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Agriculture Promotion and Marketing

Nevada Association of Counties
Nevada Department of Agriculture

Background

- H.R. 2213 August 13, 2001
- \$500,000 to each state
- Additional Nevada allocation of \$120,000 for Specialty Crop Promotion
- 15 categories, including Specialty Crop, Conservation Districts/Grazing Boards, Weed Eradication Projects

Specialty Crop Projects

American Pet Diner

- Retrofit microbaler for value added timothy hay products
- Pursue larger contracts and target new sales growth



Churchill Butte Horticulture

- Solar water expansion and improvement for organic herbs and vegetables
- CSA - Community Supported Agriculture and Farmers Markets



Churchill Grape Growers

- Purchase of premium wine grape stock for second Marketing Research Test Vineyard
- Purchase of sand media filtration system and netting



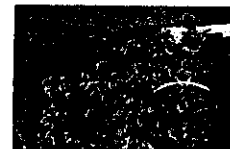
EM Farm and Ranch

- Production of Indian Ricegrass as an alternative agricultural crop
- Native to area, Seeds into meal, flour



Flowers from the Heart

- Improving soil and water system for production of vegetables and novelty flowers



Fallon Farmers Market

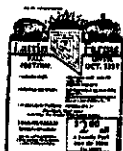
- Purchase of equipment and supplies to expand the use of local products at the market
- Build "Chef's Wagon"





Hetrick Bros. Inc.

- First year costs for the production of Indian Ricegrass



Lattin Farms

- Regional marketing plan through print media, television, community advertising and website

McClintick Farms, Inc.

- Native seed production start-up fees, retrofitting equipment, consultant fees
- Harvesting, cleaning and storing of wildland and farm grown native seed



Nevada Bio-Serv

- Evaluate and demonstrate production of oregano as an aromatic essential oil
- Irrigation equipment, seeds and starts



Simply Hawaii

- In-state travel for Nevada grower identification, and out-of-state marketing



Smith and Smith Farms

- Purchase and planting of flower stock and drip irrigation for specialty cut flower expansion



Soares Ranch

- Conversion from alfalfa hay production to native seed production under irrigation



Tonopah Conservation District

- Purchase Sea Berry nursery stock
- Consultant travel to Nevada



**Conservation Districts
and Grazing Board
Projects**



Northeast Elko County

- Fencing project for Boies Ranch
- Remove and rebuild fence around fields of old homestead adjacent to BLM mountain pasture



Carson Valley

- Fencing for rotational grazing pastures on Hussman Home Ranch, Hussman Centerville property, River Fork Ranch
- Improve grazing management and protect ecologically sensitive wetlands

Lander County

- Joined with BLM Battle Mountain field office to eradicate Salt Cedar in Big Smokey Valley
- Purchased chemicals



N-3 Grazing Board

- Technical assistance in completing the Bi-state Sage Grouse Conservation Plan
- Develop and field test sage grouse habitat evaluation procedures



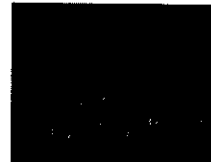
Stillwater: Diamond Canyon

- Replace existing windmill with solar pumping system
- Well #1, Bruce Kent BLM allotment
- Replace existing windmill with a solar pump system



Stillwater: Desert Wells

- Replace dilapidated trough with two new troughs
- Rod Weishaupt BLM allotment



Weed Eradication Projects

Dayton Valley

- Noxious weed control associated with irrigation delivery systems for 9 ranches and 3 drainage areas onto agricultural land
- Herbicides, safety equipment, sprayers



Washoe County Parks and Recreation

- Eradicate noxious weeds at Bartley Ranch Regional Park and Rancho San Rafael Park



Smith Valley

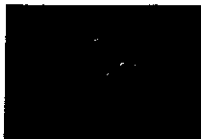
- Tall whitetop control on the West Walker River watershed

Jiggs

- Purchase chemicals for various areas of noxious weed infestation

Washoe Tribe of NV/CA

- Purchase chemicals for 1735 acres of crop and improved Tribal range and dry pasture
- Develop education and awareness



Additional projects

- Native Seed Program and Assistance
- Nevada Organic Council
- NV Ag Council and Ag in the Classroom
- Public Education
- Timothy Hay Integrated Pest Management
- Department Exhibit Display
- Electronic Communication
- Livestock Marketing
- Farmers Markets

- Watershed Management Demo Project
- "Nevada Grown"- www.nevadagrown.com
- Weed Free Hay Program
- Nevada Agriculture signs for McCarran International Airport
- Nevada Landscape Association statewide Green Industry Study
- Department brochures
- Sponsor for Farm Bureau Convention, Nevada Land Use Summit, State Fair
- Advancing Nevada's Agriculture Future" Conference, December 10, 2002

Ongoing Activities and Opportunities

- Organic Growers Conference
- Alternative energy, Ethanol Conference
- International trade for organic growers, fresh market potatoes
- UNLV, UNR dinners featuring products
- Marketing Hearts O' Gold Melons
- Proposed Nevada Plant Materials Center
- Crop Insurance Education Program
- USDA Block Grant future funding?

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