Program Updates

- **Trade & Economic Development**
  - Hosted a virtual trade mission on February 7, with buyers from Hong Kong with a consumer-oriented focus
    - Three Nevada companies participated
  - Attended Gulfood Trade Show (largest annual food and beverage show) in Dubai, UAE February 10-18 with one Nevada company
  - Nevada Craft Beverage Passport launched February 25, with 37 establishments participating from all areas of the state

- **Communications, Promotions & News**
  - News
    - NDA seeking Summer Food Service Program partners
    - NEWS
    - Nevada business selected as Good Food Award recipient
    - Nevada Appeal
    - NDA announces 2022 USDA Child and Adult Care Food Program partners
  - Whole milk voluntarily recalled in Nevada
    - KLAS (8 News Now)
    - KVVU (Fox 5 Las Vegas)
    - This is Reno
    - Nevada Appeal
    - Nevada State News
  - Annual Cattlemen’s Update in Gardnerville (Record Courier)
  - Green industry training offered for landscapers and nursery workers (Nevada Today)
  - Nevada ranchers hopeful for future beef demand (Northern Nevada Business Weekly)
  - City, NDOT to discuss Virginia Range horses at upcoming community meeting (This is Reno)
  - State approves first in a series of grants to nonprofits for community recovery (Nevada Current)
  - Virginia Range Feral Horses
  - Sand Hill Dairy whole milk recall
  - General Nevada agriculture
  - Food Insecurity programs

  - The communications team continues to implement four concurrent communications plans with tactics including:
    - Monthly newsletters
    - Industry Updates
    - Sent the following regulation notices:
      - NAC 587
March 9, 2022 Board Report  
Division of Administrative Services

- NAC 590
- NAC 552
- NAC 554

- Since December, staff have fielded 19 public record requests, of which 11 have been completed
- Staff have completed educational and promotional materials, including:
  - Edible Reno-Tahoe advertisements promoting local food
  - Livestock Fee Changes letter and addendum
  - Nevada Craft Beverage Passport
  - Lunch and Learn save the dates
  - Nevada Food and Agriculture Trade Report 2021 – Q3
  - Nevada Native Seed Forum invitations