

Agri-food Media Content Analysis Monthly Update | October 2010

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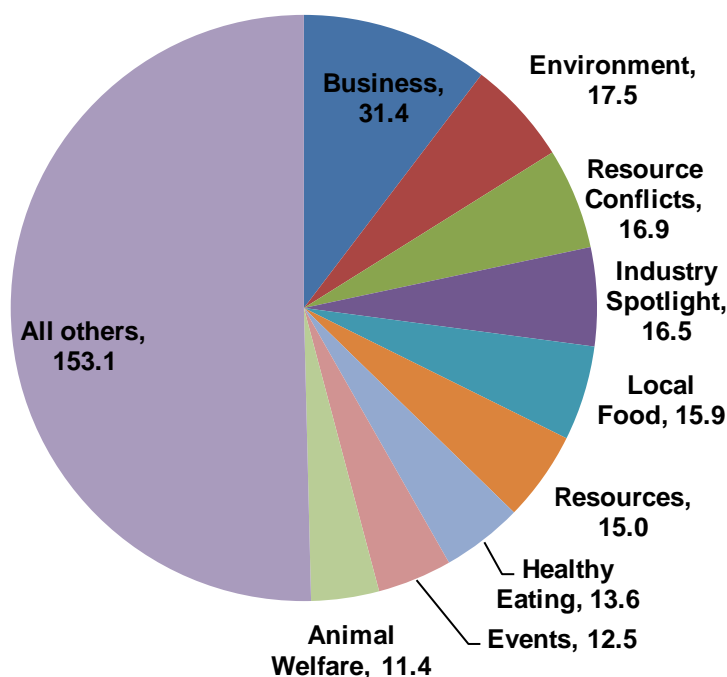
The agri-food business theme was the dominant agri-food topic in the Chronicle Herald in October. The major business topic was the attempted (and ultimately rejected) hostile takeover bid of Saskatchewan fertilizer giant Potash Corp by Australian firm BHP Billiton. Saskatchewan insisted that the proposed bid was too low for such a strategic and important resource to the provincial economy.

The environment had the second highest media exposure, with most coverage coming as secondary coverage in other themes such as resources/resource conflicts. The environment and pollution themes have seen steep declines from highs experienced during the Gulf of Mexico oil spill.

Resource conflicts- notably resistance against drilling in the Gulf of St Lawrence and on George's Bank- received significant coverage in October. Lobby groups want to see the George's Bank moratorium made permanent and were against seismic testing in the Gulf. A Kings County decision to allow development of 24 hectares of agricultural land received mixed coverage.

The industry spotlight theme received the fourth highest exposure, albeit without a dominant sub-theme.

Agri-food theme exposure- October 2010



Total exposure score	= 303.9
Prev 12 month avg	= 291.1
Oct 2009 score	= 353.0

For the first time in two months, local food did not have the highest exposure score, but rounds out the top five with local food in restaurant reviews being the main sub-theme.

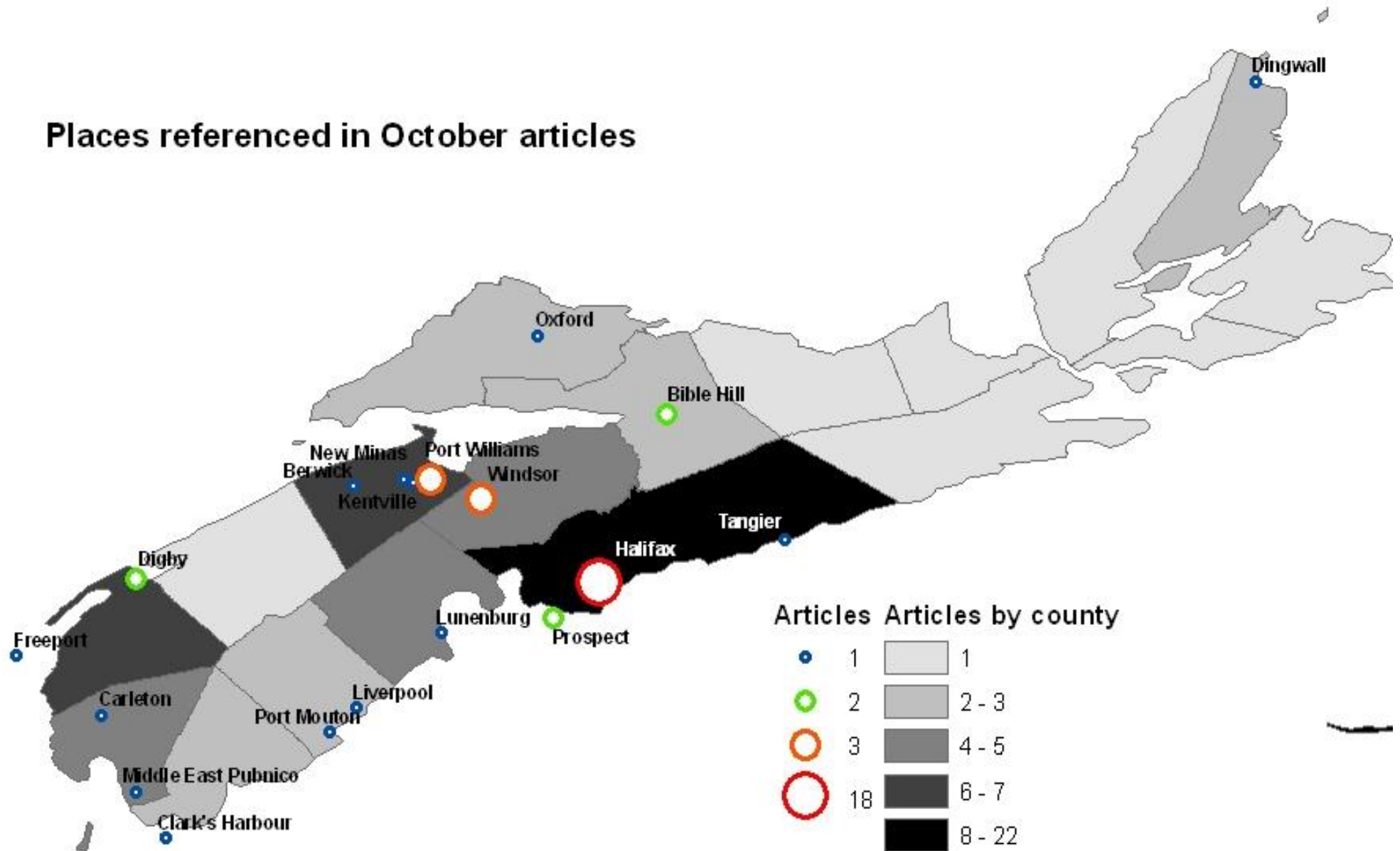
Agri-food themes with media exposure scores above 10, and the relation to total agri-food exposure score, are displayed in the chart.

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

AGRICULTURE THEME	EXPOSUREⁱ	SLANTⁱⁱ	TOP ISSUE
Agri-food business	21.1	Negative	Potash Corp takeover bid
Local food	15.9	Highly positive	Local food in restaurant reviews
Events	12.5	Highly positive	Windsor Pumpkin Festival
Industry spotlight	11.9		Secondary theme
Resources	10.2	Neutral	Agricultural Land Review Committee report released
<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
Resource conflicts	11.9	Negative	Offshore oil drilling ban extended on George's bank/ opposition to drilling in Gulf of St Lawrence
Environment	7.5		Secondary theme
Business	6.7	Negative	No dominant sub-theme
Resources	5.8	Highly positive	Census of Marine Life released
Biodiversity	5.4	Negative	International conference on biodiversity in Japan
<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 October articles

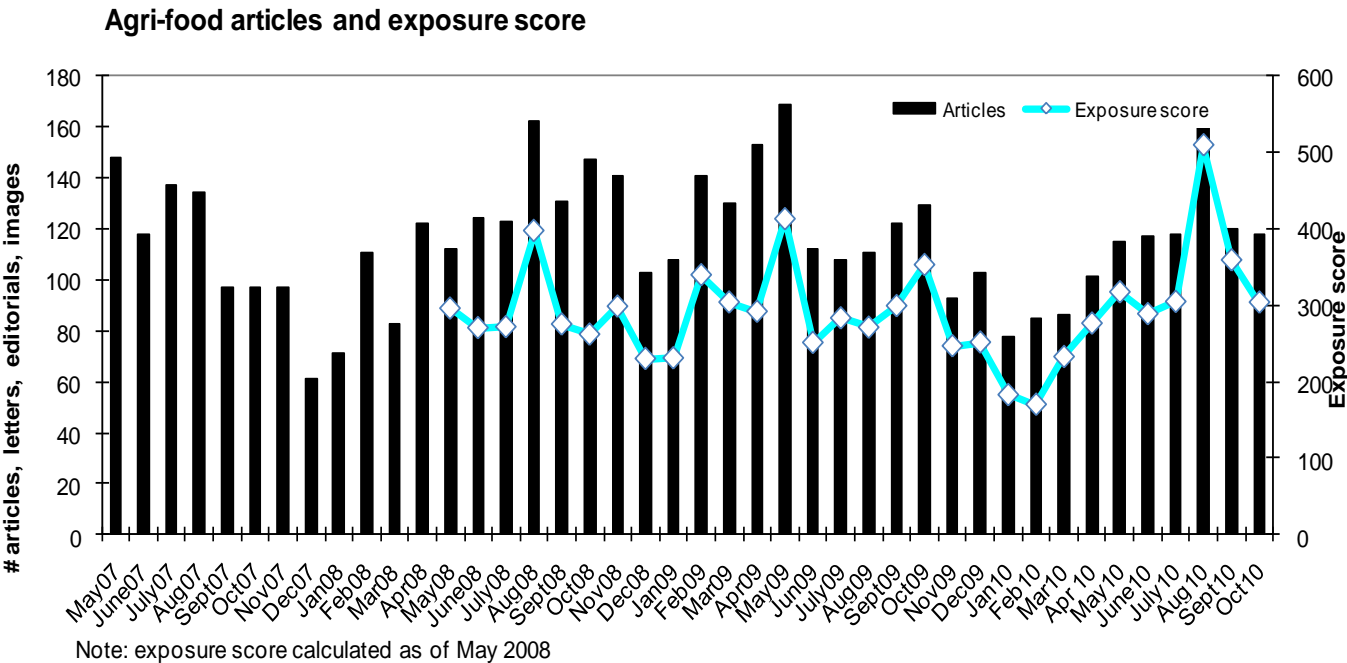


Halifax County had the most agri-food coverage in October, followed once again by Kings. Much of this coverage was related to local food and a variety of other topics. Halifax (local food in restaurants), Windsor (Pumpkin Festival) and Port Williams (rezoning of agricultural land for development) had the most coverage of specific towns/cities.

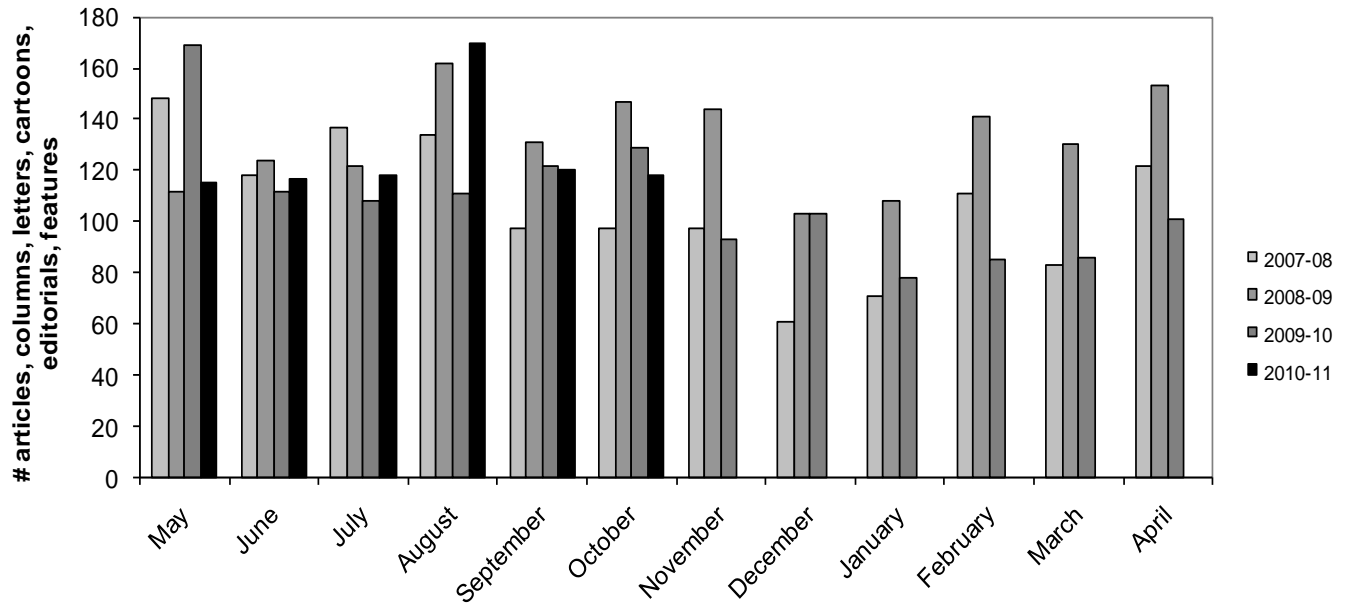
In total there were 118 agri-food articles in October, 74 of which were related to primary agriculture and 30 to fisheries. Eleven articles related to processing and 16 to the food industry in general. The 118 articles is a decrease of 2 articles from September and 11 articles from October 2009.

Compared to the previous four months, there were fewer front page articles (2 compared to 5.75). Articles were shorter in length (1,979 characters vs 2,056) and had fewer images (0.57/article vs 0.70). The overall media exposure score of 303.9 was the lowest since June.

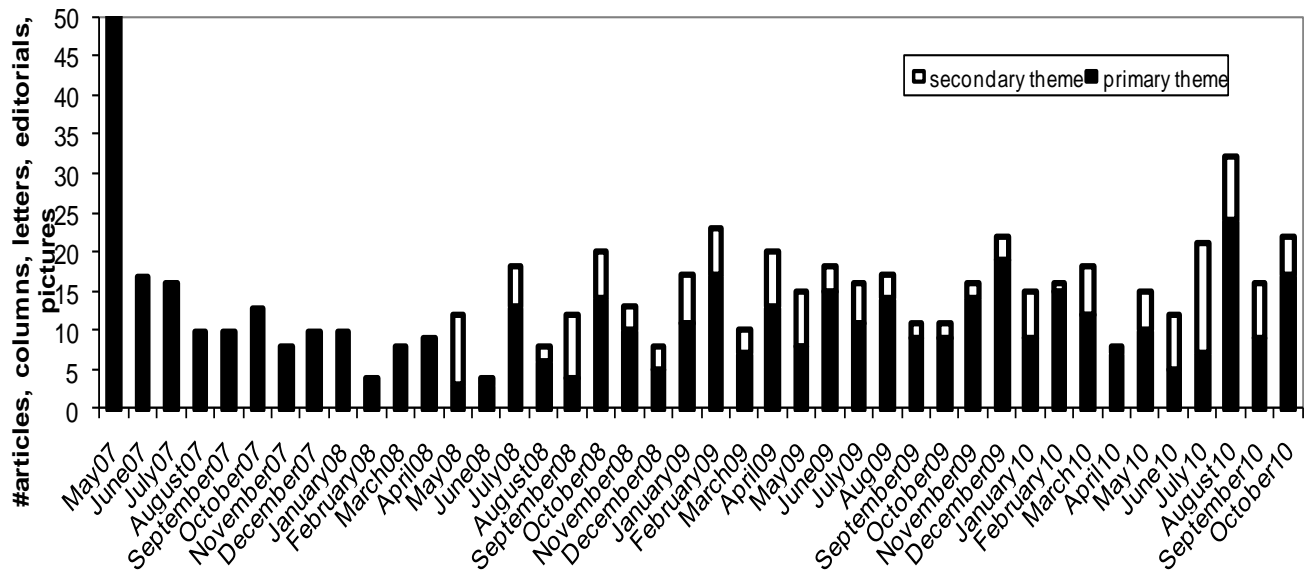
The wine industry had the most sector-specific coverage in October, followed by pumpkins, seals and fur (mink).



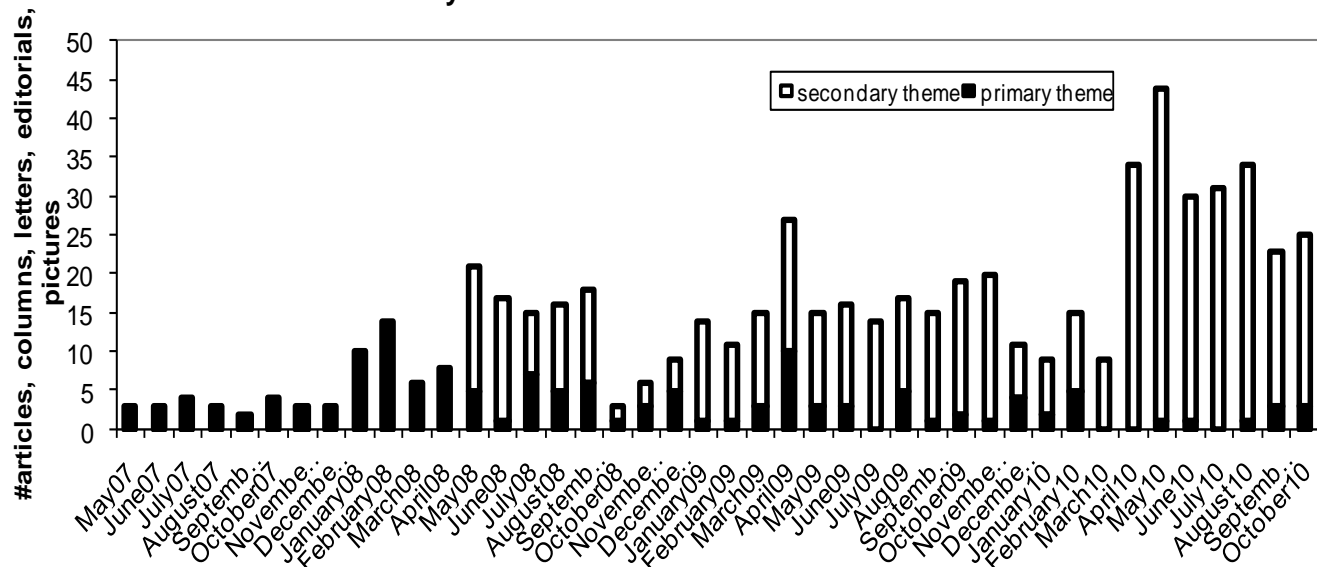
Agri-food articles, monthly comparison



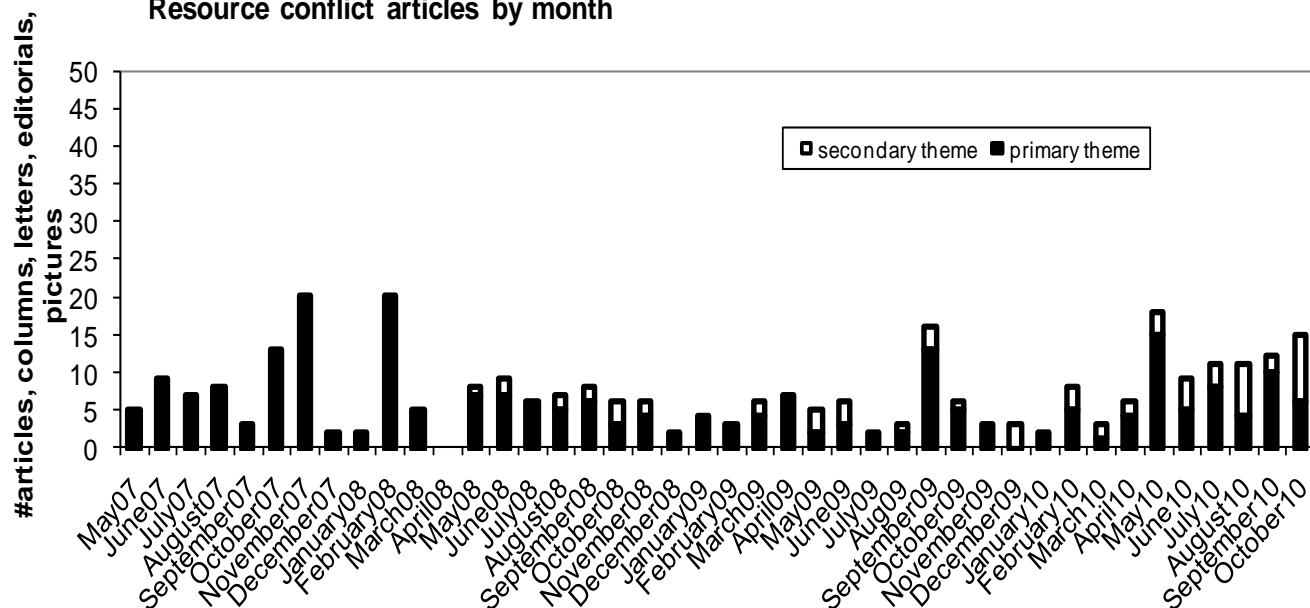
Business articles by month



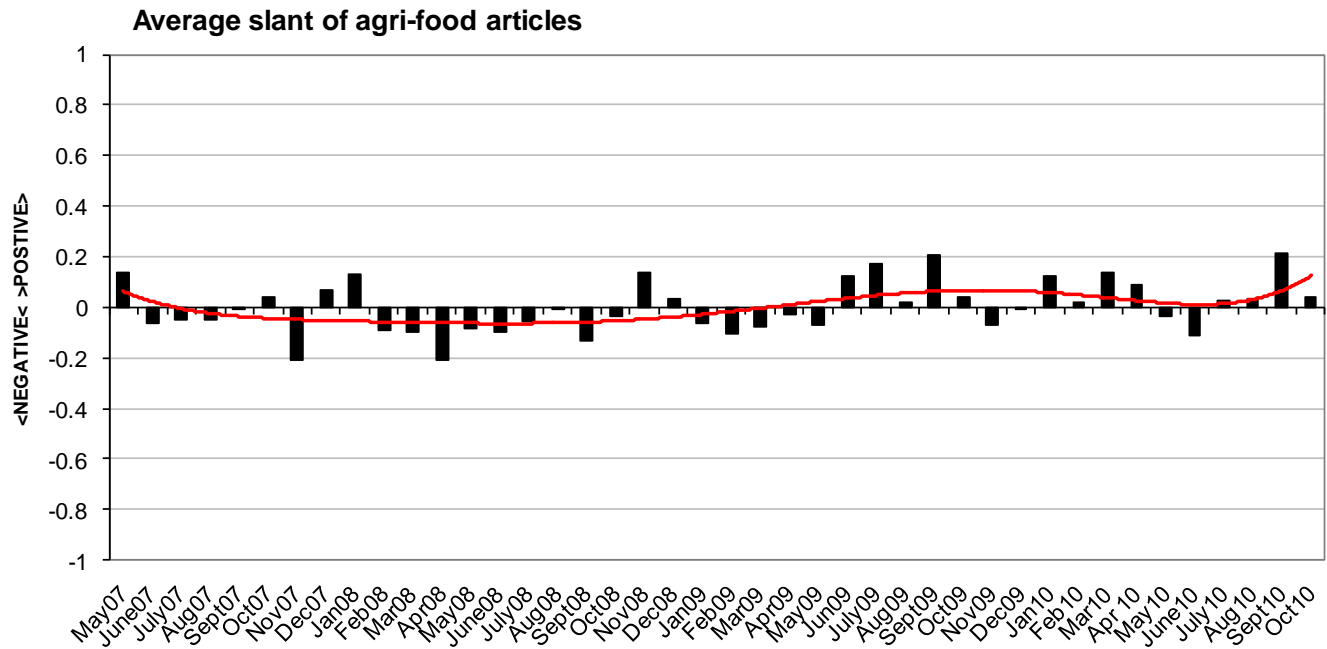
Environment articles by month



Resource conflict articles by month



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



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- October 2010

RANK	TOPIC	# OF ARTICLES		EXPOSURE SCORE	PREV MONTH RANK	CHANGE
		Primary	Secondary			
1	Business	17	5	31.4	4	(+3)
2	Environment	3	22	17.5	5	(+3)
3	Resource conflicts	6	9	16.9	7	(+4)
4	Industry spotlight	3	22	16.5	13	(+9)
5	Local food	6	8	15.9	1	(-4)
6	Resources	5	13	15.0	14	(+8)
7	Healthy eating	6	7	13.6	15	(+8)
8	Events	4	3	12.5	9	(+1)
9	Animal welfare	8	0	11.4	19	(+10)
10	Globalization/trade	1	17	8.6	11	(+1)
11	Infrastructure	4	6	8.2	16	(+5)
12	Weather	3	5	8.0	8	(-4)
13	Food security	2	7	8.0	20	(+7)

Notes:

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