

December 8, 2021 Board Report

Division of Administrative Services



Program Updates

- Trade & Economic Development Program
 - Held virtual trade missions for the South Africa and Israel markets, with over 150 one-on-one meetings between suppliers and buyers.
 - 4 Nevada companies participated in the virtual meetings
 - Attended the ANUGA Food Trade Show in Cologne Germany October 4-13.
 - 1 Nevada company exhibited at the show.
 - Held an in-person Mexico inbound trade mission on November 4, bringing four buyers from across Mexico to meet with four Nevada companies
 - Held a northern Nevada Made in Nevada Connections event on October 21 at High Mark Distillery in Reno. Guest speakers included owner and Master Distiller Felicia-Keith Jones, and CEO of Rounds Bakery, Anton Novak. Made in Nevada Connections events are a joint effort with our Made in Nevada partnership giving Nevada agriculture, food and beverage companies the chance to network and learn of opportunities to partner with other companies.
 - Nevada Agriculture, Food and Beverage Small Business of the Year Award
 - In its inaugural year, the NDA and Made in Nevada (MIN) received 27 nominations from across the state. Each eligible nomination was reviewed and scored by three judges (2 from NDA and 1 from MIN).
 - 2021 winner [Tsp Baking Company](#)
- Communications, Promotions & Press
 - New releases
 - [Media alert: Made in Nevada Connections](#)
 - [Food assistance for Caldor Fire evacuees](#)
 - [Reno Gazette Journal](#)
 - [This is Reno](#)
 - [Nevada Appeal](#)
 - [News4](#)
 - [Agriculture, Food and Beverage Small Business award nominations](#)
 - [Ivermectin animal products not approved for COVID-19 in humans](#)
 - [KLAS](#)
 - [News 4](#)
 - [Fox5 KVVU](#)
 - [Las Vegas Sun](#)
 - [Las Vegas Review-Journal](#)
 - [NDA seeking Farm2Food Accelerator participants](#)
 - [New senior food and nutrition partner coming to southern Nevada](#)
 - [10 Nevada women food and beverage entrepreneurs selected for business accelerator program](#)
 - [Reno Gazette Journal](#)
 - [Nevada Appeal](#)
 - [Carson Now](#)

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- [KOLO 8](#)
- [Northern Nevada Business Weekly](#)
- [Media alert: Tsp Baking Company to be awarded Nevada Agriculture, Food and Beverage Small Business of the Year award](#)
- [Agriculture Food and Beverage Small Business of the Year award recap](#)
- Fielded media inquiries about:
 - Nevada Women’s Farm2Food Accelerator Program
 - Virginia Range feral horses
 - General agriculture and food production
 - Made in Nevada Connections
- The communications team continues to implement four concurrent communication plans with tactics including:
 - [Industry Updates](#)
 - [Monthly newsletters](#)
 - Sent the following regulation notices:
 - NAC 587
 - NAC 565
- Since September 8, staff have fielded 19 public record requests, of which 11 are completed.
- Staff have completed educational and promotional material, including:
 - Lunch and Learn save the dates
 - Finding Nevada Food information flyer
 - 2020 Hemp Report
 - [Nevada Food and Agriculture Trade Report 2021 – Q2](#)
 - [Drought Relief Funds](#) information flyer
 - Entomology invasive species awareness materials
- The Nevada [Women’s Farm2Food Accelerator](#) workforce development program kicked off November 3 with 11 women representing 10 agribusiness seeking to launch or expand a value-added food or beverage product into new markets. This project is in partnership with the NASDA Foundation and funding through the Nevada Specialty Crop Block Grant. View the [press release](#) for additional information and list of selected participants.