

June 5, 2019 Communications & Promotions Update

Administration Division



Outreach and Education

- Fulfilled five educator requests for agricultural literacy materials.
 - An additional almost 1,000 meal pattern workbooks to help students learn about food, agriculture and nutrition were distributed to teachers in March and April during the: Elko County Agriculture in the Classroom Teacher Workshop, Nevada School Garden Conference in Reno, and the Green Our Planet School Garden Conference in Las Vegas. Additional NDA agricultural literacy materials and industry partner educational materials were distributed at these events as well.
- Facilitated agricultural literacy activities and distributed materials at 13 educational or community events across six counties (Carson City, Clark, Douglas, Elko, Humboldt, Washoe).
 - Moolissa attended six of these events.
- Supported Nevada FFA with the creation of programs, award announcements and media relations during State Convention.
- Supported Food and Nutrition Division material needs for the Nevada School Wellness Conferences with the creation of programs and signage.
- Hosted the 2019 Nevada School Garden Conference at Mountain View Montessori in Reno, April 13 with 60+ in attendance.
 - Topics included vermicomposting, straw bale gardening, cooking with school garden produce, resources for sustaining a school garden program, hatching chicks in the classroom, and curriculum integration resources.
- Created a Weed Warriors flyer, a support ag literacy piece for teachers to use to teach lessons on noxious weeds and the resources available from NDA.
- Hosted “Growing Nevada” Agriculture Day at the Legislature on April 30 with 70+ attend.
- Partnered with nonprofit, Spread the Word Nevada, to host Farm to School events on May 8 during Breakfast and Snack time with Books programming at two Washoe County elementary schools. As part of their programming to support family literacy, NDA provided
 - donation of agriculture-accurate books,
 - Director Ott read a food themed children’s book to the group,
 - Local cherry tomatoes for a snack and a farmer presentation were provided by Dayton Valley Aquaponics
- Delivered new mechanical dairy cow, Moonique, to the Vegas office and hired community instructors to start delivering education in southern Nevada June 2019.

Media Relations

- Feb. 28 pitch – [Media Tour: See the science behind weights and measures](#) (2 media hits)
 - [Weights and Measures Week](#)
KTVN Channel 2 in Reno
- March 12 inquiry – [More Women in Male Dominated Fields](#)
KTVN News Channel 2 Reno

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- March 18 pitch and March 21 release – [Nevada high school students develop workforce and community building skills at 2019 Nevada FFA convention](#) (3 media hits)
 - [Students develop workforce skills at 2019 Nevada FFA Convention](#)
Northern Nevada Business View
- March 15 release (with several updates into April and May) – [State veterinarian orders quarantine on horse facility in Clark County](#) (53 media hits resulting from 8 media updates)
 - [Cancellation of Nevada horse events recommended due to equine herpes](#)
News 3 LV (AP)
 - [Virus danger prompts organizers to cancel Fallon rodeo](#)
Nevada Appeal / Lahontan Valley News
 - [New quarantines ordered due to horse virus in Las Vegas](#)
Salk Lake Tribune
- March 22 inquiry – [Las Vegas gas station inspected after water discovered in car's gas tank](#)
KTNV 13 Las Vegas
- March 25 inquiry – [State investigating after woman claims people harassed, hit wild horses in south Reno](#)
Fox 11 Reno
- April 1 release – [Nevada Department of Agriculture hosts school garden conference](#) (2 media hits)
 - [Nevada Department of Agriculture hosts school garden conference](#)
KTVN Channel 2 Reno
- April 9 release – [NDA enters new agreement with AWHC for fertility control of Virginia Range feral/stray horse population](#) (14 media hits, picked up by AP)
 - [Nevada revives wild horse birth control program; hundreds of foals born in interim](#) (picked up by AP)
Reno Gazette Journal
- May 8 Breakfast with Books event (media alert) (3 media hits)
 - [Breakfast with Books](#)
KTVN Channel 2 Reno
- April article – [Common Marijuana & Hemp Diseases](#)
Cannabis Business Times
- May/June – [NDA and DFI team up for Food Safety Trainings scheduled for farmers](#)
Progressive Rancher (pg. 17)
- Rangeland Monitoring App Now Available (4 media hits)
 - [Progressive Rancher](#) (pg. 43)
- May 6 release – [NDA announces new Plant Industry division administrator](#)
 - [Nevada names new Plant Industry Division leader](#)
Western Farmer-Stockman

Global Trade and Economic Development

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- New industry and global trade coordinator started on April 29
- Provided Certificates of Free Sale for 2 companies, for 6 products, to two countries (Mexico and Thailand)
- Getting to know Nevada companies through calls and tours:
 - Frey Ranch tour
 - Desert Oasis Teff & Grain Manufacturing tour
 - Las Vegas May 30-31 to meet with Anderson Dairy, Slice of Life Foods, Flavor Consultants, SBDC staff, Lakeview Cheese Company and the USDA office to make introductions, but also to evaluate where they are and that their goals are over the next year
- Evaluating Buy Nevada Program
- WUSATA training
- WISERTrade training
- Euromonitor training
- Potential outbound trade mission with USLGE