



COVERAGE ANALYSIS REPORT

How the global infant formula recall was covered

A structural reading of 34 news articles published in 2026, by outlet, by stage of the story and by length.

PREPARED BY

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PREPARED FOR

Sample, built on public coverage

SAMPLE REPORT

October 22, 2026. This sample shows what a Coverage Analysis Report looks like. It describes how the articles are written, not whether the company or any outlet is right or wrong.

At a glance

34 articles from 25 outlets, read by Frametra’s on-device engine across six structural signals.

81

average structural score,
range 72 to 93

23 of 34

articles with no charged
words at all

33–100

range in source attribution
scores across articles

26 of 34

articles with full claim
restraint

WHAT THE NUMBERS SHOW

- 1

The tone stayed measured. Neutral language averaged 97.6 out of 100. 23 articles used none of the engine’s charged words. The 4 articles with three or more all came from trade press.
- 2

Sourcing varied widely from article to article. Source attribution ran from 33 to 100. 10 articles scored 80 or above and 7 scored below 50.
- 3

Short articles read as densely sourced; long ones read as thinner. Articles under 300 words averaged 79 on sourcing, and those of 600 words or more averaged 50. The engine measures attribution relative to length, so part of this is how the measure works. A full read of who was quoted is what settles it.
- 4

Sourcing density fell as the story moved from notice to analysis. Averages by stage: 77, 73, 63, 54. Average length rose from 354 to 850 words over the same stages.
- 5

The delay and apology stage used the most allegation wording. Claim restraint averaged 84 at that stage against 96, 94 and 98 elsewhere. That is expected when articles report accusations by others.
- 6

Trade press and general news score almost the same overall, but are built differently. General outlets averaged 81.8 and trade outlets 80.5. Trade pieces were longer (722 words against 336) and carried more figures and quotes, while general outlets scored higher on sourcing.

SOURCING AND LENGTH, STAGE BY STAGE

1. Recall announced		77 sourcing · 354 words
2. Delay and apology		73 sourcing · 567 words
3. Regulators respond		63 sourcing · 410 words
4. Wider fallout and analysis		54 sourcing · 850 words

How to read these scores. They describe how an article is built: its sourcing, wording and evidence. They do not say whether an article is accurate, fair or well-intentioned, and they are not grades.

The six signals, across all 34 articles

Average score for each signal, out of 100. Weights show how much each signal counts toward the structural score.



BY STAGE OF THE STORY

	ARTICLES	AVG WORDS	SCORE	SOURCING	CLAIM RESTRAINT	EVIDENCE	CHARGED WORDS
1. Recall announced	9	354	83	77	96	70	0.2
2. Delay and apology	9	567	83	73	84	82	1.1
3. Regulators respond	8	410	79	63	94	67	0.0
4. Wider fallout and analysis	8	850	80	54	98	78	1.4

Stage is assigned from each article's headline topic, not its publication date.

BY TYPE OF OUTLET

	ARTICLES	AVG WORDS	SCORE	SOURCING	CLAIM RESTRAINT	EVIDENCE	CHARGED WORDS
General news outlets	16	336	82	72	94	67	0.3
Food and dairy trade press	18	722	80	62	92	81	1.0

BY ARTICLE LENGTH

	ARTICLES	AVG WORDS	SCORE	SOURCING	CLAIM RESTRAINT	EVIDENCE	CHARGED WORDS
Under 300 words	8	227	80	79	100	61	0.0
300 to 599 words	18	399	82	69	90	72	0.5
600 words or more	8	1170	79	50	93	93	1.8

Sourcing = source attribution. Evidence = figures and direct quotations. Charged words = average count per article.

Outlet by outlet

All 34 articles, grouped by stage. Scores out of 100; values below 50 are shown in amber.

OUTLET	HEADLINE	WORDS	SCORE	SRC	LANG	CLM	HDG	EVD	ACT
1. Recall announced (9 articles)									
thelocal.fr	Nestlé recalls infant formula in several European countries	155	77	69	100	100	40	65	96
malaymail.com	Nestlé recalls baby formula across Europe over contamination ri...	181	81	85	100	100	40	68	97
nutraingredients.com	Nestlé recalls infant formulas due to potential presence of tox...	503	79	39	100	100	68	100	93
irishnews.com	Nestle recalls several baby formula products over food poisonin...	367	87	75	100	100	80	60	97
scottishdailyexpress.co.uk	Full list of Nestle baby products recalled amid toxin fears	346	87	100	100	65	87	58	96
deeside.com	Nestlé recalls SMA baby formula over toxin concerns	401	82	72	94	100	42	71	99
foodbusinessmea.com	Nestlé recalls SMA baby formula over potential cereulide contam...	347	87	100	93	100	40	54	96
thesouthfirst.com	Why Nestlé has recalled its infant baby formula from 32 countri...	587	84	54	100	100	87	88	95
expanamarkets.com	Leading ARA Oil Supplier Linked to Nestlé's Infant Formula Cont...	295	84	96	100	100	40	65	98
2. Delay and apology (9 articles)									
foodingredientsfirst.com	Nestlé under fire over delay in infant formula recall	1142	79	53	98	79	75	100	97
foodingredientsfirst.com	Nestlé infant formula scandal: CEO apology inadequate says cons.	851	82	59	97	100	40	100	97
nutraingredients.com	Nestlé's reputation in danger over global infant formula recall	1057	72	42	91	80	47	100	97
foodnavigator.com	Nestlé CEO issues apology following infant formula recall	371	74	92	80	33	93	55	99
timeslive.co.za	Nestlé CEO apologises for infant formula recall	152	89	100	100	100	97	43	98
insidefmcg.com.au	Damage limitation: Nestlé CEO apologises for infant formula rec...	369	92	81	100	100	84	87	98
asiantrader.biz	Nestle CEO apologises after global infant formula recall	364	93	84	100	100	87	87	98
foodnavigator.com	Nestlé and Lactalis face lawsuit over infant formula recall	456	81	54	100	100	69	80	94
malaymail.com	Nestlé defends actions after admitting delay ahead of baby milk...	338	82	88	93	63	65	86	98
3. Regulators respond (8 articles)									
khaleejtimes.com	Nestle recalls more Guigoz baby formula as France tightens toxi...	274	86	100	100	100	40	76	98
qatar-tribune.com	Nestle widens infant formula recall as EU seeks new toxin tests	385	74	60	100	74	40	64	96
thelocal.fr	France tightens infant formula rules after toxin scare	306	86	67	100	100	82	74	95
nutritioninsight.com	EFSA to advise on toxin contamination threshold in formula	1027	79	51	100	100	40	91	98
thecattlesite.com	EU food safety body sets infant formula toxin limit	400	74	49	100	76	72	61	97
malaymail.com	EU food safety body advises halving toxin threshold in infant f...	236	74	54	100	100	69	50	97
thestandard.com.hk	EU body advises toxin limit in baby formula likely to prompt mo...	417	78	46	100	100	69	61	98
safefoodadvocacy.eu	EU imposes new toxin threshold following worldwide infant formu...	234	78	75	100	100	40	58	99
4. Wider fallout and analysis (8 articles)									
nltimes.nl	France investigating 2 baby deaths linked to Nestlé; Formula ma...	347	88	77	93	100	92	74	93
foodnavigator.com	From regulatory gaps to litigation: What we know about the infa...	700	86	73	100	82	99	76	97
thebullvine.com	Nestlé's \$1 Billion Formula Recall Exposed Dairy's Blind Spot - ...	2290	75	33	96	100	51	100	97
just-food.com	"Changes are being made" – infant-formula makers scramble amic	1607	83	49	94	100	87	100	97
nutraingredients.com	Nestlé and Danone address infant formula recall impact	684	78	42	100	100	66	74	97
swissinfo.ch	Tainted Formula Crisis Deepens to Include Danone, Lactalis	559	75	53	91	100	40	67	97
thecattlesite.com	France probes third infant death amid recalls	290	73	50	100	100	65	65	93
cyprus-mail.com	Nestle and Danone face fresh scrutiny over infant formula recal...	319	78	57	100	100	40	64	93

Src source attribution · Lang neutral language · Clm claim restraint · Hdg calibrated hedging · Evd evidence signals · Act active voice

What a communications team can take from this

- **Where the heat was.** Charged wording was rare. General outlets averaged 0.3 charged words per article against 1.0 for trade press, and the four articles with three or more were all trade pieces.
- **When the language firmed up.** The delay and apology stage carried the most allegation wording. That is the stretch of coverage where accusations and company responses sit side by side.
- **Where sourcing reads thinnest.** Articles of 600 words or more averaged 50 on sourcing. Those are the pieces worth a closer read for claims without a named source.
- **What trade outlets work with.** Trade pieces carried more figures and quotes (evidence 81 against 67). A team briefing them should expect to supply figures and named sources.

WHAT THIS SAMPLE DOES NOT COVER

This sample uses Frametra's free on-device engine, which reads each article's wording. It cannot say **who was quoted**, how often sources were **anonymous**, whose voices were missing (regulators, families, advocacy groups, the company), or whether a claim is supported. A full Coverage Analysis Report adds a person-checked read of those questions, with the exact sentences behind each finding.

WHAT A FULL REPORT INCLUDES

- Up to 30 or 50 articles about your subject, by outlet, with a written comparison
- Source patterns, anonymity rates and missing voices, with the evidence behind each finding
- Editorial language trends over time
- A check by a person before delivery

METHOD AND LIMITS

Each article was read from the public web page by Frametra's free engine, on the reader's device, and scored on six signals: source attribution (28% of the score), neutral language (25%), claim restraint (20%), calibrated hedging (10%), evidence signals (10%) and active voice (7%). Articles under 300 words carry a small length adjustment (5 points). Source attribution reflects the variety of attribution wording and linked citations relative to article length, so longer articles need more to score the same. Claim restraint falls when an article uses words such as "claims", "alleges" or "reportedly", which is normal when reporting accusations. The charged-word list includes terms such as "crisis" and "scandal", which can be descriptive in a recall story. Four of 38 links could not be read (paywall or script-loaded text) and were left out. The sample is a selection of public articles, not every article published. Publication months come from article addresses where shown.

Frametra reports are an analytical aid. They are not legal, journalistic or professional advice.