

September 9, 2020 Board Report

Administration Division



Division Update

Program Updates

- CARES Act funding
 - Hired a COVID-19 resource coordinator to increase NDA’s capacity to provide support for the agriculture sector. This position will focus on increasing communication and providing technical assistance to producers and agribusinesses in relation to financial aid opportunities and industry resources related to COVID-19.
- Women’s Farm to Food Accelerator
 - NDA as project partner - the National Association of State Departments of Agriculture (NASDA) Foundation and the NDA were selected as a recipient for the Specialty Crop Block Grant Program and will begin work on the research components of the Women’s Farm to Food Accelerator October 2020. This two-year project will lay the foundation for a robust training program to equip female specialty crop producers in Nevada to grow their value-added businesses.
- Global Trade & Economic Development
 - Held a virtual Canada trade mission, two Nevada distilleries participated (Las Vegas Distillery and Seven Throughs Distilling).
 - A larger virtual specialty beverage mission is expected to take place in October.
 - Held a virtual South Korea buyers’ mission, one Nevada company participated (Pacific Cheese).
 - Conducting a retail promotion for Nevada food and agriculture products throughout Mexico from August – October.
 - Attended the virtual North American Agricultural Marketing Officials (NAAMO) and Western Association of State Departments of Agriculture (WASDA) meetings and discussed how to assist companies marketing and trade efforts going into 2021 virtually.
 - Hosted a virtual trade education/resource seminar for food and agriculture companies on September 2, 2020.
 - Released food and agriculture specific economic surveys July 29 - August 21. Information collected will be used to for the NDA’s economic analysis report.
- Communications
 - Since July 1, 2020, the NDA has distributed 4 news releases:
 - Award announcement [about CARES funding going to 13 community organizations to address food insecurity](#) (2 media hits)
 - [Nevada Appeal](#)
 - ADL confirms [rabies in bats](#) (6 media hits)
 - [Associated press](#)
 - RFA [announcement](#) for food inventory and distribution CARES funding (1 media hit)
 - [NASDA News](#)

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- RFA [announcement](#) for CARES Act relief funding for agriculture (2 media hits so far)
 - [Nevada State News](#)
 - KKOH
- Media pitch about choosing Nevada onions amid recalls (1 media hit so far)
 - [KTVN News 2 Reno](#)
- Since July 1, 2020, NDA has fielded several inquiries about:
 - School meals, summer meals and [food insecurity](#)
 - [Giant Asian Hornets](#) (8+ media hits)
 - Developed a [“self-identification” fact sheet](#) to help reduce calls
 - [Mystery seed shipments](#) from China (5+ media hits)
- Since July 1, 2020, NDA has fielded 8 public records requests, and 5 are completed.