

December 8, 2023 Board Report

Administrative Services



Division Overview

- **Trade and Economic Development**

- Netherlands and Denmark Outbound Specialty Beverage Mission
 - September 10-15, two Nevada companies attended
 - Revision Brewing
 - High Mark Distillery
- An initial planning trip to South Korea took place October 17-20th, to plan for a joint Nevada Department of Agriculture (NDA) and Governor's Office of Economic Development (GOED) trade mission with the Governor in June 2024.
- Picturing Nevada Food and Agriculture Photo Contest concluded on September 1, 2023.
 - Received a total of 32 submissions; top 5 were selected by a panel of NDA employees from each division.
 - The winner was Lindsey Pellandini from Fallon, Nevada with her picture titled "[Corn in the Sky](#)".
- The 2023 Nevada Agriculture, Food and Beverage Small Business of the Year nominations ended on December 1st; winner to be announced mid-December.

- **Agricultural Literacy**

- Nevada Future Farmers of America (FFA) Soils and Range Competition in Lund, Nevada
 - Diamond Mountain FFA won the Range competition and attended nationals in Washington in November.
 - Capitol FFA won the Soils competition.
- Attended FFA Green Hand Conference in Fallon, NV.
- Attended Farm Day at Sierra Vista Charter Academy in Stead, NV with Moolissa as well as NDA representatives from Food and Nutrition, Meat and Poultry Inspection, and past FFA officers with 300 students participating.
- Held an Ag in the Classroom Day with Moolissa at Seeliger Elementary School with 526 students participating.
- Attended the Eureka High School Career Fair.
- Participated in the Nevada Day Parade.
- Attended the Meet the Turkeys Event with Moolissa at San Rafael Park with over 2300 families.
- Attended the Farm Bureau Conference in Mesquite, NV.
- Attended the Cattlemen's Conference in Winnemucca, NV.
- Agricultural Outreach Assistant, Lander Smith, started in November.

- **Communications, Promotions and News**

- News releases and stories:
 - [NDA names Brittany Mally as new Division of Food and Nutrition Deputy Administrator](#)
 - [Women food and beverage product entrepreneurs and farmers encouraged to apply for Farm2Food Accelerator Program](#)
 - [Lincoln County Record, Nevada Appeal](#)

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- [Nominations are open for the Agriculture, Food and Beverage Small Business of the Year Award](#)
- [Elko Daily, Lincoln County Record](#)
- [Newest cohort of Farm2Food Accelerator participants selected from Nevada](#)
- [Budding farmers get a boost from Farm2Food program](#)
- [Funding available to enhance Nevada-grown specialty crops](#)
- [NDA Director Goicochea honored as UNR Distinguished Alumnus](#)
- Other news stories:
 - [University to expand training programs for meat- and poultry-processing industry - KSNV](#)
 - [Mosquitoes with West Nile Virus found in Churchill County – KOLO, KTVN, Nevada Appeal, KKOH](#)
 - [Until the Cows Come Home: Sixth-gen Nevada cattle ranchers pass down legacy of land stewardship](#)
 - [Reno initiates half-million-dollar fencing project to protect Virginia range horses from traffic accidents - KTNV, KOLO](#)
 - [Nevada ranchers sue over inaction on wild horses](#)
 - [Year-round farming operations with Peri & Sons](#)
- The communications team continues to implement four concurrent communication plans with tactics including:
 - [Monthly Newsletters](#)
 - [Industry Updates](#)
- Staff have completed the following educational and promotional materials:
 - Updated Weights and Measures Approval Seals for 2024
 - Finalized and printed an Invasive Pest Guide for Entomology
- Staff have fielded 55 public records requests, of which 43 are completed.
- Public Information Office (PIO) II attended the Communications Officers of State Departments of Agriculture (COSDA) Annual Meeting and Conference in Maine
 - Professional development and networking opportunity where the NDA was able to connect with other states to determine how to best support industry and the department.
- PIO I, Melanie Sanchez Hernandez was hired started in October and will be stationed at the Las Vegas office.
- **General Administrative Services Division Updates**
 - Conference room upgrades
 - Budgets presentation
 - 4470 – Dairy (Animal Division)
 - 2691 – Nutrition Education Programs (Food and Nutrition)

Program Updates

- The third cohort of the [Nevada Women’s Farm to Food Accelerator Program](#) kicked off on November 3, 2023, with 12 participants.