

## March 14, 2018 Communications & Promotions Update

### Administration Division

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#### Planning

1. Governor's Conference on Agriculture
  - Planning logistics and content
  - Soliciting sponsorships
  - Promoting registration
2. School Garden Conference
3. Nevada FFA State Convention media relations
4. Summer Food Service program communications
5. Food Safety Modernization Act Produce Safety Rule educational videos and materials

#### Public Outreach

1. Fulfilled five educator requests for agricultural literacy materials
2. NDA facilitated agricultural literacy activities and distributed materials at seven educational or community events across three counties (Carson City, Clark, Washoe)
3. Moolissa attended two events
4. USDA Secretary Sonny Perdue visit and tours in Las Vegas
5. Launched monthly Director newsletter

#### Research

1. Collecting and compiling data for 2017 Economic Analysis of the Food and Agriculture Sector in Nevada:
  - Agriculture employment data
  - Existing demand
  - Supply of available workforce
  - Short- and long-term needs (agriculture producers and manufacturing)

#### Media Relations

1. Nov. 21 news release - [\\$410,000 awarded to 48 schools in support of school garden efforts](#)
  - [Grants for Nevada school gardens awarded](#)  
Nevada Appeal
  - [Lyon County schools earn garden grant funding](#)  
Mason Valley News
  - [Wendover Elementary receives school garden funds](#)  
Elko Daily Free Press
2. [VRE Board of Agriculture agenda item \(before\)](#)
  - [Virginia Range Horses Face Possible Ownership Change](#)  
KTVN Channel 2
  - Live coverage  
KRNV Channel 4
  - [Nevada ag board could vote to unload thousands of free-range horses](#)  
Reno Gazette-Journal
3. [VRE Board of Agriculture agenda item \(after\)](#)

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- [Nevada board votes to give up control over fate of horses in Virginia Range](#)  
Reno Gazette-Journal
    - [Nev. Board gives up control of wild horses](#)  
Lake Tahoe News
  - [After a bitter falling out, Nevada agriculture officials vote to transfer ownership of mustangs](#)  
The Nevada Independent
  - [Dept. of Agriculture Votes in Favor of Feral Horse Ownership Change](#)  
KTVN Channel 2 (same video clip as “before” story, but updated text)
  - [Nevada Board of Agriculture votes to transfer 3,000 wild horses to private ownership](#)  
KRNV Channel 4
  - [Here’s how the wild horse ruling went down and what it means for the 3,000 mustangs](#)  
KRNV Channel 4 (via Twitter)
  - [Board rules in favor of transferring wild horses to private party](#)  
KOLO Channel 8
  - Associated Press
    - [Nevada board OKs transfer of wild horse herd](#)  
Las Vegas Review Journal
    - [Ag board votes to transfer management of mustangs](#)  
Elko Daily Free Press
    - [Nevada officials vote to transfer management of mustangs](#)  
SF Gate
    - [Nevada officials vote to transfer wild horses ownership](#)  
Nevada Appeal
  - [Wild Horse Advocates Concerned About Plans to Move Ownership Of Horses](#)  
KNPR Las Vegas
  - [PHOTOS: Public Comment Fails to Sway Board of Agriculture on Feral Horse Ownership](#)  
ThisisReno.com
  - [Nevada Terminates Virginia Herd Management Agreement](#)  
TheHorse.com
4. Jan. 4 inquiry – [Nevada’s contested plan for Virginia Range horses isn’t ‘set in stone’](#)  
Reno Gazette-Journal
  5. Jan. 5 inquiry – [Advocates Ask Governor To Reverse Virginia Range Wild Horse Decision](#)  
KUNR Reno Public Radio
  6. Jan. 8 release – [Nevada Department of Agriculture announces renewal of the Child and Adult Care Food program](#)

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- [Nevada Department of Agriculture: Child and Adult Care Food Program Renewed for 2018](#)  
CarsonNow.com
- [Health Watch: Day Care Nutritional Program Has New Set of Standards for 2018](#)  
KTVN Channel 2 Reno
- [NEWS BRIEF: Nevada Department of Agriculture renews food programs](#)  
Northern Nevada Business Weekly
- 7. Jan. 9 release – [NDA announces new Plant Industry division administrator](#)
  - [PEOPLE: Jennifer Ott, Nevada Department of Agriculture](#)  
Northern Nevada Business Weekly
- 8. Jan. 29 release - [Nevada Department of Agriculture currently accepting Summer Food Service Program partners](#)
  - [Sponsors for summer food program sought](#)  
Nevada Appeal
- 9. Jan. 30 release – [NDA releases request for proposals for Virginia Range estray horses](#)
  - [Dept. of Ag Releases Proposal Request for Virginia Range Horses](#)  
KTVN Channel 2 Reno
  - [Nevada Agriculture Department releases RFP for Virginia Range estray horses](#)  
CarsonNow.org
  - [NDA releases request for proposals for Virginia Range estray horses](#)  
NVFB.org
  - [Nevada could give away nearly 3,000 free-range horses](#)  
Reno Gazette Journal
  - [Nevada Seeks New Managers for Virginia Range Horses](#)  
TheHorse.com
  - [RGJ Editorial Board: Wild horse dilemma must be solved with funding, compromise](#)  
Reno Gazette Journal
  - [Ag Department Moves Forward To Give Away Feral Horses](#)  
ThisIsReno.com
  - [Critics vow to sue Nevada over free-roaming horses](#)  
KRN Channel 4 Reno
  - [AP: Critics say Nevada plan for free-roaming horses is illegal](#)  
Arizona Daily Sun
    - [Seattle Times](#)
    - [SF Gate](#)
    - [Santa Fe New Mexican](#)
    - [Capital Press](#)
    - [U.S. News & World Report](#)
    - [Nevada Public Radio](#) (KNPR Las Vegas)
  - [Concerns Growing over wild horses along Highway 50](#)  
Nevada Appeal

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- News Roundup: [NDA Looking for New Owner for Virginia Range Horses](#)  
Sagebrush Rider online magazine (page 6)
- 10. Feb. 12 pitch – Starling eradication in Fallon
  - [Wildlife Services, NDA to begin eradicating starlings](#)  
Lahontan Valley News
- 11. Feb. 14 inquiry – [Vegetable gardens a healthy hit with Clark County students](#)  
Las Vegas Review-Journal
- 12. Feb. 20 release – [\\$250,000 offered through Specialty Crop Grant](#)
  - [\\$250,000 offered through Specialty Crop Grant](#)  
Nevada Appeal
  - [Nevada ag department receives specialty crop grant](#)  
Lahontan Valley News
  - [Nevada Dept of Ag Offers \\$250K Specialty Crop Grant; Letters of Intent Due March 15](#)  
GrapeBasinNews.com
- 13. Feb. 21 release – [NDA announces Cadence Matijevec as new administrator](#)
  - [Matijevec named NDA's Consumer Equitability administrator](#)  
Northern Nevada Business Weekly
- 14. Feb. 28 inquiry – [Using Goats to Fight Invasive Species](#)  
Reno Public Radio
- 15. February inquiry – [Brand inspection 101](#)  
Sagebrush Rider online magazine (page 22)
- 16. March 5 release – [State veterinarian urges caution during horse event season](#)
  - [Nevada Dept. of Agriculture Releases Equine Herpes Warning](#)  
KKOH News Talk
  - Farmnranch.tv
  - KRVN News Channel 4 Reno

### Global trade and economic development

1. Leading or supporting six WUSATA activities:
  - FI/NI Europe trade show
  - Outbound trade mission to Taiwan
  - Food Ingredients China trade show
  - Natural Products Expo West Inbound trade mission
  - SIAL Paris trade show
  - Food Ingredients Asia trade show
2. Attending USLGE outbound trade mission to Mexico
3. Provided seven trade leads to companies from six countries:
  - Australia: 2
  - India: 1
  - Indonesia: 1
  - Mexico: 1

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- Taiwan: 1
  - Turkey: 1
4. Supported 18 companies with exports of 78 products to 11 countries, via market research, certificates of free sale or customs assistance:
    - China: 1 company / 2 products / 1 certificate
    - Costa Rica: 1 company / 42 products / 1 certificate
    - Guatemala: 1 company / 2 products / 1 certificate
    - India: 2 companies / 2 products / 2 certificates
    - Indonesia: 1 company / 1 product / 1 certificate
    - Jordan: 1 company / 2 products / 1 certificate
    - Mexico: 4 companies / 5 products / 4 certificates
    - Myanmar: 2 companies / 2 products / 2 certificates
    - Thailand: 1 company / 11 products / 1 certificate
    - United Arab Emirates: 1 company / 2 products / 1 certificate
    - Vietnam: 1 company / 1 product / 1 certificate
    - Global (any port): 2 companies / 6 products / 45 certificates
  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