



Communications & Promotions (CP) September 2, 2015
Board Update

Research:

1. Farmers Market Senior Program – Participation Survey
 - a. Develop survey questions to determine participation and any potential reason for not participating in [program to improve efficiency
2. FSMA – Business Economic Impact Survey
 - a. Develop survey to determine impact that FSMA will have on business.
 - b. Develop list of businesses that will be affected by FSMA implementation
3. Weighing and measuring devices - Business Economic Impact Survey
 - a. Develop survey questions to determine the impact that new proposed fees will have on businesses
 - b. Compile report from received results
4. Parent/Student Survey on School Meals survey and facilitation:
 - a. Develop survey questions
 - b. Compile report from obtained data

Planning:

1. Planning and follow up on NDA all staff meeting
 - a. Survey results presentation & re-cap of breakout sessions
2. Researching data for Gov. Conference on Ag. (demand/supply - local food)
3. Logistics and tours for Western Association of State Departments of Agriculture conference 2016

Media Relations:

Buy Nevada:

1. Working on new web-site (content and visual presentation), promotional materials, and invoicing.
2. Creating database of members for Buy Nevada Program.
3. Working with Kroger to create Buy NV marketing section in Smiths stores
4. Working with Igroumet to showcase 10 NV companies on their website, Amazon, Ebay
5. Working with Tatjana on new web-site (content and visual presentation), promotional materials, and invoicing.
6. Creating database of members for Buy Nevada Program.
7. Working with Secretary of State to target all food and ag companies to outreach for Buy NV and Global Trade opportunities

Video Production:



Public Outreach:

Agriculture Literacy:

1. Design of youth worksheets around school meal pattern
2. Organized professional development for Nevada Agriculture Teacher's Association summer meeting
3. Organizing industry support to host Nevada FFA Rangeland and Soils Career Development Events
4. Planning of Ag in the Classroom teacher inservice training for Churchill Co. School District fall 2015
5. Planning of Nevada FFA Greenhand Conference and simultaneous agriculture educator's professional development.
6. Planning of the National Ag in the Classroom Organization Western Region Meeting to be held in Reno February 2016
7. Working on Nevada Ag. Profile presentation
8. Agriculture industry workforce: occupations – education - crosswalk assessment:
 - a. Developed a list of occupations within agriculture, food and natural resource carrier cluster to determine needed education level, specific knowledge, CTE requirements to help focus education plans towards obtaining the necessary knowledge, competencies, and training for success in a particular career pathway.
 - b. Work with GOED and DETR on providing data and info on ag. industry

Economic Development:

1. Created partnership with NV Energy to spread awareness of economic opportunities in the state as well as create transparency between NV Energy, GOED, NDA, and RDA's
2. Companies working with to start operation in NV: 6
3. Companies working with to expand operation in NV: 5
4. Working with GOED to develop drone opportunities for agriculture
5. Working on WUSATA Country Progress Reports and Unified Export Strategies for China, Europe, ASEAN
6. Global Trade Assistance to NV companies:
 - a. 7 companies to 5 international markets/international market research
 - b. Helping 5 companies go through the process of qualifying for WUSATA grant
7. International Trade Leads provided to NV companies:
 - a. China: 8
 - b. Mexico: 8
 - c. Thailand: 3
 - d. Costa Rica: 3
8. NV Trade Missions:



- a. Worked with Foreign Ag Service in Europe to see if it made sense to attend Gov Trade Mission
 - i. European Businesses were on holiday so no B2B matchmaking meetings could occur, so not participation necessary
 - b. Put plan for Livestock Trade Mission to Turkey and possibly Georgia (will find out if grant is approved in November)
 - c. Put together NDA Ag Business development mission and/or trade mission to Europe in 2016
9. Trade shows:
- a. Managed WUSATA HOFEX trade show in Hong Kong
 - b. China trade mission to Beijing and Dalian
 - c. Food Ingredients Europe Trade Show
 - d. Food Ingredients China Trade Show
 - e. Outbound Trade Mission to Guangzhou
 - f. ASEAN Inbound Mission to Natural Products Expo West Trade Show

Public Records Request: