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National Institute
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BIOENERGY, CLIMATE,
AND ENVIRONMENT



FOOD PRODUCTION
AND SUSTAINABILITY



YOUTH, FAMILY,
AND COMMUNITY



FOOD SAFETY
AND NUTRITION



INTERNATIONAL
PROGRAMS



Telling the 1890's Story: Communicating in Partnership

USDA

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1890's Story:

**125 Years of Cross-cutting research,
innovation and student achievement**



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USDA/NIFA has a constant—nearly daily—requirement for current 1890 impact stories, videos, photos and facts.



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- 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.



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- Demonstrates to the **American people** that their tax dollars are improving lives
- Confirms to **Congress** that continued funding is makes a difference
- Validates to **states and local governments** that their share of funding is worth every penny



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- Communicates to **families, farmers and ranchers** that grants to LGUs and other grantees can provide quality education
- Enables **USDA leadership** to make sound annual budgetary decisions regarding mission priorities.



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How NIFA Gets Impact Stories

- Daily Google News Search
- CRIS data pull
- Email from leadership, NPLs



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- **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 database.**
 - Not fully developed.
 - In time, it should be a great resource.



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NIFA Communication Tools

Press Releases

Twitter, Facebook

NIFA Public Website

News media interviews

Blogs

Leadership Speeches: USDA, REE, NIFA

Factsheets

Publications



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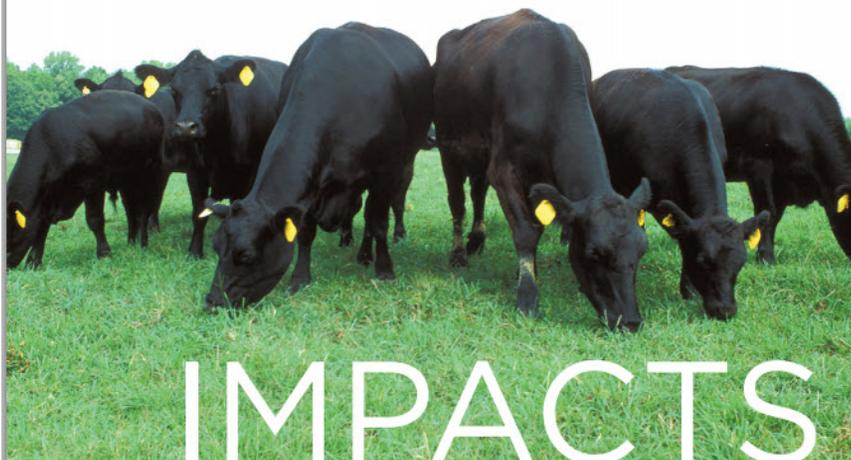
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IMPACTS

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 Your University



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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 to:



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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.





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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

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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



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[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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Thank you for all you do!

Questions?