

Board of Agriculture, December 7, 2016 Meeting

Communication & Promotion Update



Research

1. Data collection – annual report and fact sheets: Working with different data systems to gather information relevant for reporting and creating fact sheets material
2. Surveys and data analysis:
 - a. Employee satisfaction survey – conducted survey for NDA employees to see the performance of each division and their satisfaction with services.
 - b. Customer satisfaction survey – collecting contacts from each division administrators to conduct customer satisfaction survey.
 - c. Consumer Equitability survey – to determine if there is need from different states to use NDA services of calibrating and certifying highway patrol scales.

Planning

1. Finishing up administration communications plan.
2. All staff meeting road show first two weeks of December.
3. Rolled out the new NDA style and currently working with programs across all divisions to update materials.
4. Participated in the Great Shakeout to help the NDA be prepared for a natural disaster emergency.

Media Relations

1. Held Communications Training for NDA leadership
2. Elko Communications Training scheduled for Dec. 12.
3. Clark County School District salad bar media during National School Lunch Week:
 - a. [Nutritious, foodie-friendly options available for CCSD lunches](#)
Fox 5 KVVU Las Vegas
 - b. [CCSD offering healthy options for school lunches](#)
Channel 8 Las Vegas Now
4. Produced two video pitches for RFDTV's new show, FarmHer.
5. Release announcing Director Barbee's appointment to the NASDA animal committee.
6. Release announcing Woody Worthington's Board of Agriculture appointment:
 - a. [Woody Worthington Appointed to Board of Agriculture](#)
Carson Valley Times
7. Ongoing follow-up with *High Country News* regarding a feature piece on the NDA's agriculture enforcement officers.
8. Facilitated inquiries from all over the region regarding the NDA's investigation into alleged vandalism on Mustang Monument:
 - a. [Pickens posts \\$100,000 reward in wild horse deaths](#)
San Diego Union-Tribune
9. Joint press release with Nevada Department of Corrections on Consumer Equitability's new prover trailer, built by Prison Industries.
10. Release, photos and footage sent to Las Vegas media about local produce provided to low-income seniors through the Senior Farmer's Market Nutrition Program bulk buy.
11. Help promoting the Washoe County School District's new food truck.

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Media Relations continued

12. Release announcing FSMA grant:
 - a. [State Agency Directs \\$2 Million Toward Crop-Related Disease Prevention](#)
Reno Public Radio
 - b. [Nevada Agriculture Department gest \\$2M federal grant to promote food safety](#)
Las Vegas Review Journal
13. Four recent articles in the Nevada Pest Management Association magazine:
 - c. Nevada Department of Agriculture Rolls out Pollinator Protection Plan – Chuck Moses ([September](#)).
 - d. Mosquitos and Midges: How to Spot the Difference – Jeff Knight (expected in December 2016 issue)
 - e. Regulatory Corner: 2017 Legislative Preview of Proposed Updates to Pest Control Statutes – Scott Cichowlaz (expected in December 2016 issue)
 - f. Pre-emergent Herbicides: A Great Tool in Fighting the Spread of Noxious Weeds – Sean Gephart (expected in December 2016 issue)
14. Noxious weeds article in November Nevada Cattlemen’s Association’s *Sage Signals*:
 - g. [It’s not too late to treat Noxious Weeds](#)

Buy Nevada

1. Working with FSA Bridges to Opportunity to help with outreach.
2. Working with Secretary of State to target all food and agriculture companies to outreach for Buy NV and Global Trade opportunities.
3. New Buy Nevada website launched at buynevada.org.
4. Buy Nevada holiday guide social campaign kicked off Dec. 5.

Public Outreach

1. Held communications training for FFA State Officers.
2. CABNR Field Day.
3. Booth at NVFB Annual Meeting.
4. Booth at NCA Convention.
5. Completion of Brand Book.
6. Nevada Day Parade.
7. Farm to School month social media campaign.
8. School Garden Conference to be hosted in Reno in January.
9. Developed range app flier.
10. Specialty Crop Block Grant project newsletter.
11. Produced Seed Certification brochure.

Economic Development

1. October – Las Vegas company informed us that they have closed a deal for orders of \$750,000 for 2017 and \$1.8 million for 2018 due to participation at one of our Europe trade shows (Food Ingredients Europe).
2. Companies working with to start operation in NV: 10
3. Companies working with to expand operation in NV: 3

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Economic Development continued

4. Working with GOED to develop drone opportunities for agriculture
5. Tulare World Ag Expo
6. Natural Products Expo West
7. International Trade Leads provided to NV companies:
 - a. China: 1
 - b. Indonesia: 4
 - c. Philippines: 1
 - d. Taiwan: 1
 - e. Dominican Republic: 2
8. NDA Trade Mission to Croatia: Worked with Tatjana on organizing trade mission and planning logistics and coordinating events for NDA Trade mission
 - a. The purpose of this activity was to expose beef genetic companies to the Croatian market. Communication with FAS and the University of Zagreb informed us of the need of Croatia to change from dairy production to meat production due to the low price milk.
 - b. NDA Trade Mission had political, educational and business component –meetings with Republic of Croatia Ministry of Agriculture, University of Zagreb, Faculty of Agriculture, and two main livestock producers – Zito Group and Belje.
 - c. Companies participating:
 - Snyder Livestock Co. Inc.
 - ABS Global
 - BMW Angus
 - University Nevada Reno
9. USGLE activities finished for 2016:
 - a. NDA Livestock Genetics Trade Mission to Croatia
10. WUSATA activities:
 - a. Food Ingredients Asia Trade Show
 - b. Outbound Manila Trade Mission
11. WUSATA activities 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. Südback Trade Fair – Germany, October 21 – 25, 2016
 - One of the most important for the bakery and confectionery trade.
 - Recruiting US companies to participate.
 - Working with WUSATA European contractor to schedule exhibit space and organize B2B one-on-one meeting.
 - Participated at the Trade Show as project manager leading three U.S. companies to enter the European market for bakery and ingredients products.
 - Companies: Flavor Consultants, California Prune Board, South Valley Nut Company