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National Institute  
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# Communicating in Partnership



BIOENERGY, CLIMATE,  
AND ENVIRONMENT



FOOD PRODUCTION  
AND SUSTAINABILITY



YOUTH, FAMILY,  
AND COMMUNITY



FOOD SAFETY  
AND NUTRITION



INTERNATIONAL  
PROGRAMS



2015 National Extension and  
Research Administrative  
Officers' Conference.

# USDA NIFA

NATIONAL INSTITUTE OF FOOD AND AGRICULTURE



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# **NIFA Partners: Cross-cutting research, innovation and student achievement**



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**USDA/NIFA has a constant—nearly daily—requirement for current Land Grant impact stories, videos, photos and facts.**



- USDA/NIFA leadership are strong advocates of telling our story to Congress and the American public
- National news media, national, trade, freelancers and bloggers are very interested in USDA news.
  - News media operations are on a 24-hour timetable.



- Illustrate to the **American people** how research, education, and extension are improving lives
- Report to **Congress** that NIFA-funded projects are making a difference
- Inform **state and local governments** about the ways their partnership betters their communities



- Communicate to **partners and stakeholders, and students** the food and agricultural educational opportunities available through NIFA funding
- Enable **USDA leadership** to make sound decisions regarding mission priorities



# How NIFA Gets Impact Stories

- Daily news search
- CRIS data pull
- [landgrantimpacts.tamu.edu/](http://landgrantimpacts.tamu.edu/)
- Occasionally from LGUs
- Email from leadership, NPLs



- **While NIFA mines through CRIS for impact stories, this resource has limitations.**

- Not always written in English.
- Often difficult to pull out the “impact” or significance of the extension program.



- **NIFA uses Land-Grants Impact website.**
  - NIFA funding not always referenced; for
  - Funding and funding line not always included





# NIFA Communication Tools

NIFA Public Web

Press Releases

Twitter, Facebook

NIFA Public Website

News media interviews

Blogs

Leadership Speeches: USDA, REE, NIFA

Factsheets

Publications



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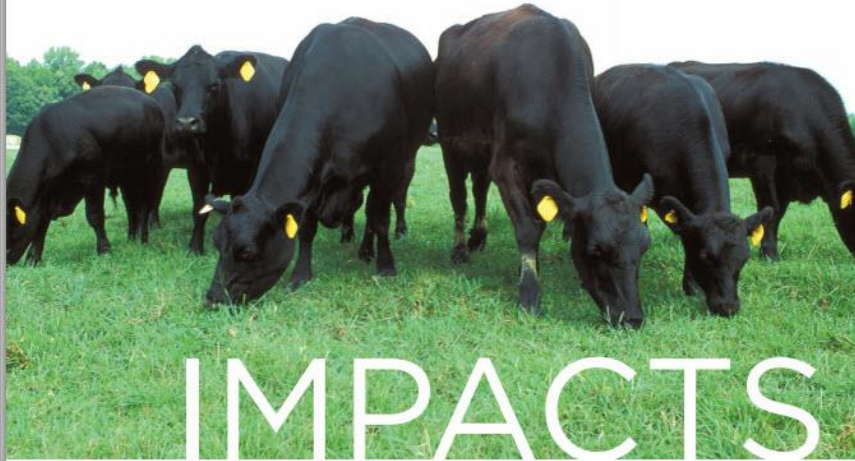
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# IMPACTS

NATIONAL INSTITUTE OF FOOD AND AGRICULTURE  
2014 IMPACTS REPORT



# Annual NIFA Impacts Report



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# How Would We Like to Learn of Impacts?

Directly From You and Your  
University

\*\*\*\*

Share Your Science!



# Help us tell your story!

- Ensure impact stories, press releases, publications attribute relevant funding to the [National Institute of Food and Agriculture](#)
- Let us know of notable impacts, project accomplishments funded by NIFA.
  - Send your stories, photos, video and links to:



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[Impactstories@nifa.usda.gov](https://nifa.usda.gov/impactstories)

**Also, post your Impacts on Twitter**

**using the hashtag**

**#NIFAimpacts**

**\*\***

**NIFA's Twitter Account is @usda\_nifa**



## Hypoallergenic Peanuts Move Closer to Commercial Reality

BY NEWS DESK | JUNE 11, 2014

Hypoallergenic peanuts, peanut butter, and other peanut products are a step closer to grocery stores with the signing of an exclusive licensing agreement for a patented process that claims to reduce allergens in peanuts by 98 percent.

North Carolina Agricultural and Technical State University (NC A&T) in Greensboro signed the agreement with [Xemerge](#), a Toronto-based firm that commercializes emerging technologies in food, agriculture, and a variety of other fields.

The patented process was developed by Dr. Jianmei Yu, a food and nutrition researcher in the NC A&T School of Agriculture and Environmental Sciences, and two former faculty members there, Dr. Mohamed Ahmedna and Dr. Ipek Goktepe, both of whom are now at Qatar University.

"Treated peanuts can be used as whole peanuts, in pieces or as flour to make foods containing peanuts safer for many people who are allergic," Dr. Yu said.

"Treated peanuts also can be used in immunotherapy," she said. "Under a doctor's supervision, the hypoallergenic peanuts can build up a patient's resistance to the allergens."

Research funding was provided by the [Agriculture and Food Research Initiative](#) of the U.S. Department of Agriculture.

The process treats roasted peanuts, removed from the shell and skin, with food-grade enzymes commonly used in food processing. The treatment consists of soaking the peanuts in an enzymatic solution.





## Blogs

### Allergy Sufferers May Soon be Able to Find a Peanut and Eat it Too

By Scott Elliott, National Institute of Food and Agriculture  
August 26, 2014



Peanut allergy is one of the most common causes of food-related anaphylaxis and affects about 2.8 million Americans, including 400,000 school-aged children.

Researchers at North Carolina A&T University (NC A&T) are on the verge of leveling the playing field for millions who suffer allergies from peanuts and wheat. Now, in addition to being able to nosh on some of America's favorite foods, allergy sufferers may also take advantage of the valuable nutrients these staples provide.

Peanut allergy is one of the most common causes of food-related anaphylaxis and affects about 2.8 million Americans, including 400,000 school-aged children. Wheat is one of the top eight food allergens in the United States.

Dr. Jianmae Yu, a food and nutrition researcher at NC A&T's School of Agriculture and Environmental Sciences, and her team found a way to treat peanuts and reduce their allergens by 98 to 100 percent. The treatment is effective whether peanuts are whole, broken into pieces, or ground into flour. Their research, which has proven effective in peanuts and shows promise in wheat, also has the potential to reduce foodborne allergens in tree

## Newsroom

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## **USDA announces breakthrough for people with peanut allergies**

TheBlaze.com (blog) - Aug 27, 2014

## **US says non-allergic peanut moves closer to commercial reality**

Reuters - Aug 26, 2014

## **USDA: Non-allergic peanut moves closer to commercial reality**

Toronto Sun - Aug 26, 2014

## **Researchers say they have invented non-allergenic peanuts**

Washington Post - Aug 26, 2014

## **Non-allergic peanut moves closer to commercial reality: US**

TODAYonline - Aug 28, 2014

## **Hope for peanut allergy sufferers**

WTSP 10 News - Aug 27, 2014





## [Non-allergic peanut moves closer to commercial reality](#)

Times of Malta - Aug 28, 2014

## [Non-allergenic peanuts could soon be a reality](#)

Tech Times - Aug 27, 2014

## [Dept. of Agriculture: Researchers are close to creating an allergy-free peanut](#)

Raw Story - Aug 26, 2014

## [Allergic to Peanuts? Researchers on Track to Change It](#)

Voice of America - Aug 26, 2014

## [US says non-allergic peanut closer to commercial reality](#)

Reuters - Aug 26, 2014

## [Non-allergic peanuts may be on the way](#)

Independent Online - Aug 28, 2014



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**U.S. says non-allergic peanut moves closer to commercial reality**

Friday, Aug 29, 2014 - 02:26

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**NIFA's  
Revamped  
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NIFA EVENTS

APR 7 2015

**2015 National Extension Energy Summit**  
Seattle, Washington  
Conferences

APR 9 2015

**NCERA 200 208 137 Joint Meeting**  
Washington, District of Columbia Meeting

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**CenUSA Bioenergy** @CenusaBioenergy 1h  
USDA's Climate Change Resource Center releases info on #climate change effects on grasslands [ow.ly/LazuV](#) @USDA\_NIFA #GrassAcademy  
Retweeted by NIFA  
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**USDA NIFA** @USDA\_NIFA 2h  
You asked, we listened! NIFA seeks relevance reviewers from #citrus industry to assess SCRI prog. apps. Interested? [Lusa.gov/18MF9jc](#)  
Expand

**MSU** @michiganstateu 4h  
The Final Four are awesome on AND off the court. #MSU @DukeU @Universityofky @UWMadison #Final4Research @NCAA pic.twitter.com/pYPgy#Utg  
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**NIFA's Revamped Public Website**

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