

NASDA

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YEARS ADVOCATING
AGRICULTURE

2016 NASDA Annual Report

NASDA President: Director Greg Ibach, Nebraska
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NASDA grows and enhances agriculture by forging partnerships and creating consensus to achieve sound policy outcomes between state departments of agriculture, the federal government, and stakeholders.

NASDA'S PUBLIC POLICY ENGAGEMENT

NASDA continues to impact national food and agriculture policy by harnessing our members' unique role in the nexus between federal and state policy-making. NASDA is especially focused on our Tier One policy priorities: Food Safety Modernization Act (FSMA) implementation, international trade and harmonization, the Waters of the U.S. (WOTUS) rulemaking, and pollinator health.

Advocating on Capitol Hill

NASDA is a leading voice for agriculture on Capitol Hill. This year we focused on bringing the expertise and perspective of NASDA Members in front of Congressional committees on topics including environmental regulatory challenges, food safety, domestic marketing programs, and agriculture labor. Additionally, NASDA staff conducted targeted meetings and briefings on NASDA priorities with staff from key Committees and Hill offices. NASDA took a leading role in advocating for a nationwide, legislative solution for the disclosure of foods derived from genetic engineering and served as a key voice on the importance for agriculture of international trade agreements such as the Trans-Pacific Partnership (TPP).

Engaging the Administration

NASDA engaged senior officials at the White House and key federal agencies such as USDA, EPA, and FDA to advance our policy priorities across the administration and through the regulatory process. NASDA's leadership on FSMA implementation continues to ensure states have adequate funding to carry out this new preventative approach to food safety and advance the interests of agriculture producers. In addition, NASDA remains a leading voice on a host of environmental regulatory issues from water quality to pesticide issues.

NASDA's unique voice on agriculture policy was recognized by the White House this year, with invitations to participate in White House summits on Sustainable Agriculture, Water, Markets, and Food and Agriculture for the 21st Century.

Food Safety

State Departments of Agriculture have a central role in FSMA implementation. NASDA continues to engage FDA and Congress to identify the best path forward to creating a safer food supply.

International Trade & Harmonization

International Trade and Harmonization issues were added as a Tier 1 Policy Priority for 2016. This enhanced engagement includes advocating for implementation of the TPP trade agreement, advancing the interests of U.S. producers in the international market place, and fostering increased collaboration among our North American trading partners via the Tri-National Agricultural Accord.

Pollinator Health

NASDA continues to lead on 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.

CRITICAL PARTNERSHIPS TO ADVANCING NASDA AND AGRICULTURE

NASDA - NASS Cooperative Agreement

Since 1972, NASDA has partnered with NASS to provide timely, accurate and useful statistics to U.S. agriculture. NASDA is continuing its efforts to strengthen the NASDA - NASS 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 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.

Learn more about NASDA's 3,500 enumerators at nass.nasda.org.

NASDA - FAS Cooperative Agreement

NASDA's trade show events and cooperative agreement with USDA's Foreign Agricultural Service (FAS) continue to prosper while providing both export and domestic opportunities to U.S. companies. NASDA's trade shows give mostly small American food companies a chance to compete effectively for a powerful international audience.

In 2015, 62 exhibitors in NASDA's USA Pavilion at the World Trade Center Miami's Americas Food & Beverage Show generated export sales to a new market.

NASDA's 2016 American Food Fair pavilion at the National Restaurant Association (NRA) Show established a new high for pavilion exhibit sales. International buyers planning to purchase food or beverage products will spend an average of \$306,000.

This year NASDA began working with FAS to rebrand FAS trade show pavilions at international shows around the world. NASDA also continues to work with FAS to make trade data available to all FAS cooperator groups through services provided by Euromonitor International, and works with FAS to provide information to exporters through the Maximum (allowable) Residue Level database. *Learn more about our trade show activities at tradeshows.nasda.org.*



NASDA's Investment in Future Leaders in Public Service

- The Stephen Haterius Student Agriculture Leadership Program provides competitive policy internship opportunities year-round for college students.
- NASDA's Next Generation held its inaugural program in Hawaii with four land grant university students embedding into the Annual Meeting.
- FFA partnered in an inaugural initiative for students to participate in our Annual Meeting in Hawaii.

Finances

- NASDA ended the year with positive net assets of over \$3 million.
- NASDA increased net assets by over \$500,000.
- NASDA generated revenue of over \$45 million.

Communications

- NASDA News was distributed weekly to a growing audience of over 2,400 subscribers.
- NASDA expanded our social media following by almost 15 percent from 2015.

Membership Services

- NASDA provided meeting assistance and administrative support to three NASDA regional associations and one affiliate in 2016.
- NASDA, with support from Bayer, provides all NASDA Members with a subscription to Agri-Pulse Communications.
- NASDA maintains the password-protected NASDA Member Center which hosts important policy tools for NASDA Members.

NASDA Research Foundation

NASDARF manages a 5-year cooperative agreement with the U.S. Food & Drug Administration (FDA) to implement the Produce Safety Rule under FSMA. As part of this cooperative agreement, NASDA held the FSMA Produce Safety Rule National State Agency Planning Meeting in Orlando in March.

NASDARF also manages the Pest Eradication Activities and Research (PEAR) Program. PEAR works to educate decision makers, stakeholders, and other partners who help identify, control, terminate or mitigate the environmental or economic risks pests or invasive species may have on U.S. agriculture. *Learn more about the activities of NASDARF at foundation.nasda.org.*

Mark Your Calendars for 2017

NASDA Winter Policy Conference
January 29 - February 1
Washington, DC

American Food Fair at NRA
May 20 - 23
Chicago, Illinois

SASDA Annual Meeting
June 4 - 7
Nashville, Tennessee

NEASDA Annual Meeting
June 12 - 15
Cooperstown, New York

MASDA Annual Meeting
June 19 - 22
Cleveland, Ohio

WASDA Annual Meeting
July 23 - 28
Sun Valley, ID

NASDA Annual Meeting
September 11 - 14
New Orleans, Louisiana

USA Pavilion at America's Food & Beverage Show
September 25 - 26
Miami, Florida

Tri-National Agricultural Accord
October Dates Coming Soon
Denver, Colorado

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