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
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.