

Program Updates

- Trade & Economic Development
 - The inaugural SIAL America Trade Show took place in Las Vegas, March 21-24th
 - Nevada Department of Agriculture (NDA) booth showcased a variety of NV food and agriculture products.
 - Hosted buyers from South Korea, China and Mexico giving Nevada companies the chance to have one-on-one business meetings.
 - Hosted retail and industry visits with foreign buyers for them to see what the Nevada agriculture industry is like. Visits to agriculture and food and beverage industries included Anderson Dairy, Las Vegas Distillery, CraftHaus Brewery, Wholefoods Warehouse and Trader Joes.
 - Hosted virtual webinar for South Korean and Japanese markets.
 - Nine Nevada companies participated and learned more about opportunities and market access for Nevada products.
 - National Restaurant Association Trade Show in Chicago May 20-24th
 - Nevada Department of Agriculture (NDA) booth showcased Nevada food and agriculture products.
 - The trade and economic development team built new and existing relationships with industry partners both domestically and internationally. Met with companies looking to move their business operations to Nevada.
 - Launched the 2022 Nevada Food & Agriculture Photo Contest
 - This is an opportunity for anyone, within Nevada, to submit a photo representing the Nevada food, beverage or agricultural industry.
 - Photos can be submitted now until August 1, 2022.
 - Nevada Craft Beverage Passport
 - 11,000 passports have or are being distributed statewide for 2022.
 - Several passports have been completed and prizes sent.
 - Economic Development
 - Two surveys, one for indoor crop production and one for outdoor crop production, are live and can be found [here](#) or on social media. An email with the survey link was also sent.
 - The goal of these surveys is to collect more robust data relating to Nevada's crop industries for the NDA's biannual economic analysis. Data collected can also aid the NDA in gathering additional resources to support Nevada's agricultural industries.
- Communications, Promotions & News
 - News
 - [Nevada's cannabis and hemp industries adjusting to the changing landscape](#) (Las Vegas Weekly)
 - [Protect Against 'bird flu' with biosecurity measures](#)
 - ['Bird flu' heading west, increasing price of poultry and eggs](#) (Kolo)

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- [Nevada Agriculture encourages poultry owners use biosecurity measures to protect against 'bird flu'](#) (Carson Now)
- [Nevada Legislative Finance Committee approves American Rescue Plan Act funding for food security investments](#)
 - [Funding approved for food security programs](#) (Nevada State News)
- [Nevada Community Food Access Grant Applications now open](#)
 - [New Grant will help food banks help those in need](#) (Pahrump Valley Times)
 - [Nevada Community Food Access Grant applications now open](#) (Carson Now)
- [Cricket and grasshopper meetings scheduled through March](#)
 - [Could grasshoppers make a comeback in Las Vegas?](#) (KLAS)
- [Nevada Native Seed Forum to discuss native seed for land restoration](#)
 - [Learning about Nevada's Native Seeds](#) (Kolo)
- [Nevada Craft Beverage Passport available beginning Feb. 25](#)
 - [Eater Vegas](#)
 - [Fox 5 Las Vegas](#)
 - [Kolo 8](#)
 - [KSNV News 3](#)
 - [KTVN – Video; text](#)
 - [Las Vegas Review-Journal](#)
 - [Nevada Appeal](#)
 - [Patch Reno](#)
 - [This is Reno](#)
- The communications team continues to implement four concurrent communications plans with tactics including:
 - [Monthly newsletters](#)
 - [Industry Updates](#)
 - Sent the following regulation notices:
 - NAC 590
 - NAC 581
 - NAC 552
 - NAC 564, 565
 - NAC 571
- Staff have completed the following educational and promotional materials:
 - [Livestock Inspection Program language and fee change notice](#)
 - [Brands and livestock inspection regulation changes FAQ](#)
 - Summer Food Service program items including digital billboards and flyers
 - Facilitated commercial filming in partnership with Food and Nutrition and the Dairy Council of Nevada

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- Facilitated broadcasting of commercial and radio bit with Nevada Broadcasters Association
 - Pest control media pitch to local news organizations highlighting the importance of hiring a licensed pest control applicator
 - Staff have fielded 16 public records requests, of which 12 are completed.
- Workforce development
 - The Nevada Women's Farm2Food Business Accelerator concluded March 2022 with 9 farmers, representing 8 agribusinesses completing the program. Participant feedback on the program was very positive, with a majority indicating they felt more prepared to move forward with their food or beverage product and would recommend the program to others. This project was in partnership with the NASDA Foundation and funded through the Nevada Specialty Crop Block Grant. The NDA is working on additional resources to continue offering this program to Nevada farmers and food entrepreneurs.