

**Program Updates**

• **Trade & Economic Development**

- 2022 Nevada Agriculture, Food & Beverage Small Business of the Year Award
  - 9 nominations were submitted and reviewed by panel of various NDA staff from multiple divisions.
  - The 2022 recipient was Frey Ranch Distillery, and the award presentation took place at Frey Ranch on January 26<sup>th</sup>.
- Craft Beverage Passport
  - The 2023 passport launched across the state on March 17<sup>th</sup>, with 10,000 passports distributed statewide.
- SIAL America Trade Show (*Salon International de l'alimentation/the Global Food Marketplace*)
  - From March 28-30, NDA had a booth at the second SIAL America trade show, hosted in Las Vegas. This opportunity brought awareness on NV industries and export opportunities for several NV food and agriculture companies.
  - NDA and the California Department of Food and Agriculture (CDFA) had a joint, three-booth space for the Women's Farm2Food Accelerator Participants where they each had their own space to present their business ventures developed throughout the program.
    - The 2022-2023 cohort class officially graduated at the end of the SIAL America trade show.
- HOFEX Tradeshow (*Asia's Leading Food & Hospitality Tradeshow*)
  - From May 08-13, NDA had a Nevada agriculture, food and beverage showcase booth at the largest food trade show in Hong Kong. This opportunity brought awareness on Nevada products, and trade leads that were captured will be shared with producers.
- Middle East Outbound Trade Mission to Dubai
  - From May 14-19, two Nevada food companies participated in a trade mission to Dubai, focusing on exporting to the Middle East region. They met with 33 buyers from 5 of the Gulf Cooperation Council (GCC) countries.
- Made in Nevada Connections Event
  - On May 24<sup>th</sup>, the NDA and Made in Nevada hosted a Made in Nevada Connections event in North Las Vegas for agriculture, food, and beverage companies to come together to network and share business opportunities.

• **Communications, Promotions & News**

- News releases and stories
  - [Local organization receives \\$3 million to improve rural food access](#)
  - [Gov. Lombardo approves appointment of J.J. Goicoechea as NDA Director](#)
    - [Western Livestock Journal](#); [News 3 LV](#); [Nevada Appeal](#); [KTVN](#);

## June 9, 2023 Board Report

### Division of Administrative Services

---



- [MEDIA ALERT: Nevada Agriculture, Food and Beverage Small Business of the Year to be awarded on Jan. 26](#)
- [NDA seeking meal sites to feed children during school closures](#)
  - [Carson Now; KTVN, KOLO 8;](#)
- [Frey Ranch Distillery named 2022 Nevada Agriculture, Food and Beverage Small Business of the Year](#)
  - [Nevada Appeal; Record Courier; KTVN;](#)
- [Apply for funding to enhance specialty crops in Nevada](#)
  - [Farm Progress](#)
- [Join Mormon cricket and grasshopper management public meetings](#)
  - [Elko Daily](#)
- [Nevada among western states requesting support for livestock industries](#)
  - [Elko Daily Press \(Cattle ranchers describe challenges of ‘brutal’ winter\); Elko Daily Press \(Elko County to consider emergency declaration\); Elko Daily Press \(Snow, cold taking toll on western livestock\); KTVN; KOLO 8; KUNC; Nevada Appeal; KUNR; Farm Progress; RGJ, Carson Now](#)
- [NDA providing free native seeds for cultivation through Foundation Seed Program](#)
  - [Lincoln County Record; KTVN;](#)
- [Nevada Native Seed Partnership to host Native Seed Forum in Elko on April 11-12](#)
  - [Elko Daily Press; KTVN;](#)
- [Sip, Stamp, Win with the Nevada Craft Beverage Passport](#)
  - [KTVN; KTNV; KRNV;](#)
- [Farmers and ranchers affected by winter storms encouraged to share issues and challenges](#)
  - [Marketplace; Agri-pulse; NVFB; Elko Daily;](#)
- [Resources available for farmers and ranchers affected by winter storms and flooding](#)
  - [KOLO 8; Record Courier; CT Insider](#)
- [Protect horses against West Nile Virus ahead of mosquito season](#)
  - [Pahrump Valley Times; KOLO 8; KTVN; Record Courier; KTVN; Nevada Globe; KRNV](#)
- [William Striejewske named as NDA Division of Measurement Standards Administrator](#)
- [World Metrology Day and the food system recognized on May 20](#)
- [Patricia Hoppe named NDA Division of Food and Nutrition Administrator](#)
- [Protect humans and pets, vaccinate animals against rabies](#)

## June 9, 2023 Board Report

### Division of Administrative Services



- [KOLO 8](#); [KTNV](#); [KKLZ](#);
- [Free meals available to Nevada children and teens this summer](#)
  - [News 3 Las Vegas](#); [KTNV](#); [Nevada Globe](#); [Fox5](#); [KSNV](#); [Las Vegas Sun](#); [KRNV/Fox11](#); [Ch 2 News](#); [KTVZ](#); [KESQ](#); [KAKE](#)
- Other news stories:
  - [The State Veterinarian Has Approved the Entry of Santa's Reindeer Into Nevada](#) (Nevada Globe); [Elko Daily](#); [KRNV](#); [News 3 LV](#)
  - [Darting program is model for wild horse management, say advocates](#) (Nevada Current); [Las Vegas Sun](#); [RGJ](#); [Elko Daily](#); [KRNV](#); [This is Reno](#);
  - [Nevada rancher warns inflation isn't over: Americans should prepare to pay more for groceries](#)
  - [Nevada governor declares state of emergency after fuel pipeline leak](#) (LV Review-Journal); [Carson Now](#); [KKTV](#); [CNN](#), [Elko Daily](#); [KOLO 8](#); [KTVN](#); [Fox5](#)
  - [Winnemucca Farmers Market offers free workshop on vendor certification](#)
  - [NASDA announces 8 new members](#) (The Fence Post)
  - [Ranchers say their jobs have gotten '1,000 times harder'](#) (Fox News)
  - [Nevada Newsmakers: Director Goicoechea](#)
  - [Flooding concerns dot country from Nevada to Midwest](#) (USA Today)
  - [Record-breaking winter to impact insects causing pest-packed summer](#) (News 4)
  - [Return of the grasshoppers](#) (News 3 Las Vegas); [Las Vegas Review-Journal](#); [NPR](#)
  - [Bill would extend free school meals for all Nevada kids to 2024-2025 school year](#) (Nevada Independent)
  - [BLM Proposed Rule on Conservation-Director Testimony in DC](#)
    - [Agri-Pulse](#); [Tri-state Livestock News](#); [Capital Press](#); [NTD](#); [Federalist](#); [Oklahoma Farm Report](#); [Missouri Independent](#); [Nevada Current](#)
- The communications team continues to implement four concurrent communications plans with tactics including:
  - [Monthly newsletters](#)
  - [Industry updates](#)
- Staff have completed the following educational and promotional materials:
  - [Nevada Food and Agriculture Trade Report 2022 – Q3](#)
  - [Nevada Food and Agriculture Trade Report 2022 – Q4](#)
  - Developed the [2023 NDA Biennial Report](#).

## June 9, 2023 Board Report

### Division of Administrative Services

---



- Designed and launched the [2023 Nevada Craft Beverage Passport](#) along with outreach materials.
- Updated 2023 Senior Farmers Market coupon books and supporting materials.
- Updated materials for the 2023 Summer Food Service Program.
- Updated and designed flyers for the Child and Adult Care Food Program.
- Developed and designed a [Disaster Assistance flyer](#) to help connect producers impacted by adverse weather with available assistance.
- Developed and designed an [FAQ related to GFI 263](#) transitioning over-the-counter microbial drugs to prescription.
- Designed invitations for the [2023 Nevada Native Seed Forum](#).
- The communications team planned and held Agriculture Day at the Legislature on April 21 (originally scheduled for Feb. 28).
  - NDA leadership were recognized on the Senate and Assembly floors.
  - NDA staff spoke to more than 70 individuals about agriculture in the state.
  - Eight supporting materials were developed and designed to be distributed.
- Staff have fielded 29 public records requests, of which 22 are completed.
- **Workforce development**
  - The 2<sup>nd</sup> class of Nevada Women’s Farm2Food Accelerator workforce development program participants graduated from the program on May 30<sup>th</sup>, after completing 15 weeks of online modules, online discussions, in-person events and the SIAL America trade show. Each participant developed a value-added product they can now use to expand growth into their business operations as they see fit into their business plans.
  - The 3<sup>rd</sup> class of Nevada Women’s Farm2Food will begin in November 2023. Any interest of Nevada women seeking to launch or expand a value-added food or beverage product into new markets should reach out to [ddavidson@agri.nv.gov](mailto:ddavidson@agri.nv.gov). This project is in partnership with the National Association of State Departments of Agriculture Foundation and funding through the Nevada Specialty Crop Block Grant and the American Rescue Plan Act.
- **Administrative Services Staff**
  - Recruiting for an Administrative Assistant 4, an Accounting Assistant 3, and a Grants & Project Analyst 2
- **2023-2025 Budget Presentation**