

Dec. 12, 2017 Communications & Promotions Update

Administration Division



Planning

1. Governor's conference on agriculture
 - Planning logistics and content
 - Soliciting sponsorships

Public Outreach

1. Fulfilled two educator requests for agricultural literacy materials
2. NDA facilitated agricultural literacy activities and distributed materials at seven educational or community events across four counties (Washoe, Carson City, Douglas and Lyon)
3. Moolissa attended four events
4. Women in Agriculture campaign on social media
5. \$410,000 in school garden grant funding awarded

Research

1. Collecting and compiling data for 2017 Economic Analysis of the Food and Agriculture Sector in Nevada
2. Collecting and analyzing data for report on slaughter and meat processing
 - Working with IT to create maps for state and counties
3. Conducting a comprehensive survey on agriculture employment data, existing demand, supply of available workforce and occupations in short- and long-term need (both producers and manufacturing)

Media Relations

1. July 31 news release – [NDA petroleum chemist appointed as chair of national fuel standards subcommittee](#)
 - [Nevada Department of Agriculture's Striejewske appointed to National Conference on Weights and Measures Fuels and Lubricants Subcommittee](#)
Northern Nevada Business Weekly
2. August – [STEM and the future of food and agriculture](#)
Nevada STEM Hub
3. August – [Taking Nevada to the World: Globalization and Nevada's Place in the International Market](#)
Nevada Business magazine
4. Fall – [Feeding the World: Global agriculture exports bolster our economy](#)
Edible Reno-Tahoe magazine
5. Aug. 29 news release – [Animal Disease Lab confirms rabid bat found in Elko school](#)
 - [Rabid bat delays school start at Grammar No. 2](#)
Elko Daily Free Press
 - [Rabid bat found in Nevada school building, classes canceled](#)
Elko Daily Free Press
 - [School, parents await answers on Grammar No. 2](#)
Elko Daily Free Press

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- [Grammar No. 2 to open Tuesday after bat scare](#)
Elko Daily Free Press
 - [Grammar No. 2 opens](#)
Elko Daily Free Press
 - [Editorial: Rabid bat at school provides a lesson in animal safety.](#)
Elko Daily Free Press
6. Sept. 18 news release – [NDA teams up with Food Bank of Northern Nevada and Three Square Food Bank to serve hungry Nevadans](#)
- [NV Ag Department teams with Food Bank to feed Nevadans](#)
KOLO 8 News Reno
 - [Three Square teaming up to serve hungry Nevadans](#)
CBS Las Vegas
 - [NDA teams up with Food Bank of Northern Nevada to serve hungry Nevadans](#)
CarsonNow.org
 - [How school gardens, food “rescues” are helping Nevada’s hungry](#)
Las Vegas Sun
7. October – [Using math, science and technology to protect Nevada’s rangelands](#)
Nevada STEM Hub
8. October – [Using STEM concepts to ensure food safety in Nevada](#)
Nevada STEM Hub
9. October – [\\$500,000 available to Nevada producers for water conservation projects](#)
Nevada Farm Bureau
- Progressive Rancher
 - Nevada Rancher
 - Nevada Cattlemen’s Association ([page 14](#))
10. Oct. 4 news release – [Nevada Centennial Awards applications due Oct. 27](#)
- Nevada Cattlemen’s Association ([page 6](#))
 - Progressive Rancher
 - [Nevada Farm Bureau](#)
11. Oct. 10 news release – [Winter is coming: NDA urges caution when buying firewood](#)
- [Watch those firewood measurements when stocking up for winter](#)
Record Courier
 - [Winter is coming: Nevada Ag department urges caution when buying firewood](#)
CarsonNow.org
 - [Firewood: Know what you are paying for](#)
KOLO Channel 8 News in Reno
 - [Winter is coming: NDA caution when buying firewood](#)
Nevada Farm Bureau
12. Oct. 25 news release – [Nevada Department of Agriculture seeks new cooperative agreement for management of Virginia Range feral horses](#)

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- [Nevada Department of Agriculture seeks new cooperative agreement for management of feral horses](#)
Reno Gazette-Journal
- [Agriculture Department, wild horse advocate group part ways, Nevada seeks new agreement](#)
CarsonNow.org
- [State severs agreement with horse advocates after horse deaths \(updated\)](#)
ThisIsReno.com
- [New partner sought to manage Virginia Range horses](#)
Nevada Appeal
- [More feral horses coming into urban areas](#)
KTVN News Channel 2
- [New partner sought to manage Virginia Range horses](#)
Record Courier
- [As wild horses approach urban areas, officials warn of potential for collisions](#)
KRNV News 4
- [Virginia Range Wild Horse Agreement terminated](#)
KOLO News Channel 8
- [Management dispute disrupts deal that saved hundreds of Nevada horses](#)
Reno Gazette-Journal
- [Barbee: NDA doesn't send feral horses to slaughter](#)
Reno Gazette-Journal
- The Nevada Independent

Global trade and economic development

1. Leading or supporting eight WUSATA activities:
 - Fine Food Australia Trade Show
 - FI/NI Europe Trade Show
 - Preparation for European Bakery and Ingredient Outbound Trade Mission
 - Preparation for 2017 Outbound Mission Taiwan
 - Food Ingredients China Trade Show (2018)
 - Natural Products Expo West Inbound Trade Mission (2018)
 - SIAL Paris Trade Show (2018)
 - Gulf Food Trade Show (2018)
2. Attending USLGE outbound trade mission to Chile
3. Provided nine trade leads to companies from six countries:
 - Australia: 4
 - Dominican Republic: 1
 - India: 1
 - Indonesia: 1
 - Mexico: 1
 - Taiwan: 1

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4. Supported 28 companies with exports of 134 products to 17 countries, via market research, certificate of free sale or customs assistance:
 - Australia: 1 company / 4 products
 - Austria: 1 company / 2 products / 1 certificate
 - China: 3 companies / 11 products / 18 certificates
 - Costa Rica: 1 company / 42 products / 1 certificate
 - El Salvador: 1 company / 18 products / 1 certificate
 - Iran: 1 company / 16 products / 1 certificate
 - Jordan: 1 company / 2 products / 1 certificate
 - Mexico: 4 companies / 5 products / 4 certificates
 - Myanmar: 2 companies / 2 products / 2 certificates
 - Panama: 1 company / 1 product / 1 certificate
 - Saudi Arabia: 1 company / 3 products
 - South Africa: 1 company / 2 products / 1 certificate
 - Taiwan: 1 company / 1 product / 1 certificate
 - Thailand: 4 companies / 11 products / 4 certificates
 - United Arab Emirates: 3 companies / 12 products / 2 certificates
 - Uruguay: 1 company / 1 product / 1 certificate
 - Vietnam: 1 company / 1 product / 1 certificate
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