



INDUSTRY DEVELOPMENT AND MARKETING

The Nevada Department of Agriculture's (NDA) Trade and Economic Development program offers assistance to companies with their domestic and international marketing efforts. Program resources are designed to assist companies of any size, with or without experience in marketing.



DOMESTIC AND INTERNATIONAL MARKETING

The Trade & Economic Development program partners with several state and federal associations that provide additional education, financial resources and trade opportunities for Nevada food and agricultural companies. The team can assist with these additional marketing efforts, provide lead opportunities, and make connections with direct buyers, retailers, etc. and with partners like:

- Made in Nevada madeinnevada.org
- Western United States Agricultural Trade Association (WUSATA) www.wusata.org

CUSTOMIZED ONE-ON-ONE INTERNATIONAL AND MARKET RESEARCH

Expanding operations across state lines or even across international borders can be daunting, especially to smaller companies. The Trade and Economic Development program is designed to assist companies of any size in detailed, specific market research. The team meets with food and agricultural companies to discover which markets will be the best fit for their product. Once a market has been outlined, the team helps establish a business plan on how the company can be competitive.

TRADE AND ECONOMIC REPORTS

Trade is consistently evolving, and it is one of the Trade and Economic Development program's priorities to ensure that industry, policymakers and consumers have the most up-to-date food and agricultural economic trends in Nevada. The program analyzes and publishes quarterly trade trends and the biennial Economic Analysis outlining top products, markets and opportunities from data collected by the USDA and NDA surveys. It is important for Nevada businesses to complete these surveys to help ensure proper representation as these reports can affect policies and funding opportunities. In addition to the scheduled reports, anyone can request specific data through the program by emailing nvtrade@agri.nv.gov.

EXPORT TRAINING AND EDUCATION

The Trade and Economic Development program offers training through in-person seminars and virtual webinars designed to inform farmers, ranchers and/or businesses about the basics of exporting, how to explore different domestic and global markets, state/federal programs that support agricultural companies, and general overviews of how the food and agriculture sectors impact Nevada's economy.



TRADE SHOW AND TRADE MISSION SUPPORT

Each year the Trade and Economic Development team evaluates which country markets Nevada food and agricultural products are thriving to organize and manage multiple inbound trade missions, outbound trade missions and trade shows through the U.S. and WUSATA pavilions. The team has executed trade-related activities and connected business to business meetings across six continents.

CERTIFICATES OF FREE SALE

When exporting food and agricultural products from the U.S. to other countries, a 'Certificate of Free Sale' documenting that the products are official and inspected in Nevada is required. The Trade and Economic Development program issues these certificates in a timely manner to ensure continuity of commerce. The application for a Certificate of Free Sale can be found on the NDA website at agri.nv.gov/economic_development.

CONTACT

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