

Washoe County, Nevada

~PROCLAMATION~

- WHEREAS,** The Nevada Department of Agriculture's **Buy Nevada** program promotes the Nevada food and agriculture industry; and
- WHEREAS,** In 2013, the **Buy Nevada** program was established by Governor Brian Sandoval through a state marketing initiative; and
- WHEREAS,** The Nevada food and agriculture sector and its businesses are an integral part of local and state economic development; and
- WHEREAS,** In 2014, the value of Nevada's food and agricultural exports set a record at more than \$250 million; and
- WHEREAS,** Restaurants and retailers are seeing an increased demand for locally sourced food products; and
- WHEREAS,** The health and environmental benefits of buy local initiatives and access to locally sourced food are healthier communities; farm to school and school farm programs; local food awareness; and a robust and thriving agriculture industry;

NOW, THEREFORE, the Washoe County Board of Commissioners does hereby proclaim support of the Nevada Department of Agriculture program,

~ Buy Nevada~

and encourages all County residents to frequent local and **Buy Nevada** businesses.

Dated this 18th day of August, 2015.

Marsha Berkgigler, Chair
Washoe County Commission

A-8/18/15
#6

The attached document was submitted to the **Washoe County Board of Commissioners** during the meeting held on 8/18/15.
by Jeff Sutich - Buy Nevada
for Agenda Item No. 6
and included here pursuant to NRS 241.020(7) as amended by AB65 of the 2013 Legislative Session.



Buy Nevada

Jeff Sutich

Nevada Department of Agriculture

About Buy Nevada

HISTORY

- State marketing initiative by Governor Sandoval in 2013.
- Support the promotion and economic growth of the NV Food and Ag Sector.

MISSION

- Spread awareness of what food and agriculture businesses and opportunities are in the State of Nevada.
- Create a platform that informs consumers and businesses about opportunities in the Nevada food and agriculture sector

Buy NV Businesses

- **Producers** - Farmers and Ranchers who grow food and agriculture products.
- **Manufacturing** - Businesses that process, produce, and make food and agriculture products and food supplements.
- **Distributors** - Businesses that ship Nevada food and agriculture products.
- **Retailers** - Businesses that sell Nevada food and agriculture products.
- **Restaurants** - Businesses that use Nevada food and agriculture products within their dishes.
- **Ag Services & Organizations** - Organizations that work with Buy Nevada to promote food and agriculture within the state.
- **Sponsors** - Any non agriculture business or person interested in supporting Buy Nevada and the Nevada food and agriculture sector

Member Benefits

MEMBER BENEFITS

| BENEFITS | PLATINUM Member | GOLD Member | SILVER Member | BRONZE Member |
|--|-----------------|-------------|---------------|---------------|
| Use of the Buy Nevada Logo | X | X | X | X |
| Website listing | X | X | X | X |
| One sheet of marketing and public relations tips | X | X | X | |
| Facebook promotions | X | X | X | |
| Buy Nevada certificate signed by the Governor | X | X | X | |
| Entrance into the Clark County Fair (1 attendee) | X | X | | |
| One-on-one International market research & support | X | X | | |
| Entrance into the Tulare World Ag. Expo (1 attendee) | X | X | | |
| Booth space at Tulare World Ag. Expo (2 attendees) | X | | | |
| Feature on the Buy Nevada Homepage | X | | | |
| Logo on Buy Nevada advertisements | X | | | |
| Custom promotional Buy Nevada card | X | | | |
| Promotional video of business | X | | | |

- Platinum Member : \$1,000
 - Gold Member: \$240
 - Silver Member: \$120
 - Bronze Member: Free
- Sponsor Level 1: \$100-\$500
 - Sponsor Level 2: \$500+

Buy Nevada Washoe County Members

Total # of Buy NV members

- 144

Total # of Buy NV members in Washoe County

- 59

Washoe County members by industry sector:

- Producers: 17

- Manufacturing: 15

- Retailers: 6

- Ag Services & Organizations: 5

- Restaurants: 14

- Sponsors: 2

Buy NV Businesses

Producers:

- Al Bees Sierra Nevada Honey
- Alpine Ranch Grass-Fed Beef
- DiVA Farms
- GirlFarm
- Goat Grazers
- Gourmet Rooster, LLC
- Joy's Honey Ranch
- Kamran Farm
- Pleasant Valley Farm
- River School Farm
- Silver Song Ranch
- LGD Farms
- Lost City Farm
- Tahoe Living Greens LLC
- TT Tilapia
- UNR High Desert Farming Initiative
- Urban Roots

Buy NV Businesses – Cont.

Manufacturing:

- Bionomic Solutions
- Brenward Industry Corps
- Davidson's Organic Tea
- Evaporative Control Systems, Inc
- **Kimmie Candy**
- **Model Dairy LLC**
- Mr G's Hawaii-style Teriyaki
- Italian Hearts Pasta Sauces, Inc
- **Nature's Bakery**
- Nevada Vines and Wines
- Seven Troughs Distilling
- StoneyHead Brewing LLC
- Under the Rose Brewing Company
- UNR Wolf Pack Meats
- Branded Hearts Distillery, Inc.

Buy NV Businesses – Cont.

Retailers:

- Buy Nevada First Gift Shop & Visitors Center
- Great Basin Food Coop
- Napa Sonoma Grocery Company
- Scolari's Food & Drug
- The Flag Store, Sign & Banner
- 39 North Downtown Marketplace

Buy NV Businesses – Cont.

Agriculture Services & Organizations:

- Edible Reno-Tahoe
- Nevada Farm Bureau
- NevadaGrown
- Signature Landscapes
- **University of Nevada Coop Ext**

Buy NV Businesses – Cont.

Restaurants:

- Bistro 7
- Bricks Restaurant
- Brothers Barbecue
- Coffeabar
- Dish Café
- Gino the Soup Man
- Great Full Gardens Café
- Nothing to It! Culinary Center
- Old Granite Street Eatery
- Opa Cafe
- SouthCreek Pizza Co
- The Cheese Board
- Too Soul Tea Co.
- Yosh's Unique Delil

Buy NV Businesses – Cont.

Sponsors:

- Twisted Vintage Emporium
- White Cap Ready Mix, Inc

International Exports

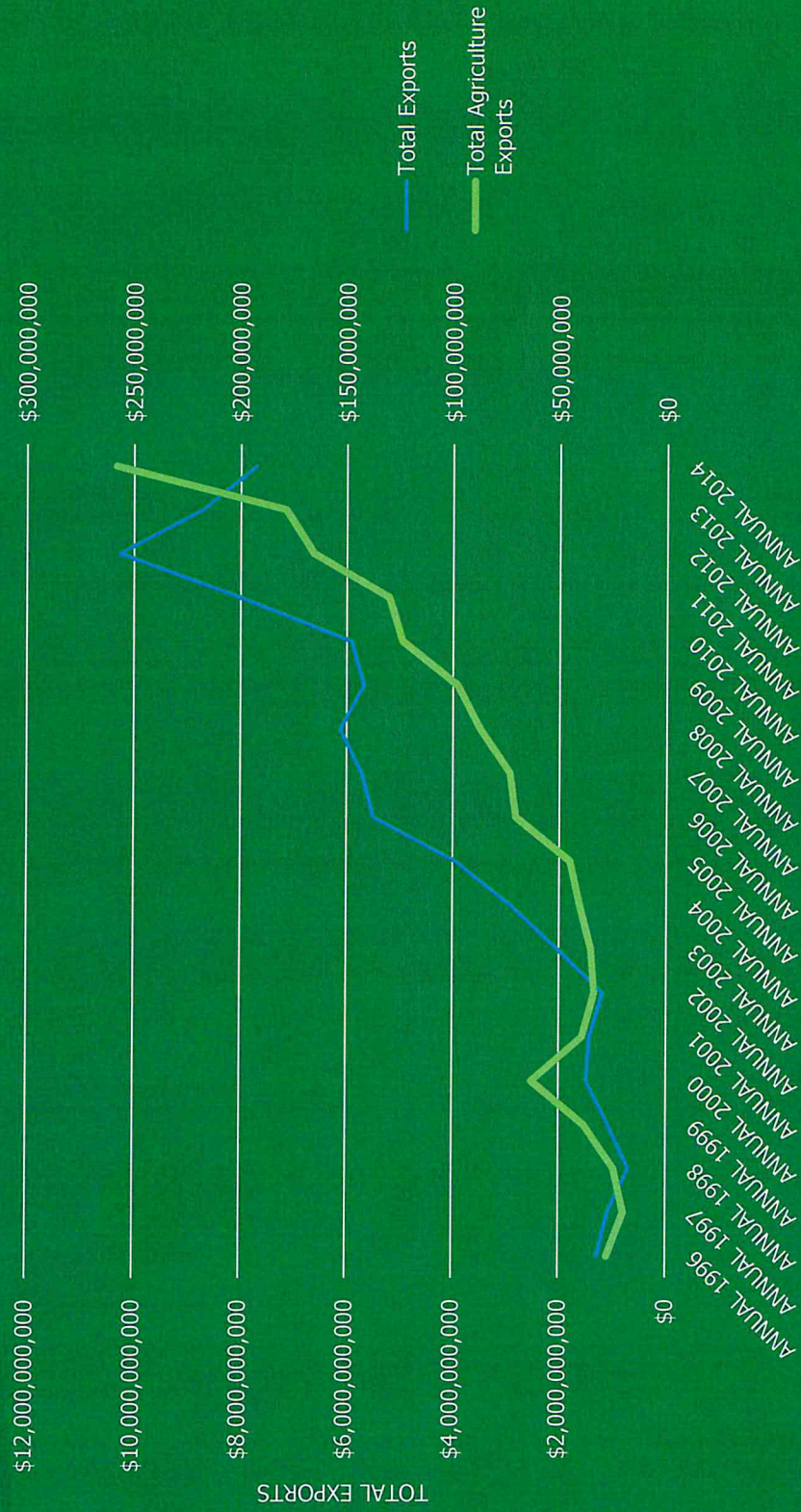
- Sold over \$250 million in food and ag exports for the first time

Total Ag Exports



International Exports Cont

Nevada Total vs Agriculture Exports



Buy NV Contact Information

Jeff Sutich

Buy Nevada Manager

775-353-3627

jssutich@agri.nv.gov