



Communications & Promotions (CP) January 22, 2016
Board Update

Admin:

1. Welcomed Public Information Officer I, Jessica Fagundes, in December

Research:

1. Senior Farmers Market Nutrition Program survey
 - a. In the final phase of the survey, formatting collected data and working on analysis of the results
 - b. Developing report based on survey results and findings to determine major topics that will help improve the program and serve senior citizens as well as help local producers
2. School Meal survey
 - a. Working with Food and Nutrition Division on developing, administering and producing report based on survey findings.
 - b. Survey to cover: current parents and students opinions regarding the foods served in schools, what food items students/parents would like to have on the menu, and what menu changes would impact student participation.
3. Annual Agriculture Report
 - a. Working on the annual Agriculture report to determine economic contribution of agriculture sector to total economy of the State.
4. Data Collection/Database – Fact sheets
 - a. Working with different data systems to gather information relevant for reporting, and creating fact sheets material for the website and will have an overview of all the relevant agriculture fact for each county.

Planning:

1. Logistics and tours for Western Association of State Departments of Agriculture conference July 17 – 22, 2016, Hard Rock Hotel, Lake Tahoe

Media Relations:

1. Drought forum interview with KOLO 8 Reno
2. PARC new members release
3. USDA Farm to School grant release
 - a. Picked up on Edible Reno-Tahoe social media
 - b. Reno Gazette-Journal
4. Buy Nevada Holiday Guide release
 - a. Carson Now
5. Caution on 395 release
 - a. Carson Now
 - b. KKOH



- c. KTVN 2 Reno
- d. KRNV 4 Reno
- e. KOLO 8 Reno
- f. Reno Gazette-Journal
- 6. Ongoing media relations and requests with northern Nevada media about safety around feral horses in the Virginia Range
- 7. Food Safety and Good Agricultural Practices interview with KOLO
- 8. Promotion of online brand renewal registration
- 9. SB 503 Success Release
- 10. Nevada Centennial Awards release
- 11. Medusahead Symposium release
- 12. National School Lunch Week interviews, Oct. 12- 16
 - a. KTVN 2 Reno
 - b. KRNV 4 Reno
 - c. KOLO 8 Reno

Buy Nevada:

- 1. Working with Kroger to create Buy NV marketing section in Smiths stores
- 2. Planning a strategic approach to the Buy Nevada Facebook page, ensuring value for members.
- 3. Creating comprehensive database of members for Buy Nevada Program.
- 4. Working with Secretary of State to target all food and agriculture companies to outreach for Buy Nevada and Global Trade opportunities

Public Outreach:

- 1. National School Lunch Week, Oct. 12 – 16, Facebook advertising
- 2. Nevada School Meals statewide TV and digital advertising campaign
- 3. SB 503 report for Legislature
- 4. Buy Nevada videos and Facebook revamp
- 5. Promotional materials for “Dairying in Nevada” at Tulare World Ag Expo
- 6. Planning for FFA Week outreach
- 7. FAQ updates and creation
- 8. Governor’s Conference on Agriculture report completed and distributed to attendees

Agriculture Literacy:

- 1. NDA present at 11 community and school-based educational events from September - December to increase agricultural literacy and promote NDA.
- 2. School Meal Pattern learn books targeted at 3-5 graders were printed in October and initial distribution has begun. These five issues help students link the food on their school lunch tray to the importance of nutrition, Nevada agriculture and potential career opportunities.



Economic Development and Global Trade:

1. International Trade Leads provided to Nevada companies
 - a. China: 6
 - b. Mexico: 6
 - c. Vietnam: 1
2. Companies working with to start operation in NV: 8
3. Companies working with to expand operation in NV: 2
4. Working with GOED to develop drone opportunities for agriculture
5. Tulare World Agriculture Expo
6. Success Story from FI-Europe
 - a. Participating NV companies have projected 12 month sales of \$600k from direct participation in the trade show
7. WUSATA Trade Shows/Trade Missions Managed
 - a. Outbound Trade Mission to Beijing & Dalian, China
 - b. Food Ingredients Europe Trade Show
8. WUSATA activities managing/leading/supporting for 2016
 - a. Gulf Food Trade Show
 - b. Food Ingredients Outbound Trade Mission to Guangzhou
 - c. Canada, Europe, S. Korea, ASEAN, Japan Inbound Mission to Natural Products Expo West Trade Show
 - d. Food Ingredients China Trade Show
 - e. Director's Trade Mission to Vietnam
 - f. Food Hotel Asia Trade Show
 - g. SIAL China Trade Show
 - h. Food Ingredients Outbound Trade Mission to Manila
 - i. Food Ingredients Asia Trade Show
 - j. Food Ingredients Outbound Trade Mission to Germany
9. USLGE activities managing/leading for 2016
 - a. Livestock Outbound Trade Mission to Turkey
10. Introduced 3 companies go through the process of qualifying for WUSATA grant
11. Help NV supplement company navigate German customs. Shipment approved and sent through rather than destroyed
12. Introduced NV confectionary company to T-Mal in China to distribute products online to Chinese consumers
13. Worked with spice company to have products confirmed under NASDA tariff schedule
14. Working with Foreign Ag Service for a NDA European Business Development Tour in Brussels, Germany, Czech Republic, and Croatia
 - a. Securing dates
 - b. Working through budget
 - c. Finding locations to tour and scheduling Embassy Market Briefings

