

## Sept. 5, 2018 Communications & Promotions Update

### Administration Division

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#### Planning

1. Food Safety Modernization Act Produce Safety Rule educational videos and materials
2. All Staff planning
3. Legislative Ag Day planning

#### Outreach and Education

1. NDA facilitated agricultural literacy activities and distributed materials at 7 educational or community events across 4 counties (Carson City, Churchill, Eureka, and Washoe)
2. Moolissa attended all 7 events
3. Certified Weed Free brochure

#### Research

1. Collecting and compiling data for economic analysis report.
2. Collecting and analyzing data for report on slaughter and meat processing, and creating info maps with IT.
3. Conducting employee survey of administration service satisfaction.
4. Collecting contacts from each division for annual customer satisfaction survey.

#### Media Relations

- May 21 release – [NDA seeks public assistance for illegal cow killing and butchering](#)
  - [Nevada Ag Department seeks information: Illegal cow killing and butchering](#)  
Tri-State Livestock News
  - AP – [Suspect sought in illegal killing of cow north of Reno](#)  
Capital Press (AP wire)
  - [NDA investigating cow killing](#)  
Sagebrush Rider (pg. 5)
  - [NDA seeks public assistance for illegal cow killing and butchering](#)  
Nevada Cattlemen’s Association Sage Signals (pg. 3)
- [NDA increases efficiency thanks to online livestock assessment](#)  
NVFB.org
- SFSP Entravision
- June 20 release – [State Entomologist: Report Mormon cricket infestations](#)
  - [Nevada entomologist says prepare and report Mormon cricket infestations](#)  
CarsonNow.org
  - [Nevada Department of Agriculture reminds Nevadans to report Mormon cricket infestations](#)  
Fox 11 Reno / My News 4 (video clip still not available yet)
  - [State Entomologist: Report Mormon cricket infestations](#)  
NVFB.org
  - [State Entomologist urges public to report Mormon cricket infestations](#)  
KOLO News Channel 8
  - [Mormon cricket numbers jumping](#)  
Record Courier

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- [Mormon cricket populations are on the rise in Northern Nevada](#)  
News Talk 780 KKOH
- [Nevada Dept. of Ag reminds public to report Mormon crickets](#)  
Ag Daily
- [Mormon crickets swarm land near Winnemucca](#)  
KTVN News Channel 2
- [Got crickets? Please report them to state](#)  
Elko Daily Free Press
- Elko radio
- KTVN Face the State (shoots 6/27, airs Saturday mornings) – [Face the State: Bugs in Nevada](#)
- [State Entomologist: Report Mormon cricket infestations](#)  
NVFB.org
- June 25 release – [NDA now accepting applications for school garden grant](#)
  - [News Talk 780 KKOH](#) (7/29/18 episode of Nevada Outlook)
  - [Nevada: NDA now accepting applications for school garden grant](#)  
NASDA News
- July 12 release – [Free meals available to Nevada children and teens this summer](#)
- July 12 inquiry – [‘It’s gone, it’s gone:’ Nation’s largest wildfire in Nevada devastates ranches, sage grouse](#)  
The Nevada Independent
- July 19 release – [State veterinarian encourages biosecurity to protect horses from disease as equine event season is underway](#)
  - [State veterinarian encourages biosecurity to protect horses](#)  
NVFB
  - [Horse owners urged to use biosecurity](#)  
Elko Daily Free Press
  - [Horse owners urged not to take changes](#)  
KKOH News Talk 780 am
  - [Nevada’s lead veterinarian encourages biosecurity to protect horses during equine events](#)  
CarsonNow.org
- Aug. 13 inquiry – [In effort to address drought, Dep. of Agriculture funds water conservation projects for farmers, ranchers](#)  
The Nevada Independent
- Aug. 16 release – [Nevada Centennial Awards application due Oct. 5](#)
  - [Centennial ranch award nominees due Oct. 5](#)  
[Elko Daily Free Press](#)
  - [Progressive Rancher](#)
  - [NVFB](#)
  - [Nevada Rancher](#)
  - [Sage Signals](#)

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- Aug. 20 inquiry – [Advocate groups help feed Virginia Range horses](#)  
KOLO News Channel 8 in Reno
- Aug. 21 release – [State veterinarian warns against human and pet contact with bats](#)
  - [NV Department of Agriculture Warns of Rabid Bats](#)  
KTVN News Channel 2 in Reno
  - [Three rabid bats confirmed in northern Nevada](#)  
KRXI Fox 11 in Reno
  - [State veterinarian warns against human and pet contact with bats](#)  
KOLO News Channel 8 in Reno
  - [Nevada state vet says hands off the bats](#)  
KKOH News Talk Radio 780 AM
  - [Rabid bats confirmed in Washoe and Clark Counties, state vet warns against human and pet contact](#)  
CarsonNow.org
  - [Beware: Bats test positive for rabies in Washoe County](#)  
Reno Gazette Journal
  - [Bats test positive for rabies in Clark, Washoe County](#)  
Las Vegas Review Journal
  - [Animal disease lab confirms rabid bats in southern Nevada](#)  
KTNV 13 Action News Las Vegas

### Global trade and economic development

1. Leading or supporting three WUSATA activities:
  - European Bakery ingredients outbound trade mission
  - SIAL Paris trade show
  - Food Ingredients Asia trade show
2. Attending USLGE outbound trade mission to South Africa
3. Provided 20 international trade leads to Nevada companies from 11 countries:
  - China: 3
  - Dominican Republic: 1
  - Estonia: 2
  - Indonesia: 2
  - Malaysia: 2
  - Mexico: 2
  - South Korea: 1
  - Trinidad and Tobago: 2
  - Turkey: 3
  - UAE: 1
  - Vietnam: 1
4. Supported 20 companies with exports of 209 products to 10 countries, via market research, certificates of free sale or customs assistance:
  - Colombia: 3 companies / 3 products / 3 certificates

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- El Salvador: 1 company / 24 products / 1 certificate
  - Guatemala: 3 companies / 10 products / 4 certificates
  - Honduras: 1 company / 14 products / 1 certificate
  - Jordan: 1 company / 28 products / 1 certificate
  - Mexico: 4 companies / 23 products / 1 certificate
  - Saudi Arabia: 1 company / 20 products / 1 certificate
  - Taiwan: 1 company / 1 product / 1 certificate
  - United Arab Emirates: 1 company / 4 products / 4 certificates
  - Global (any port): 4 companies / 85 products / 27 certificates
5. Companies working with to start operation in Nevada: 5
  6. Companies working with to expand operation in Nevada: 3
  7. Working with GOED to develop drone opportunities for agriculture
  8. Natural Products Expo West