FINAL/ANNUAL REPORT
Nevada Specialty Crop Block Grant, 12-25-G-0524
Nevada Department of Agriculture
Tina Mudd, Program Coordinator

June 25, 2009
(Revision sent 04/28/10)

NEVADAGROWN PROGRAM

DEVELOPMENT AND SUPPORT BY THE NEVADA ASSOCIATION OF COUNTIES AND THE CHURCHILL ECONOMIC DEVELOPMENT AUTHORITY

Project Summary

Nevada Grown together with the assistance of Churchill Economic Development Authority (CEDA) and the Nevada Association of Counties (NACO) worked to create a marketing initiative to assist Nevada agricultural producers by bringing communities and people together in order to support the growth and use of local produce. The objective of this project was to initiate a branding and marketing campaign for Nevada Grown specialty agricultural products which was achieved utilizing and creating multiple media sources. Significant progress was made throughout the grant period in marketing and promoting various agriculture producers who have since shown interest and in the Specialty Crop Block Grant Program. Producers included were Great Basin Basket Company, Smith & Smith Farms, and Frey Vineyards.

Project Approach

Multiple Producers and consumers were reached in order to buy/sell local produce. Over the grant period there was over a 31% increase of NevadaGrown website visits, which demonstrates that local restaurants and producers are being recognized. Funding for this grant was expended in November, 2008. CEDA and NACO worked intimately with Nevada Grown to develop marketing (website, fliers and branding tools) and promotion activities (work shops and farmers markets). Activities were completed at this time as well; the bulk of anticipated goals in the scope of work for this grant were completed in the first year, February 2007-May 2008. Final reporting for this grant was delayed due to a loss in May, 2009 of the grants administrator for Nevada Department of Agriculture. Final forms SF-269 financial status report, and financial audit results were completed and submitted one final time, April 2, 2010.

The focus of the first year of the Specialty Crop Block Grant was to assist Nevada producers through marketing and promotion of specialty crops through development of the NevadaGrown program. With the assistance of the Nevada Association of Counties and the Churchill Economic Development, this goal has achieved strong positive results, with thankful support of many local producers.

Staff from CEDA and NACO in conjunction with its NevadaGrown partners accomplished the following goals:

Goals and Outcomes Achieved

- Printing plates with the NevadaGrown logo were designed and fabricated by GTG Packaging Company to be used on produce boxes for farmers. The logo boxes will provide recognition and promotion for NevadaGrown products.

- 15,000 boxes have been printed and sold to date. They were sold from the distributor in Smith Valley directly to farmers who are NevadaGrown members. Grant money was used for the plates only, not for the boxes.
- The distributor was instructed to sell boxes to farmers who are NevadaGrown members.
- Cantaloupe and squash shipping boxes were made. Farmers used them for packing produce for wholesale and retail sales. They were used at farmers markets, for CSAs, and several grocery stores have used the boxes for displays, including Whole Foods Market, Scolaris, and Winco.
- Plate design included the NevadaGrown logo and added text that said "Buy local, buy fresh".
- The printing plates are "metal templates" that were made to print the logo on produce boxes. The plate has the NevadaGrown logo and some text on it. It's a one-time charge to create the plates which are then re-used whenever more boxes are printed.
- Additional web development was contracted with VisionASP to provide more promotion of farmers and chefs on the NevadaGrown website
- NevadaGrown's website address is: www.NevadaGrown.com
- The following are numbers for a web traffic report for 5/1/2008 - 6/30/2008 and 5/1/2009-6/30/2009. Additionally, the new website is easier to update, which means that it's updated more frequently.

	2008	2009	Increase
Website views	1884	2305	22%
Website visits	1553	2047	31%

- The NevadaGrown web site, http://www.nevadagrown.com , was developed during the first year of the grant program, and was completely re-structured and updated during May, 2008, based on comments and suggestions of NevadaGrown members and site visitors. The site now contains prominent hypertext links to information about farmers markets, restaurants and chefs who use NevadaGrown members' produce, member's farms, and subscription (CSA) farms, as well as links to a FAQ page, the Media Center, special events and additional links to other related organizations.
- Reno Friday Farmers Market promotional materials consisting of market media bags with the "Buy Fresh, Buy Local" campaign slogan were distributed to participating producers. A $2,000 sponsorship investment was matched 2:1 by other corporate sponsors, and 5:1 by the City of Reno. Thirteen media kits were distributed to local media assignment editors, and 95 press releases were distributed to media contacts. Several interviews have been conducted, and a weekly live Market Update was produced by KTHX radio. The station also sponsored related promotions, with winners required to be present during the Friday Farmers Market in order to win. Additionally, several interviews with conducted with Nevada Public Radio, featuring the NevadaGrown and the advantages of shopping locally-grown produce.
- The Friday Farmers Markets included an information booth, featuring the benefits of Community Supported Agriculture programs, "Buy Fresh, Buy Local" campaign literature, newsletters and information cards from local producers.

- The NevadaGrown promo has been introduced in 5 downtown restaurants promoting that the restaurant uses fresh produce purchased from NevadaGrown producers.
- The annual Street Vibrations motorcycle event in Reno featured a cross-promotion event of riding to visit Nevada Farm Stands on September 21st, 2007.
- The NevadaGrown web site, http://www.nevadagrown.com , was developed during the first year of the grant program, and was completely re-structured and updated during May, 2008, based on comments and suggestions of NevadaGrown members and site visitors. The site now contains prominent hypertext links to information about farmers markets, restaurants and chefs who use NevadaGrown members' produce, member's farms, and subscription (CSA) farms, as well as links to a FAQ page, the Media Center, special events and additional links to other related organizations.
- NevadaGrown incorporated as a State of Nevada non-profit association with a board of directors comprised of farmers, farmer's market managers and consumers.
- NevadaGrown, with assistance of Small Business Development Center staff, presented a workshop session in Eastern Nevada (Caliente) in conjunction with Nevada Cooperative Extension. The session described the NevadaGrown program and gave assistance to growers attempting to start a CSA program in the Las Vegas area. NevadaGrown marketing materials developed through this grant were made available to area growers.
- NevadaGrown co-sponsored and presented at the Nevada Small Farms Conference in Fallon, Nevada. Sign-ups for farmer participation in the NevadaGrown website were taken.
- Developed and distributed point of purchase signage developed by MacWest for utilization in Farmer's Markets, Roadside stands and retail establishments that desire to promote NevadaGrown. They are currently being utilized by several Nevada farmers and the Great Basin Food Cooperative Store.
- Sponsorship, in partnership with Nevada Certified Farmer's Market Association (NCFMA) of Reno Earth Day Celebration. This April annual event is the kickoff for the market season. NevadaGrown presented information on "Buy Local, Buy Fresh" campaign and made space available to Nevada farmers to sell early spring crops, value-added products, CSA memberships and to market their farm activities and crops for the coming year. NevadaGrown passed out over 1,000 flyers promoting local products, including farmer's markets, roadside stands and CSA's in the area. The NevadaGrown logo was prominently displayed on all flyers.
- NevadaGrown was a non-profit vendor at the Nevada Women's Conference in April 2008. NevadaGrown volunteers educated attendees on the availability of local food and the reasons to buy local. Over 1500 flyers were distributed at this event.
- As part of NevadaGrown's goal to do educational activities for children we presented as a non-profit at the Annual Tune Into Kids Day at Idlewild Park in Reno in April 2008. We presented the same information as in events above. In addition, we did a hands-on bean-planting kids activity. NevadaGrown coordinated donations of planting pots and seeds from area farmers to educate children about planting in Nevada and let them know that you can grow in Nevada. Over 1,000 people participated in this activity. We gave away 500 planted pots to the children that completed the planting activity.

- NevadaGrown contracted with a local Packaging company to place a NevadaGrown logo on a 35 pound fruit box to be utilized by area growers. The purpose was to get the NevadaGrown logo and identity into the retail area. 4,000 boxes with the NevadaGrown logo were purchased by area growers and utilized in wholesale shipment, farmer's market sales and CSA deliveries. NevadaGrown has also contracted with the same vendor to produce a vegetable box (22 Pound) with appropriate logo for use by area growers.
- NevadaGrown, in conjunction with NCFMA, provided consultations, grower contacts and marketing materials to several start-up farmer's markets in Nevada. New markets NevadaGrown worked with include Carson City Redevelopment's new Saturday market, Sommersett (Reno) Market, Ely and Caliente markets in Eastern Nevada and several others.
- NevadaGrown helped coordinate a Nevada farmer vendor day for the new Whole Foods Market opening in Reno in June 2008. It also co-sponsored and assisted in the design and farmer recruitment for the new Farmer's Market at Whole Foods (opening June 21, 2008)
- Nevada Grown created displays promoting produce from Smith & Smith Farms, Nevada Naturals, Great Basing Basket Company CSA, and Frey Vineyards.

LESSONS LEARNED

The sub-grantee's (both NACO and CEDA) had employee turnover which decreased the amount of time previously expected to be spent on marketing; however all grant goals were accomplished. Future plans include the continued development and dissemination of the NevadaGrown website. This site is rapidly becoming an invaluable tool for Nevada producers. Additional workshops and website links are being added on a continual basis. With the summer season in full swing, farmer's markets are participating in activities sponsored by NevadaGrown and their membership is growing daily.

Unusual Developments

The original NevadaGrown Web site was developed early during the grant year, meeting the basic sub-grant requirements. However, based on usage demand and feedback from website users, the site was redesigned in May 2008 to include more informative web pages, better URL linkages to other web pages and sites, and increased server response time. To accommodate the redesign effort, the Nevada Department of Agriculture extended the time frame for final reporting by Churchill Economic Development Agency to July 2008. The preliminary results of the web page are detailed above.

There were some delays in paperwork due to a change from CEDA (Churchill Economic Development Authority) to NevadaGrown, but no unexpected issues surfaced and all goals and objective were completed, if not exceeded. Overall activities for this sub-grantee went smoothly.

Significant contributions

Churchill Economic Development Authority greatly assisted NevadaGrown in their marketing initiative by bringing communities and people together to support the growth and use of local products. The Nevada Association of Counties (NACO) also assisted in the web-based storefront development and the 2008 summer Branding/Marketing Campaign. Both CEDA and NACO assisted in preparing press releases and/or pitching stories based on seasonality and consumer interests. Through these media sources they informed people about the Lattin Farms corn maze, Smith & Smith Turkeys, and the Tahoe-Ridge Winery and Marketplace.

BENEFICIARIES

Having local support was a large key in the success of this project. The response and effort made by numerous producers in order to inform NevadaGrown about their produce and events allowed Nevada Grown to effectively promote and assist local growers. Producers included were Churchill Butte Organics, Smith & Smith Farms, Great Basin Basket Company, Frey Vineyards, Lattin Farms, the Small Business Development Center, among many others. The assistance of numerous events such as Street Vibrations and the Friday Farmers Market also greatly assisted in the success of this project.

Conclusion

Nevada Grown, NACO and CEDA's marketing efforts were extremely effective throughout this grant period. Considering the interest shown at the numerous events attended or created by the partners under the aegis of NevadaGrown, there has been a large increase in the outreach and purchasing of local grown produce than at the start of the grant. A great deal of interest shown on the NevadaGrown website demonstrates that their marketing and promotion of Nevada agricultural producers has been a success.

CONTACT PERSON

Eric Grimes, CEDA
775-423-8587
egsbdc@ceda-nv.org

Karen Grillo, NACO
no longer available

Ann Louhela, NevadaGrown
(775) 351-2551
louhela.ann@gmail.com

FINAL FEDERAL FINANCIAL REPORT for the Nevada Grown Project

	NACO	CEDA	NDOA (admin)
Total expended for NevadaGrown:	$37,200.00	$62,263	$2015.01

(Note: due to personnel changes in NACO, reimbursement requests for activities conducted in the previous grant year were not received until this reporting period.)

Activities for this grant have at this time been completed. The remainder of $269.45 was expended in the administrative cost category. Funds disbursed to NACO and CEDA supported the Marketing and Promotion Program for Nevada Grown collectively.

Specialty Crop Funds

Program	Funding	Disbursed to date	Balance
NevadaGrown	$ 62,263.00	$ 62,263.00	$ 0.00
Marketing and Promotion Program	$ 37,200.00	$ 37,200.00	$ 0.00
Administrative Costs	$ 2,015.01	$ 2015.01	$ 0.00
USDA Block Grant Funds	**$101,478.01**	**$ 101,208.56**	**$ 0.00**
Treasurer's Interest Earned	$ 1,514,54	-	0.00
Interest Disbursed to AMS	-	$ 1514.54	
Total Funds	**$ 102,823.19**	**$ 102,823.19**	**$ 0.00**

NevadaGrown

Please visit the NevadaGrown website for local Farmers Markets, local farm locations and events! http://www.nevadagrown.com/

The following Photos are from NevadaGrown participating farms and events in 2007 and 2008.

Figure 1. Spring Flowers from Smith and Smith Farms

Figure 2. Great Basin Basket CSA - Summer Baskets and Members

Please check out the local Channel 2 News Pumpkin Segment:
http://www.ktvn.com/global/video/popup/pop_player.asp?ClipID1=1906354&h1=Fall%20Cooking%20Ideas%20with%20Jennifer%20Bushman&vt1=v&at1=News&d1=212567&LaunchPageAdTag=News&activePane=info&playerVersion=1&hostPageUrl=http%3A//www.ktvn.com/Global/SearchResults.asp%3Fvendor%3Dwss%26qu%3Djennifer+bushman&rnd=57435328

NevadaGrown and others has published a series of articles and news releases in 2007 and 2008, these can be reviewed in the following pages (Attachment A) below or at their website: www.nevadagrown.com

ATTACHMENT A

NevadaGrown News Releases:

NevadaGrown – Best Kept Secret? Not for Long

Date: 09.20.07 | Word Count: 507

In the past few years, NevadaGrown has evolved from a small group of farmers representing local agricultural producers to a team of supporters launching a multi-county public awareness campaign which includes special promotions to major restaurants throughout the state.

"We are excited to be successfully fulfilling a need for local produce and other Nevada-raised foods to be made available to residents throughout Northern Nevada. The desire for families to eat healthier is resulting in continued growth for NevadaGrown, and in turn, the farmers we serve," commented Juliette Taylor, the organization's Executive Director.

This year has been an extremely busy one for NevadaGrown, and it is not over yet! Here are a few highlights from 2007:

- Over 100,000 shopping bags featuring the NevadaGrown name and logo were delivered to members and used in farmer's markets and roadside stands throughout the state.
- New produce boxes were designed and printed with NevadaGrown graphics.
- A grant was awarded to the Churchill Economic Development Authority for an integrated public awareness campaign featuring NevadaGrown to be planned and implemented throughout Northern Nevada and surrounding communities.
- The grant will fund a new logo, new point-of-purchase promotional materials, a newly designed, user-friendly website, a public relations program, updated photography, and a direct marketing campaign directed toward chefs and restaurants.
- The Great Basin Basket program, a community-supported co-op, grew to over 230 families – Farmers deliver their produce, flowers, and value-added products to one location, and from there baskets and boxes are packed and delivered to strategically located distribution points for customer pick-up. For more information, please contact: Pauline at 775.843.6402, greatbasinbasket@yahoo.com

For the first time ever, NevadaGrown had an exhibit booth at the Nevada State Fair, an ideal venue for sharing information about Nevada farms and growers with residents and visitors. For more information, please see article in this newsletter entitled, "NevadaGrown Exhibits at Nevada State Fair."

What's in store for 2008?

According to Rick Lattin, a NevadaGrown representative, "I have been involved with the organization since its inception in 2002, and am amazed by the commitment of the people involved in this regional effort. It is our goal to continue to work together to promote NevadaGrown's agricultural producers. In fact, we have several new events and promotions scheduled for next year." Plans for 2008 include:

- NevadaGrown to exhibit at the 2008 United Fresh Marketplace, an internationally recognized trade show attended by thousands of growers, shippers, wholesalers, food service operators, chefs and retailers from around the world. For more information, please see article in this newsletter entitled, "NevadaGrown Partners with Peri & Sons Farms, Inc.".
- A cookbook featuring NevadaGrown ingredients is in the works and scheduled to be published next summer.
- The public awareness campaign to continue communicating the benefits of buying locally-grown produce and Nevada-raised meat and poultry products.

Additionally, new members continue to join NevadaGrown and assist other agricultural producers in providing quality foods to communities throughout Northern Nevada and surrounding areas. For more information about NevadaGrown, please contact Rick Lattin at 775.423.8587 or e-mail farmers@nevadagrown.com.

NevadaGrown Exhibits at Nevada State Fair

Date: 09.14.07 | Word Count: 166

An inviting setting of colorful produce, fresh-cut flowers, and a selection of homemade products welcomed visitors to the NevadaGrown exhibit booth at the Nevada State Fair this summer. Volunteers hosted the booth during the busiest times of the fair which took place at the Reno Livestock Event Center, August 22 – 26.
Exhibit highlights included:

- A variety of value-added products including pickles, jams and jellies, salsa and dilly beans (green beans canned with dill and garlic)
- Photos and information featuring several Nevada farms
- A food basket from Great Basin Basket Company
- Guides to local producers and farmers markets
- Organic farming information
-

According to NevadaGrown representative, Ann Louhela, "Exhibiting at the Nevada State Fair provided us with the opportunity to share the quality and diversity of NevadaGrown agricultural producers. Additionally, we are proud of our team of supporters who worked hard to make this a successful first-time appearance at the State Fair."

For more information about NevadaGrown, please call 775.423.8587 or e-mail: farmers@nevadagrown.com.

# # #

NevadaGrown Partners with Peri & Sons Farm, Inc. for the 2008 United Fresh Marketplace Trade Show

Date: 09.14.07 | Word Count: 193
Peri & Sons Farms, Inc., located in Yerington, Nevada, has invited NevadaGrown to showcase their produce and products at the 2008 United Fresh Marketplace trade show next spring in Las Vegas.

Scheduled for May 4-7 at the Mandalay Bay, this annual trade show is attended by thousands of growers, shippers, wholesalers, food service operators, chefs and retailers from around the world. According to Peri & Sons Farms, Inc. spokesperson, Jessica Peri, "Partnering with NevadaGrown at the United Fresh Marketplace will provide the state of Nevada an opportunity to showcase their agricultural producers on a national level. Plus, Las Vegas is a perfect venue for us to roll-out this joint venture effort." The custom-designed exhibit booth is being styled after a European farmer's market, featuring inviting wooden carts and colorful canopies.

Peri & Sons Farms, Inc. – one of the largest onion growers in the nation – grows, packages and ships nearly 2,000 acres of premium, conventionally and organically-grown onions throughout the world.

For more information about this exciting venture, please contact: Jessica Peri at Jessica@periandsons.com.

NevadaGrown is an initiative to assist Nevada agricultural producers in promoting their locally-grown products. For more information about NevadaGrown, visit www.NevadaGrown.com.

# # #

northern nevada BusinessWeekly nnbw.biz

Pumpkin power

Pat Patera, 12/17/2007

Cattle continue to be the bread and butter of Nevada ranch owners, but some farmers are putting aside the feed buckets to squire tourists about their country estates. “Tourism opportunities broaden as urban people have lost touch with the land,” says Rick Lattin, owner of Lattin Farms in Churchill County. “They want to walk around, feed the goats, watch the chickens and pet the rabbits.” Agritourism in rural Nevada is a fledgling industry with room to grow, says a new study by University of Nevada Cooperative Extension. The reason for the study, says Tom Harris, economic development specialist, University of Nevada Cooperative Extension, says the study came as Nevada ranchers look to diversify their revenue. The cattle industry endures periodic downturns in cycles spanning up to 12 years. Because state already is dependent on the tourism industry, even Nevada’s rural counties have developed a tourism infrastructure. Agritourism can piggyback on that, says the study. (It’s posted online at unce.unr.edu/publications).

And while farmers near urban areas can succeed with harvest festivals and the like, isolated regions generate strong revenues from hunting, fishing or wildlife viewing. In fact, the wildife-tourism market values more remote areas as a part of the experience. Those customers tend to be wealthier and willing to spend more money, says the study.

About 50 farms or ranches, less than 2 percent of the state’s total, reported income from recreational sources. And the average income was only $8,000. The average farm visitor traveled a distance of 86 miles and spent $45 on the trip.

However, cautions Harris, “A rancher or farmer who goes into this has got to be a people person.”

“Farmers themselves have become a tourist attraction because there are so few of us,” says Lattin. “This year, a visitor brought her child up to me and asked, ‘Are you the farmer? My son has never seen a farmer.’”

At harvest time, also the tourist season, Lattin Farms hires 25 on a busy day. “It takes 30 people to run the tourism sideline on a busy Saturday in October, says Lattin. The roadside stand requires pickers, bakers, and cashiers. The corn maze needs guides and retired teachers are hired to conduct educational tours. Lattin Farms gave school tours for 20 years before it launched the corn maze in 1998. Activities are listed at lattinfarms.com.

Corley Ranch in Douglas County hires 10 for the annual Harvest Festival that runs the month of October. It also relies heavily on 20 volunteers, says Paula Corley, who operates the ranch with husband John. (Activities are listed at corleyranch.com)

The tourism component contributes about a quarter of the annual ranch income, with the majority coming from cattle and hay, she says.
And while the festival has doubled attendance every year, Corley says the effort is hugely time consuming — and costly.
“We spend $10,000 to $15,000 a year in advertising,” she says. “We started events in 1999 but people still don’t know we’re here.”

But others have since approached them, wanting to piggyback on the ranch to conduct Christmas tree sales, run an ice-skating rink and a golf range.

However, it takes cash to make hay. Those employees need to be paid. And premiums for risk-benefit insurance range from $2,500 to $35,000 for farms that offer mechanized rides.

Douglas County has embraced agritourism as a group project. Five ranches participate: Settlemeyer Ranch, Byington Ranch, Mack Ranch, Burr Rancy, and Park Ranch. All belong to Carson Valley Conservation District, which coordinates their efforts. Last year, 21 organizations donated over 800 volunteer hours to put on nine different events.

The result is the annual Eagles and Agriculture event held in February, which drew 3,000 tourists over the past five years. Revenue grows each year by 10 to 15 percent, says Dan Kaffer, Western Nevada Resource Conservation and Development coordinator at Natural Resources Conservation Service.

The Carson Valley Chamber of Commerce and Visitors Authority estimates that two years ago, the 500 people who attended from out of the area generated a $250,000 economic impact.

Cooperative Extension offices throughout the state will take the study on agritourism potential into the field, says Harris. “What we do is education on the subject, and then hope people will pick it up.”

Fall 2007

Nevada Agriculture Showcase

Nevada Department of Agriculture

Visit the NevadaGrown website at www.nevadagrown.com

Inside this issue:

NevadaGrown: Breaking New Ground	1-2
NevadaGrown Exhibits at the Nevada State Fair	3
2008 United Fresh Marketplace Trade Show	3
USDA Rural Business Grant Funds Design of New Meat Processing Plant	4

"I have been involved with the NevadaGrown organization since its inception in 2002, and I am amazed by the commitment of the people involved in this regional effort."

Rick Lattin

NevadaGrown: Breaking New Ground

In the past few years, NevadaGrown has evolved from a small group of growers who represent local Nevada agricultural producers to a team of supporters launching a multi-county public awareness campaign which includes special promotions to major restaurants throughout the state.

"We are excited to be successfully fulfilling a need for local produce and other Nevada-raised foods to be made available to residents throughout Nevada. The desire for families to eat healthier is resulting in continued growth for NevadaGrown, and in turn, the growers we serve," commented Juliette Taylor, the organization's Executive Director.

This year has been an extremely busy one for NevadaGrown, and it is not over yet! Here are a few highlights from 2007:

- Over 100,000 shopping bags featuring the NevadaGrown name and logo were delivered to members and used in farmer's markets and roadside stands throughout the state.
- New produce boxes were designed and printed with the NevadaGrown logo.
- A grant was awarded to the Churchill Economic Development Authority for an integrated public awareness campaign featuring NevadaGrown to be planned and implemented throughout Northern Nevada and surrounding communities.
- The grant will fund a new logo, new point-of-purchase promotional materials, a newly designed, user-friendly website, a public relations program, updated photography, and a direct marketing campaign targeted toward chefs and restaurants.

The Great Basin Basket program, a local community-supported co-op, grew to over 230 families. Growers deliver

(continued on p. 2)

Buy Local. Buy Fresh.

NevadaGrown Program, cont.

their produce, flowers, and value-added products to one location, and from there baskets and boxes are packed and delivered to strategically-located distribution points for customer pick-up. If you are interested in this program, please contact: Pauline at 775.843.6402, or email her at greatbasinbasket@yahoo.com

For the first time ever, NevadaGrown had an exhibit booth at the Nevada State Fair, an ideal venue for sharing information about Nevada farms and growers with residents and visitors. (For further reading on the fair, see article in this newsletter entitled, "NevadaGrown Exhibits at the Nevada State Fair.")

What's in store for 2008?

According to Rick Lattin, a NevadaGrown representative, "I have been involved with the organization since its inception in 2002, and I am amazed by the commitment of the people involved in this regional effort. It is our goal to continue to work together to promote NevadaGrown's agricultural producers. In fact, we have several new events and promotions scheduled for next year."

Plans for 2008 will include:

- NevadaGrown will have an exhibit at the 2008 United Fresh Marketplace, an internationally recognized trade show attended by thousands of

growers, shippers, wholesalers, food service operators, chefs and retailers from around the world. Partners in this effort will include the Nevada Commission on Economic Development, as well as Peri & Sons, Inc. (For more information, see article in this newsletter entitled, "NevadaGrown Partners with Peri & Sons Farms, Inc.")

- A cookbook featuring NevadaGrown ingredients is in the works and scheduled to be published next summer.

- The public awareness campaign will continue to communicate the benefits of buying locally-grown fruits, vegetables, as well as Nevada-raised meat and poultry products.

Nevada producers can become involved with NevadaGrown

NevadaGrown is an initiative to assist Nevada agricultural producers in promoting their locally-grown products. New members continue to join NevadaGrown and assist other agricultural producers in providing quality foods to communities throughout Northern Nevada and surrounding areas.

Check out the website for NevadaGrown at www.nevadagrown.com. For more information about NevadaGrown or to become a member, contact Rick Lattin at 775.423.8587 or e-mail him at farmers@nevadagrown.com.

NevadaGrown Exhibits at Nevada State Fair

An inviting setting of colorful produce, fresh-cut flowers, and a selection of homemade products welcomed visitors to the NevadaGrown exhibit booth at the Nevada State Fair this summer. Volunteers hosted the booth during the busiest times of the fair which took place at the Reno Livestock Event Center, August 22 – 26.

Exhibit highlights included:

- A variety of value-added products including pickles, jams and jellies, salsa and dilly beans (green beans canned with dill and garlic)
- Photos and information featuring several Nevada farms
- A food basket from Great Basin Basket Company filled with fresh vegetables and flowers
- Guides to local producers and farmers markets across Nevada
- Nevada organic growers and information on organic growing

According to NevadaGrown representative Ann Louhela, "Exhibiting at the Nevada State Fair provided us with the opportunity to share the quality and diversity of NevadaGrown agricultural producers. Additionally, we are proud of our team of supporters who worked hard to make this a successful first-time appearance at the State Fair."

NevadaGrown Partners with Peri & Sons Farm, Inc. for the 2008 United Fresh Marketplace Trade Show

Peri & Sons Farms, Inc., located in Yerington, Nevada, has invited NevadaGrown to showcase their produce and products at the 2008 United Fresh Marketplace trade show next spring in Las Vegas. Scheduled for May 4-7 at the Mandalay Bay, this annual trade show is attended by thousands of growers, shippers, wholesalers, food service operators, chefs and retailers from around the world.

According to Peri & Sons Farms, Inc. spokesperson, Jessica Peri, "Partnering with NevadaGrown at the United Fresh Marketplace will provide the state of Nevada an opportunity to showcase their agricultural producers on a national level. Plus, Las Vegas is a perfect venue for us to roll-out this joint-venture effort." The custom-designed exhibit booth is being styled after a European farmer's market, featuring inviting wooden carts and colorful canopies.

Peri & Sons Farms, Inc. – one of the largest onion growers in the nation – grows, packages and ships nearly 2,000 acres of premium, conventionally and organically-grown onions throughout the world. For more information about this exciting venture, please contact: Jessica Peri at Jessica@periandsons.com.

Nevada Department of Agriculture

350 Capitol Hill Avenue
Reno, NV 89502

Phone: (775) 688-1180
Fax: (775) 688-1178

The mission of the Department is to benefit the welfare of all persons residing in the State by encouraging the advancement and protection of Nevada's agriculture and related industries.

agri.state.nv.us

EDITOR:

Juliette Taylor
775-423.8587

USDA Rural Business Grant Funds Design of New Meat Processing Plant

The Churchill Economic Development Authority (CEDA) was recently awarded a USDA Rural Business Grant to fund the design of a state-of-the-art processing facility powered by renewable energy. "Nevada raises approximately a half-million beef cattle every year, yet we do not have a USDA-Certified processing plant," commented Juliette Taylor, Executive Director, CEDA. "Unfortunately, all meat must be processed in California, Utah and other surrounding states. This means ranchers are locked into a commodity price due to lack of distribution and differentiation."

ProAnd, a New Zealand-based company revered for their design of hygienic, highly-efficient and cost effective processing plants, has been commissioned to complete the design. "Our plan is to first determine the best design for the facility, then select the most feasible location," Taylor added.

CEDA applied for the grant after a need was identified for "renewable energy and agribusiness" by Northern Nevada's Regional Economic Development Strategy Plan. Further research determined an immediate need for Nevada-raised beef and livestock to be processed and packaged within the state.

"The need for locally-grown beef and other meat is right here in our own backyard," continued Taylor. "Thousands of restaurants and grocers are located throughout the state, including in Las Vegas, the culinary capital of the world. We are excited to be moving forward in an effort to provide a viable solution for the state of Nevada."

For more information, contact Juliette Taylor at 775.423.8587 or jtaylor@ceda-nv.org.