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Animal Disease in the Media

AN OPPORTUNITY TO DISCUSS OBTAINING A PIN

BACKGROUND

Animal disease in the United States and overseas is a frequent topic in the news. Media coverage provides a great opportunity to talk about disease risk and the producer's role in disease control.

Highlighting recent disease outbreaks can illustrate how important it is for animal health officials and the industry to continue improving disease traceability.



BOVINE TUBERCULOSIS (TB)

SETTING THE SCENE:

Your client, Al Sanford, owns a medium-sized beef cattle operation in Minnesota. Recently, bovine TB was discovered in Minnesota for the first time in more than 30 years. The outbreak has resulted in stricter movement controls and quarantines for operations throughout the State. Several hundred cattle from infected herds are being slaughtered. Al is concerned about the impact this outbreak will have on his operation and his State's beef industry. You start a conversation about bovine TB, hoping Al will consider registering his premises.

CONVERSATION STARTER:

"Have you been following the news on bovine TB?" you ask.

"Yeah, I can't believe it's back. I've got friends who have had their farms quarantined and may have their cows slaughtered. Why hasn't this disease been eradicated yet?" asks Al.

"For one thing, animal health officials lack the information they need to act quickly. Bovine TB is a good example. Recent TB investigations have taken more than 125 days to complete," you reply.

"I didn't realize it can take that long. What kind of information do they need?" asks Al.



DID YOU KNOW?

Since 2002, bovine TB has been detected in Arizona, California, Michigan, Minnesota, New Mexico and Texas, among other States.

While recent bovine TB disease investigations have taken approximately 125 days to complete, some investigations have remained open lasting more than 365 days. At least 2 States have recently had their TB accreditation status reduced, affecting producers in all 50 States.



KEY POINTS:

- Animal health officials need to know which animals are involved, where they are located, and what other animals might have been exposed.
- Animal disease outbreaks in our area can quickly shut down the movement of livestock and impact the livelihood of our State's families.
- We must improve our ability to trace, control, and eradicate animal disease in this country.
- The first step is signing up your premises—the geographic location where you hold animals.
- Signing up your premises means you will get information more quickly in the event of a disease outbreak.
- The basic information you will need to provide includes:
 - Name of entity
 - Contact person for premises
 - Street address, city, State, and Zip or postal code
 - Contact phone number
 - Operation type
 - Date activated
 - Alternative phone numbers
 - Species kept at the premises.

NEXT STEPS:

- Research the process for obtaining a premises identification number (PIN) in your State and be ready to share this information with clients.
- Go to www.usda.gov/nais/getPIN and find the contact for your State.
- Find out whether your State's department of agriculture Web site allows clients to sign up online.
- Contact the State and find out whether you can hand out registration forms in the field or obtain PINs on behalf of your clients as an authorized agent.

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State and County Fairs

AN OPPORTUNITY TO DISCUSS OBTAINING A PIN

BACKGROUND

Year after year, many of your clients showcase their animals at State and county fairs. These fairs bring together a variety of animals, including cattle, pigs, and horses, from numerous locations. These animals are at increased risk for disease exposure.



STATE AND COUNTY FAIRS

SETTING THE SCENE:

You're visiting Dale Thompson's swine operation today as he prepares for this year's county fair. He will be bringing several pigs to the fair, as he has done for years. You have the opportunity to inform Dale about the increased disease risks during the fair and how he can protect his animals.

CONVERSATION STARTER:

You begin the conversation by asking, "I bet you and your family are excited about taking your hogs to the county fair."

"We do look forward to it. That reminds me, I'm going to need health papers again this year," responds Dale.

"No problem. As we've discussed before, you know it's a risk. A high number of animals coming together in one central location like that can result in disease transmission," you say.

"Yeah, I know, but it's kind of a hobby for us. I better check to be sure nothing is new in the entry book regarding health requirements and testing. Anything new on the biosecurity front?" Dale asks.





KEY POINTS:

- When animals are brought together from numerous locations, such as at a State or county fair, there is an increased risk of disease exposure or spread.
- Reviewing biosecurity practices on the farm during participation in high disease risk environments such as livestock exhibitions is important to herd health.
- In addition to testing and vaccinating your animals and receiving a certificate of veterinary inspection, you can protect your animals by registering your premises.
- When you register your premises, you will receive a premises identification number, also known as a PIN, that ensures:
 - Your animals will be associated with that PIN.
 - You will get information quickly if there is a disease outbreak.
- In an increasing number of livestock exhibition events, having a PIN may be a requirement for sale of market animals.
- Obtaining a PIN is simple and free.
- The basic information you are asked to provide includes:
 - Name of entity
 - Contact person for premises
 - Street address, city, State, and Zip or postal code of the premises
 - Contact phone number
 - Operation type
 - Date activated
 - Alternative phone numbers
 - Species kept at the premises.

NEXT STEPS:

- Research the process for obtaining a premises identification number (PIN) in your State and be ready to share this information with clients.
 - Go to www.usda.gov/nais/getPIN and find the contact for your State.
 - Determine if a PIN is required for participation at the specific livestock exhibition event.
 - Find out whether your State's department of agriculture Web site allows clients to sign up online.
 - Contact the State and find out whether you can hand out registration forms in the field.

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International Health Certificates

AN OPPORTUNITY TO DISCUSS OBTAINING A PIN

BACKGROUND

Large animal veterinarians are often asked to complete health certificates for livestock that are moving in and out of the country. Due to the increased risk for disease transmission during animal movement, USDA will soon require a premises identification number (PIN) for livestock import and export.



INTERNATIONAL HEALTH CERTIFICATES

SETTING THE SCENE:

Your client, George Anderson, recently began to ship his cattle outside of the United States. As a result, George has requested that you complete health certificates for his cattle. You plan on informing George of new USDA requirements when you discuss the international health certificates.

CONVERSATION STARTER:

"Here's the international health certificate you requested. While we're on the subject, I wanted to inform you that the Government is developing an additional requirement for filling out these forms," you begin.

"Really? What's new?" asks George.

"A premises registration number, or PIN, will be required for international health certificates," you respond.

"Why is the Government doing that? What's the incentive for me?" asks George.





KEY POINTS:

- USDA is developing a regulation that will require a premises identification number, or PIN, for livestock import and export.
- Producers/owners will no longer be able to import or export livestock and poultry without having a PIN.
- USDA is implementing this regulation because it is important for managing disease risk.
- Premises registration will help protect the U.S. livestock population and ensure that you can continue trading overseas because it demonstrates tracing capability.
- You should register your premises with the State and obtain a PIN in advance of this regulation.
- Obtaining a PIN is simple and free.
- The basic information you are asked to provide includes:
 - Name of entity
 - Contact person for premises
 - Street address, city, State, and Zip or postal code of the premises
 - Contact phone number
 - Operation type
 - Date activated
 - Alternative phone numbers
 - Species kept at the premises.

NEXT STEPS:

- Research the process for obtaining a premises identification number (PIN) in your State and be ready to share this information with clients.
 - Go to www.usda.gov/nais/getPIN and find the contact for your State.
 - Find out whether your State's department of agriculture Web site allows clients to sign up online.
 - Contact the State and find out whether you can hand out registration forms in the field.

Equine Infectious Anemia Blood Test

AN OPPORTUNITY TO DISCUSS OBTAINING A PIN

BACKGROUND

A blood test to check for Equine Infectious Anemia (EIA) is often required when a horse is moved from one location to another. The test, and the accompanying paperwork, can be time consuming and tedious. In the near future, the USDA, as recommended

by the NAIS Equine Species Working Group, will require that horse owners have a premises identification number, or PIN, in order to be tested for EIA. This will facilitate traceability should a positive horse be detected.

EQUINE INFECTIOUS ANEMIA BLOOD TEST

SETTING THE SCENE:

As an equine practitioner, you are accustomed to filling out the forms required for EIA testing. You plan on telling your client, Karen James, about the USDA requirement the next time she needs a test.

CONVERSATION STARTER:

"Hello, Karen. How have your horses been doing?" you ask.

"They are doing fine. But I do need to test my 3-year-old for EIA because I'll be shipping him to New York for a race soon," responds Karen.

"Okay, that reminds me. The USDA will be requiring a premises identification number, or PIN, for submitting the test. Do you know if the racetrack up in New York requires one as well?" you ask.





KEY POINTS:

- Horse owners will soon need a premises identification number, or PIN, in order to get an EIA test for their horses.
- The requirement for a PIN was a recommendation made by the NAIS Equine Species Working Group, which is composed of industry leaders and State and Federal animal health officials.
- PINs will likely be a requirement for health certificates as well.
- By registering and receiving a PIN, you will also ensure you are notified quickly if your horse is exposed to a disease or if other important equine diseases are diagnosed in your area.
- To register, contact your State department of agriculture and provide them with the following basic information:
 - Name of entity
 - Contact person for premises
 - Street address, city, State, and Zip or postal code
 - Contact phone number
 - Operation type
 - Date activated
 - Alternative phone numbers.

NEXT STEPS:

- Research the process for obtaining a premises identification number (PIN) in your State and be ready to share this information with clients.
 - Go to www.usda.gov/nais/getPIN and find the contact for your State.
 - Find out whether your State's department of agriculture Web site allows clients to sign up online.
 - Contact the State and find out whether you can hand out registration forms in the field.

Current Disease Program Participant

OPPORTUNITIES TO DISCUSS ANIMAL IDENTIFICATION

BACKGROUND

Chances are, you have a client who participates in a State/Federal animal disease program that uses official animal identification. These programs include, but are not limited to:

- Bovine Tuberculosis
- Brucellosis Vaccination and Testing
- EIA Testing
- Scrapie
- Chronic Wasting Disease
- Bovine Babesiosis (Texas Cattle Fever)

New 840 official devices are now used for multiple disease programs. This means that more than one disease can be traced using the same animal identification, increasing the value of program participation.



DID YOU KNOW?

The number of heifers vaccinated annually for brucellosis has decreased by more than 55 percent since 1992.

COOPERATIVE BRUCELLOSIS ERADICATION PROGRAM

SETTING THE SCENE:

For the past 20 years, your client, Ted Johnson, has participated in the Cooperative Brucellosis Eradication Program (CBEP). Brucellosis was once widespread among the cattle population near Ted's operation in western Colorado, and he's old enough to remember the stories about outbreaks in years past. The CBEP has been very successful at eliminating the disease. Much of its success can be attributed to the use of USDA official brucellosis vaccination eartags as a part of the official brucellosis calfhood vaccination process.

Ted is aware that many of his neighbors have stopped vaccinating for brucellosis, and he's considering dropping out of the program, too. You know that Ted would benefit from knowing that 840 AIN devices can be used for a number of purposes.

CONVERSATION STARTER:

"We've talked before about how I'm vaccinating fewer and fewer cattle for brucellosis. Seems like the more successful we are with these disease programs, the more people drop out. That's not necessarily a good thing," you say.

"Why is that?" asks Ted.

"The whole point of these programs is to trace disease and stop its spread," you explain. "Fewer officially tagged animals means it takes longer and longer to trace a disease to its source and control it."

"So the success of the program may actually be causing a problem for the cattle industry?" asks Ted.



KEY POINTS:

- The purpose of the CBEP and other similar animal health programs is to trace disease and stop its spread.
- Due to the success of these programs, however, fewer animals are being officially tagged. This is particularly a problem for the cattle industry and limits tracing capability, should the need arise.
- NAIS offers a simplified way to select one animal identification system that can be used for both official disease program work and for routine management and identification needs.
- You can use 840 AIN devices to participate in NAIS and animal health programs like the CBEP.
- You should contact an AIN device manager or reseller in your area to purchase 840 AIN devices. For more information, you can visit www.usda/nais/840.

NEXT STEPS:

- Research the process for purchasing 840 AIN devices in your State and be ready to share this information with clients.
 - Go to www.usda.gov/nais/840 and find the list of AIN Device Manufacturers and the current product list of NAIS-approved 840 devices.
 - If you are interested in selling and/or applying USDA 840 devices, refer to the "Steps to Becoming an AIN Device Manager/Reseller" document located at www.usda.gov/nais/840.

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Recordkeeping

OPPORTUNITIES TO DISCUSS ANIMAL IDENTIFICATION

BACKGROUND

Common animal diseases are a fact of life wherever livestock or poultry are raised, held, or boarded. Individual animal producers and owners can't control or eradicate disease threats beyond their property boundaries on their own. But they can do their part to maintain accurate and complete production records.

Recordkeeping can make a difference during an animal disease outbreak. Using current and complete records, animal health officials can move quickly to identify and isolate diseased animals, and limit quarantine and depopulation.

RECORDKEEPING

SETTING THE SCENE:

You are visiting Steve Taylor's beef operation today to pregnancy check his cows. You will have ample opportunity to chat with Steve during this visit, given the nature of the process and size of his herd. During previous visits, Steve has asked you general questions related to his production recordkeeping practices.

Today, you plan to take that discussion one step further. Steve recently registered his premises with NAIS and identifies his animals with on-farm production tags, but you doubt he has begun to think about nationally unique individual animal identification and movement recording.

CONVERSATION STARTER:

Upon arrival at Steve's farm, you head over to begin setting up for the morning's work. After some brief small talk, you say, "Last time we talked, you said you were considering some changes in your recordkeeping. How's that going?"

"I maintain some basic records like date of birth, breed, sex, and pregnancy check results. But I don't keep much else beyond that," Steve responds.

"That's good," you say. "I'd like you to think about taking one more step."





KEY POINTS:

- Animal health officials trace a disease from animal to animal and from one location to another.
- The more they know about an animal's origin and movement, the faster they can trace, control and eradicate a disease before it reaches your property.
- After registering your premises and receiving a PIN, you can start using 840 AIN devices for unique individual identification.
- Using these devices and recording their animal identification numbers, or AINs, will greatly improve your records.
- By using 840 AIN devices, you will improve an animal health official's ability to quickly trace a disease.
- You should contact an AIN device manager or reseller in your area to purchase 840 AIN devices. For more information, you can visit www.usda/nais/840.

NEXT STEPS:

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SCENARIOS

Age/Source/Process Verification

OPPORTUNITIES TO DISCUSS ANIMAL IDENTIFICATION

BACKGROUND

More and more producers are recognizing they can benefit from verifying their animals for age and source or for the processes under which they are raised. This is a trend that will most likely continue, because U.S. and foreign consumers are demanding it.

Of particular concern to producers is the issue of Country of Origin Labeling (COOL), which is contained in the 2008 Farm Bill. COOL requires the identification of a meat product's country of origin beginning September 30, 2008.

SETTING THE SCENE:

Your client, Dave Brown, owns a large cow/calf operation and is always looking for an edge on the competition. Recently, Dave began using radio-frequency identification (RFID) devices to assist in verifying his cattle for age and source. His timing is good, since COOL was included in the new Farm Bill. Your client is aware of this coming requirement and wants to be a step ahead.

As his veterinarian, you are always on the alert for ways to optimize animal health, while at the same time assist your client in improving his/her bottom line.

CONVERSATION STARTER:

"I see you've begun to use RFID devices for age and source verification. It seems more and more of my clients are doing the same thing. How is that working out for you?" you ask.

"It's been great. I'm getting a pretty substantial premium because of it," responds Dave.

"You'll be interested in some information I just came across," you continue. "These new 840 official tags can also be used for value-added verification programs. This means you can continue to get the premiums for your cattle and be able to use the same number for official disease program work, including health certificates, at the same time."





KEY POINTS:

- More and more producers are using RFID devices in age- and source-verification programs.
- 840 AIN devices can be used to:
 - support age-and-source-verification programs,
 - participate in official animal disease program work, and
 - support the marketing opportunities associated with COOL.
- You should contact an AIN device manager or reseller in your area to purchase 840 AIN devices. For more information, you can visit www.usda/nais/840.

NEXT STEPS:

Research the process for purchasing 840 AIN devices in your State and be ready to share this information with clients.

- Go to www.usda.gov/nais/840 and find the list of AIN Device Manufacturers and the current product list of NAIS-approved 840 devices.
- If you are interested in selling and/or applying USDA 840 devices, refer to the “Steps to Becoming an AIN Device Manager/Reseller” document located at www.usda.gov/nais/840.