

December 9, 2020 Board of Report

Administration Division



Program Updates

- Communications
 - News releases:
 - A joint release with NDOT [urging caution around Virginia Range feral horses](#) (2 [media hits](#))
 - A release announcing round 2nd of inventory and distribution [CARES Act funds](#)
 - Announcement of [grant funding available for conservation groups that address noxious and invasive weed management](#)
 - Announcement of [ADL now accepting pooled trich samples](#) was sent to NVFB magazine, Progressive Rancher, Nevada Rancher and NCA newsletter.
 - Since July 1, 2020, NDA has fielded several media inquiries about:
 - School meals, summer meals and [food insecurity](#)
 - [Districts work hard to adapt nutrition programs for online learning, but many children still face barriers to access](#)
 - [Giant Asian Hornets](#) (8+ media hits)
 - Developed a [“self-identification” fact sheet](#) to help reduce calls
 - [Mystery seed shipments](#) from China (5+ media hits)
 - [Man bitten by rabid fox on Mt. Charleston](#)
 - Since July 1, 2020 staff has fielded 25 public records requests, 23 of which are completed.
- Global Trade & Economic Development
 - The global trade team met with the Pyramid Lake Cattlemen’s Association to discuss new marketing opportunities for ranchers on the reservation.
 - Assisted with getting samples of a NV distillery into Canada, which resulted in the Canadian buyer purchasing ten crates of the product.
 - Partnered with Idaho to hold a virtual buyers mission for NV hay producers in October, which resulted in four ranchers meeting 12 Mexican buyers.
 - Participated in three separate trade meetings regarding US/UK trade negotiation talks to discuss how NV farmers and ranchers are prepared to expand trade in that market.
 - The global trade team participated and gave a presentation to North American Agricultural Marketing Officials (NAAMO) Western Region on NV trade and economic development efforts during COVID-19 in October.
 - Participated in a virtual trade mission with Japan buyers in October; 1 NV company participated, Smile Foods.
 - Participated in a virtual trade mission with the Association of Southeast Asian Nations (ASEAN) buyers on November, 1 NV company participated, JoJo’s Jerky.