1 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.

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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.