

## September 6, 2017 Board Update

Communications & Promotions, Administration Division

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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 meat processing and slaughtering facilities data map
3. NDA customer satisfaction survey data analysis and compilation
4. NDA employee satisfaction survey data analysis and compilation

### Media Relations

1. July 3 – [Livestock production strong in Nevada](#)  
Northern Nevada Business Weekly
2. July 6 inquiry – [Is it legal to feed wild horses displaced by wildfires? No](#)  
Reno Gazette-Journal
3. Article about online head tax system submitted to:
  - Nevada Rancher
  - Progressive Rancher
  - [NDA Increases Efficiency Thanks to Online Livestock Assessment](#)  
Nevada Cattlemen’s Association Sage Signals (page 14)
4. July 31 news release – [NDA petroleum chemist appointed as chair of national fuel standards subcommittee](#)
  - [Nevada Department of Agriculture’s Striejewske appointed to National Conference on Weights and Measures Fuels and Lubricants Subcommittee](#)  
Northern Nevada Business Weekly
5. Summer meals available pitch to rural publications
  - June 26 - [Free meals available to kids this summer in Carson City](#)  
CarsonNow.org
  - June 26 – [Free Meals Available To Nevada Children & Teens This Summer](#)  
Carson Valley Times
  - June 26 – [Free meals available to Carson City kids through summer](#)  
Nevada Appeal
  - The Pahrump Mirror (only in print)
6. July 5 - [WCSD lunch prices will rise next year due to federally mandated hike](#)  
Reno Gazette-Journal
7. Aug. 15 news release – [NDA announces new Food and Nutrition division administrator](#)
  - Nevada: [NDA Announces New Food and Nutrition Division Administrator](#)  
NASDA News
  - [Anooshehpour joins the Nevada Department of Agriculture](#)  
Northern Nevada Business Weekly
8. June 2 inquiry – [They aren’t mosquito eaters](#)  
KOLO News Channel 8
9. June 28 media inquiry about wild berries with Ashley Jeppson  
KTVN Channel 2
10. July 7 – [Nevada to open up retail for industrial hemp as production expands](#)

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Las Vegas Sun

11. July 13 news release – [Parasitic plant invading northwestern Nevada foliage](#)
  - [Parasitic plant invading northwestern Nevada foliage](#)  
CarsonNow.org
  - [Parasitic weed spotted in Lyon County](#)  
Mason Valley News
12. July 13 inquiry – [Insect attack! US West is battling crop-killing swarms](#)  
Associated Press (Idaho)
13. Aug. 11 inquiry – [Industrial hemp farming grows in Pahrump](#)  
Pahrump Valley Times
14. August 17 news release - West Nile Virus found in three western Nevada horses
  - [West Nile Virus found in three western Nevada horses](#)  
CarsonNow.org
  - [West Nile Virus found in three Nevada horses](#)  
Elko Daily Tribune
  - [Three Western Nevada horses have West Nile Virus](#)  
The Record-Courier
  - [West Nile Virus Found in Three Horses](#)  
KTVN Channel 2 news in Reno
  - [West Nile Virus found in 3 western Nevada horses](#)  
Nevada Appeal

### Public Outreach

1. Buy Nevada database building and membership invoicing
2. Completed design and printing of 11 Noxious Weed signs for placement on trails in collaboration with NDOW
3. Summer Food Service program social media advertising
4. Specialty Crop Block Grant social media and traditional advertising (“Meet Your Farmer”)
5. Produced giveaways for outreach events:
  - Cutting boards
  - Ag plate key changes
6. Updated outreach event materials to reflect new style for all three offices
  - a. Retractable, pop-up banners (indoor)
  - b. Durable vinyl banners (outdoor)
  - c. Tablecloths
7. Designed and hung a “Women in Agriculture” display for the Sparks lobby
8. School Garden Request for Applications for funding Title 1 schools
9. Fulfilled one request for agricultural literacy materials
10. One teacher introduction to agricultural literacy materials for Elementary Ag Day event
11. Facilitated Agricultural literacy activities and distributed materials at eight educational or community events across four counties (Washoe, Carson City, Douglas and Churchill)
12. Moolissa attended six events

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### Global trade and economic development

1. Leading or supporting seven WUSATA activities:
  - a. SIAL China Trade Show
  - b. Fine Food Australia Trade Show
  - c. FI/NI Europe Trade Show
  - d. Preparation for European Bakery and Ingredient Outbound Trade Mission
  - e. Preparation for 2017 Outbound Mission Taiwan
  - f. Food Ingredients China Trade Show (2018)
  - g. Natural Products Expo West Inbound Trade Mission (2018)
2. Attending USLGE outbound trade mission to Chile
3. Provided 15 trade leads to companies from six countries:
  - a. India: 9
  - b. Canada: 2
  - c. Chile: 1
  - d. United Kingdom: 1
  - e. China: 1
  - f. Colombia: 1
4. Supported 19 companies with exports of 213 products to 10 countries, via market research, certificate of free sale or customs help:
  - a. China: 5 companies / 57 products
  - b. Mexico: 5 companies / 38 products
  - c. Hong Kong: 1 company / 1 product
  - d. Argentina: 1 company / 1 product
  - e. Thailand: 2 companies / 5 products
  - f. Saudi Arabia: 2 companies / 11 products
  - g. Jordan: 1 company / 74 products
  - h. Philippines: 1 company / 4 products
  - i. Columbia: 1 company / 21 products
  - j. Panama: 1 company / 1 product
5. Companies working with to start operation in Nevada: 5
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