

March 6, 2019 Board Update

Communications and Promotions, Administration Division

Planning

1. Food Safety Modernization Act Produce Safety Rule educational videos and materials
2. Legislative Ag Day planning
3. School Garden Conference Planning
4. Weights and Measures Week March 1-7
5. National School Breakfast Week March 4-8
6. Nevada FFA State Convention March 19-22

Outreach and Education

1. Facilitated agricultural literacy activities and distributed materials at 7 educational or community events across 3 counties (Churchill, Humboldt and Washoe)
2. Moolissa and dairy staff delivered dairy education at 1 event
3. Fulfilled 4 educator requests for agricultural literacy materials
4. Printed and distributed Carson City Local Food map to legislators and map locations
5. Printed and distributed Biennial Report for legislators
6. Printed and distributed Economic Analysis of the Nevada Food and Agriculture Sector
7. Southern Nevada Cow, Moonique's trailer is branded and presentation materials ordered in preparation for implementation of dairy education in the Las Vegas office this spring
 - Currently hiring event staffing for dairy education in both Sparks and Las Vegas
8. Staff headshots in Las Vegas
9. Gathered photos and video in southern Nevada food and agriculture promotion (UNCE research orchard, Anderson Dairy)
10. Created and printed new inspection stickers for Consumer Equitability Weights and Measures program

Research

1. Collecting and analyzing data for reports, fact sheets and maps on Nevada and county economic assessment
2. Developing employee satisfaction survey to see performance of each division and employee satisfaction with services
3. Developing contacts from each division to conduct customer satisfaction survey
4. Developed survey and analyzing data to determine and develop a list of most commonly used pesticides in the marijuana production industry.

Media Relations

1. Nov. 27 release – [Three farms and ranches receive centennial awards](#)
 - Nevada Rancher
 - [Edible Reno-Tahoe Magazine](#)
 - [NVFB Journal](#)
 - [NCA Sage Signals](#) (page 8)
2. Dec. 4 release - [\\$200,000 awarded to 40 schools in support of school garden efforts](#)

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- [Cottonwood Elementary one of four Lyon County schools awarded grant for school gardens](#)
Fernley Reporter
- [40 Nevada schools receive funding to keep gardens growing](#)
Las Vegas Review-Journal
- [Nevada schools receive \\$200,000 to support campus gardens](#)
News 3 Las Vegas
- [Nevada Independent reporter tweet](#)
- [Gardnerville Elementary receives NDA award to grow school garden](#)
The Record Courier
- 3. Dec. 20 inquiry – [Back in business: Hemp emerges from 81 years of illegality](#)
Reno News & Review
- 4. Cannabis diseases article by Dr. Shouhua Wang to run sometime in April
Cannabis Business Times
- 5. Dec. 27 article – [NDA lab detects Phytoplasma Witch’s Broom: A devastating bacterial disease that can affect hemp crops in Nevada](#)
Nevada Farm Bureau
 - Progressive Rancher
- 6. Jan. 4 article – [NDA and DFI team up for FSMA produce safety rule trainings in January](#)
Nevada Farm Bureau
- 7. Jan. 28 article collaboration – [School teaches stockmanship with a light touch on the land](#)
Nevada Farm Bureau
 - [Partners in the Sage](#)
 - Also sent to the editor of On Pasture
- 8. Feb. 7 release (not distributed to media) – [Nevada Department of Agriculture announces renewal of the Child and Adult Care Food Program](#)
- 9. Palomino tribal horse inquiries
 - Jan. 7 – [Pyramid Lake Paiute Tribe conducting round up of feral horses](#)
KTVN News 2 Reno
 - Jan. 8 – [Regarding horses, Nevada is a brand inspection state](#)
KOLO News 8 Reno
 - Jan. 8 – [Paiute Tribe rounds-up hundreds of horses in Palomino Valley](#)
KRNV News 4 Reno
 - Jan. 10 – [Horse owner describes losing horse during tribal roundup](#)
Reno Gazette Journal
 - Jan. 10 – [Nevada residents angered over tribal horse roundup](#)
Reno Gazette-Journal
 - Jan. 16 – [Lawsuit filed over Tribal roundup of horses in Palomino Valley](#)
KOLO News 8 Reno
 - Jan. 18 – [Judge blocks slaughter of horse named “Lady,” ensnared in roundup](#)
Reno Gazette Journal
 - Jan. 29 – [Judge dismisses claims against tribe over disputed horse roundup](#)
Reno Gazette Journal

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- Feb. 4 – [“Lady” the horse still missing, federal judge wants answers](#)
Reno Gazette Journal
- Feb. 8 – [Fearing it’s too late to save lost horses, advocates drop lawsuit](#)
Reno Gazette Journal
- 10. Feb. 15 release – [Mormon cricket populations continue to rise](#)
 - [Mormon cricket populations continue to rise](#)
Nevada Farm Bureau
 - [Mormon cricket populations continue to rise](#)
KRNV News 4 Reno
 - [NDA to hold Mormon cricket population management meetings](#)
KTVN News 2 Reno
 - [Mormon cricket, grasshopper numbers on the rise](#)
KTVN News 2 Reno
 - [The Mormon crickets are coming! Meeting planned for this week](#)
KKOH 780 News Talk
- 11. Feb. 19 release (from Governor’s office) – [Governor Sisolak approves appointment of Jennifer Ott as director of the Nevada Department of Agriculture](#)
 - [Governor names new agriculture director](#)
Elko Daily Free Press (AP story also picked up by KUNR, KNPR, KRNV, News3LV, etc.)
- 12. Feb. 20 release – [State veterinarian urges horse owners to travel with caution](#)
 - [Equine strangles in Nevada](#)
Equi Management
 - [State veterinarian urges horse owners to travel with caution](#)
Nevada Farm Bureau
 - [State veterinarian urges caution after strangles report](#)
Sagebrush Rider
 - Progressive Rancher