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
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