

## June 1, 2016 Board Update

### Communications & Promotions Team

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#### Admin

1. Fact sheets created to address the importance of the NDA's dairy testing services in our Food Safety Lab, as well as the Animal Disease Lab and Plant Lab.

#### Research

1. School Meal Survey
  - a. Work with the Food and Nutrition division on producing a report based on findings from survey of current parents and students regarding opinions on food served in schools, what food items they'd like to see, what changes would impact student participation. The survey was conducted March 21 – May 2, 2016 in English and Spanish. More than 15,000 participants in 16 of Nevada's 17 school districts completed the survey.
  - b. Survey is completed; phase 2 includes collecting, analyzing and reporting data.
2. School Meal Pattern – Follow-up Survey Report
  - a. A collaborative effort between University of Nevada, Reno (UNR) and NDA, the first stage of the study was in 2014 and the second phase was done in 2015. Both focused on a better understanding of the Meal Pattern Program knowledge base of Nevada's school food service staff.
  - b. The purpose of the final stage of the survey is to revisit knowledge base and obtain feedback on the educational tools related to the Nevada School Meal Pattern that the NDA has made available to food service staff since 2014.
  - c. Survey was launched May 6, 2016.
3. Data Collection / Database – Fact Sheets
  - a. Working with different data systems to gather information relevant for reporting and creating fact sheet material and resource pages for the website. Fact sheets will contain relevant agriculture facts for each county in Nevada.

#### 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. Hosted communications training in SHQ for leadership and subject matter experts
2. Wells BLM grazing restrictions:
  - a. Drafted NDA/NDOW co-branded release, sent out by Governor Sandoval's office, Associated Press stories picked up across the west:
    - i. <http://www.rgj.com/story/tech/environment/2016/04/27/sandoval-may-sue-blm-pony-mustang-roundups/83587128/>
    - ii. <http://www.rgj.com/story/news/2016/05/02/blm-boss-urges-elko-mustang-roundup/83841644/>
  - b. Numerous commentary and editorial pieces out of Elko Daily Free Press, including comments from many Nevada politicians:

**Media Relations continued**

- i. [http://elkodaily.com/news/local/county-ranchers-blm-try-to-find-solutions-to-overpopulation-of/article\\_77710bf8-1320-5489-93a3-091671aa0c36.html](http://elkodaily.com/news/local/county-ranchers-blm-try-to-find-solutions-to-overpopulation-of/article_77710bf8-1320-5489-93a3-091671aa0c36.html)
  - ii. [http://elkodaily.com/news/opinion/commentary/heller-contacts-jewell-regarding-horse-population/article\\_4b84fa1d-587d-592c-b67a-4495f4fad909.html](http://elkodaily.com/news/opinion/commentary/heller-contacts-jewell-regarding-horse-population/article_4b84fa1d-587d-592c-b67a-4495f4fad909.html)
  - iii. [http://elkodaily.com/news/opinion/editorial/editorial-horses-doing-fine-without-federal-aid/article\\_f6443654-32da-57e9-bc3a-62a20b85176d.html](http://elkodaily.com/news/opinion/editorial/editorial-horses-doing-fine-without-federal-aid/article_f6443654-32da-57e9-bc3a-62a20b85176d.html)
  - iv. [http://elkodaily.com/news/local/heller-blm-needs-to-do-their-job-managing-horses/article\\_1a8cdf61-193c-50a0-a408-3d1f6983bdd6.html](http://elkodaily.com/news/local/heller-blm-needs-to-do-their-job-managing-horses/article_1a8cdf61-193c-50a0-a408-3d1f6983bdd6.html)
- c. Assisted NCA, NVFB and NACO with streamlined press release
  - i. [http://elkodaily.com/news/opinion/commentary/nevada-cattlemen-applaud-governor-on-wild-horses/article\\_4b379949-6a83-5428-b926-0ae85e07c4d5.html](http://elkodaily.com/news/opinion/commentary/nevada-cattlemen-applaud-governor-on-wild-horses/article_4b379949-6a83-5428-b926-0ae85e07c4d5.html)
3. Article about Southern Headquarters in Progressive Rancher
  - a. [https://issuu.com/progressiverancher/docs/pr\\_may\\_2016](https://issuu.com/progressiverancher/docs/pr_may_2016) (page 40)
4. Media inquiries regarding the future of Cliven Bundy's Cattle:
  - a. Reno Gazette-Journal
  - b. EE News
  - c. Las Vegas Review Journal
5. Final RGJ recap regarding WCSD administrative review
  - a. <http://www.rgj.com/story/news/education/2016/04/12/audit-washoe-students-charged-too-little-lunch/82948952/>
6. Continued positive coverage of Nevada School Meals on the Reno Moms Blog
  - a. <http://renomomsblog.com/2016/04/25/put-down-the-cupcakes-people-my-2-cents-on-the-wcsd-wellness-policy/>
  - b. <http://renomomsblog.com/2016/04/21/where-have-all-the-lunch-ladies-gone/>
7. Specialty crop block grant with KUNR
  - a. <http://kunr.org/post/specialty-crops-getting-250000-boost-state>
8. Drought interview with Nevada Central Media
  - a. <http://www.elynews.com/2016/05/13/drought-causing-challenges-agriculture-though-profits-remain-high/>
9. Free pesticide waste disposal events in Reno and Las Vegas promoted around Earth Day
10. Pitching economic impact of agriculture to targeted publications
11. CABNR names Director Barbee "Agriculturalist of the Year" news release
  - a. <http://www.nnbw.com/news/people/21855532-113/jim-barbee>
12. Tick interview with state entomologist
  - a. <http://www.kolotv.com/content/news/Veterinarians-warn-of-tick-activity-378829271.html>
13. Bee and pollinators interview with state entomologist
  - a. <http://www.kolotv.com/content/news/Honey-bees-disappearing-Nevada-unfazed-373308531.html>

**Buy Nevada**

1. Working with Kroger to create Buy Nevada section in Smiths Stores
2. Creating comprehensive database of members for Buy Nevada Program
3. Platinum member videos and Facebook revamp
4. Working with FSA Bridges to Opportunity help with outreach
5. Working with Secretary of State to target all food and agriculture companies to outreach for Buy NV and Global Trade opportunities

**Public Outreach**

1. Best practices videos produced for School Nutrition Services:
  - a. Nye County School District
  - b. School Gardens in Southern Nevada
2. Summer Food Service Program campaign planned, collaborating with sponsors on promotion
3. FAQ creation and updates
4. Attended School Garden Conference in Reno, hosted by the NDA
5. Attended School Garden Conference in Las Vegas, sponsored by the NDA
6. SHQ Open House
7. Booth at the Clark County Fair

**Agriculture Literacy**

1. Between February and May, the NDA participated in 13 educational and community events. Participation in these events increases awareness of the agency, creates partnerships within the state and provides touch points for distributing educational materials and information to increase agricultural literacy and awareness. Highlights included:
  - a. Washoe County School District Career Expo for 8<sup>th</sup> graders
  - b. Agriculture Days in Humboldt, Carson and Douglas Counties
  - c. Clark County Fair
2. Ag literacy staff has been working closely with UNR's College of Agriculture, Biotechnology & Natural Resources, Department of Education and Nevada FFA on reinvigorating the agricultural education secondary education degree at UNR. Collaborations have resulted in a more streamlined process for students interested in pursuing a degree in Ag Ed as well as integrating the major in the new Nevada Teach program which has a heavy focus on science, technology, engineering and math (STEM) education. The goal is to increase the recruitment and students interested in pursuing a degree in Ag Ed, better preparing future teachers to enter the classroom, and ultimately expanding the number of secondary agricultural education programs across the state to expand the number of youth receiving education and training for careers in the agriculture industry.

**Economic Development**

1. International trade leads provided to Nevada companies:
  - a. China: 2
  - b. Mexico: 2
  - c. Thailand: 1
  - d. India: 1
  - e. Malaysia: 1
2. Companies working to start operation in Nevada: 10
3. Companies working to expand operation in Nevada: 3
4. Working with GOED to develop drone opportunities for agriculture
5. Natural Products Expo West
6. Introduced 12 Nevada companies on how to go through the process of qualifying for WUSATA grants
7. Working with foreign agriculture service in Brussels, Germany, Czech Republic and Croatia for European business development tour
8. WUSATA activities/events managing/leading/supporting for 2016
  - a. Südback Trade Fair – Germany
    - i. Planning participation in trade show in Germany, one of the most important trade fairs for the bakery and confectionery trade, October 22 – 25, 2016
    - ii. Recruiting US companies to participate and working with WUSATA to schedule the exhibit space and organize B2B meetings
  - b. Gulf Food Trade Show
  - c. Food Ingredients Outbound Trade Mission to Guangzhou
  - d. Canada, Europe, S. Korea, ASEAN, Japan Inbound Mission to Natural Products Expo West Trade Show
  - e. Food Ingredients China Trade Show
  - f. Director's Trade Mission to Vietnam
  - g. Food Hotel Asia Trade Show
  - h. SIAL China Trade Show
  - i. Food Ingredients Outbound Trade Mission to Manila
  - j. Food Ingredients Asia Trade Show
  - k. Food Ingredients Outbound Trade Mission to Germany
9. USLGE activities managing/leading for 2016:
  - a. Livestock Inbound Trade Mission from Turkey
  - b. Delegation may come on their own dime at the end of May