

Agri-food Media Content Analysis Monthly Update | March 2011

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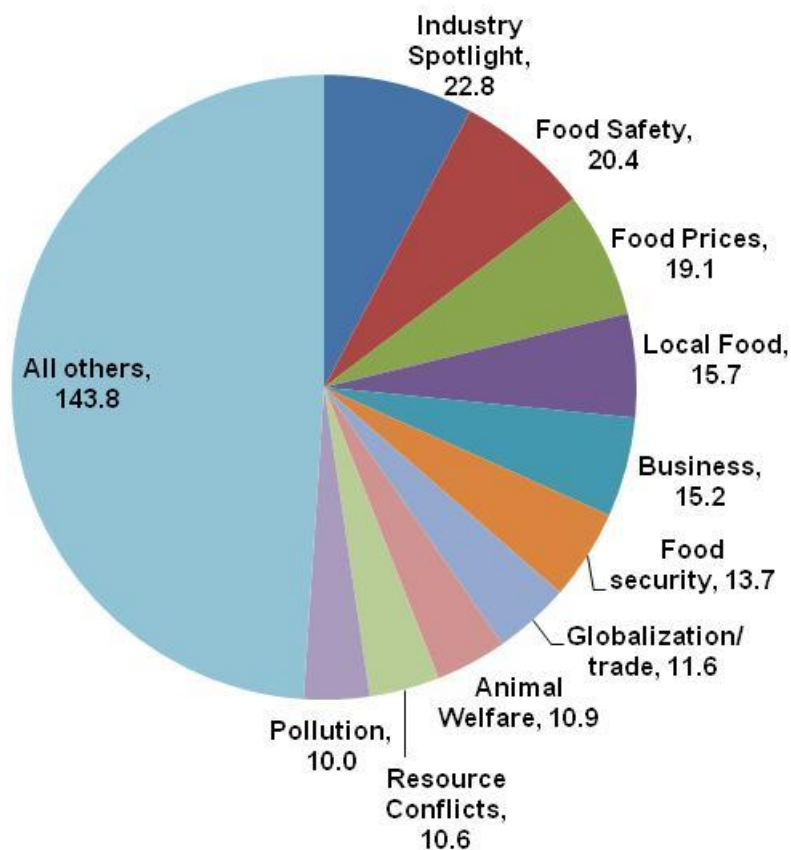
The industry spotlight theme received the highest media exposure in the Chronicle Herald of agri-food themes in March. Spotlight articles on the maple industry gave that sector the dominant sub-theme. These articles were highly positive.

Food safety scares arising from radiation leaks from a nuclear power plant in Japan led to a significant amount of negative coverage for that theme. The plant had been heavily damaged in the wake of a devastating earthquake-triggered tsunami and had contaminated fruit/vegetable crops, milk, and water.

Global food prices received the third highest exposure for the second straight month. Prices in local supermarkets are expected to rise in response to global inflation in staple grain crops.

Local food cracked the top five for the first time since November, signaling an end to the usual winter-lull in coverage. Farmers' markets in Pictou and Liverpool, along with local food noted in restaurant reviews were the main sub-themes.

Agri-food theme exposure- March 2011



Total exposure score	= 293.8
Prev 12 month avg	= 313.0
Mar 2010 score	= 232.7

The agri-food business theme rounded out the top 5. There was no dominant sub-theme.

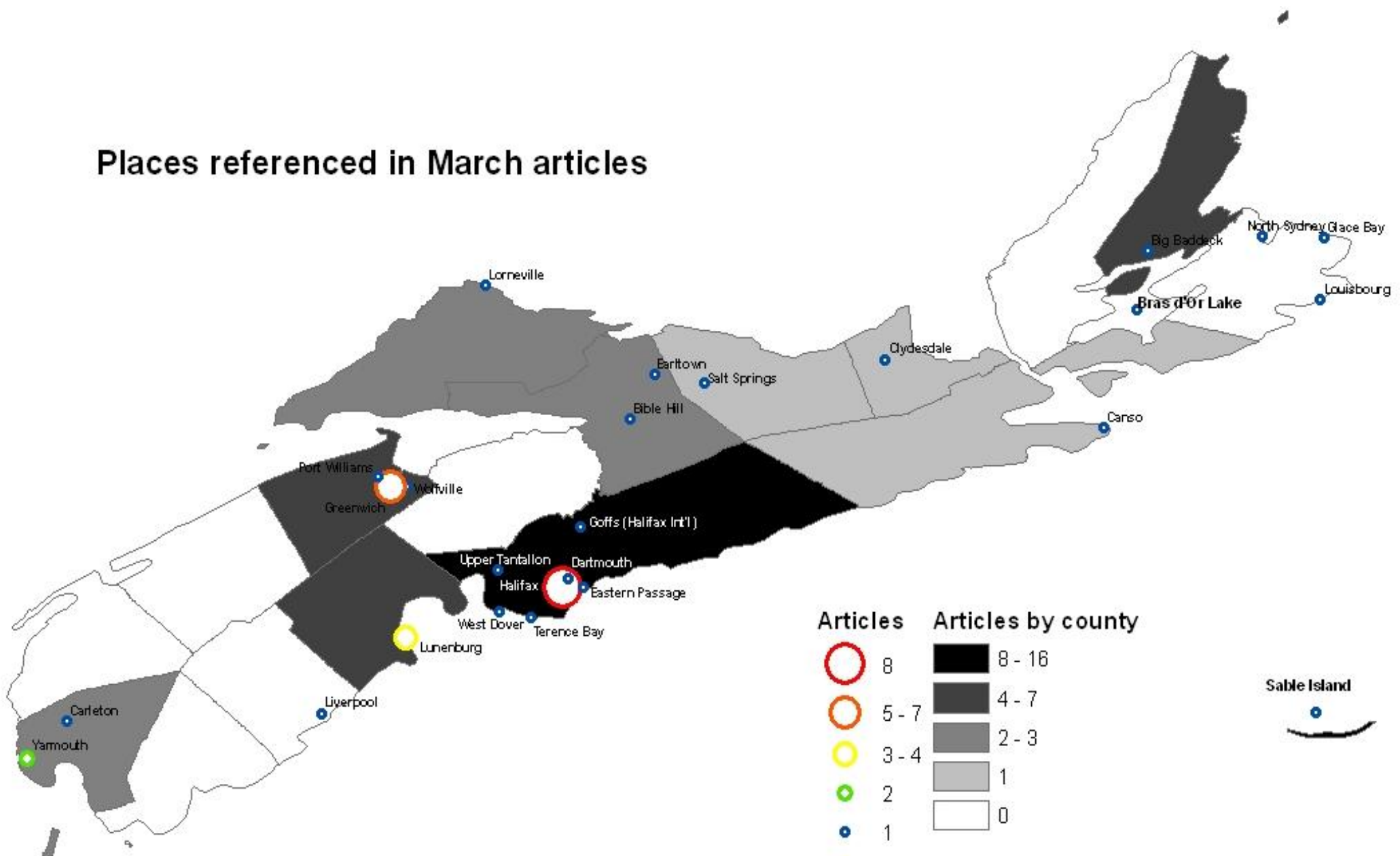
Agri-food themes with media exposure scores above 10, and the relation to the total agri-food exposure score, are displayed in the chart.

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

AGRICULTURE THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Food prices	19.1	Highly negative	Global food inflation
Food safety	16.8	Highly negative	Radiation- Japanese tsunami and nuclear plant damage
Local food	15.3	Positive	Restaurant reviews and farmers' market spotlights
Industry spotlight	12.9	Highly positive	Maple industry
Resource conflicts	9.8	Neutral	Greenwich rezoning overturned by province (reaction)
<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
Industry spotlight	9.9	Negative	No dominant sub-theme
Arts	8.8	Highly positive	Theatre: Out of Lunenburg
Animal welfare	8.4	Negative	Seals and general animal welfare
Globalization/trade	7.0	Positive	Boston seafood show
Fish stocks	5.6	Neutral	Seal population
<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 March articles

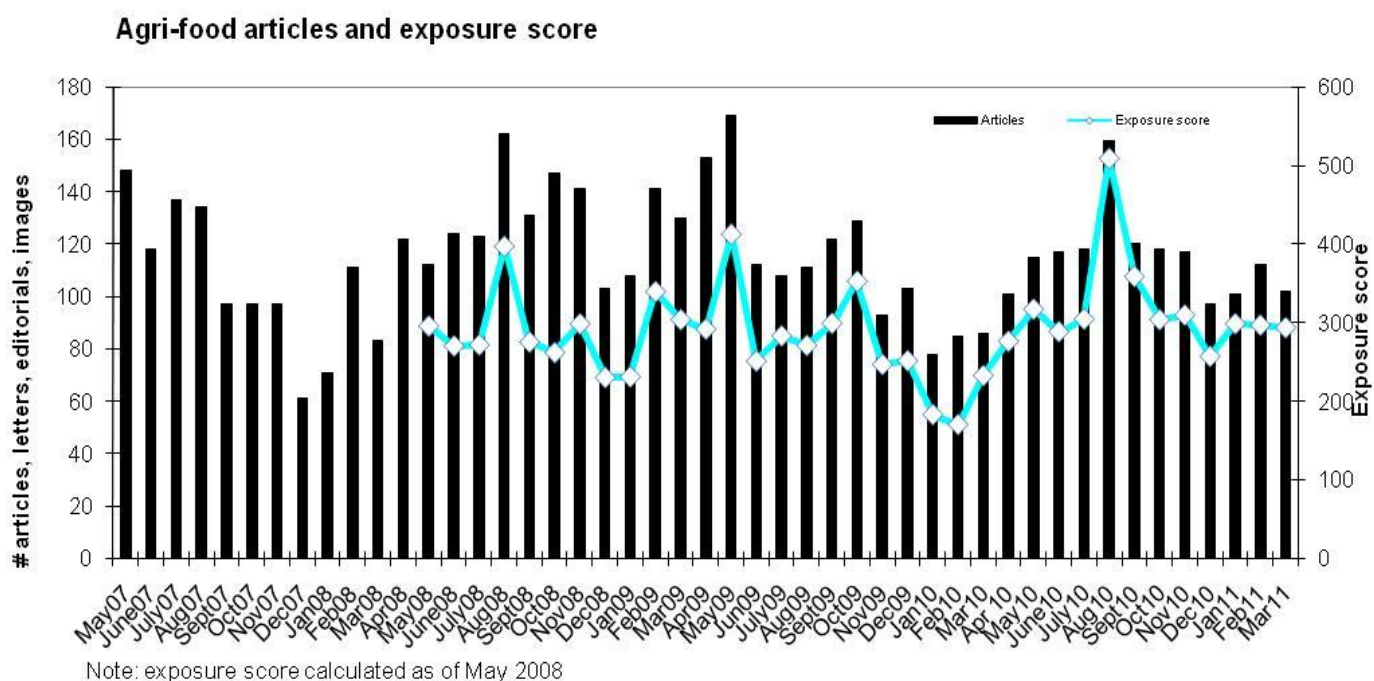


Halifax County had the most agri-food coverage in March. Halifax (various topics) had the most coverage of specific towns/cities followed by Greenwich (province overturned Kings council decision to rezone 152 hectares of agricultural land).

In total there were 102 agri-food articles in March, 54 of which were related to primary agriculture and 34 to fisheries¹. Fourteen articles related to processing and 30 to the food industry in general. The 102 articles are a decrease of 10 articles from February and an increase of 16 articles from March 2010.

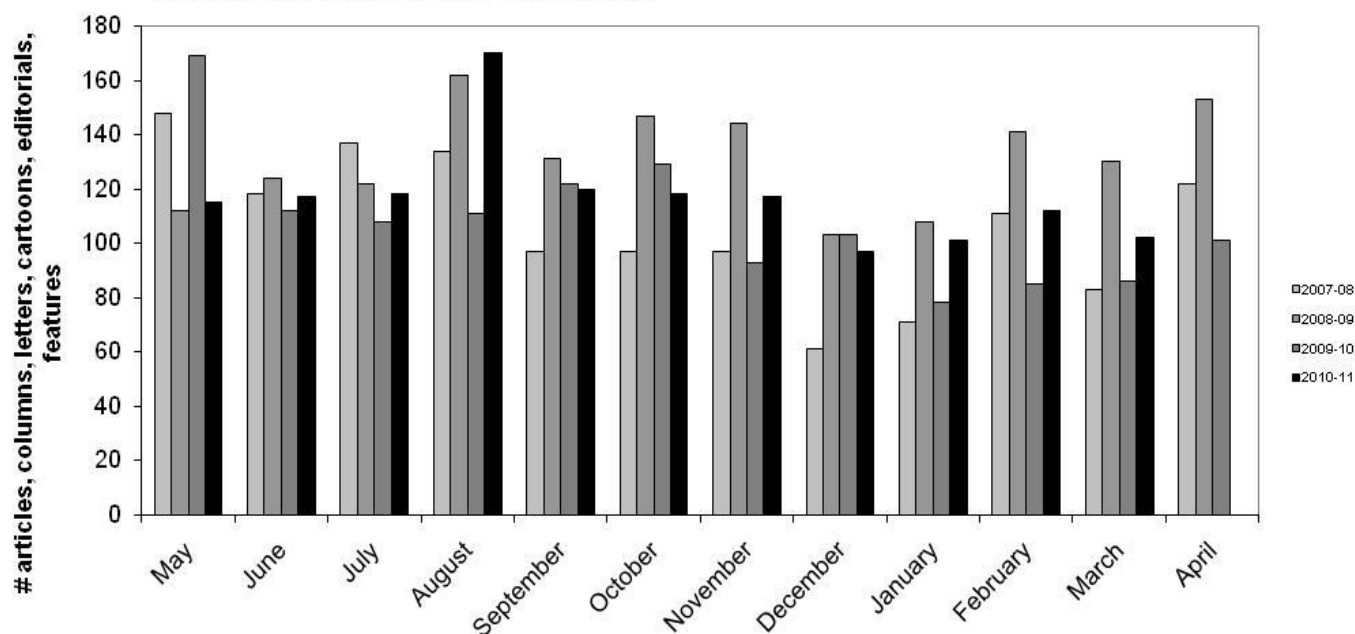
Compared to the average of the previous four months, there were fewer front page articles (4 compared with 4.5). Articles were longer in length (2,139 characters vs 2,011) but had fewer images (0.62/article vs 0.65). The overall media exposure score of 293.8 was a decrease of 1 percent over the previous month and an increase of 26 percent over March 2010.

The seal and lobster industries had the most sector-specific coverage in March.

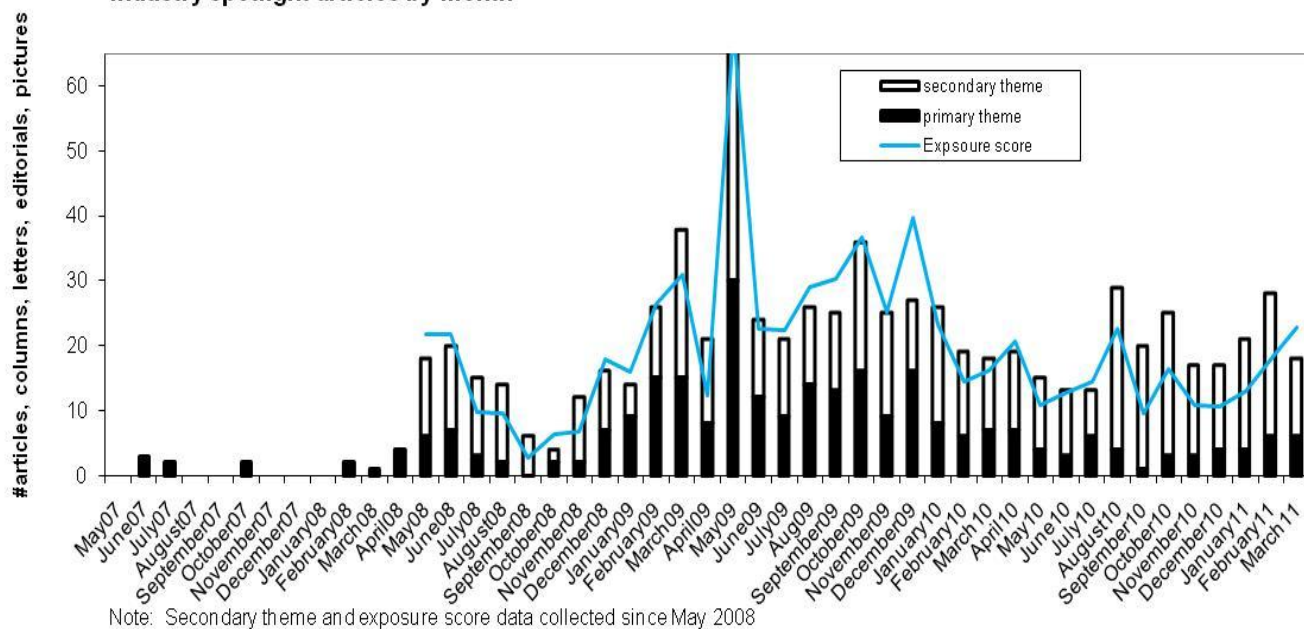


¹ Articles can reference any combination of agriculture, fisheries, processing, and/or the general food industry. For this reason, the sum of these articles will not necessarily equal the total number of articles for the month.

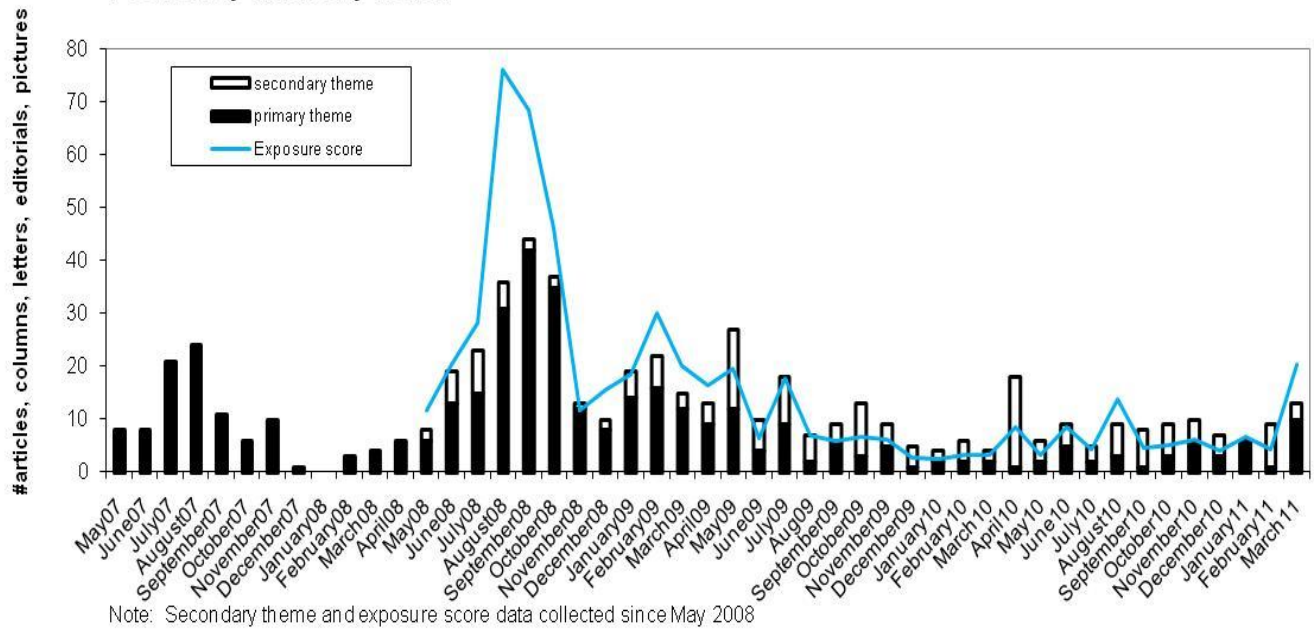
Agri-food articles, monthly comparison



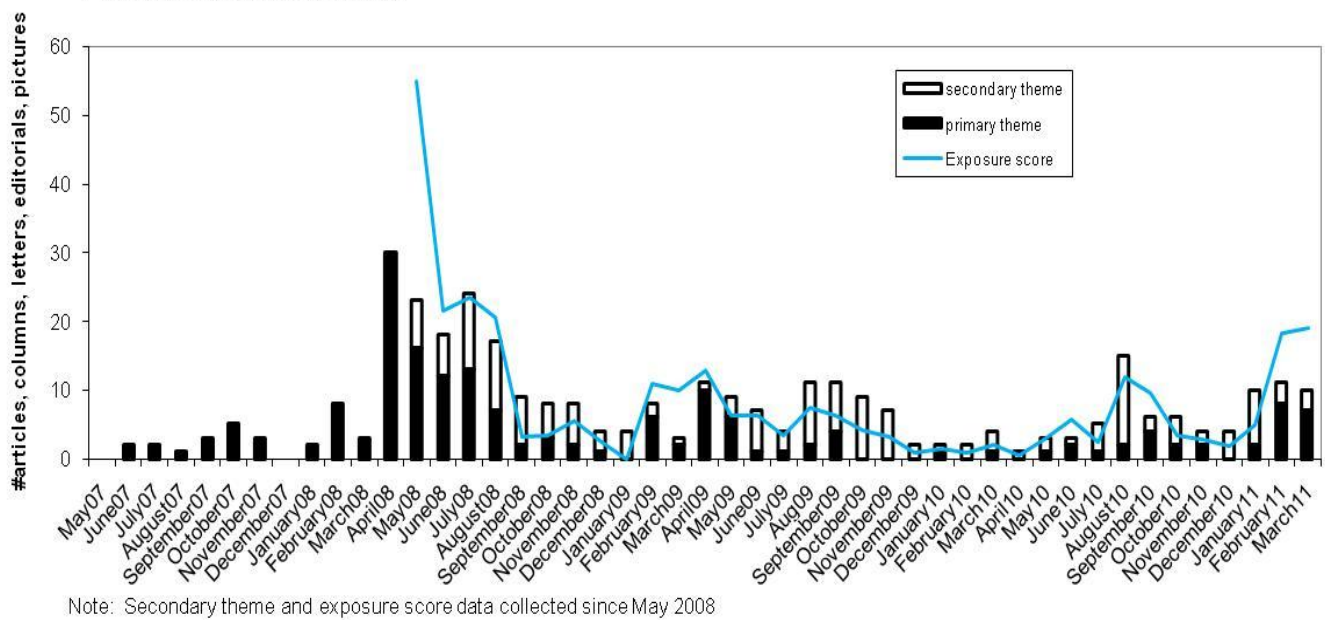
Industry spotlight articles by month

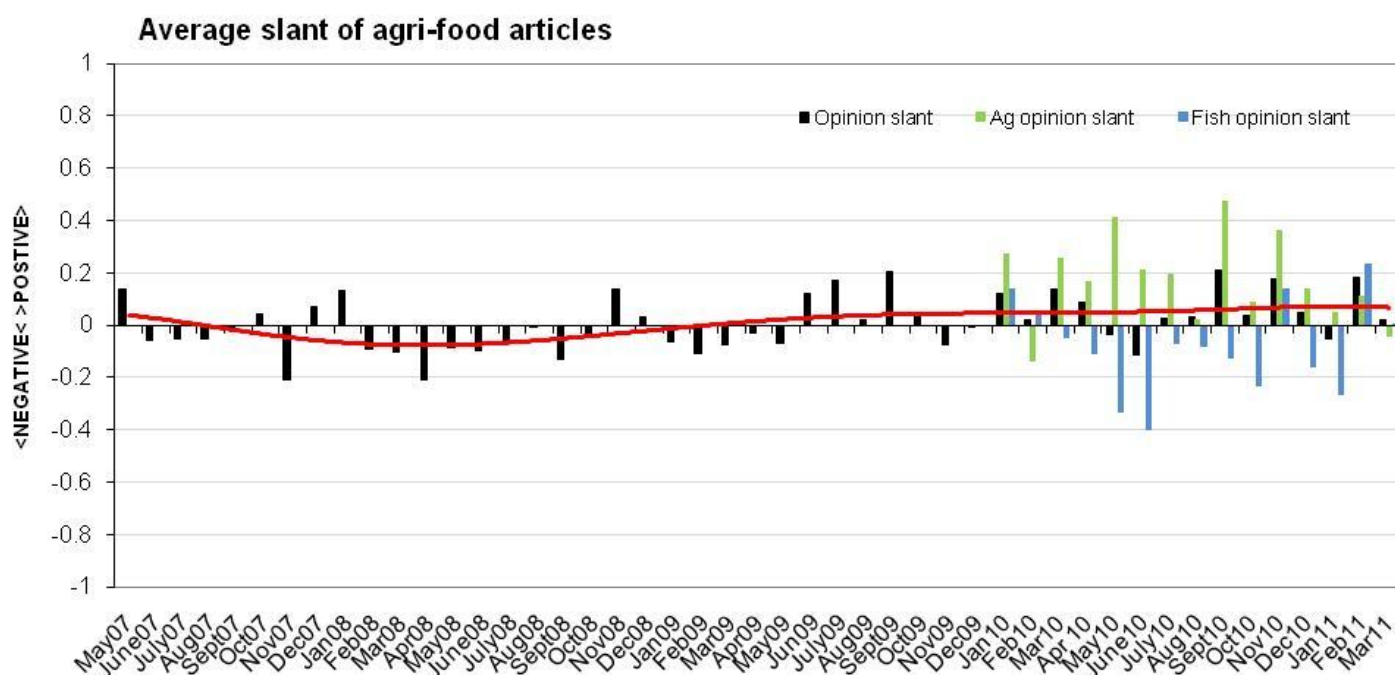


Food safety articles by month



Food price articles by month





The slant of agri-food articles was slightly positive in March. For the first time in 13 months, the slant of agriculture-related articles was negative, led by negative coverage regarding global food prices and food safety scares from radiation in Japan. Fishery-related articles were slightly positive with fishery-themed art (Out of Lunenburg theatre) and funding for small craft harbours driving positive coverage.

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- March 2011

RANK	TOPIC	# OF ARTICLES		EXPOSURE SCORE	PREV MONTH RANK	CHANGE
		Primary	Secondary			
1	Industry spotlight	6	12	22.8	4	(+3)
2	Food safety	10	3	20.4	24	(+22)
3	Food prices	7	3	19.1	3	--
4	Local food	5	9	15.7	7	(+3)
5	Business	6	8	15.2	2	(-3)
6	Food security	7	12	13.7	11	(+5)
7	Globalization/trade	4	16	11.6	1	(-6)
8	Animal welfare	5	3	10.9	8	--
9	Resource conflicts	7	2	10.6	9	--
10	Pollution	3	9	10.0	36	(+26)
11	Environment	2	15	9.9	32	(+21)
12	Gardening	2	1	9.5	17	(+5)
13	Arts	4	1	9.3	n/a	n/a
14	Healthy eating	5	4	8.7	6	(-8)
15	Sustainability	1	14	8.5	16	(+1)
Notes: Only agri-food topics with exposure scores greater than 7.5 are listed						