

March 1, 2017 Board Update

Administration Division, Communications & Promotions Team

Research

1. [Economic Analysis report](#) completed.
 - a. County fact sheets completed and available [here](#).
2. Surveys and data analysis:
 - a. Customer satisfaction survey – collecting contacts from each division to conduct customer satisfaction survey.
 - b. Consumer Equitability survey – to determine if there is need and desire from different states to use NDA services of calibrating and certifying the highway patrol’s scales.
 - c. Food Safety Modernization Act (FSMA) survey – drafting farm inventory survey as first phase of implementing the FSMA Produce Safety Rule.
3. Agriculture industry workforce needs assessment:
 - a. Determine the number of jobs within the agriculture sector, what jobs are in demand, education level required, industry certifications required and industry needs assessment to determine the importance of agricultural education.
4. Livestock processing and slaughtering – interactive map:
 - a. Creating a map with specific locations in Nevada and surrounding states where different type of facilities will be located based on
 - i. type of processing: slaughter, processing and / or slaughter & processing
 - ii. inspecting agency: USDA or any other
 - iii. species handled: cattle, lamb, hog, etc.
 - b. Map will be tool to search for livestock harvesting and meat processing facilities in Nevada, California and other states where the majority of Nevada livestock is transported for processing.

Media Relations

1. Hosting communications training for additional NDA subject matter experts on March 29 – 30.
2. Pitch FFA week (Feb. 20 – 24) for morning show coverage.
3. Held first communications training for NDA subject matter experts on Feb. 9 – 10.
4. Nevada Native Seed Forum article to appear in:
 - a. Nevada Farm Bureau Agriculture & Livestock Journal
 - b. Nevada Cattlemen’s Sage Signals
 - c. Progressive Rancher
5. Jim Barbee interviewed with Las Vegas Review Journal about AB33 abolishing advisory boards / commissions (hasn’t run yet).
6. Ashley Jeppson interviewed at Nevada Small Farms Conference on KKOH garden show with Pawl Hollis.
7. Regulation change advertisements running in March issues of Nevada Rancher and Progressive Rancher.
8. Feral horses in Carson City release:
 - a. [Nevada Ag Department: Band of 16 mild horses in Carson City to be vaccinated and relocated](#)

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- CarsonNow.org
- b. [16 horses in Carson City to be vaccinated, relocated](#)
Nevada Appeal
- 9. New Animal Industry division administrator announcement release:
 - a. [Farris named Nevada Department of Agriculture's animal industry division administrator](#)
Northern Nevada Business Weekly
 - b. [NDA announces new Animal Industry division administrator](#)
Nevada Farm Bureau
- 10. Summer Food Service Program sponsor announcement release
- 11. Coon and Lackey Board announcement
 - a. [Coon and Lackey join the Board of Agriculture](#)
Elko Daily Free Press
- 12. Story from July 2016 ride along with agriculture enforcement officers:
 - a. [Meet Nevada's cow cops](#)
High Country News

Public Outreach

1. Wrapped Moolissa trailer.
2. Produced short testimonial videos for Nevada FFA.
3. Completed [NDA 2016-2017 biennial report](#) for the Nevada Legislature.
4. Created [Carson City local food map brochure](#) to engage legislators.
5. Attended World Ag Expo in Tulare, Calif. Feb. 13 – 17.
6. Attended / helped plan the Nevada Small Farms Conference Feb. 4 – 5.
7. Attended / hosted the Nevada School Garden Conference Jan. 14.
8. Distributed Nevada agricultural literacy materials and training at 10 schools or public events.

Economic Development

1. WUSATA activities currently managing/leading/supporting for 2017:
 - a. Gulf Food Trade Show
 - b. Food Ingredients China Trade Show
 - c. Inbound Mission to Natural Products Expo West (working with buyers from Singapore, Indonesia, Philippines, Malaysia and Thailand)
 - d. SIAL China Trade Show
 - e. Fine Food Australia Trade Show
 - f. FI/NI Europe Trade Show
2. Attending USLGE annual meeting in February to try to get grant funds for an outbound trade mission to Mexico in 2018 in conjunction with Colorado and New Mexico.
3. International trade leads provided to Nevada companies:
 - a. India: 2
 - b. China: 1
 - c. Philippines: 1

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4. NDA company product support via market research, certificate of free sale or customs help:
 - a. Saudi Arabia: 1
 - b. China: 3
 - c. Kuwait: 1
 - d. Mexico: 2
 - e. United Arab Emirates: 1
 - f. Panama: 1
 - g. Thailand: 1
 - h. Taiwan: 1
 - i. Myanmar: 1
 - j. Honduras: 1
 - k. Guatemala: 1
 - l. Costa Rica: 1
 - m. Columbia: 1
 - n. Dominican Republic: 1
5. Companies working with to start operation in Nevada: 7
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