

Agri-food Media Content Analysis Monthly Update | May 2011

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In May, for the first time in the 49-month history of the agri-food media analysis, the weather theme received the most exposure in the Chronicle Herald of agri-food themes. Articles were split between the delayed growing season locally due to wet and cold weather and coverage of flooding of agricultural land in Manitoba and along the Mississippi River.

The agri-business theme had the second highest media exposure score in May with no dominant sub-theme. The Annapolis Valley region received good news in the purchase of the Larsen processing plant in Berwick. The plant will be renovated to process chicken and is expected to employ 200 people starting in 2012.

The continued restoration of the Bluenose II combined with the move of an old church to the Avondale Sky Vineyard to give the historic theme the third highest exposure. The church was moved via barge from Walton to Avondale garnering international attention.

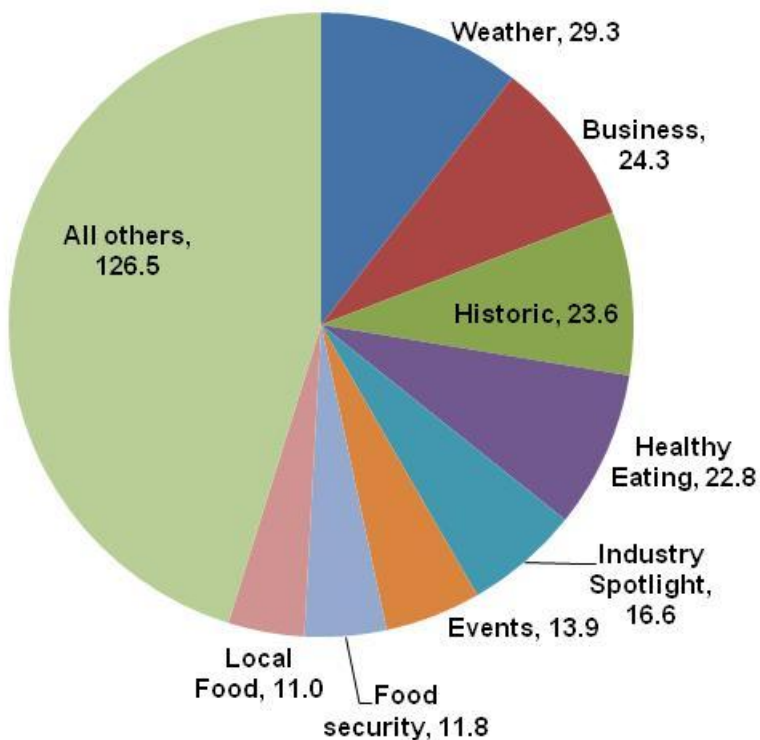
The removal of less healthy Tim Hortons products from the cafeteria of the QE II received mixed reviews in May. While the move towards healthy diets is commonly viewed as a good thing, detractors of the decision felt that the province is turning into a “nanny state”.

The lobster and shipbuilding sectors led to the industry spotlight theme rounding out the top 5.

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- May 2011



Total exposure score = 279.9

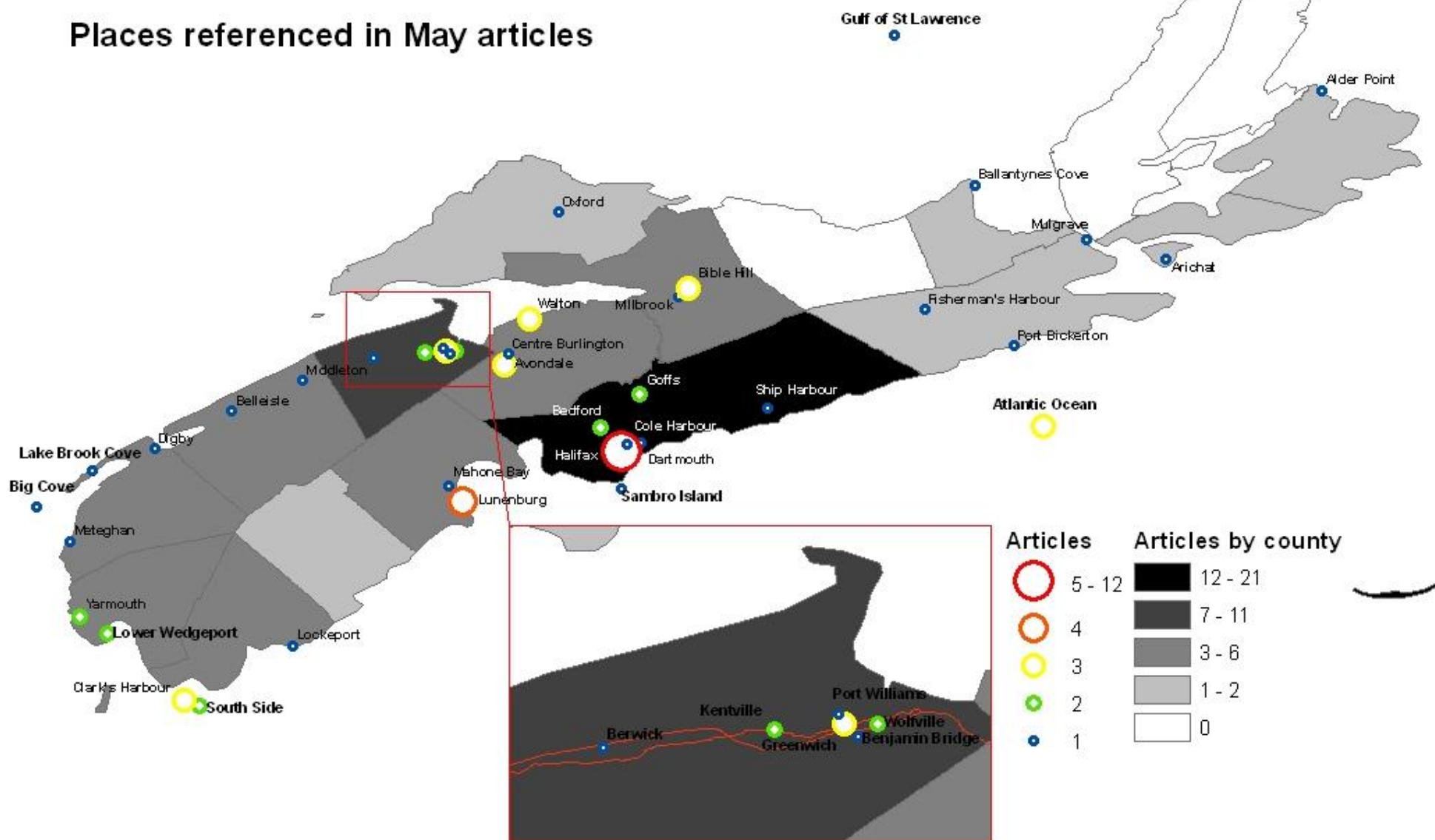
Prev 12 month avg = 317.3

May 2010 score = 317.4

AGRICULTURE THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Weather	26.6	Negative	Delayed growing season/ flooding
Events	13.9	Highly positive	Apple Blossom Festival
Historic	12.7	Highly positive	Move of old church to Avondale Sky Vineyard
Local food	11.0	Highly positive	No dominant sub-theme
Food spotlight	9.8	Highly positive	No dominant sub-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>			

FISHERIES THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Industry spotlight	13.4	Positive	Lobster/ ship building sectors
Historic	11.4	Neutral	Bluenose II refit
Agri-food business	9.1	Neutral	No dominant sub-theme
Globalization/trade	5.7	Highly positive	Upgrades to Gateway Facilities at Halifax International Airport
Weather	5.6	Negative	Iceland volcano effect on exports/ flooding impact on fish
<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 May articles

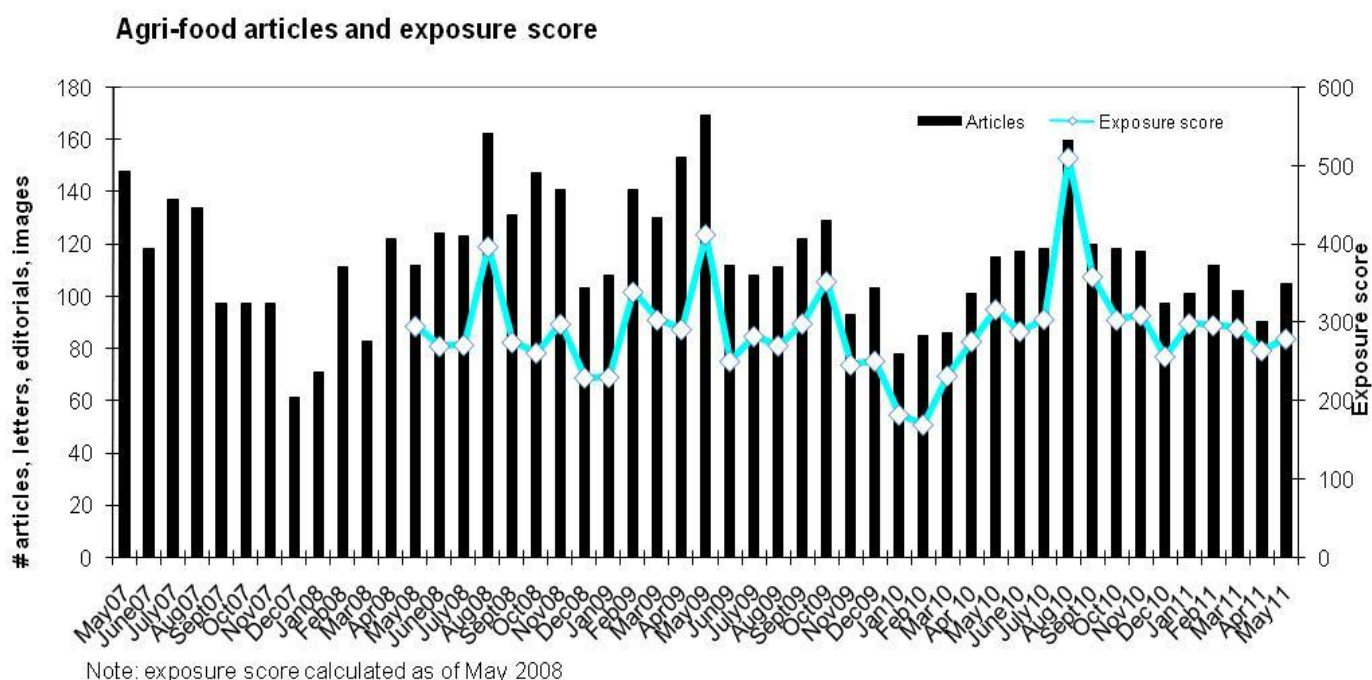


Halifax County had the most agri-food coverage in May. Halifax (Tim Hortons products removed from QEII/ NSAC-Dalhousie merger) had the most coverage of specific towns/cities followed by Lunenburg (Bluenose II refit).

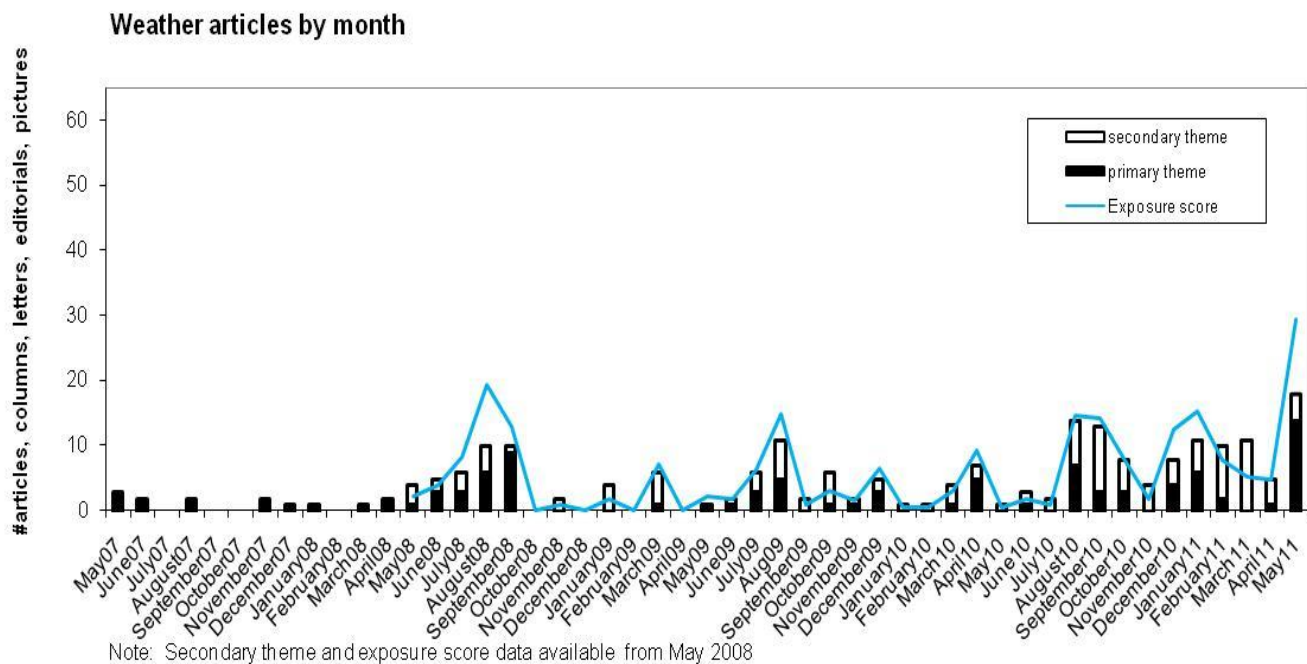
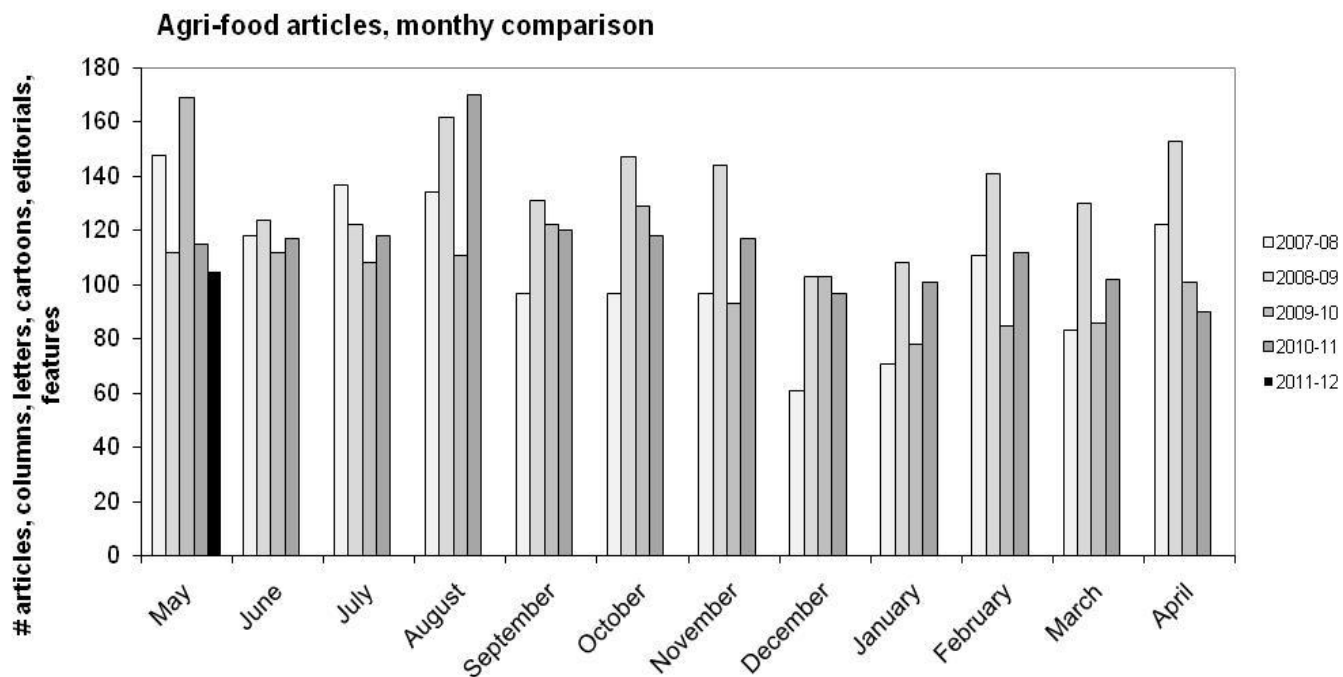
In total there were 105 agri-food articles in May, 50 of which were related to primary agriculture and 37 to fisheries¹. Seventeen articles related to processing and 26 to the food industry in general. The 105 articles are a decrease of 15 articles from April and a decrease of 10 articles from May 2010.

Compared to the average of the previous four months, there were more front page articles (5 compared with 3). Articles were longer in length (2,125 characters vs 2,076) and had more images (0.78/article vs 0.67). The overall media exposure score of 279.9 was an increase of 6 percent over the previous month and a decrease of 12 percent over May 2010.

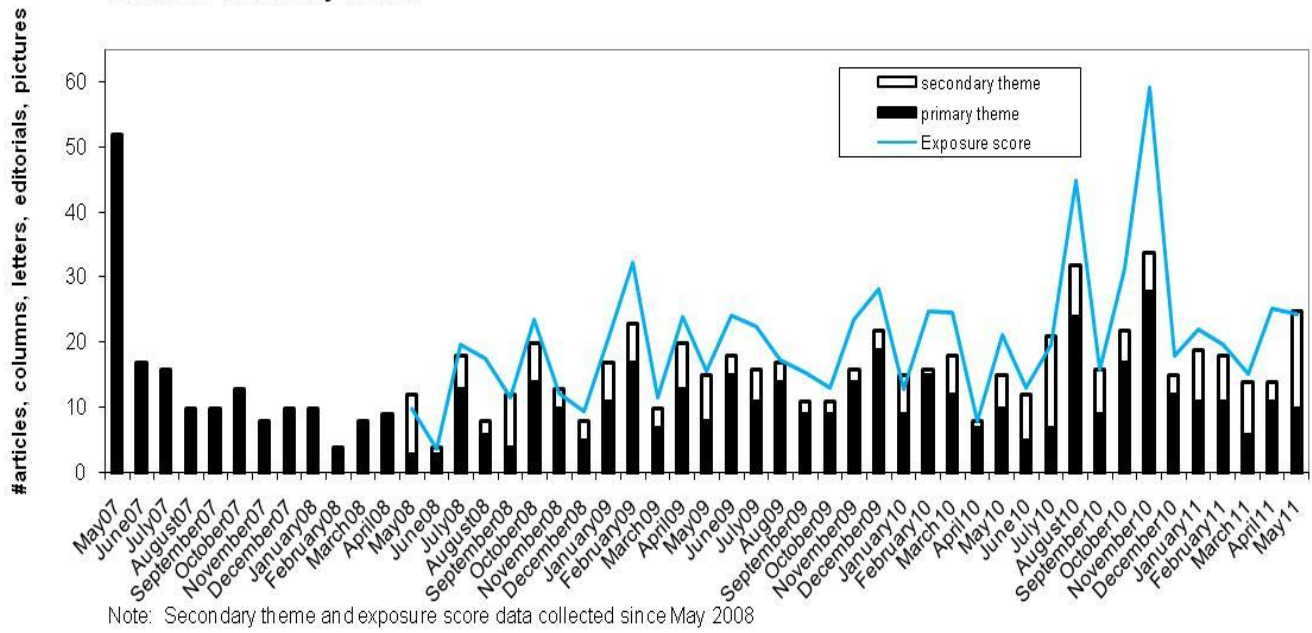
The lobster industry had the most sector-specific coverage in May.



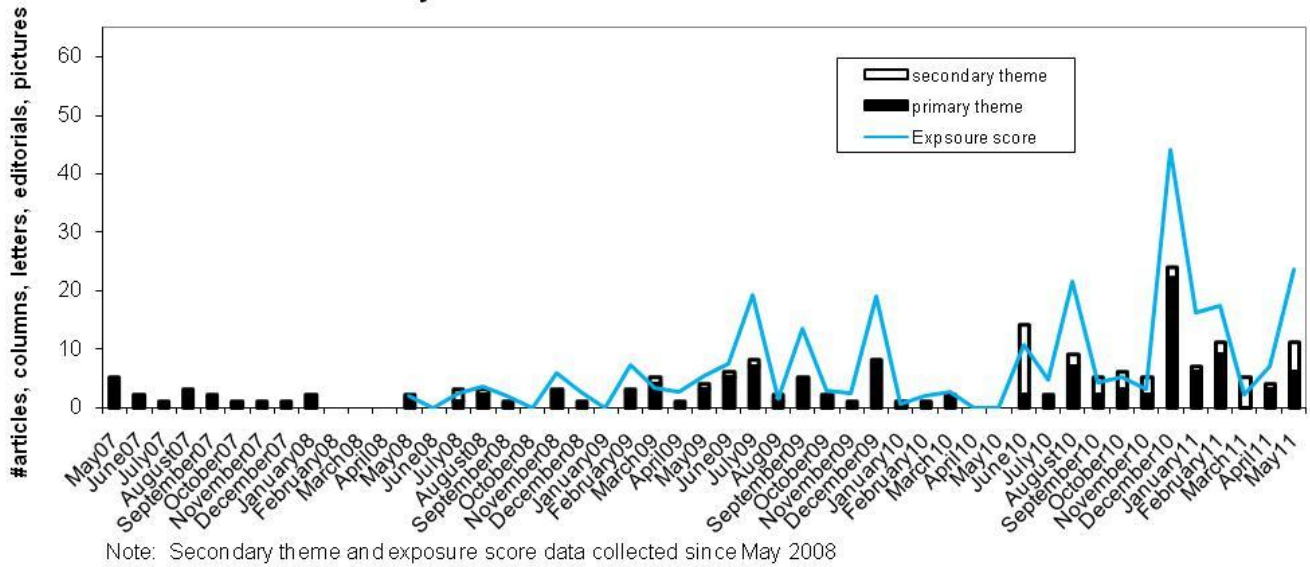
¹ Articles can reference any combination of agriculture, fisheries, processing, and/or the general food industry. For this reason, the sum of these articles will not necessarily equal the total number of articles for the month.

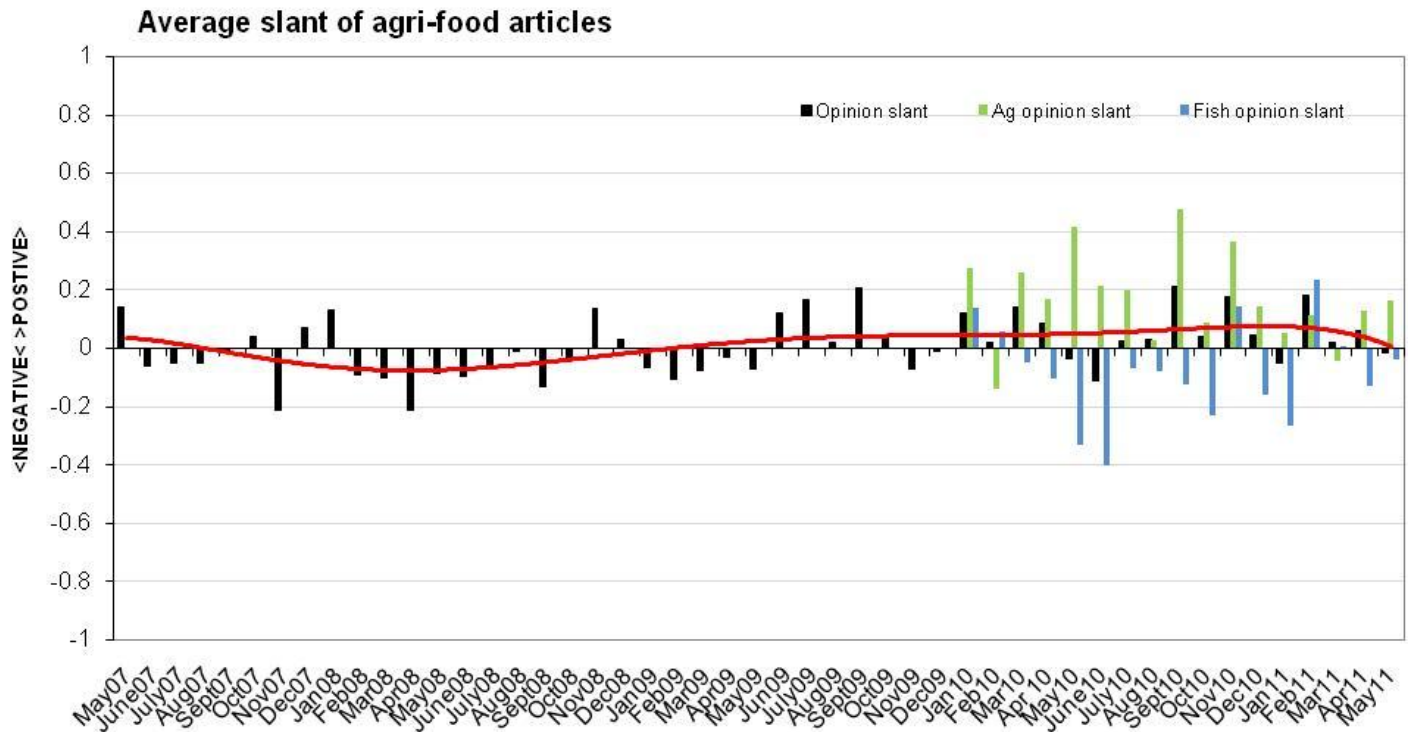


Business articles by month



Historic-theme articles by month





The slant of agri-food articles was slightly negative in May. The slant of agriculture-related articles continued a two-month rebound from the first negative in 13 months in March, led by local food, food spotlight and historic (church moved to Avondale winery) articles. Fishery-related articles were slightly negative with the safety theme leading negative coverage due to fishing accidents and a fire at a Cape Sable Island fish plant that put 80 people out of work.

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- May 2011

RANK	TOPIC	# OF ARTICLES		EXPOSURE SCORE	PREV MONTH RANK	CHANGE
		Primary	Secondary			
1	Weather	14	4	29.3	21	(+20)
2	Business	10	15	24.3	1	(-1)
3	Historic	6	5	23.6	14	(+11)
4	Healthy eating	13	5	22.8	7	(+3)
5	Industry spotlight	5	12	16.6	4	(-1)
6	Events	2	3	13.9	40	(+33)
7	Food security	5	5	11.8	15	(+8)
8	Local food	3	5	11.0	2	(-6)
9	Food spotlight	4	1	9.8	18	(+9)
10	Food safety	5	3	9.0	3	(-7)
11	Globalization/trade	2	12	8.9	11	--
12	Education	3	1	7.9	T44	(+32)
Notes: Only agri-food topics with exposure scores greater than 7.5 are listed						