

## June 6, 2018 Communications & Promotions Update

### Administration Division

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#### Planning

1. Summer Food Service program communications
2. Food Safety Modernization Act Produce Safety Rule educational videos and materials

#### Outreach and Education

1. Fulfilled eight educator requests for agricultural literacy materials.
  - Almost 800 meal pattern workbooks distributed to teachers in April and May to help students learn about food, agriculture and nutrition
2. NDA facilitated agricultural literacy activities and distributed materials at 15 educational or community events across six counties (Carson City, Clark, Douglas, Eureka, Humboldt, Washoe).
  - Moolissa attended seven of these events.
3. NDA hosted the 2018 Nevada School Garden Conference at Mountain View Montessori in Reno, April 14 with 60+ in attendance.
  - Topics included low tunnel construction and use, hydroponics, vermicomposting, composting and integrating school gardens into curriculum.
4. NDA hosted the Governor's Conference on Agriculture in Las Vegas on April 27 with 110+ in attendance.
  - Topics covered
5. NDA hosted a "Science & Social Studies in the Sagebrush Steppe" workshop for middle school teachers on May 2 in Sparks with presentations from the NDA, NRCS, SEP and NNRC to help teachers learn more about the topics of sagebrush ecosystems, soils, livestock grazing, wildlife habitat, sage grouse, encroachment and invasive species to incorporate those topics into their classes.

#### Research

1. Collecting and analyzing data for Nevada and county meat processing and slaughtering facilities data map.
2. Collecting data on producers and products in Nevada and surrounding states for a producer map.
3. Follow-up survey for the Governor's Conference on Agriculture to determine success and future needs
4. Weights and Measures customer satisfaction survey.

#### Media Relations

- March 5 release – [State veterinarian urges caution during horse event season](#)
  - [Nevada Dept. of Agriculture Releases Equine Herpes Warning](#)  
KKOH News Talk
  - [Nevada state veterinarian warns of horse herpes](#)  
KRNV News Channel 4 Reno
  - [Nevada warns of equine herpes case in Arizona](#)  
Nevada Appeal

## June 6, 2018 Communications & Promotions Update

### Administration Division

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- [Arizona horse diagnosed with EHM](#)  
TheHorse.com
- [Nevada notifying 18 states about Arizona equine herpes case](#)  
Merced Sun-Star
- [Nevada warns horse owners about equine herpes exposure](#)  
Las Vegas Review-Journal
- [State veterinarian urges caution during horse event season](#)  
Tri-state Livestock News
- Farmranch.tv
- March 12 inquiries (related to AWHC press conference)
  - [Nevada's horse giveaway plan under fire](#)  
Reno Gazette Journal
  - [Reno Group Vows Lawsuit Over Wild Horses](#)  
KTVN Channel 2 Reno
  - [Wild horse advocates file suit to prevent slaughter](#)  
KOLO Channel 8 Reno
  - [Nevada industrial park developer says horses should stay](#)  
Albany Times Union (Associated Press)
  - [Adopted wild horse mentioned in lawsuit once walked in Nevada Day parade, owner says](#)  
Reno Gazette-Journal
  - [Nevada woman sues, fears missing horse could be slaughtered](#)  
SF Gate (Associated Press)
- March 20 – [Nevada FFA State Convention](#)  
KTVN Channel 2
- March 22 release – [Nevada Department of Agriculture warns against picking up calves](#)
  - [Ag Dept: Leave lone calves alone](#)  
Elko Daily Free Press
  - [Nevada Department of Ag warns public to leave calves alone](#)  
AgDaily.com
  - [Nevada agriculture department warns public against picking up calves](#)  
CarsonNow.com
  - [Don't touch calves – their mommas are nearby](#)  
Reno Gazette Journal
  - [Don't pick up lone calves](#)  
KOLO Channel 8 Reno
- April 2 release – [Nevada Department of Agriculture hosts School Garden Conference](#)
- April 9 release – [Governor's Conference on Agriculture to feature speakers from Nevada and beyond representing contemporary food and agriculture industry topics](#)
  - Capital Press listing
- April 11 release – [Newest data shows increase in Nevada food and agriculture exports](#)

## June 6, 2018 Communications & Promotions Update

### Administration Division

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- [Newest Data Shows Increase in Nevada Food and Agriculture Exports](#)  
Farms.com
- [Newest data shows increase in Nevada food and agriculture exports](#)  
CarsonNow.org
- [Nevada ag exports top \\$362 million](#)  
Elko Daily Free Press
- April 16 release – [NDA announces leadership change](#)
- April 16 statement – [Statement regarding public opening for Virginia Range feral horse RFP and next steps](#)
  - [State: No takers to oversee Virginia Range horse management](#)  
ThisIsReno.com
  - [No response for NDA’s RFP for Virginia Range wild horses](#)  
KOLO News Channel 8 Reno
  - [Virginia Range horse deadline passes, no bids](#)  
KTVN News Channel 2 Reno
  - [Nevada’s wild horse giveaway fizzles out](#)  
Reno Gazette Journal
  - [Plan to find private owners for wild horses may not happen](#)  
KNPR Nevada Public Radio (Las Vegas)
  - [Nevada to rethink plan for Virginia Range horses](#)  
TheHorse.com
  - [Horses anyone? Nevada gets no takers for mustang giveaway](#)  
(AP) Las Vegas Review-Journal
- April 18 release – [As mosquito season begins, vaccinate horses against West Nile Virus](#)
  - [Mosquito season means it is time to vaccinate horses against West Nile Virus](#)  
KRNV News Channel 4 Reno
  - [Mosquito season means it is time to vaccinate horses against West Nile Virus](#)  
News 3 Las Vegas
  - [Nevada Department of Agriculture releases West Nile warning for horse owners](#)  
KKOH 780 AM News Talk
  - [Owners urged to vaccinate horses against West Nile](#)  
The Record Courier
  - [Mosquito Season: time to vaccinate horses for West Nile](#)  
Elko Daily Free Press
  - [Nevada owners: Vaccinate horses against West Nile Virus](#)  
TheHorse.com
  - [Mosquito season: Time to vaccinate horses for West Nile](#)  
AgriNews
  - [Mosquito season and West Nile Virus in horses](#)  
PetMD.com
  - Progressive Rancher

## June 6, 2018 Communications & Promotions Update

### Administration Division



- April 27 inquiry – [50 pair missing from Nevada ranch](#)  
Tri-State Livestock News
  - [Fifty cows with new calves stolen from Humboldt ranch](#)  
Nevada Appeal
  - [Nevada authorities as for help after 200+ cows missing](#)  
Ag Daily
- May 8 statement – [Correcting rumors about cattle theft in Nevada](#)
- May 9 inquiry – [Cattle thieves strike Nevada ranchers](#)  
Western Livestock Journal
- May 9 release – [NDA to host native seed forum in Ely on May 22](#)
- May 10 release – [NDA withdraws Virginia Range estray horses RFP](#)
  - [NV Ag Dept. withdraws horse ownership transfer request](#)  
KOLO Channel 8 News Reno
  - [NDA Withdraws Virginia Range Wild Horse Ownership Proposal](#)  
KTVN Channel 2 News Reno
  - [Agriculture department withdraws Virginia Range horse management proposal request](#)  
CarsonNow.org
  - [The search is on for some missing cows](#)  
KKOH News Talk 780
- May 17 inquiry – [Children in Nevada can receive free, nutritious meals during the summer months](#)  
KRNV News 4
- May 21 release – [NDA seeks public assistance for illegal cow killing and butchering](#)
  - [Nevada Ag Department seeks information: Illegal cow killing and butchering](#)  
Tri-State Livestock News
  - AP – [Suspect sought in illegal killing of cow north of Reno](#)  
Capital Press (AP wire)

### Global trade and economic development

1. Leading or supporting six WUSATA activities:
  - Food Ingredients China trade show
  - ASEAN Inbound trade mission to Natural Products Expo West
  - China inbound trade mission to Las Vegas Food Expo
  - European Bakery ingredients outbound trade mission
  - SIAL Paris trade show
  - Food Ingredients Asia trade show
2. Attending USLGE outbound trade mission to Mexico
3. Attending USLGE outbound trade mission to South Africa
4. Provided 13 international trade leads to Nevada companies from eight countries:
  - Brazil: 1
  - Costa Rica: 1

## June 6, 2018 Communications & Promotions Update

### Administration Division

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- Dominican Republic: 2
  - Indonesia: 1
  - Japan: 2
  - Mexico: 3
  - Singapore: 2
  - Turkey: 1
5. Supported 26 companies with exports of 172 products to 13 countries, via market research, certificates of free sale or customs assistance:
- Bahrain: 1 company / 47 products / 1 certificate
  - Chile: 1 company / 14 products / 1 certificate
  - Colombia: 1 company / 1 product / 1 certificate
  - India: 2 companies / 3 products / 2 certificates
  - Mexico: 2 companies / 44 products / 5 certificates
  - Myanmar: 1 company / 2 products / 1 certificate
  - New Zealand: 1 company / 1 product / certificate
  - Saudi Arabia: 3 companies / 31 products / 3 certificates
  - Taiwan: 1 company / 1 product / 1 certificate
  - Thailand: 2 companies / 3 products / 2 certificates
  - United Arab Emirates: 2 companies / 6 products / 2 certificates
  - Vietnam: 8 companies / 16 products / 15 certificates
  - Global (any port): 1 company / 3 products / 25 certificates
6. Companies working with to start operation in Nevada: 5
7. Companies working with to expand operation in Nevada: 3
8. Working with GOED to develop drone opportunities for agriculture