

December 4, 2019 Board Update

Administration Division



Program Updates

- International Trade/Economic Development
 - Staff attended an outbound trade mission to South Korea. One Nevada company attended and had 12 meetings with different buyers from South Korea. Working on follow up with those buyers.
 - Staff held meetings with Nevada economic development organizations to discuss our vision and goals of growth in the agriculture sector and how we can work together in partnerships. These organizations included Nevada Industry Excellence, Nevada Retail Association, Nevada Small Business Development Center, Economic Development Authority of Western Nevada, Governor's Office of Economic Development and Northern Nevada Development Authority.
 - A new education and information officer was hired in September. This position will assist the trade coordinator on economic development research and outreach.
 - A Customer Relations Management (CRM) System has been purchased for the department. The CRM will build a database of all farms, ranches, and food manufacturers in the state. This system can also be used to track certifications, licenses, fines and other information agency wide. The funds for this system came from the revenue of the Certificates of Free Sale that NDA issues to exporters.
 - Staff attended a USDA outbound trade mission to Mexico City, Mexico and met with USDA Secretary Sonny Perdue. Nevada is poised to grow domestically and internationally, and Sec. Perdue stated that he could see Nevada as a leader in food manufacturing due to its large layout and geographic location.
 - Staff is in the process of planning for the 2020 Governor's Conference on Agriculture. The date has been set for April 29, 2020 with a theme of Trade and Economic Development. Location is TBD. An NDA committee has been formed for the planning and successful execution of this event.
- Agricultural Literacy
 - NDA facilitated agricultural literacy activities and distributed materials at 18 educational or community events across five counties (Carson, Churchill, Clark, Lyon, & Washoe) to date this fiscal year.
 - Dairy education was delivered using the cows, Moolissa and Moonique, at 14 of those events to date this fiscal year. NDA staff use the dairy herd to help youth and families increase their knowledge of dairy production, processing, and Nevada's dairy industry and help answer questions and address misconceptions related to dairy production.
 - We fulfilled seven educator requests for agricultural literacy materials, with educators reporting material orders reaching 872 students to date this fiscal year.
 - NDA staff presented/facilitated two teacher trainings to date this fiscal year to increase agricultural literacy among PreK-12 teachers and expand awareness of classroom resources, economic impact of Nevada agriculture, career opportunities in agriculture, and connection of agriculture to STEM.
- Communications
 - Q1 (July – September) – Distributed five 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 four 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 four media outlets picking up the story.
- The NDA sent a news release to rural and agricultural publications, [promoting the USDA's Market Facilitation Program](#) (MFP) funding, which provided trade mitigation funds to dairy and feed crop farmers. The release was picked up in five rural or agricultural publications.
- The NDA sent a [release soliciting Centennial Award applications](#). The release was picked up in seven publications, though no applications were received this year.
- Q2 (October – present) – Distributed two media releases
 - NDA staff collaborated with the Governor's office, Clark County School District (CCSD) and the Dairy Council of Nevada to [celebrate Nevada milk being served in CCSD schools during National School Lunch Week](#). The effort resulted in a great event with five major news hits, including several runs on the local Las Vegas CBS affiliate station and the Las Vegas Review-Journal.
 - The NDA sent a [news release about a quarantine order](#) after cases of Equine Herpes Virus type 1 (EHV-1) were confirmed in Clark County, resulting in at least seven media hits.
- 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.
 - Additional hemp inquiry from the Las Vegas Sun about [hemp](#).
 - Africanized bees in Logandale (Clark County).
 - Tarantula Hawk Wasp in Reno.
 - Las Vegas Review-Journal about beneficial insects in Las Vegas.

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- National School Lunch Program [feature](#) on Joe Dibble and the work his team does to help schools address food insecurity in Edible Reno-Tahoe magazine.
- Since July 1, 2019: Fielded 32 public records requests, 25 of which are completed.
- Since July 1, 2019: Worked on or completed nine creative projects to help divisions communicate complex topics to their audiences and operate more efficiently. These included: plant industry agriculture enforcement guide for NDA agriculture enforcement officers, updated Nevada agriculture industry map for teachers and schools, created Food Safety Modernization Act training materials, social media and collateral and event materials support for the Food Distribution Program on Indian Reservations, created NDA branded folder, updated livestock identification brochure, created agriculture literacy resource flier for teachers, purchased NDA branded pens and internal communications materials for strategic plan.