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**Program Updates**

- Agriculture Literacy
  - NDA facilitated agricultural literacy activities and distributed materials at 18 educational or community events across 5 counties (Carson, Churchill, Clark, Lyon, & Washoe) to date this fiscal year.
  - Dairy education delivered using the cows, Moolissa and Moonique, at 14 of those events to date this fiscal year. NDA staff use the dairy herd to help youth and families increase their knowledge of dairy production, processing, and Nevada's dairy industry and help answer questions and address misconceptions related to dairy production.
  - Fulfilled 11 educator requests for agricultural literacy materials, with educators reporting material orders reaching 2,070 students to date this fiscal year.
  - NDA staff presented/facilitated 2 teacher trainings to date this fiscal year to increase agricultural literacy among PreK-12 teachers and expand awareness of classroom resources, economic impact of Nevada agriculture, career opportunities in agriculture, and connection of agriculture to STEM.
- Communications – Distributed three media releases in Q3: (10 since July 1)
  - The NDA sent a news release opening registration for the [Nevada Native Seed Forum](#) on March 10. This was posted to the Nevada Farm Bureau's website and shared on social.
  - The NDA sent a news release announcing [public meetings to discuss Mormon cricket and grasshopper infestation control](#) on public land. The release was picked up by three outlets.
  - The NDA sent a news release announcing open applications for the [2020 Nevada Centennial Awards](#). Inductees will be announced at the 2020 Governor's Conference on Agriculture on April 29.
  - NDA responds to as many media inquiries as possible and appropriate, in order to make our services visible to the industry and the public. Since July 1, we have worked with media outlets on the following stories:
    - Grasshoppers in Las Vegas – dozens of inquiries, 70+ media outlets picked up the story, including NPR Boston, the New York Times, Wall Street Journal, LA Times, USA Today, NBC News
    - KUNR (NPR) produced a story on feral horses and the American Wild Horse Campaign agreement with NDA.
    - Edible Reno/Tahoe and ThisisReno.com produced stories on the hemp industry.
    - KTNV (ABC) and KLAS (CBS) in Las Vegas produced stories on stink bugs.
    - Additional inquiry from the Las Vegas Sun about [hemp](#).
    - Africanized bees in Logandale (Clark County).
    - Tarantula Hawk Wasp in Reno.

- Las Vegas Review-Journal about beneficial insects in Las Vegas.
  - National School Lunch Program [feature](#) on Joe Dibble and the work his team does to help schools address food insecurity in Edible Reno-Tahoe magazine.
  - NDA participated in the [Food Bank of Northern Nevada's Share your Christmas Drive-by Food Drive](#), covered by KTVN.
  - KTVN [Face the State](#) about the hemp program
  - The Las Vegas Raiders reached out to the NDA to determine the total school meal debt in Nevada. They announced a [donation of \\$500,000](#) to all schools enrolled in the National School Lunch and School Breakfast programs.
  - Inquiry from the Mason Valley news on [hemp in Lyon County](#)
- Fielded 54 public records requests, 46 of which are completed.
- Worked on or completed 14 creative projects to help divisions communicate complex topics to their audiences and operate more efficiently. These included: plant industry agriculture enforcement guide for NDA officers, updated Nevada agriculture industry map for teachers and schools, Food Safety Modernization Act training materials, social media, collateral and event materials support for the Food Distribution Program on Indian Reservations, NDA branded folder, updated livestock identification brochure, agriculture literacy resource flier for teachers, NDA branded pens, internal communications materials for strategic plan, updated Weights and Measures approval stickers, updated SB503 report, supporting materials for the Governor's Conference on Agriculture, and agency-wide strategic communications plans.
- International Trade/Economic Development:
  - Held several meetings with Made in Nevada staff to discuss uniting Buy Nevada with Made in Nevada branded organizations to create a stronger, more solid organization. Still in the working phase to clearly understand what the transition will look like current, in 5 years, etc., and how we can structure to positively affect the Nevada food and agriculture industry.
  - Attended the Western United States Agricultural Trade Association Winter Planning meeting January 21-24 with the other 13 western region states to discuss trade and marketing promotion activities for 2021. Nevada will be doing an array of events in 2021; including several inbound/outbound trade missions from our focused regions (Canada, Mexico, South Korea, Japan, China and the Middle East) of the world with a focus on animal feed/alfalfa, specialty beverages (beer, spirits and wine), dairy, and consumer oriented products.
  - Attended the Gulfood Trade Show in Dubai, United Arab Emirates, February 13-22, 2020. The largest food trade show in the world, with one Nevada company in attendance (Ganesha Enterprises, LLC.)
    - Met with FAS staff from Russia and India to look at past Nevada food and agricultural trade and how we could join efforts in growing this sector, possibly through an in-store product promotion.
  - Presented to an agricultural economics undergraduate course for Professor Tom Harris on what NDA is but more specifically the global trade and economic

development program is and what we are doing to grow food and agricultural trade within the state.

- The education and information officer is working with the NDA's new Customer Relations Management system to input farms, ranches, food manufactures, and any other food or agricultural company in the state. This system is created to allow for accurate economic numbers across the entire industry.
- Attended Food Ingredients Europe Trade Show in Paris, France (largest food ingredients show in Europe) November 27- December 6, 2019. Two Nevada companies exhibited at the show; Desert Oasis Teff & Grain and Flavor Consultants. Buyers from Germany and Israel were two major countries interested in the Nevada products.