

Program Updates

- Communications & Promotions
 - News releases since March 1, 2021:
 - Announced the [2021 USDA Child and Adult Care Food Program sponsors](#)
 - Public meeting announcement for [Mormon cricket and grasshopper infestation control](#)
 - Since March 1, 2021, the NDA has fielded several media inquiries regarding:
 - Cicadas in Las Vegas (KVVU)
 - Food safety for consumers (Elko Grown)
 - [Should people in Las Vegas be concerned about possible gas shortage?](#) (KTNV)
 - The communications team continues to implement the four concurrent communications plans with tactics including:
 - [Industry updates](#)
 - [Monthly newsletters](#)
 - Monthly newsletters to legislators during the 2021 Nevada Legislative Session (January – April)
 - Sent the following regulation notices:
 - [NAC 564, 565](#) workshop notice
 - [NAC 587](#) business impact survey
 - [NAC 555](#) business impact survey
 - [NAC 564 and 565](#) second workshop notice
 - Launched new NDA intranet site
 - Since March 1, 2021, staff have fielded 18 public records requests, of which 12 are completed.
 - Since March 1, 2021, staff have completed four publications and several educational and promotional materials and activities:
 - [2020 Brand Book](#)
 - Agriculture Quarantine Enforcement Guide
 - [Celebrate Nevada Agriculture Day](#)
 - [NDA Trade and Economic Development Program flyer](#)
 - [Nevada Food and Agriculture Trade Report 2020 – Q4](#)
 - Launched [Finding Nevada Food](#) webpage
 - Senior Farmers Market Nutrition program sponsor banners and flyers
 - Pesticide Waste Collection flyer
 - [Composting: Your Soil Health and Produce Safety](#) webinar flyer
 - Plant Industry [Lunch and Learn Food Safety Event](#) flyer
 - [NDA Trade and Economic Development team Q&A](#)
- Women’s Farm to Food Accelerator training program
 - As part of the research phase of Specialty Crop Block Grant (SCBG) grant funding to adapt and develop a Nevada specific training, NDA staff in partnership with the National Association of State Departments of Agriculture (NASDA) Foundation and Union Kitchen created the following:

- Researched and developed an ecosystem map, a list of vendors and service providers, as a starting point for food and beverage entrepreneurs to fill gaps they may have in the areas of sales, product development, finance, branding, and employee/business management.
- Released May 202 a Women in Agriculture electronic [survey](#) in May to collect general information on women’s engagement in Nevada agriculture supply chains, while gathering specific information from farmers and food/beverage entrepreneurs about their business needs to help develop the training program.
- The ecosystem map resources and survey results will be shared during stakeholder meetings to be held fall 2021 for additional industry engagement in developing tools and resources to help women entrepreneurs grow their food/beverage businesses.
- Global Trade & Economic Development
 - Lead a virtual South Korea consumer oriented (food products ready for consumer) trade mission for Nevada on March 31.
 - 4 new Nevada companies participated, totaling 41 one-to-one meetings with South Korean buyers.
 - Lead a virtual Canada trade mission for specialty beverage companies on April 26
 - 3 new Nevada companies participated, totaling 26 one-to-one meetings with Canadian buyers.
 - Nevada was selected as 1 of 3 states in the Western Region to select a company from the state to participate in the NASDA American Food Virtual Buyers Mission, which will allow that company to meet with more than 50 domestic and international buyers.
 - Nevada will have a virtual booth showcasing a variety of 15 food products from across the state at the National Restaurant Association Show to Go 2021 (May-June 2021).
 - Other upcoming 2021 trade related activities for Nevada producers will be in the following areas: food service companies, animal feed companies, hay & forage producers, consumer-oriented companies, and specialty beverage.
 - May 3-7 was Nevada World Trade Week; throughout the week our team promoted a variety of different food and agriculture commodities, and our program resources via social media and online sources.
 - Our team held a Nevada Food & Agriculture Photo Contest for Nevada’s agriculture community to share photos of their industries. The winner’s photo will be showcased on an NDA postcard and a canvas of the photograph will be hung in the NDA’s Sparks office. This will be an annual contest.
 - Q1 2021 trade report was published on June 1.