Program promoting Nevada products falling short

By Jason Hidalgo, Reno Gazette-Journal

Four years ago, Nevada launched a marketing program to promote local farmers, manufacturers, producers and restaurants and their products.

The program's mantra is "Food and agriculture products made and grown in Nevada." Fast forward to 2018, however, and the Buy Nevada is facing challenges as it struggles to keep its program up to date amid a lack of resources.

Timed to tap into increased interest among consumers for healthier food options and supporting operations that are closer to home, the Buy Nevada program – which is overseen by the Nevada Department of Agriculture – was designed to give the state's businesses a helping hand while giving consumers confidence that they were supporting local or homegrown companies.

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