



NASDA Staff (L to R): Bob Ehart, Dudley Hoskins, DeWitt Ashby, Rebecca Creighton, Nathan Bowen, Charlie Ingram, (Front) Britt Aasmundstad, Megan McDonald, Barb Glenn, Elizabeth Rowland, Amanda Culp, and Martha Dale

MEMBER SERVICES

- To improve member services, **Rebecca Creighton, Member Services Coordinator**, joined NASDA in May 2015. Rebecca manages member distribution lists, our new password-protected NASDA Member Center, our online member profiles, and many other aspects of the organization.
- Britt Aasmundstad** joined NASDA in June 2015 to advance strategic policy management in our rural development and conservation portfolios.
- NASDA provided meeting assistance to three NASDA regional associations in 2015.

COMMUNICATIONS

- NASDA News is distributed weekly to a growing audience of over **2,100 subscribers**. Subscribe online at www.nasda.org/news.aspx.
- NASDA gathered over 500 new Twitter followers in the past year for a total audience of over 4,600 followers. Join the conversation and follow us **@NASDAnews!**
- Our Facebook continues to be popular with our NASDA enumerator family with over 775 likes. We can be found at www.facebook.com/NASDADC



2015 Annual Report

2014 - 2015 President: Chairman Scott Enright, Hawaii
NASDA CEO: Barbara P. Glenn, Ph.D.

Our Mission: To represent the state departments of agriculture in the development, implementation, and communication of sound public policy and programs which support and promote the American agricultural industry, while protecting consumers and the environment.

2015 **NASDA** Annual Report

NASDA's Public Policy Engagement

This year brought renewed strategic focus to NASDA's policy activities, with approval by the NASDA Board of Directors of a three-tiered approach to policy prioritization and engagement. **On each of NASDA's Tier One policy priorities—Food Safety Modernization Act (FSMA) implementation, the Waters of the U.S. (WOTUS) rulemaking, and pollinator health**—NASDA continues to leverage its influence and the unique role its Members serve at the nexus of federal and state policy-making.

ADVOCATING ON CAPITOL HILL

NASDA continues to raise its profile on Capitol Hill. This year we focused on bringing the expertise and unique voice of NASDA Members and their agencies in front of Congressional committees on topics ranging from the WOTUS rulemaking to EPA ozone standards. NASDA Members testified in front of the House and Senate Agriculture Committees, as well as the Senate Environment and Public Works Committee, the House Transportation and Infrastructure Committee, and the House Science, Space, and Technology Committee. In addition, NASDA staff conducted targeted meetings and briefings on NASDA priorities with staff from key Committees and Hill offices.

ENGAGING THE ADMINISTRATION

The White House sought out NASDA's expertise on multiple occasions this year, including invitations to participate in high-profile conversations on important policy challenges. This spring, NASDA participated in a series of discussions with the leadership of the White House's Office of Management and Budget on opportunities to improve the regulatory process, better integrate and consult state agencies in federal rulemaking, and alleviate existing regulatory burdens on state agencies. NASDA was also invited to participate in the White House Forum on Antibiotic Stewardship, highlighting the unique role and contributions NASDA and its members bring to that important issue.

In addition to representation on a number of existing federal advisory committees, NASDA members were appointed to two additional advisory committees: Director Greg Ibach of Nebraska to the U.S. Trade Representative's Intergovernmental Policy Advisory Committee and Secretary Jeff Witte of New Mexico to EPA's Local Government Advisory Committee.

FOOD SAFETY

Because State Departments of Agriculture have a central role in FSMA implementation, NASDA continues to engage FDA to identify the best path forward to creating a safer food supply. In addition, NASDARF continues to work through a cooperative agreement to provide critical information to help plan and carry out implementation of the produce safety rule, in partnership with FDA and state regulatory agencies.

POLLINATOR HEALTH

NASDA continues to lead on the issue of pollinator health. Specifically, NASDA has led the advancement of State Managed Pollinator Protection Plans (MP3s), which have been recognized by the White House as a successful state-driven model. NASDA continues to work with our federal partners and stakeholders to identify critical needs and challenges to assist NASDA Members in their MP3 development.

WATERS OF THE U.S. RULEMAKING

NASDA has been a leading voice this year in front of Congress and the Administration against efforts by EPA and the Army Corps of Engineers to expand federal Clean Water Act jurisdiction through the agencies' WOTUS rulemaking. NASDA members testified in front of four different House and Senate committees this year and met with White House officials, articulating states' concerns with this rule.

2015 FINANCIAL ACCOMPLISHMENTS

- NASDA ended the year with positive net assets of over \$2.5 million.
- NASDA increased net assets by over \$850,000.
- NASDA generated revenue of \$40 million.

Partnerships to Enhance Agriculture

NASDA - NASS COOPERATIVE AGREEMENT

NASS.NASDA.ORG

NASDA is continuing its efforts to strengthen and enhance the NASS-NASDA partnership while maximizing efficiencies and technology upgrades including utilizing iPads for all enumerators, electronic timesheets and expanded website capabilities. The NASDA-NASS cooperative program serves the basic agricultural and rural data needs of the country, and ensures that farmers and ranchers have a voice in the future of rural communities and all of agriculture. **NASDA employs 3,500 enumerators.**

NASDA-FAS COOPERATIVE AGREEMENT

TRADESHOWS.NASDA.ORG

NASDA's three trade show events and cooperative agreement with USDA FAS continue to prosper while providing both export and domestic opportunities to U.S. exporters. In addition, NASDA and FAS remain in partnership to provide upgraded services to U.S. exhibitors at overseas trade shows, to provide valuable trade data and market information through services provided by Euromonitor International, and, more recently to assist U.S. exporters through the MRL database which catalogs Maximum (allowable) Residue (pesticide) level data for a variety of products in numerous international markets.

NASDA produces the USA Pavilion at the Americas Food & Beverage Show in partnership with the World Trade Center Miami. The 2014 show established a record level of exhibit sales, and the exhibitors were rewarded with more than 50 companies reporting export sales to new markets and in excess of \$28m in export sales. Exhibit sales for the upcoming 2015 event have already surpassed last year's total. NASDA Members in VA, NC, IL, MI and MN will participate along with FAS cooperator groups, the U.S. Meat Export Federation, the U.S. Poultry & Egg Export Council, and the Southern United States Trade Association.

The 2015 American Food Fair pavilion at the National Restaurant Association (NRA) Show established a new high for pavilion exhibit sales. Almost 6,000 international visitors (out of a total of 63,676) purchased more than \$4 million from our exhibitors, who, in turn, anticipate an additional \$12.5 million in show generated export sales this year. Participants in the American Food Fair included NASDA Members in IL, MI, MN and KS as well as Food Export Midwest.

NASDA's show at the Food Marketing Institute (FMI) Connect offers a venue where smaller companies can compete on an equal footing for the attention of FMI's supermarket chain members. This year's event featured a well-received meetings program for attendees and exhibiting suppliers.

NASDA RESEARCH FOUNDATION

FOUNDATION.NASDA.ORG

The NASDARF has completed the final year of a five-year EPA cooperative agreement on pesticide stewardship. This grant helped to host and support a 3-day Pesticide Applicator Certification and Training workshop for 200 agency, university, and industry personnel. Topics included adult education, new training content, online applicator training, and the roll out of proposed changes to the federal Certification of Applicator rules. Through the EPA grant, **NASDARF provided over \$1,000,000 to support university Pesticide Safety Education Programs (PSEP)** over the past two years.

NASDARF is currently competing for new EPA projects to continue the partnership.

UPCOMING NASDA MEETINGS

Tri-National Agricultural Accord
November 11 - 14, 2015
Guadalajara, Mexico

2016 NASDA Winter Policy Conference
January 31 - February 3, 2016
Washington, DC

NASDA's Centennial Annual Meeting
September 21 - 24, 2016
Lincoln, NE | www.nasda.org/2016

UPCOMING NASDA TRADE SHOWS

USA Pavilion at the Americas Food & Beverage Show
October 26 - 27, 2015
Miami Beach, FL

American Food Fair at the NRA Show
May 21 - 24, 2016
Chicago, IL

U.S. Food Showcase at FMI Connect
June 20 - 23, 2016
Chicago, IL