

Septemer 4, 2019 Board Update Administration



Division Overview

- Pending matters of significance
 - None at this time.
- Partnership activities
 - None at this time.

Program Updates

- Agriculture literacy
 - Provided back to school material to six educators which will be used by a minimum of 180 Nevada K-12 students to increase their knowledge of food, agriculture, and natural resource topics.
 - Dairy education delivered at five events using the dairy herd, Moolissa and Moonique, to answer questions and address misconceptions related to dairy production. Educators interacted with the public and shared the practices they witnessed while visiting a Nevada dairy farm.
- Communications
 - Distributed three media releases
 - NDA and NDOT collaborated on a [Virginia Range feral horse media release](#) to alert the public regarding safety hazards that arise this time of year. The release resulted in 4 media outlets picking up the story.
 - NDA sends an [annual media release about bats and rabies](#) to advise public that bats can carry rabies, and what to do if they show up. The release resulted in 11 media picking up the story including the Associated Press (AP) wire.
 - The NDA sent a [news release to promote the hemp industry](#) as it continues to grow in Nevada, staying on the forefront in the nation. The release resulted in 4 media outlets picking up the story.
 - Provided six articles for industry publications to reach producers with important and relevant program information to support their operations, including: exports and agriculture literacy
 - 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.
 - Fielded 10 public records requests, 6 of which are completed

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- Worked on or completed 9 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, and social media support for the Food Distribution Program on Indian Reservations.
- International trade/economic development
 - Collaborating with other North American Agricultural Marketing Officials on comprehensive marketing strategies, federal grants, and research tools to promote Nevada agriculture globally.
 - Working with other western state marketing officials to finalize calendar year 2020 dates for trade missions and trade shows which will provide opportunities for Nevada companies to meet with international buyers to increase agricultural exports.
 - Flavor Consultants and Lakeview Cheese products have sealed trade relations with two new nations, Vietnam and Malaysia, which is the first step in global growth.
 - Trade coordinator traveled across northern Nevada with Menezes Bro's, Inc. to meet with alfalfa growers, to establish relationships and identify ways the NDA can assist with increasing market potential domestically and internationally. Producers responded by saying they would like to see new market opportunities, and a return on their investment.
- Buy Nevada
 - Evaluating the program to determine what is best for Nevada agriculture producers, growers and food manufacturers