

**National Animal Identification System (NAIS)
Implementation in the Commonwealth of Virginia
CY 2007**



*VIRGINIA DEPARTMENT
OF AGRICULTURE AND
CONSUMER SERVICES*

Cover Page

Plan Administrator:	Richard L. Wilkes, DMV
Name of State or Tribal Government:	Virginia Department of Agricultural and Consumer Services
Address:	PO Box 1163
City, State, Zip:	Richmond, VA 23218
Office Phone:	(804) 692-0601
Cell Phone:	
Fax:	(804) 371-2380
Email address (Plan Administrator):	Richard.Wilkes@vdacs.virginia.gov

These funds may only be used for the implementation and administration of premises registration in accordance with the NAIS and support of outreach efforts pertaining to all activities that promote the NAIS implementation plan for achieving full participation by 2009. Special field trials and research projects which attempt to address problems or questions about NAIS implementation must be funded through a separate application to the announcement specific for that funding.

Signature of Plan Administrator: _____

Richard L. Wilkes

Date: _____

12/18/2006

Objectives and Need for the Assistance

Over the past two years, the Virginia Department of Agriculture and Consumer Services (VDACS) has completed a substantial amount of work in getting NAIS implementation off the ground in the Commonwealth. As a result, all major components of an effective outreach and premises registration system are in place and the program is poised to significantly increase its contribution to the National Premises Information Repository (NPIR) in 2007. In addition, plans are underway to demonstrate the value of standardized, integrated approaches to animal identification (i.e., the Animal Identification Number Management System) to producer groups, livestock markets and event managers throughout the Commonwealth.

The groundwork has been laid for an effective NAIS program in Virginia:

- A broad-based industry advisory council (Virginia Animal Identification Working Group) has been in place and providing valuable assistance since 2004;
- Virginia Cooperative Extension has been involved in grass roots outreach since the inception of the program and continues to interact with hundreds of Virginians on a daily basis;
- All major producer groups have been engaged on a variety of levels;
- One of the largest food products companies in the country based in Virginia has submitted 100 percent of their locations for premises registration;
- A multifaceted communications plan has been initiated resulting in hosting of a statewide NAIS Forum, creation of an NAIS-specific web portal, professional exhibits at major agricultural events, sponsorships and speaking engagements at numerous events, advertising in several farm oriented publications and successful direct mail campaigns;
- An integrated technology platform has been developed that provides accurate data to the National Premises Repository, robust reporting and mapping capabilities to track program progress, and effective support for registration issues that arise on a daily basis;
- Program personnel are among the most knowledgeable and actively involved state NAIS staff in the country;
- Approximately 10 percent (3,775) of Virginia livestock premises have been registered.

It is critical that the momentum gained over the past two years be carried over into 2007. We expect investments in advertising, marketing materials, personnel training and outreach activities to begin to pay off in early 2007, and continued support from USDA APHIS is required to maintain an effective level of communication with constituents and to process expected increases in registration submissions.

Funds for CY2007 will be used to maintain a robust communications plan that will make full use of recently revised USDA NAIS collateral and to increase program staff by 0.5 FTE to handle expected increases in premises registration.

Results or Benefits Expected

Our primary objective for 2007 is to **double the number of premises registered** in the Commonwealth by leveraging outreach and marketing efforts established through the support of previous cooperative agreements. If achieved, by the end of 2007 approximately 20 percent of all livestock premises in Virginia will be registered (based on USDA estimates of the number of livestock premises in Virginia - 37,532). This goal may appear conservative, however, based on our collective experience over the past two years in speaking with thousands of producers, increasing anti-NAIS campaigns and legislative concerns - it is a realistic one.

Virginia NAIS staff will also continue to produce accurate and complete premises data utilizing a range of data processing tools. A large number of NPIR records for Virginia have incorrect or missing geocoordinates, a critical issue in the event of an animal health emergency. This situation has remained unresolved for too long and will be fixed in CY2007 so that **100 percent of Virginia premises will have reliable geocoordinates**.

Communications activities will continue to **help thousands of livestock producers, owners of commercial and backyard poultry flocks, horse owners and other rural Virginians understand the value of NAIS** from both animal health and emergency response point of views. This will not only result in increased participation in NAIS by target groups, but will also help taxpayers in general understand that animal health agencies at both the state and federal levels are effectively utilizing tax dollars to become better prepared for animal health related emergencies.

We will continue to seek support for NAIS from groups involved in animal agriculture through **quarterly meetings with the Virginia Animal Identification Working Group** and relationships with industry associations. A significant effort was begun in 2006 to create better dialogue with equine associations and we plan to **sponsor an educational forum on equine NAIS issues** in 2007.

Approach – Partners and Roles

The overall approach to implementation of NAIS in Virginia will largely remain the same as in 2006. The Virginia Department of Agriculture and Consumer Services will work closely with the Virginia Animal Identification Working Group, Virginia Cooperative Extension, USDA APHIS AVIC-VA, and industry associations to promote NAIS as effectively and inclusively as possible.

The Virginia Department of Agriculture and Consumer Services, Office of the State Veterinarian, maintains overall responsibility for coordinating NAIS activities in Virginia, including:



- Managing relationships of various program partners;
- Supporting on-line premises registration through the Standard Premises Registration System (SPRS);
- Insuring the quality of premises data submitted through VDACS (Virginia allows self-registration);
- Implementing a communications plan to advertise, educate and respond to inquiries concerning NAIS;
- Effective utilization of federal cooperative agreement funds and reporting on program accomplishments to USDA APHIS.

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.



Virginia Cooperative Extension has been involved with NAIS since the programs inception in 2004. Extension agents in all 100 counties in Virginia have been tasked with promoting NAIS, assisting with online registration and exception processing, and responding to inquiries from constituents. Their efforts have been essential in getting the program off the ground and VCE remains primarily responsible for “grass roots” outreach throughout the Commonwealth. Through a separate Cooperative Agreement, VCE is conducting a major research and demonstration project in CY2007 to introduce animal identification and AIN management technologies to livestock markets throughout Virginia.

The Department regularly meets with USDA APHIS AVIC-VA staff on a variety of issues related to animal health and disease surveillance. NAIS accomplishment reports are reviewed on a quarterly basis and numerous issues are discussed and resolved on



an as needed basis. The AVIC's office has been especially helpful in getting responses to important questions that are at times long in coming from APHIS staff in Riverdale or Fort Collins. Drs. Terry Taylor and Gillian Comyn in the APHIS Virginia Area Office are also members of the VAIWG.

Work Plan - General Outline

1. Communications Plan
 - 1.1. Direct mail campaigns
 - 1.1.1. Direct mail campaign to producers (20,000)
 - 1.1.2. Private large animal veterinary practitioners (103)
 - 1.2. Advertising
 - 1.2.1. Cooperative Living magazine
 - 1.2.2. Virginia Cattlemen's newsletter
 - 1.2.3. Virginia State Dairymen's Association newsletter
 - 1.2.4. Delmarva Farmer
 - 1.2.5. Farm Chronicles
 - 1.2.6. Mid-Atlantic Country Folks
 - 1.3. Event exhibits/sponsorships (most prominent)
 - 1.3.1. Virginia Association of State Fairs
 - 1.3.2. Virginia State Dairymen's Association
 - 1.3.3. Virginia Veterinary Medical Association
 - 1.3.4. Virginia Classic (large camelid show)
 - 1.3.5. Virginia Cattlemen's Association
 - 1.3.6. Virginia Horse Council
 - 1.3.7. Virginia State Dairy Goat Association
 - 1.3.8. Virginia State Fair
 - 1.3.9. Equine Extravaganza
 - 1.3.10. Virginia Farm Bureau Federation
 - 1.4. Speaking engagements (as required)
 - 1.5. Web site
 - 1.5.1. Existing content updated continually
 - 1.5.2. Develop new content and user interaction tools
 - 1.5.3. Track and report web usage
 - 1.6. Virginia Cooperative Extension outreach program
 - 1.7. Livestock market activities
 - 1.7.1. Reimbursement for broadband Internet installation
 - 1.7.2. Reimbursement for premises registration activities
2. Data Processing Plan
 - 2.1. Staffing
 - 2.1.1. Increase data entry staff by 0.5 FTE
 - 2.2. QA/QC tools for premises data
 - 2.2.1. Street Atlas
 - 2.2.2. ArcGIS 9.1
 - 2.2.3. TeleAtlas geocoding service (6 months)
 - 2.2.4. Virginia RCL geocoding database
 - 2.3. Improving geocoordinate data
 - 2.3.1. Determine geocoordinates for all VA records in NPIR

- 2.3.2. Report on accuracy of VA premises locations
- 2.4. Reporting tools
 - 2.4.1. Continue standard monthly reports
- 3. Staff Training
 - 3.1. Attend USDA APHIS AIC Workshop
 - 3.2. Attend NIAA ID EXPO (if held)
 - 3.3. Attend USAHA NAIS and Livestock ID Committee sessions
 - 3.4. Participate in USDA APHIS NAIS conference calls and webinars

Work Plan Details

NAIS Premises Registration

The Virginia Department of Agriculture and Consumer Services is primarily concerned with increasing Premises Registration across all producer groups in the Commonwealth. We do not anticipate getting involved with animal identification or animal tracking components of NAIS as part of this cooperative agreement, other than continuing to educate producers and other industry segments about these aspects of NAIS.

We will continue to utilize the Standard Premises Registration System (SPRS) to input registration information into the National Premises Information Repository. Those who wish to participate in NAIS in Virginia may register online, by calling the NAIS program office, by contacting any VCE agent or by completing a brief Premises Registration form.

Approximately 10 percent of all livestock premises in Virginia have been registered as of December 11, 2006. The following table shows the approximate number and percentage of premises registered by species.

Table 1. Estimated number of livestock premises and participation in NAIS in Virginia.

Species	Estimated Number of Premises ¹	Number Registered	Percent Registered
Beef cattle	22,000	3,282	14.0
Dairy cattle	1,500	200 ²	13.3
Horses	29,000	859	3.0
Swine	1,100	232	21.1
Sheep	1,500	425	28.3
Goats	2,376	412	17.3
Poultry	1,200	549	45.7
Camelid	338	105	31.1
Ratites	NA	14	NA
Total ³	37,532	3,775	10.0

¹ Based on USDA NASS 2002 Census of Agriculture and 2001 Virginia Equine Survey.

² Dairy operations are not identified separately from beef cattle on the VA registration form. This is an estimate based on returns from a direct mailing to 800 dairy operations.

³ Columns will not total to these numbers due to multiple species occurring on the same farm.

As a result of marketing activities during the last quarter of 2006, we expect an increase in registrations in early 2007 that will exceed the workload of current staff. We therefore anticipate hiring a half-time, temporary position to handle increased data entry. This person will receive training on the information requirements associated with premises registration and in the use of SPRS, but will not handle address exceptions and other more complex issues that routinely arise when entering data into SPRS. In order to maintain data integrity, address exceptions will continue to be handled by the NAIS Support Technician who has extensive experience in this area. Based on experience to date, we expect approximately 25 percent of the anticipated registrations will require extensive research to validate addresses or determine accurate geocoordinates.

Stakeholder Participation

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.

The Working Group meets quarterly; membership is shown below in Table 2. Tentative schedule for meetings in 2007:

Friday, January 12

Friday, April 20

Friday, July 20

Friday, October 12

Meetings are typically held at a central location (Waynesboro or Charlottesville, VA), but may vary according to needs of the group. Virginia NAIS 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.

In March 2006, a statewide NAIS Forum was hosted by the Virginia Farm Bureau Federation and over 50 representatives of animal agriculture in Virginia attended. A number of topics were presented and feedback was obtained through informal workshops that discussed issues of importance to the livestock industry and animal health community.

Table 2. Virginia Animal Identification Working Group membership.

Name	Affiliation	Location
Hobey Bauhan	Virginia Poultry Federation	Rockingham County
Bruce Bowman	Veterinarian	Augusta County
Linda Campbell	Producer	Page County
David Cardin	Virginia Dept of Agriculture and Consumer Services	Richmond
David Coleman	Livestock Market Manager and Cattle Producer	Amelia County
Gillian Comyn	USDA APHIS Veterinary Services	Richmond
James Cook	Producer	Franklin County
Reid Folsom	Equine Consultant	Rappahannock Co
Dale Gardner	Virginia State Dairymen's Association	Rockingham County
Randall Gearhardt	RG Cattle Company	Floyd County
Frank Graves	Virginia Dept of Agriculture and Consumer Services	Richmond
Scott Greiner	Department of Animal & Poultry Sciences, VPI&SU	Blacksburg
Gene Hansen	Virginia Horse Council	Virginia Beach
Steve Hopkins	Virginia Cooperative Extension	Orange County
Michael McDowell	Producer	Halifax County
Bill McKinnon	Virginia Cattlemen's Association	Roanoke County
Ed Metcalf	Livestock Market Manager	Campbell County
Pat Mullins	Virginia Horse Council	Louisa County
Spencer Neale	Virginia Farm Bureau Federation	Goochland County
John Parker	Virginia Pork Industry Board	Richmond
Sharron Quisenberry	College of Agriculture and Life Sciences, VPI&SU	Blacksburg
James Riddell	Virginia Cooperative Extension, VPI&SU	Blacksburg
Charles Stallings	College of Agriculture and Life Sciences, VPI&SU	Blacksburg
Leo Tammi	Producer	Augusta County
Terry Taylor	USDA APHIS Veterinary Services	Richmond
Pamela Thomas-Buchanan	Department of Agriculture & Human Ecology, VSU	Petersburg
Randall Updike	Virginia Dept of Agriculture and Consumer Services	Rappahannock Co
Dee Whittier	VA-MD Regional College of Veterinary Medicine	Blacksburg
Richard Wilkes	Virginia Dept of Agriculture and Consumer Services	Richmond

Industry Focus

All sectors of animal agriculture in Virginia are participating in NAIS, with the notable exception of integrated commercial poultry operations. The Animal ID Working Group provides regular feedback from several sectors (Virginia Cattlemen's Association, Virginia State Dairymen's Association, Virginia Pork Industry Board, Virginia Dairy Goat Association, livestock markets, Virginia Farm Bureau Federation, individual producers - representatives of the Virginia Horse Council were included in December, 2006), and outreach efforts have provided opportunities to interact with a wide range of producers and non-producer participants.

Registration activities have been held at numerous events by Virginia NAIS staff and Virginia Cooperative Extension continues its strong effort to educate and register producers through a wide range of extension activities (forage and nutrition conferences, regional dairy conferences, markets sales, newsletters, 4-H and fair events).

One of the largest food products companies in the U.S. that is based in Virginia has registered almost 100 percent of its contract and corporate farms.

Commercial poultry organizations remain wary of NAIS until it can be demonstrated that information collected and stored by NAIS is exempt from Freedom of Information Act (FOIA) requests. They are aware of statements made by USDA that NAIS information can be protected from FOIA requests at the federal level, but are also cognizant of state statutes that mandate disclosure of most public information in the Commonwealth of Virginia. We have had no official FOIA requests to date, but as the program grows, this remains a significant issue of concern for the poultry industry and many other producers.

Table 3. Estimated number of premises and animals in Virginia by species.

Species	Premises	Animals
Beef cattle	22,000	682,000
Dairy cattle	800	118,000
Swine	1,100	400,000
Equids	29,000	170,000
Sheep	1,500	62,000
Poultry	2,000	285,000,000
Goats	2,376	41,275
Camelids	338	3,016

Table 4. NAIS participation by industry segment.

Industry Segment	Estimated Number of Premises	Number Registered	Percent Registered
Production Unit	37,532	3,713	10
Market	27	13	48
Fair/event	53	31	57
Processing plant	9	5	56
Veterinary clinic	103	15	15
Lab	5	5	100
Tagging site	Unknown	4	-
Non-producer participant	Unknown	12	-

Communication Plan

Successful implementation of NAIS in Virginia will require a multifaceted and long term marketing approach to achieve full participation by all segments of the livestock industry. With the exception of the poultry and pork industries, Virginia's livestock industry is diverse, not well integrated and primarily composed of small, independent producers. Most are not members of any industry association. Despite significant outreach efforts over the past two years, many producers remain only partially aware of NAIS and many have been exposed to misinformation from anti-NAIS campaigns on national and state levels. Many producers who have had some exposure to NAIS messages remain ambivalent towards participation because the program is voluntary and/or they have not been convinced of its necessity (i.e., value of the NAIS to them).

Key issues preventing participation in Virginia based on collective experience (in order of priority):

1. Lack of confidence and trust in government programs
2. Weak value proposition for most producers
3. Lack of vocal support by agricultural leadership
4. Insufficient exposure to NAIS messages
5. General resistance to change

Any effective communications plan must address the above issues however; it is unlikely that mistrust of government and resistance to change can be overcome by simple marketing messages. Market forces and potential mandates by neighboring states are likely to be the most significant factors in creating a strong value proposition for Virginia livestock producers actively involved in buying and selling animals. These factors are largely beyond the control of NAIS staff, although we do attempt to keep the livestock community up to speed on developments outside of the Commonwealth. Therefore, our efforts in 2007 will focus on gaining more vocal support for NAIS from leaders in the livestock community and insuring that producers are in fact hearing the right messages about the program from a variety of sources.

Communications Plan Components

Direct mail campaigns

Based on experiences in other states, direct mail advertising appears to provide a relatively high return in terms of premises registrations. Our one mailing to date to dairy producers has resulted in approximately 20 percent return (about 200 registrations), but except for dairy operations, VDACS does not have an extensive mailing list of other farm operations in Virginia.

By the end of Q1, 2007, a direct mail advertisement will go out to over 350,000 rural Virginians as a cover wrap to Cooperative Living magazine. Although this is a fairly broad audience, it is the only medium available to our knowledge that will reach a large number of potential producers, including many “backyard” and non-traditional producers. Originally, we planned to include a registration form and prepaid envelope with the ad, but FOIA concerns (discussed more below) have required that the form be omitted for the present. Instead, readers will be directed to the VDACS web site for online registration and be provided with a phone number for call-in registrations. A one percent response rate from the Cooperative Living piece would increase current registration totals by approximately 100 percent.

Advertising

It is often difficult to quantify the level of response from general advertising, but we feel that it is nonetheless necessary to insure that a variety of producer segments are periodically receiving at least minimal information about NAIS. We are currently running quarter-page ads in the following media and plan to continue to do so in 2007.

- Cooperative Living magazine
- Virginia Cattlemen’s newsletter
- Virginia State Dairymen’s Association newsletter
- Delmarva Farmer
- Farm Chronicles
- Mid-Atlantic Country Folks

We also plan to expand advertising on association web sites including links to the VDACS and NAIS web sites, as well as running banner ads in prominent locations on the most popular sites.

Event exhibits/sponsorships (tentative)

As with advertising, events do not always produce significant numbers of registrations, however they are important to create visibility for the program and to support activities of producer organizations. At a minimum, most events will involve setting up a 10-foot wide, free-standing Animal ID display (see Figure 2), making NAIS brochures available and providing an opportunity for attendees to register onsite. Typically, involvement of the Virginia NAIS program at an event is announced in pre-event promotions and is often recognized on event web sites.

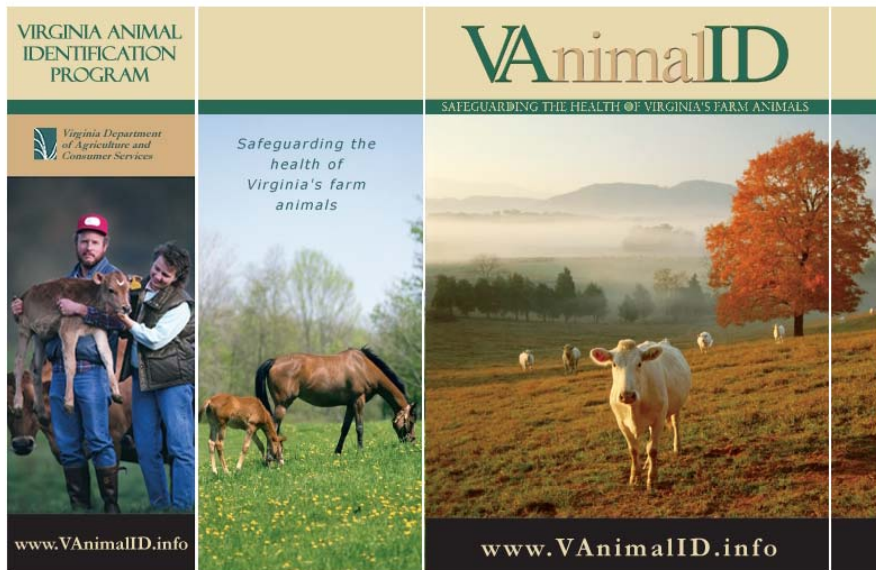


Figure 1. Free-standing 10-foot exhibit display for NAIS program in Virginia.

More substantial activities are planned for at least the Virginia State Fair and possibly one other event. We have tentative plans to develop an animal health exhibit for the 2007 Virginia State Fair that will include NAIS as a major component. The exhibit will include displays and information on animal disease programs, disease clinics supported by the Virginia-Maryland Regional College of Veterinary Medicine, demonstrations of animal identification technologies (identification devices, RFID readers and computer software) and the use of geographic information systems in emergency response scenarios.

Table 5. List of events for NAIS exhibits and other activities for 2007.

Event	Month	Estimated Attendance
Virginia Association of State Fairs	January	150
Virginia State Dairymen's Association	January	150
Virginia Veterinary Medical Association	February	300
Virginia Classic Llama Show	March	500
Virginia Cattlemen's Association	April	250
Virginia Horse Council Annual Meeting	April	200
Virginia State Dairy Goat Association	April	250
Virginia State Fair	September	220,000
Virginia Equine Extravaganza	October	12,000
Virginia Farm Bureau Federation	November	400

Animal ID Web Site Development

Content of the Virginia animal identification website (www.VAnimalID.info) will continue to be updated on a regular basis. Since launching the site in September 2006, visitor sessions have exceeded 15,000 with over 50 percent returning more than once. We realize that a large segment of the producer population does not regularly use the Internet, but many of our producer associations and non-traditional producers do.

Information from USDA's NAIS pages will continue to be linked to the VAnimalID web site.

As the number of people involved in NAIS increases, we plan to utilize the web site to communicate with participants more interactively by sending program updates (e-newsletter), registration renewal notices (when implemented) and information on NAIS news and events. To accomplish this e-marketing component of the web site, a back-end database capability will need to be developed to manage mailing lists and user roles.

Usage statistics will be tracked and reported on a quarterly basis.

Virginia Cooperative Extension Outreach

Virginia Cooperative Extension (VCE) remains an invaluable partner in explaining NAIS to producers on a grass roots level. Extension agents in all 100 counties in the Commonwealth have sponsored hundreds of NAIS events, provided support for premises registration, sent out newsletters, developed educational materials and accomplished the face-to-face marketing necessary to create a solid foundation for NAIS in Virginia. However, they have also suffered from having to accomplish these activities under a compressed timeframe and changing national policies.

In 2007, we expect VCE to continue its work in promoting NAIS by supporting travel and event costs for local agents, distributing USDA APHIS NAIS collateral and assisting livestock markets with premises registration activities.

Livestock Market Activities

In 2006, VDACS put in place a Memorandum of Agreement (MOA) outlining a process for reimbursing livestock markets for installation and operation of broadband Internet service. Many markets have computers, but few have adequate Internet service to support online registration via SPRS or use of the AIN Management System. This program provides reimbursement for one-time installation fees and one-year subscription costs for broadband services to help create the infrastructure needed to make NAIS operational.

Also included is reimbursement for salary costs for market employees who spend significant time educating and registering their customers.

Three of the most active markets have signed-on to date, but we expect more to participate as they get more involved with NAIS through our concurrent research and demonstration project (separate Cooperative Agreement 06-9100-1048-CA).

Developing Thought Leadership

A key element of our communications strategy is to get those in leadership positions to speak out more strongly in support of NAIS. As evidenced by the VA Animal ID Working Group membership, a number of industry associations support NAIS in Virginia, but we have not leveraged their support as effectively as needed and are therefore sometimes overshadowed by a small minority of vocal NAIS opponents.

In 2007, we will seek to identify key leaders in the agricultural community who see NAIS as a positive influence on animal agriculture and ask them to participate in a variety of

communication activities including web site testimonials, co-authoring of feature articles in publications, speaking engagements and event co-sponsorship. Individuals may be prominent local land owners, business leaders, members of the veterinary community or in positions of leadership with industry associations.

Management of Communications Plan

“New” NAIS messages released by USDA APHIS in October 2006 are largely consistent with those promoted by VDACS since the inception of the program, and therefore, no major adjustments are necessary in any of our communications tactics. We will utilize USDA NAIS collateral at all events and will continue to promote NAIS as a partnership between USDA, VDACS and the livestock industry.

As we continue to discuss the value of a standardized animal identification system with producers and demonstrate program components at events, more producers will hopefully feel less threatened by NAIS and begin to focus on potential benefits. Producers and industry groups will hear about NAIS through significantly expanded marketing efforts including strong statements of support from leaders in Virginia agriculture. Livestock markets and their customers will see increasing investments in NAIS infrastructure and demonstrations of exactly how animal identification will work in real world environments.

All communications activities will be managed by the program coordinator with input from the State Veterinarian, VDACS Communications Office and the Office of the Commissioner. Outreach activities conducted by VCE will be reported on a quarterly basis and discussed with VCE Associate Director as needed.

If available by the January 12, 2007 meeting, new USDA NAIS collateral will be provided to VCE and other members of the VA Animal ID Working Group for distribution through their respective organizations. Virginia Cooperative Extension has generally been responsible for distribution of materials to local outlets (feed stores, farm coops). VDACS NAIS staff will provide collateral at events that we attend and to any producer that contacts our office.

When available from USDA, new NAIS media kits will be provided to all major newspapers, magazines, radio programs and other outlets that cover agricultural issues. Kits will also be distributed to all industry associations in the Commonwealth. Press releases are made periodically through the VDACS Communications Office to highlight important announcements and registration milestones.

Feedback

The program receives feedback from informal discussions with producers, presentations to producer groups, phone calls and email (premises.id@vdacs.virginia.gov). All phone calls, letters and email inquiries are logged by staff and are available for review by the USDA APHIS AVIC on demand. Feedback from the 2006 Virginia NAIS Forum working sessions is on file with the program coordinator and also available to the AVIC.

Updates on program status, including any feedback from producers, are provided at each meeting of the VA Animal ID Working Group, which includes the AVIC and other APHIS staff on occasion.

Premises Data Processing Plan

Despite numerous attempts to address data quality issues with USDA APHIS technical staff in Fort Collins, CO, a large number of Virginia premises records in the NPIR have missing or inaccurate geocoordinate information. To resolve this issue, we plan to develop a process for identifying incorrect premises data and creating regional subsets. These data will be made available to VDACS' Office of Veterinary Services staff who will assist in the collection of accurate address and field GPS coordinates in their regions of interest. Field data will be checked for accuracy using Street Atlas and ArcGIS in conjunction with a newly available geocoding database. Once verified, these data will be used to edit geocoordinate information for existing premises records using SPRS.

In addition to making Virginia premises data more useful for disease surveillance and emergency response planning, this approach will train and involve a larger number of VDACS staff in NAIS activities and data management issues.

Our goal is to create accurate geocoordinate data for 100 percent of existing premises records and prototype a process that can be used on an on-going basis to improve the quality of premises information. Additionally, we will explore the feasibility of creating standard metadata for geospatial files derived from premises locations.

Resources Required

Staff

Current staff includes one full time coordinator and one full time support technician. We anticipate the need for 0.5 FTE for six months to handle increased registration activity in Q1-Q2, 2007. It is likely that this position will be filled using an intern.

Equipment

If required, a laptop computer will be purchased for the data entry intern in order to access SPRS and online tools needed for basic address verification. If available, this computer may be provided by VDACS, and if so, will be used as part of the state required match. Computer equipment in Virginia state government must be purchased via state contract administered by the Virginia Information Technology Agency (VITA). Depending on the dollar value, a state provided Small Purchase Credit Card may be used as payment. If purchased, any computer equipment funded by USDA APHIS is subject to transfer of title to USDA within 30 days of the end of the project period as specified in Article xxx of a typical Notice of Award. If title is not transferred, the equipment will remain the property of the State of Virginia following the end of the project.

Travel Reimbursement Policies

Travel expenses are paid to employees via electronic transfer after filing an approved travel voucher.

Current mileage reimbursement rate for use of personal vehicles is \$0.485 per mile.

Current in-state per diem is \$60.00 for lodging and \$39.00 for M&IE, with exceptions for certain locations. Out-of-state reimbursement rates are \$88.00 for lodging and \$44.00 for M&IE; again with exceptions for certain locations.

Travel vouchers are approved by an employee's immediate supervisor, the Finance Office and the Commissioner's Office (depending on the amount or if exceptions are requested to state travel guidelines).

Please see the program pro forma budget below for estimates of travel expenditures for 2007.

Planned Accomplishments

Premises Registration 2007

Species	Estimated Total Number of Premises	Number to be Registered	Percent to be Registered
Beef cattle	22,000	2,200	10
Dairy cattle	800	200	20
Swine	1,100	110	10
Equids	29,000	2,900	10
Sheep	1,500	150	10
Poultry	2,000	200	10
Goats	2,376	237	10
Camelids	338	34	10

Industry Segment	Estimated Total Number of Premises	Number to be Registered	Percent to be Registered
Production Unit	37,532	3,753	10
Market	27	7	30
Fair/event	53	11	21
Processing plant	9	4	44
Veterinary clinic	103	30	29
Lab	5	0	NA

Outreach/Education

At least 10,000 stakeholders will be exposed to information on NAIS in 2007.

Information on NAIS will be placed in locations according to the following table.

Sector	Estimated Number	Number to be Contacted	Percent to be Contacted
Southern States	104	52	50
Tractor Supply	20	20	100
Livestock markets	27	20	74
Veterinary clinics	103	103	100

Legislation Implemented

No legislation is anticipated to support NAIS activities in 2007.

Risks to Program Success

The most important threats to the Virginia NAIS program are:

- 1) Lack of clarity about our ability to protect NAIS information from FOIA requests;
- 2) Potential political action from the Virginia General Assembly in response to anti-NAIS sentiment.

Any paper registrations submitted for NAIS premises registration may be considered public documents by the Virginia Freedom of Information Act. While NAIS information is not of a sensitive nature, if it must be released to the public, producers with confidentiality concerns will not participate.

Some states have had legislation proposed to have states opt out of NAIS. Given the support for NAIS by most livestock industry groups and animal health officials in Virginia, passage of such legislation, if introduced, is perhaps unlikely.

Pro Forma Budget (90% level)

Program Area	Federal share	State share	Total
Direct			
Personnel			
Salary	76,080	33,820	109,900
Fringe	28,454	12,649	41,103
Travel	13,425	5,850	19,275
Equipment	1,500	-	1,500
Supplies	2,999	6	3,005
Contractual	107,000	10,000	117,000
Total Direct	229,458	62,325	291,783
Indirect	19,842	-	19,842
Total	249,300	62,325	311,625

Pro Forma Budget (100% level)

Program Area	Federal share	State share	Total
Direct			
Personnel			
Salary	76,080	33,820	109,900
Fringe	28,454	12,649	41,103
Travel	13,425	5,850	19,275
Equipment	1,500	-	1,500
Supplies	2,999	6	3,005
Contractual	134,700	16,925	151,625
Total Direct	257,158	69,250	326,408
Indirect	19,842	-	19,842
Total	277,000	69,250	346,250

If the Virginia NAIS Program is funded at the 100 percent level in 2007, additional funds will be used to expand marketing activities by running additional advertising in agricultural publications in Q3-Q4, and by enhancing NAIS activities at events planned for the latter half of the project year. The estimated six-month expense for running ads in publications listed on page 5 of the 2007 Work Plan is \$15,000.

Event funding is very limited in the 2007 budget at the 90 percent level and major events planned for late 2007, such as the Virginia State Fair and Equine Extravaganza, would benefit greatly from additional funding. Funds would be used to supplement staffing, expand planned activities and increase promotion of these events.