



COMMONWEALTH of VIRGINIA

Department of Agriculture and Consumer Services

PO Box 1163, Richmond, Virginia 23218

Phone: 804/786-3501 • Fax: 804/371-2945 • Hearing Impaired: 800/828-1120

www.vdacs.virginia.gov

Todd P. Haymore
Commissioner

January 1, 2008

TO: Jack Shere

THROUGH: Terry Taylor, DVM

Dear Dr. Shere:

Your concurrence is requested to allow pre-award costs in the amount of \$51,782 to begin work on January 1, 2008 on the National Animal Identification System (NAIS) project. Pre-award funding is necessary to allow the agency to plan and arrange working group meetings and steering committee activities, in addition to continuing outreach activities and employee salaries. Without this funding, the state will have a reduced capacity to support the United States Department of Agriculture in continuing to register Virginia premises and educating the industry about the importance of this program.

Costs incurred prior to signing the Notice of Cooperative Agreement Award will not exceed the first quarter's planned obligations (\$51,782) of the total Federal funds (\$51,782) to be requested on the Application for Federal Assistance, SF-424. Enclosed is schedule supporting anticipated needs for use of the pre-award amount of \$51,782.

I agree to manage the NAIS program funded by Federal money in accordance with Title 7 Code of Federal Regulations Part 3016; the associated Office of Management and Budget (OMB) Circular governing costs allowed; and all other applicable laws, regulation, and guidelines.

I understand that APHIS is under no obligation, in the absence of appropriations, if the award is not made, or if an award is made for a lesser amount than expected. Further, I understand that reimbursements of such costs are contingent upon full execution of an award of Federal funding for this project.

Sincerely,

Todd P. Haymore
Commissioner



**VIRGINIA DEPARTMENT
OF AGRICULTURE AND
CONSUMER SERVICES**

**NAIS Implementation Cooperative Agreement Work Plan for the
Commonwealth of Virginia to Advance Animal Disease Traceability
CY2008**

Plan Administrator: Dr. Richard L. Wilkes

Name of State, Tribal, or Territorial Government: Commonwealth of Virginia

Agency: Virginia Department of Agriculture and Consumer Services

Address: 102 Governor Street

City, State, Zip: Richmond, VA 23219

Office Phone: (804) 692-0601

Cell Phone: (804) 221-9067

Fax: (804) 371-2380

Email address (Plan Administrator): Richard.wilkes@vdacs.virginia.gov

These funds may only be used to implement and accelerate the process of premises registration and other activities that are, in the opinion of the AVIC and Regional Directors, aligned with the strategies defined in the NAIS business plan (November 2007) to advance animal disease traceability. Special field trials, demonstration projects, or research projects which attempt to address problems or questions about NAIS implementation must be funded through a separate application to an announcement specific for that funding.

Signature of Plan Administrator: _____

Date: _____

1/1/2008

Overview of NAIS Implementation Accomplishments

During 2007, the Virginia Department of Agriculture and Consumer Services (VDACS) and its cooperators made substantial efforts to broaden outreach on the National Animal Identification System (NAIS) in Virginia and increase premises registration. In addition to continued active involvement of the Virginia Animal Identification Working Group and Virginia Cooperative Extension (VCE), the USDA Farm Service Agency (FSA) is now promoting premises registration at its field offices and the VDACS Office of Veterinary Services has increased its outreach activities at livestock markets and other events. Registration activities were held at numerous producer meetings, and local cattlemen's associations have become more directly involved in discussing NAIS and related issues such as source and age verification. Registration of the majority of commercial swine operations was completed through cooperation with an industry partner.

A major advertisement published in Cooperative Living magazine, which is distributed to over 340,000 members of rural electric cooperatives, has generated a lively and on-going discussion between advocates and detractors of NAIS. New USDA NAIS marketing materials have replaced outdated collateral, a Virginia NAIS poster was created and distributed to hundreds of locations, and the Virginia Animal Identification Program website has been updated continuously to provide fresh and accurate information via the Internet.

Significant progress was made in getting livestock markets and cattlemen more involved in NAIS through a separate Research and Field Trials Cooperative Agreement from USDA APHIS (06-9100-1048-CA). This funding has been utilized by faculty and extension specialists at Virginia Tech. to install electronic animal identification equipment at four major markets, provide RFID tags for fall cattle sales in conjunction with the Virginia Cattlemen's Association, educate producers about NAIS and market-based programs and investigate costs associated with changes to market business practices. A final report on this project will be released in early 2008.

Approximately 13.5 percent (5,092) of Virginia livestock premises were registered as of December 31, a 35 percent increase since this time last year, but short of our 2007 goal of doubling the number of premises registered. However, a large direct mail campaign (31,000 addressees) sent out late in the year has thus far resulted in over 3,000 registration forms being submitted and over 65 phone inquiries (9.7 percent response rate). Assuming that most of these will be new registrations, the total number of livestock premises registered in 2007 would be 3,317 or 87 percent of our 2007 goal (registration forms continue to come in, but only 2,000 will be counted toward 2007 goals). Results from the mailing suggest that, despite state and national NAIS marketing efforts over the past two years, a large number of producers in Virginia that have not heard about NAIS or have not been confronted with a direct request to participate.

In 2008, we will redouble our efforts to reach more producers (especially those in targeted livestock segments) with accurate and more compelling messages, maintain momentum in livestock markets established through the 2007 demonstration project, and more effectively leverage state-federal cooperative disease programs to increase premises registration and improve infrastructure for disease traceability.

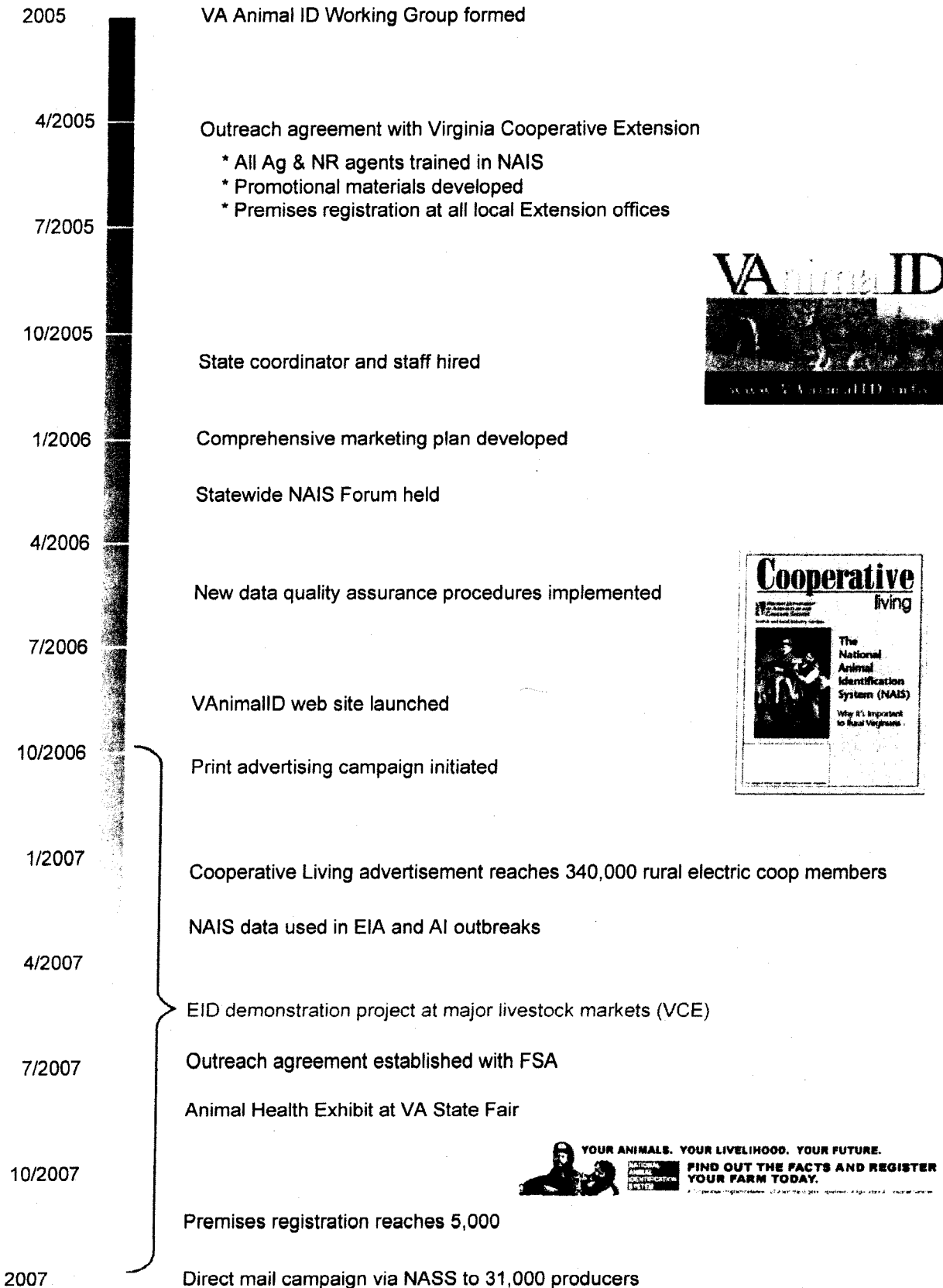


Figure 1. Timeline of major milestones for NAIS in Virginia, 2005-2007.

Table 1. Outline of Virginia Animal Identification Program accomplishments supported by USDA APHIS cooperative agreements, 2005-2007.

Year / Agreement	Accomplishments and Outcomes	Premises Registered
2005 05-9651-0370CA	<ul style="list-style-type: none"> ▪ Formed Virginia Animal Identification Working Group, summer 2004 (industry advisory council) ▪ Established formal agreement with Virginia Cooperative Extension for NAIS promotion and outreach; trained all agricultural and natural resource agents; initiated premises registration at county offices ▪ Hired program coordinator and support technician ▪ Developed premises data management protocols 	2101
2006 05-9651-0713CA	<ul style="list-style-type: none"> ▪ Continued outreach through Cooperative Extension ▪ Quarterly meetings of Virginia Animal Identification Working Group ▪ Premises registration forms included with reporting of Coggins test results ▪ Held statewide NAIS Forum, March ▪ Developed VAnimalID brand and web site (www.VAnimalID.info) ▪ Developed exhibit displays for VAnimalID program ▪ Launched marketing campaign focused on agricultural publications, radio/TV programs and industry events ▪ Conducted direct mail campaign for 800 dairy farms ▪ Registered all swine operations for major industry partner ▪ Initiated discussions with Virginia equine industry ▪ Developed new premises data processing protocols including in-state geocoding of addresses and GIS-based mapping ▪ Virginia Agribusiness Council supports NAIS 	1730
2006-07 R&D 06-9100-1048CA	<ul style="list-style-type: none"> ▪ Held Electronic Identification Field Days at 5 locations to promote NAIS and market-based initiatives ▪ Installed electronic animal identification systems at 4 major livestock markets ▪ Captured electronic data for over 10,000 feeder cattle through VQA sales ▪ Researched requirements for successful integration of electronic animal ID systems with market business systems and NAIS ▪ Developed benefit/cost analyses for implementation of NAIS at Virginia livestock markets (in-progress) 	10,000 beef cattle tagged with RFID devices
2007 07-9651-0713CA	<ul style="list-style-type: none"> ▪ Quarterly meetings of Virginia Animal Identification Working Group ▪ Successfully fought anti-NAIS bill in General Assembly ▪ Developed 4-page advertisement with Cooperative Living Magazine that reached over 340,000 rural Virginians ▪ Completed review of Virginia outreach and marketing efforts by USDA APHIS staff in Riverdale ▪ Printed and distributed 1,000 copies of VAnimalID poster ▪ Formed partnership with Farm Service Agency ▪ Participated in 1890's meeting at Virginia State University, AIC National Workshop, NIAA ID INFO/EXPO and NAIS Change Control Board ▪ Direct mailing (31,000 livestock owners) to solicit premises registrations (2,000 responses as of 12/31/2007) 	3,317 (87% of goal)

Table 2. Federal cooperative agreement funding for Virginia Animal ID Program, 2005-2007.

Year	Agreement Number	Amount of Award	Amount Deobligated
FY2005	05-9651-0370CA	\$115,000	\$2,364.17
FY2006	05-9651-0713CA	\$266,000	\$27,761.07(a)
FY2006	06-9100-1048CA (Res. & Field Trials)	\$220,000	\$33,911
FY2007	07-9651-0713CA (b)	\$249,300	\$0
	Total	\$850,300	\$30,125.24

(a) Funds deobligated in 2006 were primarily due to a change in the effective period of the 2005 cooperative agreement implemented by USDA APHIS, thereby creating an overlap with the 2006 agreement. State accounting rules did not allow expenditures from two agreements for the same program in the same state fiscal year, so funds for 05-9651-0713CA had to be spent in a six-month timeframe (7/1/2006 – 12/31/2006). In addition, as we worked to adjust our plan of work and expenditures to accommodate for changes in national NAIS policies, APHIS denied requests for expenditures that would have significantly lessened the amount deobligated in 2006.

(b) State match in 2007 exceeded 45 percent of total budget.

Outreach Plan

Virginia Animal Identification Working Group

The Virginia Animal Identification Working Group (VAIWG) provides input and guidance regarding NAIS policy and implementation issues. The Working Group does not determine policy, but provides valuable input from different sectors of the livestock industry. It is made up of livestock producers (large and small), market owners, veterinarians and representatives from many organizations involved in animal agriculture in Virginia. Members are appointed by the Commissioner of Agriculture and Consumer Services.

The Working Group meets quarterly; membership is shown below in Table 3. Tentative schedule for meetings in 2008:

Friday, March 14

Friday, June 13

Friday, September 12

Friday, December 12

Meetings are typically held at a central location (Waynesboro or Charlottesville, VA), but may vary according to needs of the group. Virginia program staff are responsible for preparing agendas for quarterly meetings, recording attendance and compiling meeting minutes. This information is made available to USDA APHIS as a part of quarterly accomplishment reports.

Table 3. Virginia Animal Identification Working Group membership and affiliation.

Name	Affiliation	Location
Hobey Baughn	Virginia Poultry Federation	Harrisonburg
Bruce Bowman	Private veterinarian	Augusta County
Linda Campbell	Goat producer and member of national species working group	Luray
David Coleman	Cattle producer and market operator	Amelia County
Gilliam Comyn	USDA APHIS VS-VA	Richmond
James Cook	Cattle producer	Franklin County
Reid Folsom	Equine consultant	Rappahannock County
Dale Gardner	State Dairymen's Association	Rockingham County
Frank Graves	VDACS, Livestock Marketing	Richmond
Scott Greiner	VPI&SU, Livestock & Poultry Science	Blacksburg
Gene Hansen	Virginia Horse Council	Virginia Beach
Steve Hopkins	Virginia Cooperative Extension	Orange County
Michael McDowell	Cattle producer	Halifax County
Bill McKinnon	Virginia Cattlemen's Association	Roanoke County
Ed Metcalf	Cattle producer and market operator	Campbell County
Patrick Mullins	Virginia Horse Council	Louisa County
Spencer Neale	Virginia Farm Bureau Federation	Goochland County
John Parker	Virginia Pork Industry Council	Richmond
James Riddell	Virginia Cooperative Extension	Blacksburg
Charles Stallings	VPI&SU, Dairy Science	Blacksburg
Leo Tammi	Sheep producer	Augusta County
Terry Taylor	USDA APHIS VS, AVIC-VA	Richmond
Pamela Thomas-Buchanan	Virginia State University	Colonial Heights
Randall Updike	VDACS, Livestock Marketing	Rappahannock County
Dee Whittier	VA-MD Regional College of Veterinary Medicine	Blacksburg
Richard Wilkes	State Veterinarian	Richmond

Virginia Animal ID Program Web Site

The program web site (see Figure 2) is hosted by a private vendor, but managed by the program coordinator using an Open Source Content Management System (Joomla!™ Version 1.0.12). The design of the web site is governed by state communications standards and must conform to Web Content Accessibility Guidelines 1.0. Content is added or updated on at least a monthly basis (often more frequently) in the News and Events sections, and a news feed from Brownfield Livestock News© is continuously updated via an RSS control. In addition to press releases and other announcements from USDA, appropriate news items from USAHA and industry publications are regularly scanned and linked to the “News Highlights” page. Selected NAIS publications and outreach materials are available for viewing or downloading in the “Reference Library” section, and a link to the USDA NAIS web site is maintained on the “Animal ID Links” page. A link to the Virginia SPRS online

premises registration system and information on how to register via other means is provided on the "Register My Premises". A number of graphics throughout the site are also linked to this page.

In 2007, two species-specific pages were added (equine and swine) to better communicate information of special interest to these groups, the site was optimized for Internet search engines and a new usage reporting tool was implemented. A section on animal identification technology is currently under development.

Major changes to the Virginia web site and usage statistics have been reported on quarterly accomplishments summaries since Q4 of 2006, and a review by USDA APHIS Communications staff in early 2007 resulted in no findings of significant deficiencies.

http://www.vanimalid.info - Home - Virginia Animal ID Portal - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Commonwealth of Virginia Government Skip to Content | Web Policy | Contact Us

Virginia Animal ID Program

Home

- Animal ID in Virginia
 - What is NAIS?
 - How does it work?
 - Equine ID
 - Swine ID
- News Highlights
- Upcoming Events
- Reference Library
- Animal ID Links
- Animal ID FAQs
- Contact Info
- Register My Premises
- Administration

Welcome to the Virginia Animal ID Portal!

On this site you will find information explaining how the National Animal Identification System (NAIS) is being implemented in Virginia. NAIS is administered in Virginia by the [Virginia Department of Agriculture and Consumer Services](#), Office of the State Veterinarian, with support from [Virginia Cooperative Extension](#) and many other groups in the Commonwealth.

Animal identification is all about animal health. State and federal animal health officials need to know where animals are housed and their off-farm movements to effectively respond to foreign animal diseases when they occur. As in all emergencies, quick response means fewer impacts and faster time to recovery for production facilities, markets, farm communities - and your animals.

Please take a few minutes to [Get the Facts on Animal ID in Virginia](#) - and let us know your thoughts. We need your help to make animal agriculture in Virginia as safe and productive as it can be.

Headlines...

- [Nebraska Becomes 10th State to Reach Halfway Point in Premises Registration](#)
- [Source and Age Verification for Montana Calves, Does it Pay?](#)
- [National Cattlemen's Foundation partners with USDA to promote NAIS](#)
- [North Carolina NAIS registration reaches 10,000 milestone](#)

Meetings...

- [Virginia Veterinary Conference, February 21-24, Hotel Roanoke, Roanoke, VA](#)

Publications...

- [Overview of new USDA NAIS Traceability Business Plan](#) <600kb PDF>
- [A Producer's Guide to Scrapie](#), a new online presentation from the [American Sheep Industry Association](#)

Virginia Veterinary Conference
February 21-24, 2008
Hotel Roanoke
Roanoke, VA

FIRST

December 2007

Su Mo Tu We Th Fr Sa

Figure 2. Virginia Animal Identification Program Home Page with primary content sections shown in navigation bar at left.

Interaction with Native American Tribes, Underserved and Underrepresented Populations, and Community-based Organizations

The Virginia Animal Identification Working Group includes a number of representatives from Virginia Cooperative Extension and a faculty member from Virginia State University, an 1890's school located in Colonial Heights, Virginia. The Virginia Department of Agriculture and Consumer Services relies on these organizations to provide feedback from and outreach to any "underserved" or "underrepresented" producer groups as they deem necessary. It is our intention to promote NAIS equally to all producers in the Commonwealth and have not developed specific outreach messages or materials for any specific group of producers, beyond what would be expected for addressing concerns of different segments of the livestock industry (i.e., addressing species-specific issues).

In May of 2007, program staff participated in a meeting at Virginia State University to engage 1890's Schools in NAIS efforts on a national level. An overview of NAIS activities in Virginia was presented and meetings were held with all participants from the Commonwealth. To date, no follow-up contact or requests have emerged from community-based organizations or specific producer groups regarding program activities.

Virginia Cooperative Extension continues their efforts in every county to make all producers aware of NAIS and encourage premises registration. In addition, many minority producers involved in swine production in southeastern Virginia have been exposed to NAIS through their relationships with a major food processing company headquartered in this area and the efforts of the Virginia Pork Industry Association (a display on NAIS and outreach materials were provided at the 2007 VPIA annual meeting, January 31, Franklin, VA). Approximately 29 percent of all swine premises in Virginia have been registered.

Interaction with Industry Partners

Premises registrations resulting from activities of partner organizations that have cooperative agreements with USDA are reported on a monthly basis to APHIS (see Table 4). Contributions from the Farm Service Agency are also tracked if forms are submitted through the state office, but this may not represent their total effort since some FSA personnel utilize online registration. Organizations that request this information are also provided copies of this report. Representatives of partner organizations are encouraged to contact the State NAIS Administrator to discuss opportunities to collaborate on premises registration or other outreach activities.

In addition to national industry partners with formal agreements with USDA, the Virginia Animal ID Program also works with a number of industry groups within the state. Updates on NAIS activities are provided at annual industry meetings and through quarterly meetings of the Virginia Animal ID Working Group. In 2007, presentations or briefings were provided for the following groups:

- Virginia Cooperative Extension
- Virginia Pork Industry Association
- Virginia Veterinary Medical Association, Legislative Affairs Committee
- Virginia Cattlemen's Association

- Virginia State Dairymen's Association
- Virginia Veterinary Conference
- Virginia Dairy Goat Association, Goat Health Day
- Virginia Horse Industry Board
- Virginia Farm Bureau Dairy Forum
- Virginia Farm Bureau Equine Forum
- Woodside Equine Clinic
- Veterinary Science classes at Chesapeake Technical Center
- Virginia Association of Soil & Water Conservation Districts, annual meeting
- Farm Service Agency district meetings

Table 4. Example of Industry Partners Premises Registration Report, 9/2007-12/2007.

Item	Number	American Angus Association	National Milk Producers Federation	Farm Service Agency
Forms submitted	78	54	4	20
New registrations	66	47	2	17
Previously registered	13	7	2	3
Address exceptions	5	4	0	1

Outreach to Accredited Veterinarians

Due to previous outreach activities outlined above, most large animal private practitioners in Virginia are aware of NAIS, and many have been actively involved in promoting NAIS to their clients. To insure that private practitioners are up to date and have every opportunity to become more engaged with NAIS in Virginia, we will form a steering committee to identify specific outreach activities to be taken in 2008. Several ideas are currently under discussion, but a focused effort is needed by veterinary leadership in the Commonwealth to identify the most effective and pragmatic approaches in reaching out to the veterinary community.

This group will consider the effectiveness of mechanisms currently in place that are used to communicate with private veterinarians, determine if new approaches need to be developed, and make recommendations to the Virginia NAIS program coordinator that will result in the creation of a comprehensive and on-going outreach program for private practitioners. This approach will not only increase involvement of private practitioners in NAIS-related activities, but will also improve interaction between public and private veterinarians in general.

Tentative group membership

- Dr. Richard Wilkes, State Veterinarian, VDACS (or designate)
- Dr. Terry Taylor, VA-AVIC, USDA APHIS (or designate)
- Representative from VA-MD Regional College of Veterinary Medicine
- Representative from VA Veterinary Medical Association
- Representative from VA Academy of Food Animal Practitioners
- Representative from VA Association of Equine Practitioners
- Small ruminant representative

Facilitator: Richard Odom, Virginia NAIS Program Coordinator

Timeline and Deliverables

Q1, 2008 (meet at VA Veterinary Conference or virtual discussion)

- assess needs and current status of outreach channels
- identify new outreach channels if necessary
- identify educational/training needs relative to Traceability Plan and EID technologies

Q2, 2008

- communicate needs and direction to program coordinator
- create plan of action and begin implementation

Q3, 2008 (potential outcomes based on current thinking)

- letter and updated NAIS information packet sent to all large animal practitioners
- integration of animal ID and private practitioner web portals (as appropriate)
- development of new animal health related extension programs
- identification of practices to pilot implementation of NAIS-compliant animal identification devices and premises registration within brucellosis vaccination and tuberculosis testing programs

Reducing Traceability Risks

Status of Premises Registration

Virginia utilizes the Standard Premises Registration System (SPRS) provided by USDA APHIS to register livestock premises. Producers may register online, visit any local Virginia Cooperative Extension or FSA office to receive assistance with registration, fill out and mail a premises registration form to VDACS (forms are available online and through VCE and FSA offices), dictate premises information over the phone, or register through an industry partner. Premises information submitted to VDACS on paper forms, regardless of the source, is carefully evaluated for completeness and accuracy as it is entered into SPRS. In addition, VDACS personnel use a variety of tools to accurately determine the location of the premises in order to produce reliable directions and geocoordinates. This level of data quality control does not occur for direct online registration through SPRS (unless an address exception is generated), or through other federal data systems that utilize the PIN Allocator (e.g., EMRS, GDB).

One full time position within VDACS is devoted to managing premises data entry, researching and resolving address exceptions, answering questions from producers and interacting with USDA APHIS on technical issues. As noted above, premises registration is also supported by Cooperative Extension staff at 107 locations and FSA personnel located at 50 offices throughout the state.

The rate of premises registration in Virginia has thus far not achieved the level necessary to reach goals put forth by USDA in previous NAIS plans or in the recently released Traceability Business Plan (Figure 3). In 2005 and early 2006, when it appeared that NAIS would become a mandatory program, monthly registrations ranged from 160 to over 280. Since April of last year, monthly totals have averaged less than 100 (Figure 3). This drop in the rate of participation has occurred despite increased marketing efforts at industry events, fairs and equine shows, and the involvement of national industry partners and FSA in

premises registration. It also coincides approximately with the somewhat confused status of NAIS in 2006 at the national level and the rise of anti-NAIS voices in the Commonwealth (a bill that would have prohibited VDACS from participating in NAIS was introduced in the 2007 General Assembly, but did not make it out of committee due to strong opposition by several industry groups).

As noted above, industry associations supported by USDA at a national level are active in Virginia and their activities are producing some results, but they are not likely to produce the substantial and sustained increases in premises registration necessary to reach USDA goals. Only a fraction of Virginia cattle owners are members of these organizations and national equine organizations are not engaged in Virginia to the best of our knowledge. Equine premises are by far the most numerous in Virginia with recent results from the 2006 Virginia Equine Survey indicating more equine premises in the Commonwealth (41,000) than the current total NAIS estimate for all livestock and poultry premises (37,673). As noted in Figure 4, initial results from partnering with FSA were promising and they continue to play an important role in reaching many producers, but it remains a challenge to raise awareness of NAIS amidst other programs and activities FSA is responsible for.

Direct Mail Campaign, 2007-2008

A direct mail premises registration campaign was initiated in early December, 2007 with information (see Exhibit A) sent to 31,000 producers. If results from the mailing are typical of those experienced by other states (6-12 percent response rate), the premises registration goal of 3,805 for 2007 should be met, bringing the statewide participation level up to approximately 20 percent. It is likely that processing these registrations will continue well into CY2008. Depending on initial response and availability of adequate funds, a follow-up "reminder" mailing may be conducted in 2008.

(Note: as of January 17, 2008, over 3,000 registration forms have been received in response to the above direct mail effort).

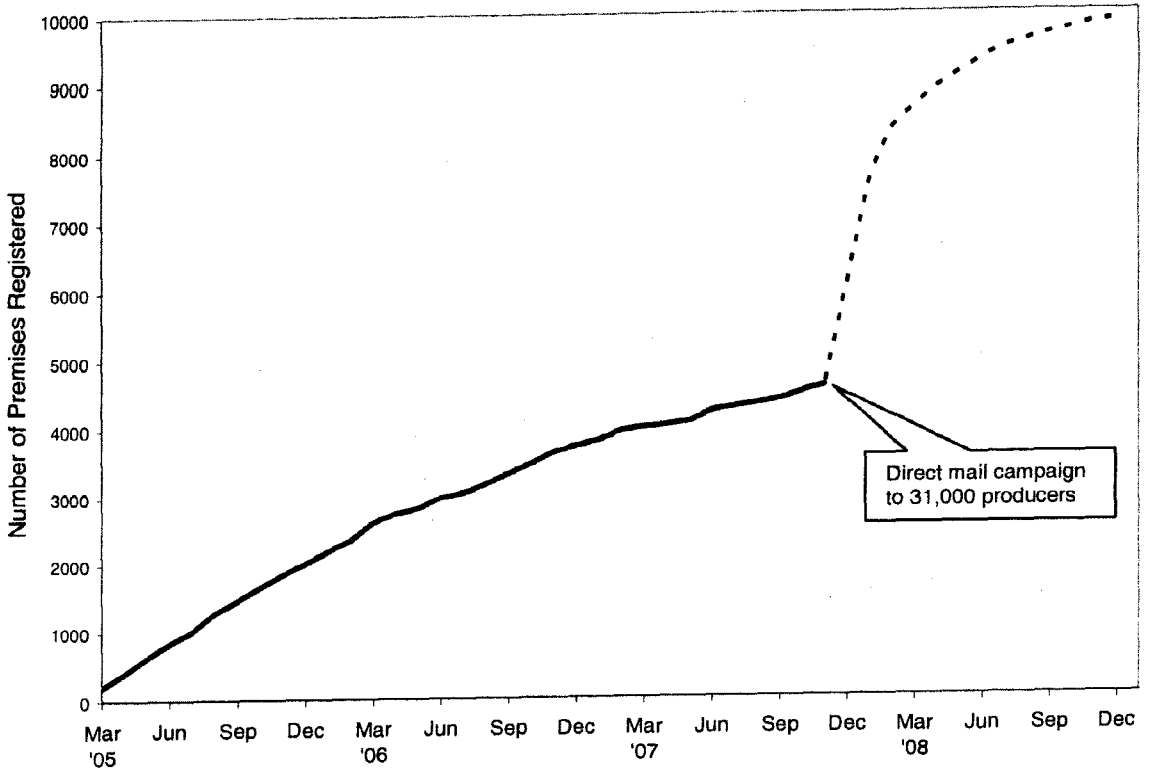


Figure 3. Cumulative total of premises registration in Virginia, 2005-2008 (projected).

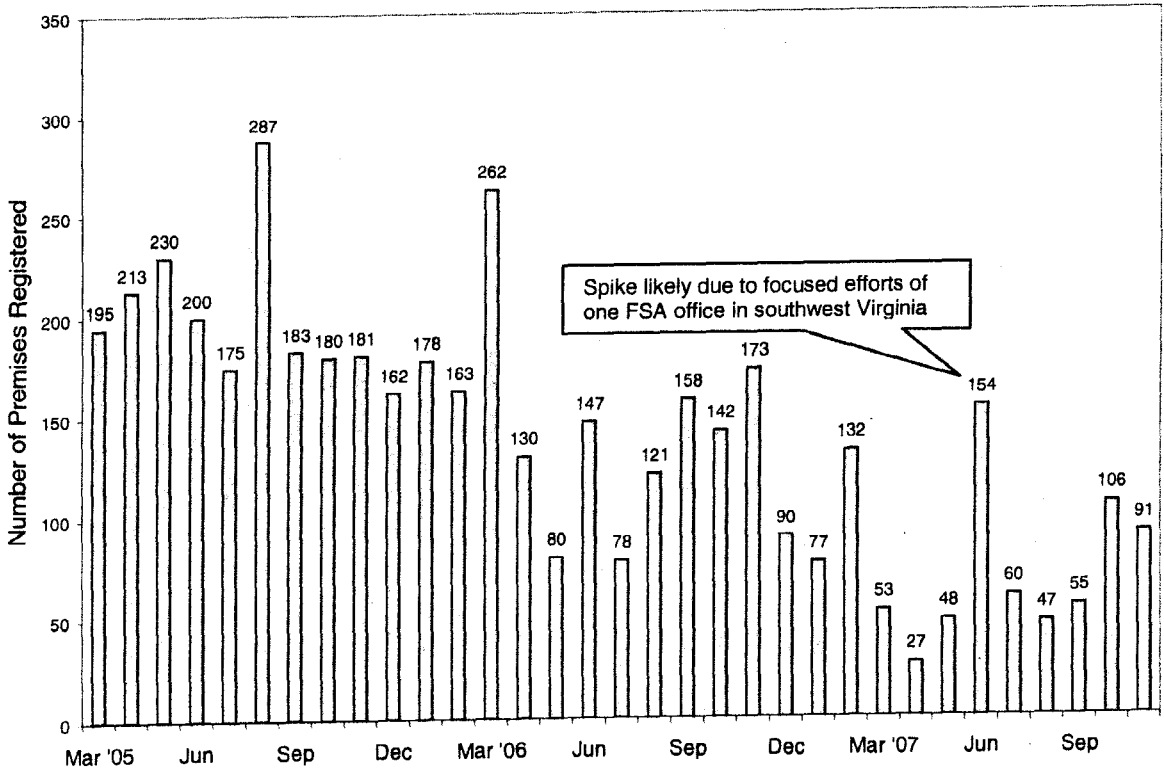


Figure 4. Premises registration in Virginia (SPRS only) by month, 2005-2007.

Increased Outreach and Premises Registration efforts through Cooperative Extension

Once registrations from the 2007 direct mailing are completed, there will be a tendency for premises registration activity to return to levels experienced over the past year. We will invest a significant amount in re-training and re-energizing of Cooperative Extension agents and FSA personnel in order to increase face-to-face outreach efforts with producers. Extension and FSA personnel must be reasonably knowledgeable about NAIS and animal disease issues in order to feel confident talking with producers. Policy changes emanating from USDA and misinformation from anti-NAIS groups have undermined this confidence and left many Extension agents unable (or unwilling) to effectively promote the program. Education and increased support that will be provided during the coming year will substantially improve Extension's ability to conduct effective outreach and address producer concerns, which should result in greater participation.

The goal for Extension in CY2008 is to register 2,400 new producer premises, which will bring the total registered statewide to approximately 9,800 or 26 percent of all livestock premises in the Commonwealth. The Extension Outreach Plan for 2008 will include the following components:

- Information on NAIS will be incorporated into all appropriate extension educational programs (e.g., cattle nutrition workshops, 4-H activities, animal health programs, farm business management) and delivered to producers through workshops, seminars, farm field days, industry meetings, newsletters, fairs, horse shows and other venues.
- VCE will distribute educational materials related to premises registration, animal identification technologies, animal tracing systems and animal disease management including USDA NAIS pamphlets, VCE publications, fact sheets, Virginia NAIS posters and other media.
- VCE will provide updated training to all Agriculture and Natural Resource and 4-H agents in order for them to be reasonably fluent with major components of NAIS, why it is needed and how animal disease issues are relevant to their customers. This training will also be available to FSA personnel.
- VCE will support producer and industry leadership training at state agricultural conferences (Virginia Cattleman's Assn., Virginia State Dairymen's Convention, Virginia Sheep Producers Association, Virginia Farm Bureau, Virginia Poultry Federation, various equine events, other groups, etc.).
- At every office, VCE staff will be available to assist producers with online premises registration or completion of paper forms, and will forward registration forms to VDACS Animal ID Program on a monthly basis.
- VCE will continue to collaborate with livestock markets to educate producers, register premises and demonstrate electronic animal identification technology during sale events.

- Provide for continuing education related to animal identification for faculty leadership to stay abreast of the implementation of NAIS and related issues.

VCE will provide quarterly accomplishment reports summarizing all NAIS outreach activities including the number of agents receiving updated training, number/type of outreach events, materials distributed, number of producers involved and feedback from customers. The Virginia Animal ID Program Coordinator will hold quarterly meetings or conference calls with the Associate Director of Virginia Cooperative Extension or his designate to review quarterly accomplishments and challenges to program implementation.

Renewal of Premises Registrations

At present, due to the relative low numbers of premises registered in Virginia, the Virginia Animal ID Working Group has recommended that annual renewal of premises registrations not be required. If greater participation results from outreach and disease program activities in 2008 (as planned), it is likely that the Working Group will need to reconsider the issue of renewing registration information.

However, data quality and accessibility issues will need to be addressed before staff within VDACS will be able to provide a robust approach to renewal of premises registrations. The Standard Premises Registration System does not provide the capability to notify registrants concerning renewal unless they log-in, and state personnel cannot create databases or mailing lists from NAIS data due to the potential for public disclosure under state FOIA statutes (i.e., in order to conduct a renewal mailing, VDACS would need to create a database of registrants outside of SPRS, thereby potentially exposing NAIS data to public disclosure under Virginia law).

Table 5. Summary of Premises Registration Objectives in CY2008.

Outreach Plan Component	Responsible Party	Expected Number of New Premises
Direct mail campaigns (2008 only)	VDACS NAIS staff	1,000
Extension outreach	VDACS, VCE	2,400
FSA outreach	VDACS, VCE, FSA	500
Industry partner contribution	VDACS, AAA, NMPF (IDairy)	360
Cooperative disease programs	VDACS OVS, APHIS-VS AVIC, private practitioners	500
Total		4,760 (12.6%)

Status of Target (Tier 1) Species Groups

Cattle

As in many other states, the cattle industry presents the greatest challenge to rapid tracing of diseased animals. Herds in Virginia are relatively small (average 65 animals per herd), highly dispersed throughout the state and move through a variety of marketing channels.

Due to the low incidence of disease in Virginia cattle herds over the past two decades, relatively few cattle have been identified through federal disease programs and it is difficult to accurately estimate how many animals are officially identified. Approximately 20,000 cattle receive Brucellosis vaccinations and 10,000 are tested for tuberculosis annually, but whether all of these animals have received official program tags and how many remain in-state is not clear.

Opportunities:

- Continue to support market-based approaches at livestock markets through Virginia cattlemen's associations and Extension programs (e.g., Virginia Quality Assurance program)
- Incorporate "840" devices in cooperative disease programs for cattle (primarily brucellosis vaccination)
- Work with select private practitioners to integrate NAIS into vaccination and testing services
- Continue to work with industry partners on ways to communicate more effectively with beef cattle and dairy producers.

Goals:

- Register 500 new premises through private practitioners
- Tag 2,000 cattle with NAIS RFID devices through brucellosis, TB or other disease programs
- Tag 5,000 cattle through VQA beef feeder cattle sales at Virginia livestock markets

Integrated Poultry and Swine

Poultry and swine operations in Virginia largely involve integrated operations with reasonable capabilities to trace animals testing positive for diseases of concern. Members of the Virginia Poultry Federation maintain extensive records on poultry production for all contract producers including unique flock identification, location of operations and contact information. This information is readily available to state and federal animal health officials during disease events, but could be improved in terms of consistency and accuracy, which would make response efforts more timely and effective. A similar system is employed by Murphy-Brown, the largest integrated swine operation in the state. All company and contract swine operations associated with Murphy-Brown have been registered in NAIS.

Opportunities:

- Continue to discuss with commercial growers ways to make industry data more accessible during disease outbreaks.
- Explore data access, consistency and accuracy issues that would lead to better availability of critical information.
- Continue to work with industry partners on ways to communicate more effectively with producers.

Goals:

- Provide specific recommendations to Virginia Poultry Disease Task Force that would improve the availability and accuracy of information about commercial poultry operations.
- Exhibit with National Pork Board at 2008 Virginia Pork Industry Association annual meeting

Sheep and Goats

Approximately 33 percent of sheep and 21 percent of goat premises in Virginia have been registered thus far in NAIS. The 2007 Scrapie Report for Virginia prepared by USDA APHIS states that there are 1,600 sheep flocks in the Commonwealth, but does not report how many have been assigned a PIN or how many animals are tagged with official devices. Producers are provided with tags in lots of 100, regardless of the actual herd size, and there are no records of how many tags are actually utilized in a given year.

Approximately 68 percent of sheep and 61 percent of goats move through commercial livestock markets annually in Virginia. Many market animals have scrapie tags or other identification; however, due to a number of exceptions in scrapie identification requirements, a significant number of animals are moving through markets with no permanent identification. Animals that move directly to slaughter are not typically tagged, but sales records do provide a means of tracing animals to sellers and in some cases to premises of origin.

Opportunities:

- Assess accuracy of and access to existing animal movement information at livestock markets and slaughter facilities to determine if timeliness of disease investigations can be improved.

Competitive Equines

Newly released results from the 2007 Virginia Equine Survey indicate that there are now approximately 215,000 equines in the Commonwealth housed at over 40,000 locations. A significant number of horses are involved in competitive events and shows, but estimating how many depends greatly on which events are considered “competitive”. It is likely that most thoroughbreds in Virginia (30,900) have some form of permanent identification and are registered with the Virginia Thoroughbred Association, but it is unclear to what degree this applies to other breeds and breed associations in the Commonwealth (for example, of the 13,000+ Arabians in Virginia, less than 20 percent appear to be registered with the Arabian Horse Association). Approximately 50,000 Coggins tests are performed in Virginia annually, but there is no way of knowing how many tested horses remain in the state. In addition, the reliability of Coggins forms for animal identification and tracing purposes is highly questionable because the markings on some horses are not distinctive, making them difficult to record accurately. Increased adoption of e-test charts available through USDA and private vendors should improve the accuracy of EIA test chart identification.

Despite the above uncertainties about the number of equines with official identification, most equine events maintain records that provide a reasonable means of accounting for animals and the premises with which they are associated. A small outbreak of EHV-1 in northern