

September 8, 2021 Board Report

Administration Division



Program Updates

- Trade & Economic Development Program
 - Completed two virtual trade missions: one with buyers in South Korea and one with Canada that introduced 64 buyers to 5 Nevada companies.
 - Attended the North American Agricultural Marketing Officials (NAAMO) annual meeting to discuss new marketing and trade trends to better promote Nevada food and agriculture industries.
 - Participated in the Western United States Agricultural Trade Association (WUSATA) summer meeting to plan 2022 trade activities.
 - Nevada will lead 9 trade missions/shows.
 - Conducted visits with 8 food and agricultural companies in southern Nevada to discuss new marketing, trade and economic development efforts
 - Senior Trade Officer spoke at a [press conference](#) for the inaugural Salon International de L'Alimentation (SIAL) America food and beverage trade show that will take in Las Vegas on March 22-24, 2022
 - Released Q1 and Q2 2021 trade reports for Nevada's food and agriculture sector.
 - Presented on trade resources the NDA offers and provided an economic spotlight on Douglas County to the Minden Rotary Club.
- Communications & Promotions
 - News releases
 - Annual reminder to protect public safety from [rabies in bats](#)
 - Announcement of [Nevada food and agriculture industries breaking trade record in first quarter of 2021](#)
 - Announcement of [Nevada Hemp Plan approval from USDA](#)
 - Announcement [requesting applications for southern Nevada CSFP partner](#)
 - Annual reminder to [protect horses against West Nile Virus with vaccination](#)
 - Fielded media inquiries about:
 - State entomologist discussed [borers affecting Ash trees in northern Nevada](#)
 - [Clark County School District's back-to-school lunch trouble](#)
 - Director Ott participated in [Nevada Business Magazine's Government Roundtable](#)
 - [Universal free meals could put funding for low-income students at risk if gaps in data aren't fully addressed, some school district officials warn](#)
 - Director Ott met with U.S. Secretary of Agriculture Tom Vilsack, Governor Sisolak and Rep. Susie Lee for a [tour of a southern Nevada school nutrition program](#)
 - [Drought conditions in Nevada](#)
 - [Mormon Crickets in northern Nevada](#)
 - [Odds of tick bite-induced Lyme disease low in Nevada but higher in Tahoe, Sierra foothills](#)
 - The [cicada population in Nevada](#)

September 8, 2021 Board Report

Administration Division



- Food safety stories for Elko Grown
- The communications team continues to implement four concurrent communications plans with tactics including:
 - [Industry updates](#)
 - [Monthly newsletters](#)
 - Sent the following regulation notices:
 - [NAC 557 Workshop & NAC 571 Survey](#)
 - [NAC 555, 586, 587 Surveys](#)
 - [July 2021 Industry Update – 81st Legislative Session Recap](#)
 - [NAC 555 \(Plant Pathology Fees\) Workshop](#)
 - [NAC 552 & 554 Business Impact Surveys](#)
 - [Notice of hearing to adopt NAC 564 & 565](#)
 - [Notice of hearing to adopt NAC 557 Regulation](#)
- Staff have fielded 18 public records requests, of which 13 are completed.
- Staff have completed educational and promotional material, including:
 - 2019 Hemp Report
 - [Nevada Food and Agriculture Trade Report 2021 - Q1](#)
 - Agriculture Census flyer
 - Pesticide Waste Collection flyer
 - [Finding Nevada Food](#) Specialty Crop Grant Program advertisements