

March 10, 2021 Board Report

Administration Division



Program Updates

- Communications
 - Media releases:
 - Announcement of [Weishaupt Homestead and Lattin Farms receiving Centennial Awards](#) (3 [media hits](#))
 - Annual announcement requesting applications for [Summer Food Service Program \(SFSP\) operators](#)
 - Joint release with Made in Nevada announcing [NDA and Made in Nevada partner to highlight Nevada food and agriculture products](#) (3 [media hits](#))
 - Announcement requesting proposals to [enhance specialty crops in Nevada](#)
 - Joint release from Nevada Native Seed Partnership announcing the [fifth annual Native Seed Forum](#)
 - Announcement of pooled trichomoniasis testing available at Animal Disease Lab (3 [media hits](#))
 - Since Nov. 1, 2020, NDA has fielded several media inquiries including:
 - [Wild Horses: Nevada's pride and burden](#) (Tahoe Quarterly)
 - Food Bank of Northern Nevada Food Drive (KTVN)
 - The communications team continues to implement four concurrent communications plans including:
 - [Industry updates](#)
 - [Monthly newsletters](#)
 - Regulation Small Business Impact surveys:
 - NAC 583, 564, 565, 577, 571, 441A, 581, 582
 - NAC 555
 - NAC 587
 - NAC 555
 - Regulation Workshops:
 - NAC 583
 - NAC 564, 565
 - NAC 557
 - NAC 557 (second workshop)
 - Regulation Adoption Hearings:
 - Notice of hearing to adopt NAC 557 Temporary Regulation
 - Since Nov. 1, 2020, staff have fielded 19 public records requests, of which 16 are completed.
 - Since Nov. 1, 2020, staff have completed four publications:
 - 2020 Brand Book (available soon)
 - Agriculture Quarantine Enforcement Guide
 - [2021 Nevada Department of Agriculture Biennial Report](#)
 - [2021 Economic Analysis of the Food and Agriculture Sectors in Nevada](#)
- Global Trade & Economic Development

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- Hosted a virtual trade mission with buyers from China and Hong Kong, 17 companies from the Western region participated (1 from Nevada).
- Nevada has 3 food service-oriented companies participating in a market promotion in South Korea that started in January and runs until March.
- Conducted international trade market research for 4 new agribusinesses interested in entering the global market.
- Presented to the North American Agricultural Marketing Officials (NAAMO) delegation on Nevada's e-commerce efforts to better promote Nevada food and agriculture industry.
- Attended the virtual Western United States Agricultural Trade Association (WUSATA) winter planning meeting to establish 2022 trade activities. Nevada will lead 8 trade missions/trade shows in 2022.
 - Nevada will lead 9 trade missions/trade shows in 2021.
- Finalized the 2021 Economic Analysis, which was published on February 1 and can be found [online](#). A hard copy was also mailed to each board member.
- The global trade and economic development program will publish an updated trade report each quarter to better capture new and developing trends.