

Agriculture Promotions and Communications  
Report to the Nevada Board of Agriculture

- Working on Nevada Food Insecurity – Food Distribution Analysis to determine efficiency and effectiveness of the formal food distribution system
- Working on Annual Agriculture Report which will give an overview of agriculture in Nevada by county
- External and internal satisfaction survey will be collected and used for internal database creation to keep track of performance and identify areas of improvement and success
- Developing export survey for agriculture and food producers and processors, to determine if they need any assistance in exporting their products internationally
- Continuing to work with companies to expand in or locate to Nevada
- Provided export training, financing, international trade leads, and market research
- Development and administration of a \$40K grant from Governor’s Workforce Investment Board Ag Sector Council for NDA to partner with CABNR and industry to offer internships in the areas of plant science, greenhouse management, nursery management or rangeland management.
- Agricultural literacy outreach: presentations at partner events such as Cattlewomen’s and Nevada Farm Bureau; organizing agricultural education and FFA Career Development Events(interaction with 15 agricultural educators and attended by approx. 240 students); visits to Ag Days at elementary schools (Approx. 175 Carson City kindergarten and first graders in October)
- Created Buy Nevada videos about Nature’s Bakery, Winnemucca Farms and Anderson Dairy
- Attended the Governor’s Small Business Conference in Las Vegas to promote Nevada agriculture and Buy Nevada
- Coordinated with Nev. Cattlemen’s Association on cattle shooting; handled multiple media calls and interviews
- Managed multiple media calls related to the Virginia Range horses – deaths, accidents, fence cuttings, gathers, etc.
- Held press conference on honey bees and other pollinators
- Published four multimedia stories on Storehouse App for Buy Nevada members
- Planned, led, and managed a WUSATA trade show in Indonesia and a trade mission to the Philippines
- Coordinated a Unified Exporting Strategies (UES) for 2014 and Country Progress Reports (CPR) for 2016
- Planned, led, and managed a 10 booth section of the US Pavilion at Food Ingredients Asia in Jakarta Indonesia
- Planned and led an outbound trade mission of eight companies to Manila, Philippines
- Organized a Unified Export Strategies for 2014:
  - Food Ingredients China Trade Show
  - Outbound Trade Mission to Beijing
  - Vitafoods Trade Show
  - Food Ingredients Asia Trade Show
  - Outbound Mission to Manila
- Put together Country Progress Reports for 2016
  - Food Ingredients China

- Inbound Mission to Natural Products Expo West, Anaheim
  - Inbound Mission to IBIE Bakery Show, Las Vegas
- Assisted multiple companies with export training, financing options, international trade leads, and market research. He has also worked on sending out an agriculture export survey to the industry and create a global presence on the NDA website.
- Provided export training seminars for USDA and SBA