

**FY 2008 NAIS IMPLEMENTATION
COOPERATIVE AGREEMENT WORK PLAN
FOR ARKANSAS TO ADVANCE ANIMAL DISEASE TRACEABILITY**

Dates for this work plan: January 1, 2008 to December 31, 2008
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Date: 4/2/08

Approved 4/4/2008 Roger D. Holley D.V.M., AVIC

OVERVIEW OF NAIS IMPLEMENTATION ACCOMPLISHMENTS BY FUNDING YEAR FY 2005

Cooperative Agreement: 05-9705-1358-CA Amount: \$115,000

Accomplishments	Performance Measures	Outcomes
Engaged livestock organizations and Cooperative Extension Service	Customer Awareness and satisfaction	Engaged six facilitating organizations
Provide exposure to 90% of the Arkansas livestock producers	5 to 10 regional organizational meetings by ACA and Extension Service and 75 producer awareness meetings	5 regional organization meetings and 75 producer meetings with average attendance of 50
Established website	Receive 1,200 to 1,700 hits per month	Average of 300 hits per month
Issued premises identification numbers to all registered premises	Register 20,000 cattle producers	4,698 premises registered

Cooperative Agreement: 05-9705-1398CA Amount: \$281,000

Accomplishments	Performance Measures	Outcomes
Engaged 33 livestock inspectors to contact and inform producers in their assigned areas	Broaden exposure to livestock producers	Delivered 34,000 Premises ID brochures
Initiated statewide advertising campaign	Increase exposure and number of premises registered	500 premises registered
Enhanced premises registration on ARLPC website	Communicate simplicity of registering on line and received 2,400 to 2,700 hits per month	Average of 400 hits per month
Implanted ID chips in horses and tracked movements	Encourage all interested and willing equine owners to participate in tracking phase of NAIS	600 horses were chipped and 167 more premises registered for a total of 4,865

Cooperative Agreement: 06-9705-1638-CA Amount \$203,000

Accomplishments	Performance Measures	Outcomes
Continued statewide advertising campaign	Radio, TV and magazine ads to spur more premises registrations	2,048 more premises registered for a total of 6,913 premises registered
Exposure to 90% of Arkansas's livestock producers	Enhance one on one producer contacts by 33 livestock inspectors	628 hits on agency website

Registered 18.4% of premises	Register 25% of premises by January, 2007	More producers informed about importance of registering their premises
Participation resulted in increased number of premises registered	Encourage more horse owners to participate in ID chipping and tracking movements	Approximately 2,400 more horses were micro-chipped

FY 2007

Cooperative Agreement: 07-9705-1763-CA Amount \$249,300

Accomplishments	Performance Measures	Outcomes
Agency livestock inspectors enhanced producer contacts	Explain and answer producer questions and encourage premises registration	655 more premises registered for a total of 7,568 premises registered as of 12-4-07 20.10% of premises registered
More equine owners participated in premises registration	Increase the number of horses micro chipped	Approximately 500 more horses micro chipped and movements monitored
Incorporated USDA QSA program as tool to increase premises registration	Quality Systems Assessment Program to generate more premises registered	50 producers signed up for QSA program and registered their premises
Increased contacts with producers and associated and supportive industries	Continue to inform producers with consistent and correct premises information	Assisted producers in the completion of premises registration forms

NAIS OUTREACH PLAN

Enhance Arkansas's Voluntary Premises Identification System by continuing educational messages for all individuals, businesses, and organizations that focus on the benefit of NAIS to producers. The effective use of 33 currently employed and experienced livestock inspectors to contact individual producers in their assigned areas of the state with goal of informing and registering premises with the assistance of educational messages designed and published by USDA. Our plan includes effective use of existing outreach resources such as cooperative extension, state area veterinarian in charge (AVIC) office and state industry organizations, to stakeholders at all levels within Arkansas. Our outreach plan will be strengthened through our NAIS coordination advisory committee representing all segments of the livestock industry to provide necessary input and guidance into registering more premises. The committee will meet at least quarterly or as often as necessary to ensure that goals and objectives remain targeted and are being achieved as effectively as possible. Members on the committee are as follows:

- APHIS-AVIC - Dr. Roger Holley
- Cattlemen's Association - Tubby Smith
- Pork Producers - Jerry Masters
- Heifer Project - Dr. Terry Wollen
- Extension Service - Dr. Tom Troxel
- NRCS - Neal Anderson
- ALFDC - Minority - Roy Winfrey
- UAPB - Minority - Dr. Robert Felsman
- ARLPC Director - Jon Fitch

ARLPC Deputy Director – Dewayne Kimbrell
Animal ID Coordinator – Charles Gann

Agency database manager routinely updates NAIS website to ensure that a consistent and accurate NAIS message is presented and is user-friendly. Quarterly updating will continue throughout the funding period.

Minority entities will be well-represented on our agency NAIS Coordination Advisory Committee as every effort will be given to communicate and recruit minority producers into agency's Voluntary Premises Registration Program.

Our Quality Systems Assessment Program will continue to provide important incentives to registering more premises as producers who wish to participate will be required to register their premises. We currently have 52 suppliers engaged in our QSA Program and expect that number to increase as producers experience increases in premiums received for age and source cattle being marketed. We believe market forces and industry needs will drive more producer participation. The QSA program will provide a basis and experience factor in officially identifying cattle enrolled in the program with compliant ear tags that can be used for tracing back to original premises. Official identification and traceability will continue to be enhanced as we have micro chipped 3,000 equine.

Financial assistance will be critical to our efforts to register all premises.

Extensive outreach presentations will continue throughout the state. Our operating plan will continue as we contact individual producers throughout the state with a goal of informing and registering premises with the assistance of educational messages provided by USDA. Appropriate handouts will be delivered to veterinary medical associations and accredited veterinarians for distribution to their clients regarding premises registration.

Constraints to NAIS Implementation

Currently there is no legislation that prohibits, restricts, or in any way affects the participation or distribution of NAIS information in Arkansas.

Reducing the Traceability Risk of Insufficient NAIS Premises Identification

Results or Benefits Expected

Emphasis will be on customer service as we continue our outreach efforts. We expect our premises registration project to provide exposure to 90% of Arkansas' livestock producers. We expect hits on the ARLPC website to continue to increase as we work hard to make it easy and appealing to producers. We expect to meet a goal of registering 30% of our premises by December 31, 2008. We plan to build upon all our successes realized to date and capitalize on our extensive outreach network to register more premises. If successful, we will continue to create comfort levels in the consuming public and producers, which will positively affect the well-being of all livestock industries in our state. Rapid response and recovery will be greatly enhanced as we register more premises.

Approach

Our plan of action will include enhanced efforts to broaden information capabilities to those who have not been exposed and further educate producers who are informed with aim of word of mouth going from participants to those who have not been reached through our current program. ARLPC's current standard voluntary premises registration will continue on an uninterrupted basis, which will include industry meetings conducted by ARLPC, with the Cattlemen's Association, Farm Bureau, AR Pork Producers Association, sheep and goat organizations and the fair industry. We will continue to engage our 33-member field livestock inspection staff in contacting individual producers about registering their premises and its benefits and making it a simple process to register premises. 11% of their time will be dedicated to our enhanced outreach efforts. Our incident command center truck and trailer and appropriate manpower to set up at livestock producer meetings will be utilized to present premises registration and assist attendees to easily register. We believe this direct exposure at a relaxed atmosphere will lead to a sizeable increase in premises registrations. Meeting attendees and fairgoers will be attracted to what we believe is an impressive command center that will be used in the event of any foreign or domestic animal disease outbreak. This same field staff will increase their contacts with auction markets, veterinary clinics, feed stores, etc. with the intent to communicate with goal of enhancing premises registrations. Emphasis will be placed on providing sufficient education and outreach to make sure all producers and stakeholders in Arkansas receive correct information.

ARLPC will continue to initiate various other measures to increase information and voluntary premises registration to include the following:

1. Field inspectors will make brucellosis calf hood vaccination participants aware of premises registration. Premises ID forms and free mailing envelopes will be given to producers.
2. Booths will be set up at livestock industry meetings and conventions to promote premises registration.
3. Reach more dairy farmers via NAIS mail-outs with effort to come to meetings to explain voluntary premises registration.
4. Make arrangements with all auction market operators to give a short, but effective presentation about premises registration and its importance.
5. Engage AVIC, VMOs and Animal Health Technicians in providing uniform voluntary premises registration message via voluntary premises registration producer meetings and individual producer contacts while performing assigned program work.

ARLPC's message will remain the same as we provide all individuals, businesses, and organizations a correct and consistent message about voluntary premises registration.

Plan of Action

Continue an aggressive plan for education and outreach that partner with all stakeholders at all levels within the state to provide all individuals, businesses, and organizations a correct and consistent message

about voluntary premises registration. Outreach resources that will be engaged are Arkansas Cattlemen's Association, Arkansas Farm Bureau, Arkansas Pork Producers Association, Arkansas Horse Council, equine associations, sheep and goat associations, Arkansas Auction Market Association, the fair industry, and the AVIC's office. All will be asked to assist in meeting our goal of registering 30% of our premises by December 31, 2008. We hope to achieve an increase in premises registered, more hits on our website, and more individual phone calls asking more about how to register.

Our plan of attending all auction markets on sale day and giving a short, consistent and correct presentation will help to secure the registration of the more hardcore producers. Our plan of covering all county, district and state fairs with our emergency incident command truck and trailer with the goal of registering more premises will be successful as we stress the importance in terms of preparation, response and recovery should a foreign animal disease or domestic disease of concern reach our state. Stakeholders will continue to work as meeting organizers and information disseminators for outreach efforts.

We will continue to encourage cooperative extension agents to be proactive in helping us to reach our goal of 30% premises registration by December 31, 2008. These same agents are present at almost every agriculture meeting in their communities, whereby the distribution of voluntary premises registration tri-folds designed by their organization would be handed out and explained.

Detail Work To Be Accomplished

Concentration will be on registering more premises to meet benchmarks for progress with the immediate goal of 30% premises registered by December 31, 2008 and create positive momentum for obtaining 40% premises registered by December 31, 2009. We believe all of the enhanced measures contained in our fund proposal will be effective in allowing us to meet established milestones. We believe our QSA program will be a driver for achieving a successful level of premises registration. Market forces and industry needs will help to move producers to participate in registering their premises voluntarily. Our current voluntary premises registration and horse chipping and tracking campaign will remain in place as producers are more favorable to this approach. We currently have 20.10% of our estimated premises registered to date for a total of 7,567 premises. Participation has not been at the level we hoped, but we will continue to solicit their participation. We have worked hard at making our volunteer registration program producer-friendly with the least amount of paperwork and a quick processing time for getting premises numbers back to producers. Good producer experiences with voluntary premises registration will be essential to continued success, a measure that we work on every day.

The following stakeholders continue to work as information disseminators for outreach efforts. These organizations will continue to schedule meeting dates, times and facilities throughout the state by working with their membership networks. They will also be asked to communicate to their memberships through individual invitations, newsletters, magazines, county and statewide meetings, and conventions about voluntary premises registration scheduled throughout Arkansas to facilitate and encourage attendance.

1. Producer organizations: Arkansas Cattlemen's Association, Arkansas Farm Bureau, Arkansas Pork Producer's Association, Arkansas Horse Council, equine associations, sheep and goat organizations, and the fair industry.

2. We will continue to engage the University of Arkansas Cooperative Extension Service to organize outreach events and assist in the voluntary premises registration of all livestock producer entities.
3. Auction markets, feed stores, veterinary clinics, agricultural supply stores and others will continue to play an important role in registering more premises.

We plan to continue to encourage all county producer organizations to make premises registration a topic at their monthly meetings throughout the state.

Industry Focus

Our premises registration program will encompass all species of livestock with an estimated number of potential premises being as follows:

<u>Cattle</u>	<u>Swine</u>	<u>Sheep</u>	<u>Goats</u>	<u>Equine</u>	<u>Camelids</u>
29,925	900	556	1,388	12,844	225

Corresponding estimated numbers of animals are as follows:

<u>Cattle</u>	<u>Swine</u>	<u>Sheep</u>	<u>Goats</u>	<u>Equine</u>	<u>Camelids</u>
1,900,000	330,000	13,797	32,580	75,203	1,100

A major thrust will be to reach producers who have not been exposed to and informed about voluntary premises registration, including its purpose and its benefits to all livestock industry components. We will also work hard to register producers who have heard about the program but have not chosen to register their premises. We have found that consistent and timely communications have moved producers to register after hearing the message three or four times. All supportive resources available will be effectively used in educating the livestock industry, including all sectors of production and marketing. An estimated number participating from each are as follows:

<u>Producers</u>	<u>Markets</u>	<u>Packing Plants</u>
45,613	47	26

Communication Plan

Our plan will be an extension of our efforts to reach and register all producers throughout the state, which is tailored to support outreach efforts by USDA, APHIS. Industry meetings will continue covering the entire state and these efforts will be enhanced as we target livestock producers who have not been exposed to voluntary premises registration or are not sure or not totally informed or clear about their role in the national effort. 33-member livestock inspection team will be making continuous contacts at farms, markets and fairs, and industry monthly meetings to keep the message in front of producers continuously. Sufficient education and outreach will be enhanced to make sure all producers and stakeholders receive the uniform voluntary premises registration message.

The major tool to gain feedback is the number of registered livestock premises in Arkansas, as well as feedback from livestock producers at industry meetings and individual agency contacts to determine

customer concerns about premises registration. All successful avenues as well as any unsuccessful efforts will be shared with USDA, APHIS.

Accomplishment of Proposed Activities

Registration of 30% of all livestock premises by December 31, 2008 will be the goal of project as we incorporate extensive efforts to reach all Arkansas producers and educate them about premises registration and its benefits. Our premises registration campaign will involve additional resources needed to touch all producers and encourage and lead them to register premises. Accomplishment reports will reflect if goal listed above is being achieved.

Getting the message to livestock producers will involve all current outreach activities,. By assigning 33 ARLPC livestock inspection personnel and USDA VMOs and animal health technicians to contact, educate, and register all known producers in all segments of the state. Contacts will include coverage of livestock markets, feed stores, fairs, and veterinarians. Personal contacts will be designed to achieve comfort levels that lead producers to register premises.

Outreach/Education

Our continued intense, individual producer contacts involving all livestock segments will be designed to reach **45,613** stakeholders regarding premises registration, Our educational efforts will also include contacting associated groups/organizations throughout the state, including livestock markets, feed stores and veterinarians, etc.... estimated to be **650**. Our goal will be to reach 90% of these supporting entities. We will continue to measure customer satisfaction and the volume of registrations. The resulting product should be basic, responsive, and economical. ARLPC will continue to carry out a system that will not jeopardize proprietary information. Throughout the year, livestock producers will have the opportunity to engage in a face-to-face meeting or an online description.

ARLPC expects the following results from its outreach proposal. Hits on the web page attached to the ARLPC website will be measured. The expected web hits will be **2,400-2,700** monthly. The resulting exposure to premises registration from the ARLPC website will be **28,800-40,800** annually. Distribution of brochures outlining the program will be facilitated through existing information centers located in livestock markets, veterinary clinics and cooperative extension offices throughout the state. Printed material will also be distributed at meetings, individual producer contacts and trade shows. We anticipate printing and delivering **34,000** brochures to livestock producers over the course of the year. Producer awareness meetings and statewide producer contacts by our 33-member livestock inspection team will provide the greatest exposure to premises registration. Our goal is to register 30% of Arkansas' livestock producers by December 31, 2008. Premises updates will occur as necessary, especially when all Arkansas counties convert to 911 addresses.

Placing customer satisfaction as a top priority remains critical to the success of premises registration. Acceptance will be improved with a good experience during our premises registration campaign.

Arkansas's Data System for PIN and AIN:

1. USDA data system being used for premises identification numbers.
2. Animal identification numbers for QSA program participants and equine micro-chipping participants are handled within agency system.

Measuring Traceability for Prioritized Species

Table 1: Premises Identification Goals for Achieving PIN Critical mass by December 2009

Primary Species at Premises	Estimated # of Total Premises	# of Premises with PIN as of 12/1/07	Total Premises Registration Goal for 12/31/08	Total Premises Registration Goal for 12/31/09	Estimated # of Premises with >70% of Animals	Critical Mass Premises Registration Goal for 12/31/08	Critical Mass Premises Registration Goal for 12/31/09
Tier 1							
Beef Cattle	25,925	6,191	8,978	11,970		9,780	15,925
Dairy Cattle							
Chickens							
Turkeys							
Swine	800	643	813	973	643	77	
Sheep	556	403	523	620	403		
Goats	1,388	866	1,282	1,440			
Equine	8,967	2,189	3,853	5,138			
Tier 2							

Table 2: Premises Identification Goals for Achieving PINs for Critical Location Points by December 2008 and 2009

Type of Location	Estimated Number	Business Plan Goal	#Possessing PIN as of 12/1/07	Projected Goal for Possessing PIN as of 12/31/08
Exhibition and Sporting Venues	82	>90% by September 2009	73	
Import/Export Facilities	N/A	100% <i>See individual target dates in Business Plan</i>		
Markets & Dealers	31	70% by October 2009	7	31
Harvest Facilities (Federal)	4	100% by July 2009		4
Harvest Facilities (State)	N/A	>90% by January 2009		
Semen Collection and Embryo Transfer Facilities		100% by January 2009		
Veterinary Clinics	50	>90% by October 2008	55	

Type of Location	Estimated Number	Business Plan Goal	#Possessing PIN as of 12/1/07	Projected Goal for Possessing PIN as of 12/31/08
Licensed Food Waste Swine Feeding Operations	84	100% by October 2008	6	84
Veterinary Diagnostic Laboratories	2	100% by October 2008	1	2
Renderers	N/A	100% by July 2009		
Appropriate University of Government Research Facilities		100% by January 2009		

Table 3: Animal Identification Goals for Achieving USDA Official Identification Critical Mass by December 2009

Primary Species at Premises	Estimated # of Animals	Critical Mass Estimate (>70% of Animals)	Estimated # of Animals Officially ID'ed as of 12/31/08	Estimated # of Animals Officially ID'ed to a Birth Premises as of 12/1/07	Goal for # of Animals Officially ID'ed by 12/31/08	Goal for # of Animals Officially ID'ed to a Birth Premises by 12/31/08	Goal for # of Animals Officially ID'ed by 12/31/09	Goal for # of Animals Officially ID'ed to a Birth Premises by 12/31/08
Tier 1								
Beef Cattle				9,697	20,000	20,000		
Dairy Cattle								
Chickens								
Turkeys								
Swine								
Sheep								
Goats								
Equine								
Tier 2								

Strategy #1: Prioritize Species/Sectors

Arkansas's approach to implementing the animal identification phase of NAIS is through USDA's Quality Systems Assessment Program that has been in operation for more than a year, that currently has 55 cattle suppliers with 9,940 head of cattle entered and operating under the program. The cattle are official ID'ed

to birth premises. It is providing an excellent experience to producers who are participating as they are able to understand the process of identifying and tracking animals on a voluntary basis. We firmly believe market forces and industry needs will drive more producer participation, which will enhance more premises registered as well as the number of cattle being officially identified. We believe this program will lead our state to achieving critical mass.

We feel that official identification and traceability of equine will continue as we have micro-chipped more than 3,000 equine that can be tracked for sales, equine events, and provide proof of ownership. Its value will continue to grow as equine owners see its value, again demonstrating the benefits.

Strategy #2: Harmonize Animal Identification Systems

Brucellosis calf hood vaccination remains an important facet in our state. All calves vaccinated are identified with a metal tag and an ear tattoo. Harmonizing that system into the NAIS identification and tracking could be achieved if funds could be secured in the purchase of compliant ear tags and databases and tracking equipment.

The same would be the case for tuberculosis and pseudorabies programs.

Strategy #3: Standardize Data Elements of Disease Programs to Ensure Compatibility

Information technology personnel, both state and federal, would have to work in concert to design a program(s) to effectively incorporate NAIS data standards into the existing animal disease programs listed above. Our in-house capabilities would have to be enhanced by USDA

Performance Measures and Outcomes:

We believe that NAIS will continue to be driven by market demands; producer participation will continue to increase as premiums are realized in the sale of cattle under our QSA program that is functioning well in our state. Participation increases will prepare producers to see the need for NAIS and make it easier to harmonize QSA program into NAIS, thereby providing avenue for more premises to be registered and improvement in the number of animals officially ID'ed.

Table 5: Animal Disease Traceability Performance Measures and Outcomes

Species at Premises	% Improvement In # Premises Registered with $\geq 70\%$ of animals	% Improvement In # Critical Location Point Premises Registered	% Improvement In # Animals Officially ID'ed	% Improvement In # Animals Officially ID'ed to the Birth Premises
Tier 1				
Beef & Dairy Cattle			246%	246%
Swine	$\geq 15\%$			
Sheep	$\geq 13\%$			

State Website Best Practices

Accessibility

1. URL that is easy to remember.

Current URL is <http://www.arlpc.org/avpis.asp> plan to change to www.nais.ar.gov or www.avpis.ar.gov

2. Make sure that NAIS is logically placed within our website.
NAIS information is currently located under our program's page.
3. Metadata for search engines.
Currently have a description that describes agency—will change that to describe NAIS
4. Promote.
Currently all of our promotions material have our agency URL www.arlpc.org

Content

1. Link to USDA NAIS website.
Currently we don't have a USDA link—will add the USDA NAIS link.
2. Provide easy access to premises registration information.
We have links to download a registration form and fill one out online.
3. Provide contact information.
We have agency phone numbers, fax numbers, and mailing address. We could add an email address that would forward to NAIS Coordinator and/or database manager.
4. Keep content consistent.
All of our content basically came from USDA provided brochures.
5. Offer a resource library.
We don't currently have anything like that set up
6. Provide a feedback mechanism.
Other than our generic info email address we don't have a feedback mechanism—we could add an email address that would forward to NAIS Coordinator and/or database manager.
7. Create a frequently updated spotlights or news section.
We don't currently have this. In the past we didn't have anyone who could provide enough content to make this a worthwhile feature.

Design

1. Make all content accessible within three clicks.
All content is within two or three clicks.
2. Keep a constant look and feel.
All pages have the same look and feel.
3. Include a site search capability
We don't currently have this, but plan to add it.
4. Provide details for links
We provide all of the necessary information for our links.

Maintenance

1. Keep content up-to-date.
Currently it is up-to-date, but someone should periodically review the information.
2. Review links to make sure they are active and relevant.
This is done on a regular basis.

Resources Required

- 1 -- Animal ID program coordinator - currently employed
- 1 -- Database manager—currently employed
- 33 -- Livestock Inspectors—currently employed - 11% of time

2008 FUNDING - NAIS PROGRAM

BUDGET

	FEDERAL	STATE MATCH	TOTAL
Personnel: Staff resources needed to support premises ID and animal movements			
Animal ID Program Coordinator		11,600	11,600
Database Manager		7,081	7,081
33 Livestock Inspectors \$1,006,617 11%	112,741		112,741
TOTAL PERSONAL SERVICE	112,741	18,681	131,422
Fringe Benefit			
112,741 @ 28%	31,568	5,231	36,799
Travel:			
Presentation of Outreach & Individual Producer Contacts	20,314	7,800	28,114
Supplies		788	788
Other:			
Printing, Postage, etc.	9,877	2,400	12,277
TOTAL PROJECT COST	174,500	34,900	209,400