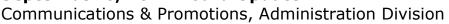
September 6, 2017 Board Update



NDDA Nevada Department of Agriculture

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





Communications & Promotions, Administration Division

Las Vegas Sun

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

Communications & Promotions, Administration Division



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