

## June 7, 2017 Board Update

### Administration Division, Communications and Promotions

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#### Research

1. Agriculture employment report on agriculture employment data, existing demand, supply of available workforce and gaps in state and counties related to education and existing agriculture career technical education programs
2. Nevada and county economic impact data – map on web
3. Nevada and county meat processing and slathering facilities data map
4. TEFAP State Plan survey report

#### Media Relations

1. Hosted communications training for NDA subject matter experts on March 29 – 30.
2. March 15 news release – [NDA announces new deputy director and Plant Industry division administrator](#)
  - [Conrad, Hettrick named to posts with the Nevada Department of Agriculture](#)  
Northern Nevada Business Weekly
3. [Saddle up: State poised to take over Reno-Sparks Livestock Events Center](#)  
Reno Gazette-Journal
4. Media relations for Nevada FFA Convention
  - Northern Nevada Business Weekly - [Preparing the next generation of agriculture leaders, high school students compete at 2017 Nevada FFA Convention](#)
5. March 15 news release – [NDA announces new deputy director and Plant Industry division administrator](#)
  - [NDA announces new deputy director and Plant Industry division administrator](#)  
Progressive Rancher (page 21)
6. [Carson High agriculture class presents to Nevada Legislature](#)
  - Nevada Appeal (this is about NDA's My Day in Ag, but the headline is incorrect)
7. Feb. 27 inquiry – [More mosquitoes expected this season than usual](#)  
KOLO Channel 8 news in Reno
8. [New animal industry regulations advertisement](#)  
Progressive Rancher (page 22)  
Nevada Rancher
9. March 14 news release – [Spread of equine strangles has slowed in Nevada](#)
  - [Spread of equine strangles slows in Nevada](#)  
Tri-State Livestock News
  - Strangles outbreak: Horse facilities closed, rodeos postponed  
Nevada Rancher
10. [You ask. We investigate. Pump creep caught on camera in Las Vegas](#)  
KTNV Channel 13 Las Vegas
11. Feb. 27 news release – [Nevada prepares for increased invasive species population](#)
  - [Flood's continuing impact includes noxious weeds](#)  
KOLO Channel 8 news in Reno
12. March 13 news release – [NDA to host native seed forum in Winnemucca on March 28](#)

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### Media Relations cont.

13. March 20 news release – [\\$250,000 offered through Specialty Crop Grant](#)
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Progressive Rancher (page 22)
14. [Wet winter means more noxious weeds](#)  
Progressive Rancher (page 20)  
Nevada Rancher  
Nevada Farm Bureau Federation
15. April 14 news release – [First Nevada native seed forum identifies next steps in industry](#)
  - [Recap of The Seed Forum in Winnemucca Nevada](#)  
Nevada Farm Bureau Federation
16. May 4 news release – [NDA adds agriculture enforcement officer to southern Nevada](#)
17. [May 9 news release – Lynn Hettrick recognized at 2017 Nevada Legislature, added to Nevada Assembly Wall of Distinction](#)
  - [Lynn Hettrick recognized at 2017 Nevada Legislature, added to Nevada Assembly Wall of Distinction](#)  
Carson Valley Times
18. [Wet Winter Brings More Bugs](#)  
KTVN Channel 2 News

### Public Outreach

1. Fulfilled 4 requests for agricultural literacy materials
2. NDA facilitated agricultural literacy activities and distributed materials at 8 educational or community events across 4 counties (Washoe, Carson City, Douglas, and Clark)
3. Moolissa attended 7 events (2 through check-out by NDA partners for outreach in Winnemucca and Battle Mountain)
4. Wrapped NDA Dodge Charger
5. Hosted My Day in Ag at the Nevada Legislature for more than 300 legislators, staff, and industry to educate about all the ways agriculture impacts our day.
  - a. Biennial Reports
  - b. Carson City local food maps
  - c. Informational signage and takeaways
6. Summer Food Service program support:
  - a. Posters
  - b. Coordinating advertising efforts with partners
7. Nevada FFA photo and video support
8. Senior Farmers Market Nutrition program flier and coupons
9. Nursery program frequently asked questions
10. Produce vendor requirements – English and Spanish

**Global trade and economic development**

1. Worked on six WUSATA activities:
  - 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
  - g. Preparation for European Bakery and Ingredient Outbound Trade Mission
  - h. Preparation for 2017 Outbound Mission Taiwan
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. Provided 17 trade leads to companies from seven countries:
  - a. India: 5
  - b. China: 5
  - c. Mexico: 2
  - d. Japan: 1
  - e. Thailand: 2
  - f. Saudi Arabia: 1
  - g. United Arab Emirates: 1
4. Supported 14 companies with exports of 48 products to 10 countries, via market research, certificate of free sale or customs help:
  - a. China: 1 company / 4 products
  - b. Mexico: 4 companies / 30 products
  - c. Panama: 2 companies / 2 products
  - d. Thailand: 1 company / 4 products
  - e. Taiwan: 1 company / 1 product
  - f. Guatemala: 1 company / 1 product
  - g. Columbia: 1 company / 1 product
  - h. Dominican Republic: 1 company / 1 product
  - i. Vietnam: 1 company / 3 products
  - j. Finland: 1 company / 1 product
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