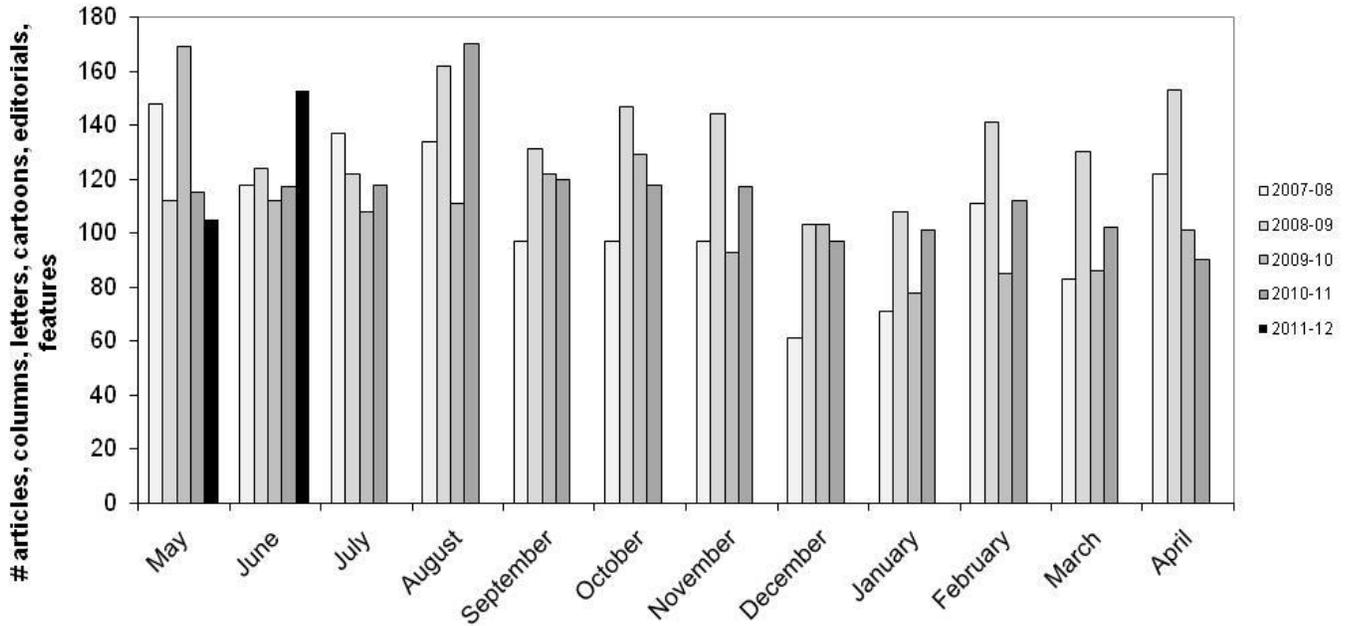
Compared to the average of the previous four months, there were fewer front page articles (2 compared with 4). Articles were shorter in length (1,903 characters vs 2,101) and had fewer images (0.52/article vs 0.67). The overall media exposure score of 393.1 was an increase of 40 percent over the previous month and 36 percent over June 2010.

The aquaculture, lobster, and horticulture industries had the most sector-specific coverage in June.

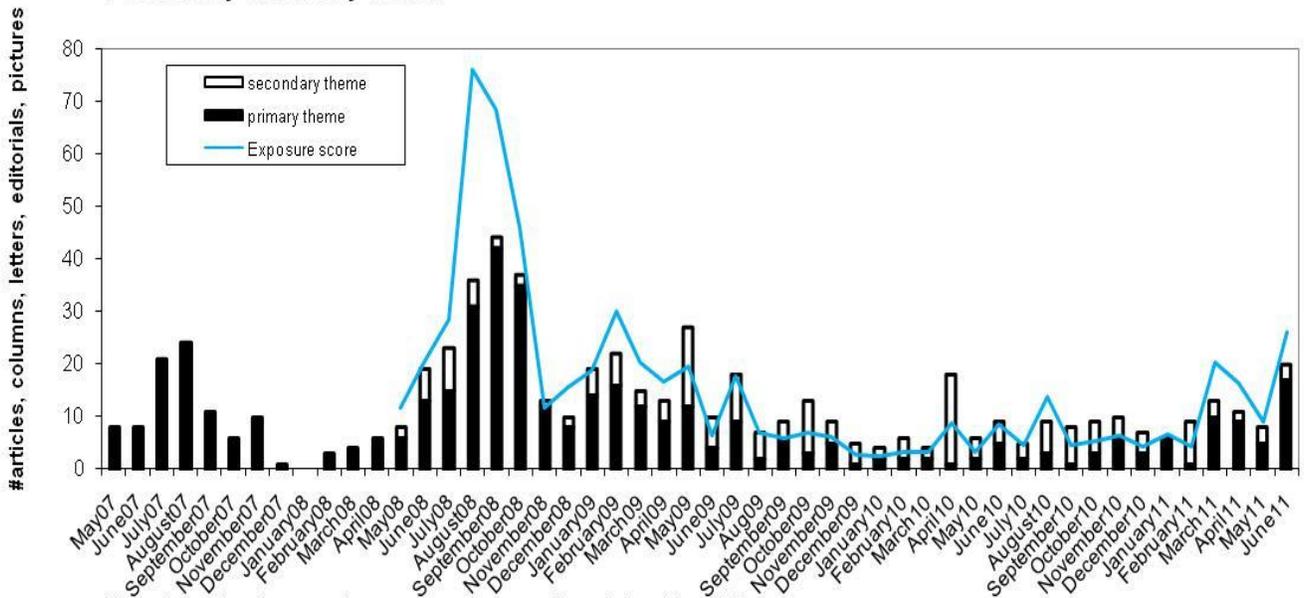


<sup>1</sup> Articles can reference any combination of agriculture, fisheries, processing, and/or the general food industry. For this reason, the sum of these articles will not necessarily equal the total number of articles for the month.

### Agri-food articles, monthly comparison

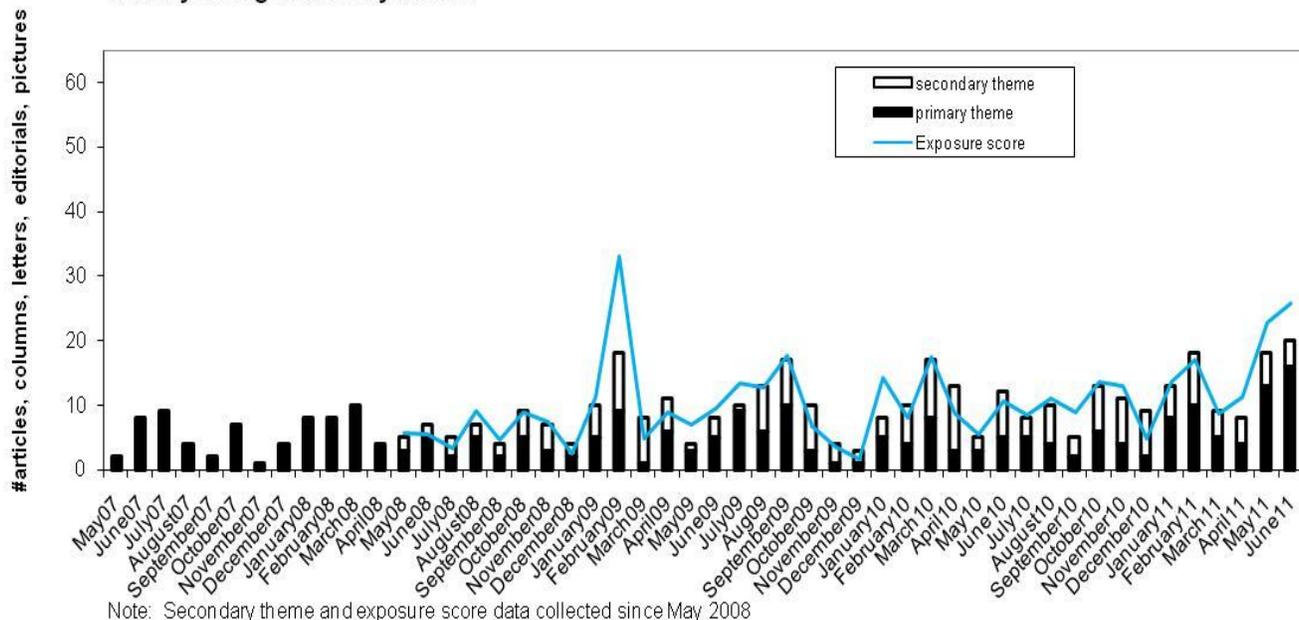


### Food safety articles by month

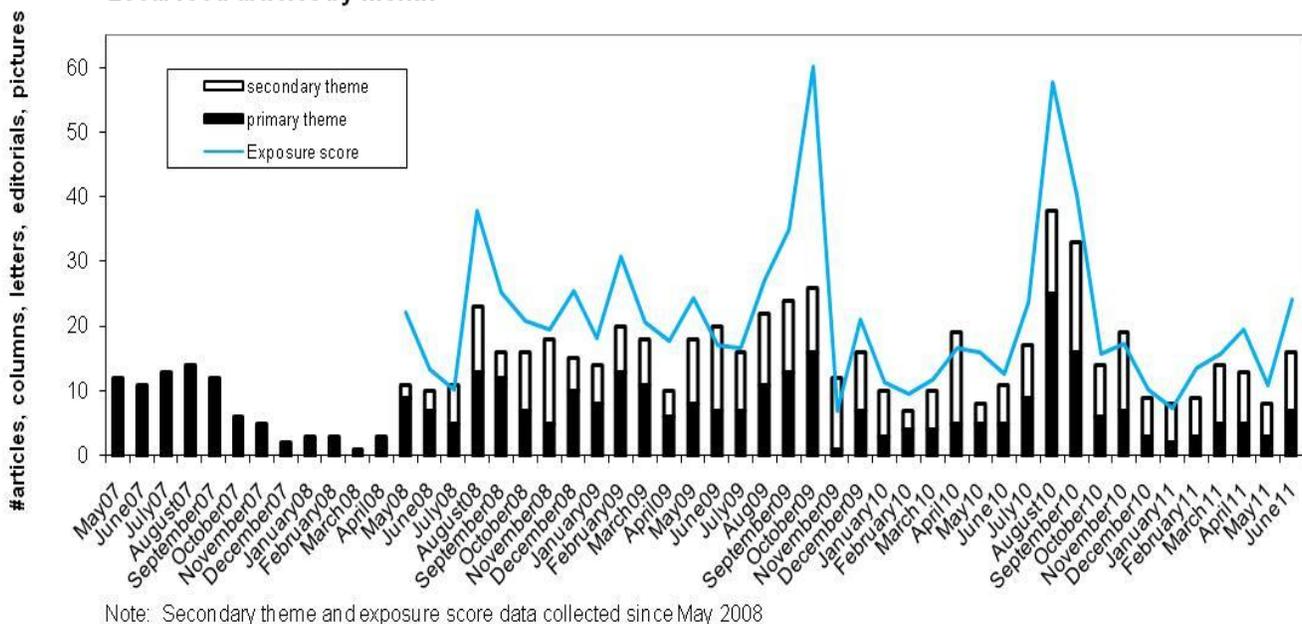


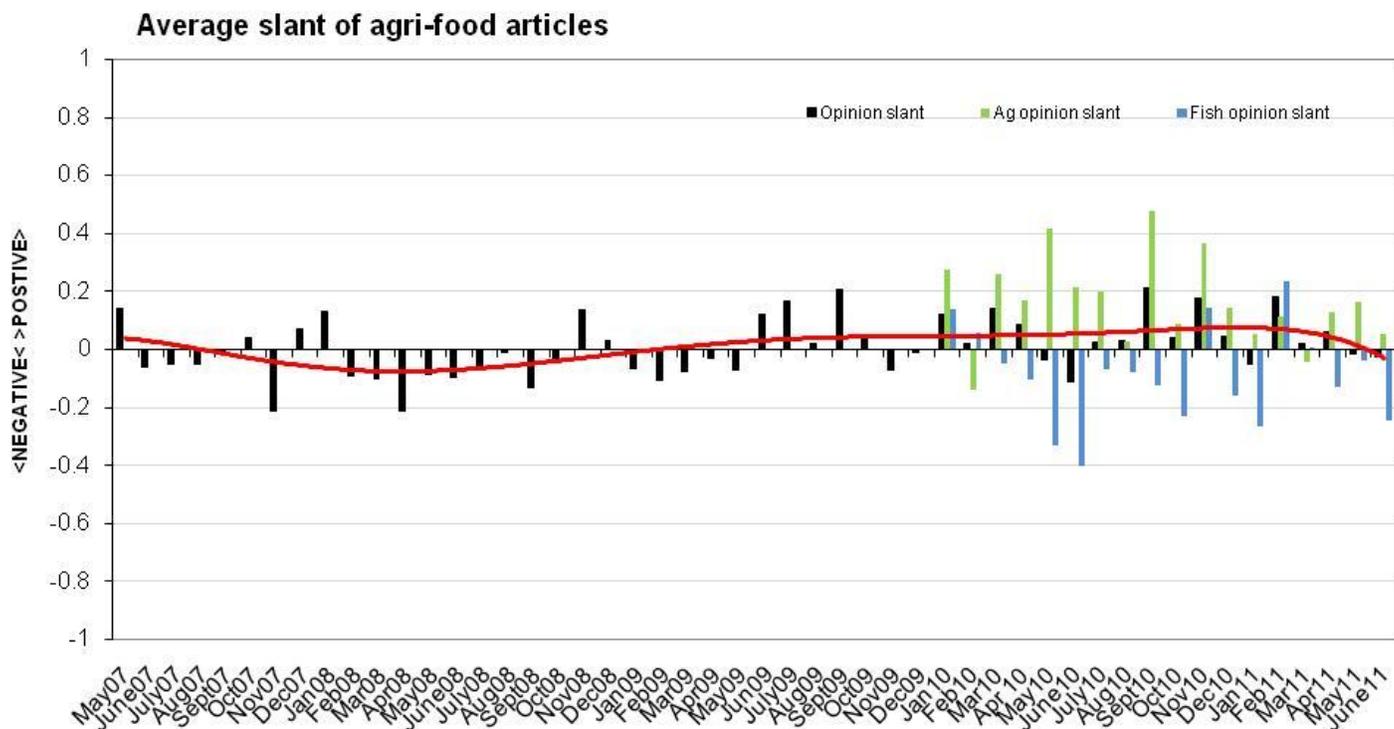
Note: Secondary theme and exposure score data collected since May 2008

### Healthy eating articles by month



### Local food articles by month





The slant of agri-food articles was slightly negative for the second straight month. The slant of agriculture-related articles was slightly positive with healthy eating, local food, food spotlight and social/cultural-themed articles outweighing highly negative coverage of the European E. coli outbreak. Fishery coverage was moderately negative due to primarily negative reactions to existing and/or planned aquaculture development in St Mary’s Bay and Shelburne combining with coverage of thefts of lobster and salt cod in Shag Harbour. There was some positive pro-aquaculture coverage in June which partially reduced the negativity of fishery 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- June 2011**

| RANK | TOPIC               | # OF ARTICLES |           | EXPOSURE SCORE | PREV MONTH RANK | CHANGE |
|------|---------------------|---------------|-----------|----------------|-----------------|--------|
|      |                     | Primary       | Secondary |                |                 |        |
| 1    | Food safety         | 17            | 3         | 26.2           | 10              | (+9)   |
| 2    | Healthy eating      | 16            | 4         | 25.8           | 4               | (+2)   |
| 3    | Local food          | 7             | 9         | 24.1           | 8               | (+5)   |
| 4    | Aquaculture         | 17            | 3         | 21.8           | 26              | (+22)  |
| 5    | Food spotlight      | 7             | 1         | 15.6           | 9               | (+4)   |
| 6    | Environment         | 1             | 29        | 15.5           | 19              | (+13)  |
| 7    | Pollution           | 3             | 20        | 14.5           | 35              | (+28)  |
| 8    | Business            | 9             | 10        | 14.5           | 2               | (-6)   |
| 9    | Fish stocks         | 3             | 11        | 14.2           | 17              | (+8)   |
| 10   | Social/cultural     | 4             | 4         | 13.8           | 16              | (+6)   |
| 11   | Resources           | 8             | 3         | 12.5           | 41              | (+30)  |
| 12   | Industry spotlight  | 2             | 20        | 11.7           | 5               | (-7)   |
| 13   | Food prices         | 5             | 5         | 11.3           | 21              | (+30)  |
| 14   | Economy             | 2             | 12        | 9.7            | 18              | (+4)   |
| 15   | Resource conflicts  | 0             | 21        | 9.7            | T43             | (+28)  |
| 16   | Illegal             | 7             | 3         | 9.5            | 25              | (+9)   |
| 17   | Sustainability      | 0             | 20        | 9.2            | 17              | --     |
| 18   | Globalization/trade | 1             | 17        | 9.2            | 11              | (-7)   |
| 19   | Research            | 1             | 15        | 9.0            | 34              | (+15)  |
| 20   | Food security       | 1             | 13        | 8.2            | 7               | (-13)  |
| 21   | Other               | 3             | 0         | 7.9            | n/a             | n/a    |
| 22   | Weather             | 4             | 7         | 7.5            | 1               | (-21)  |

Notes:

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