

FY 2008 NAIS IMPLEMENTATION COOPERATIVE AGREEMENT WORK PLAN
FOR
THE WISCONSIN DEPARTMENT OF AGRICULTURE
TRADE AND CONSUMER PROTECTION (DATCP)
AND
THE UNITED STATES DEPARTMENT OF AGRICULTURE,
ANIMAL PLANT HEALTH INSPECTION SERVICE,
VETERINARY SERVICES (APHIS VS)

Plan Administrator: Susan Buroker

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Signature of Plan Administrator:
Date: December 21, 2007

Overview of NAIS Implementation Accomplishments by Funding Year to Date:

Summary of funding

Award date	2/25/2005-2/24/2006	9/30/2005-12/31/2006	1/1/2007-12/31/2007
Award #	05-9655-0371CA	05-9655-0711CA	07-9655-0711CA
Award amt	100,000.00	444,000.00	378,000.00
Expended	100,000.00	243,605.31	86,456.10
Reverted Amt	0.00	200,394.69	
Proj Reversion			200,000.00

Summary of activity

	FFY 05	FFY 06 ¹	FFY 07
IS Development	Developed WI Premises Registration system in compliance with USDA guidelines and WI law	N/A	N/A
Admin/Data Entry	Registered 53,000 premises	N/A	Registered 5,200 additional premises (58,200 total) Renewed 15,500 premises
Compliance ²	Conducted 1,121 contacts, 587 (52.4%) registered	N/A	Conducted 547 contacts, 413 (75.5%)
Outreach/education	See below	N/A	See below
Animal ID Cost-share	N/A	N/A	Markets and dealers unwilling to commit matching funds

¹ DATCP did not receive NAIS Implementation grant funding in FFY 06, due to overlap with FFY 05 grant.

² Due to staffing vacancies and dealings with Clark County pseudorabies outbreak in FFY 07, compliance was lower than expected. As of November 30, 2007, DATCP has premises compliance vacancies filled.

2005 Outreach, education

- Developed informational materials
- Booth at Trade Shows, examples include:
 - World Dairy Expo
 - World Beef Expo
 - Wisconsin Farm Technology Days

2007 Outreach, education

- Participation at following meetings, examples include:
 - Wisconsin Pork Association
 - Midwest Horse Fair
 - USDA Outreach meeting
 - Wisconsin Farmers Union
 - National Institute for Animal Agriculture ID Expo
 - Wisconsin Cattleman's Association
 - Wisconsin Farm Technology Days
 - Wisconsin State Horse Council
 - Sheep and Wool Festival
 - World Beef Expo

NAIS Outreach Plan

Animal disease traceability has been at the forefront of Wisconsin agriculture for the past six (6) years. Wisconsin industry leaders recognized the need for traceability to protect the health of Wisconsin's livestock economy. They formed the Wisconsin Livestock Identification Consortium (WLIC) in 2001 to address the deteriorating level of animal identification and traceability in the livestock industry. DATCP awarded the consortium a grant to help establish it; since then DATCP, WLIC, and USDA have been working together to advance animal traceability in Wisconsin. WLIC serves as the ad hoc advisory committee for DATCP, and DATCP serves as an ex-officio member of WLIC.

WLIC Vision statement

WLIC will implement an animal identification and information system following nationally established standards. This will support the protection of animal health by fostering cooperation and understanding.

WLIC Mission statement

WLIC's mission is to create a secure, nationally compatible livestock identification system for purposes of protecting animal health, safeguarding market access, and offering opportunities to enhance the marketability of Wisconsin livestock products.

WLIC Membership

Board of Directors

Deb Reinhart (Chair)
Patrick Fitzgibbons (Vice-Chair)
Gary Sutherland (Treasurer)
Kevin Jorgensen (Secretary)

Professional Dairy Producers of WI
Cargill
WI Independent Livestock Dealers
East Central/Select Sires

Ole Meland
Chuck Adams
Jay Mattison
Mike Salter
Mike Bishop
Terry Quam
Linda Hodorff
Calvin Larson

AcceleratedGenetics
Equity Coop. Livestock Sales Association
ReQuest, Ltd
WI Pork Association
MB Genetics
WI Cattlemen's Association
WI Holstein Association
WI Horse Council

Members

Amy Ryan
Glenn Smith
Glenn Fischer
Nate Zwald
Jeff Montsma
David Kendall
Jim Metz
Patrick Krutza
Leonard Johnson
Scott Taylor
Pete Giacomini
Laurie Fischer
Joe Burke
Jamie Zimmerman
Bob Nedley
David Cooper
Gary Anderson
Mike O'Brien
Dave Knupp
Tom Everson
Robert Nigh
Bob Kleemeier
Ray Cherry
Kristy Brown
Sam Miller
Kelly King
Greg Marrs
Steve Van Lannen
Bob Richmond
Yvonne Preder
Jim Metz
Jim Parker
John Freitag
Michelle Schmid
Joel Espe
Ken Schumann
Jim Holte
Richard Keller
Bill Oemichen
Airling Gunderson
James Robson

ABS Global
AgInfoLink
Allflex USA
Alta Genetics
Alto Dairy Cooperative
American Milking Shorthorn Association
Animart
Badgerland Farm Credit Services
Brown Swiss Cattle Breeders Association
California DHIA
Cooperative Resources International/Ag Source
Dairy Business Associates
Dairy Farmers of America
DairyLea Cooperative
Digital Angel
Family Dairies USA
FCS Financial Services
Foremost Farms USA Cooperative
Global Animal Management
Grande Cheese Company
Holstein Association USA
IDology
Land O'Lakes
Leon Valley Veterinary Service, LLC
M & I Marshall & Ilsley Bank
Manitowoc Milk Producers Cooperative
National Dairy Herd Improvement Association
Packerland Packing Company
Research Management Systems
Semex USA, Inc.
Veal Quality Assurance Program
WestfaliaSurge
WI Beef Council
WI Bison Producers Association
WI Commercial Deer & Elk Farmers Association
WI Dairy Goat Association
WI Farm Bureau Federation
WI Farmers Union
WI Federation of Cooperative
WI International Poultry Club
WI Milk Marketing Board

Don Hamm
Mike Bishop
Brian Bolan
David Guif
Jennifer Eighmy

WI National Farmers Organization
WI Sheep Breeders Cooperative
WI State Fair Park
WI Veal Growers Association
Y-TEX/Agri Sales

Ex Officio

USDA, APHIS, VS

Dr. Michael Dutcher
Dr. John Wiemers
Tom Dressel
Neil Hammerschmidt

WI Department of Agriculture, Trade
and Consumer Protection

Dr. Bob Ehlenfeldt
Susan Buroker
Dr. Paul McGraw
Donna Gilson

University of Wisconsin (UW) College
of Agricultural and Life Sciences

Dr. Rick Klemme

UW Extension, Animal Sciences

Dr. Jeff Lehmkuhler

UW Extension, Discovery Farms

Dennis Frame

WI Veterinary Diagnostic Laboratory

Dr. Thomas McKenna

Staff

Robert Fourdraine
DiAnne Bindl
Katie Field

Chief Operating Officer
Office Assistant
Data Coordinator

WLIC holds member meetings in March, June, September, and December annually, and the board meetings are held in February, May, August, and November of each year, in addition to conference calls as needed. The department is an ex-officio member of the consortium, as is the USDA APHIS-Veterinary Services' Area Veterinarian in Charge (AVIC), Dr. Michael Dutcher.

The department, in cooperation with WLIC, proposes to advance individual animal identification and establish a system to quickly respond to animal disease emergencies through the use of animal identification projects, outreach and education, and practical implementation of technology.

The department's Web site provides a direct link to the WLIC Web site, providing information and access to on-line registration and renewal of premises registrations (www.wiid.org); the WLIC Web site provides a link to the USDA NAIS Web site.

In 2008, DATCP and WLIC, in cooperation and coordination with the USDA-AVIC, will continue to promote and implement the uniform animal identification system in Wisconsin. As a key component of this overall objective, premise registrations will be highlighted throughout numerous initiatives. Wisconsin will promote premises registration as a necessary and integral part of the animal identification system.

Through the creation and launch of a branded initiative, a youth campaign targeting Wisconsin 4-H and FFA groups, and supporting local and national media campaigns, Wisconsin efforts and key messages will support the benefits of a unified system and the three steps required for successful implementation of the system.

Wisconsin initiatives will target WLIC members, member-organizations, livestock owners, and those that influence owners – such as veterinarians, extension agents, livestock haulers, and herd management service providers. Youth groups will be another key audience for many strategic initiatives.

Constraints to NAIS Implementation:

The Wisconsin Livestock Premises Registration Act (2003 Wisconsin Act 229) requires anyone who keeps, houses, or co-mingles livestock to register their premises. Premises that are not currently licensed by the DATCP were required to register by January 1, 2006. Those premises currently licensed by the department must register by their annual license renewal date. The rules require annual renewal of premises. Any information collected for the purpose of premises registration is confidential.

Reducing the Traceability Risk of Insufficient NAIS Premises Identification

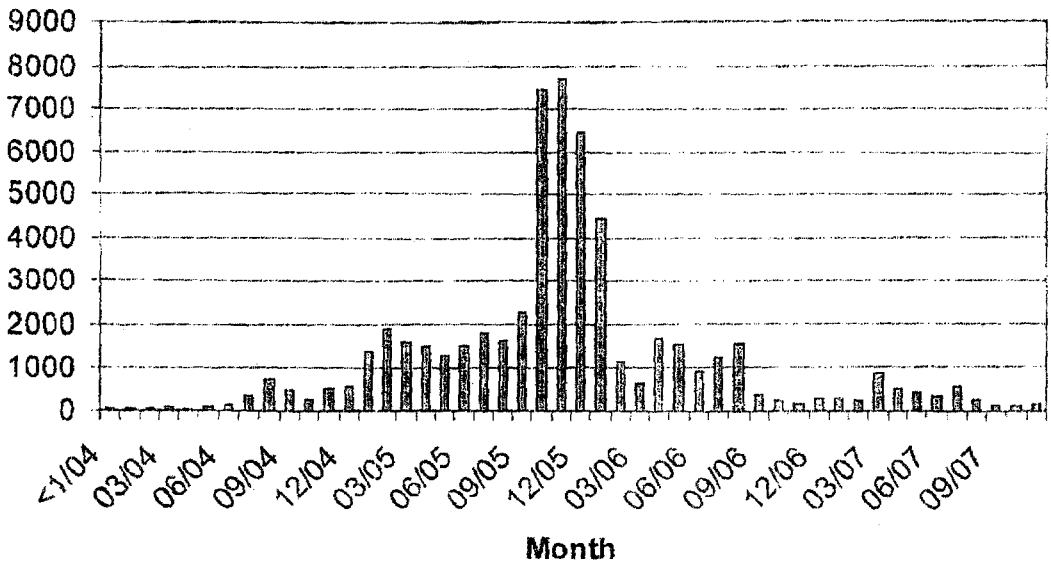
DATCP utilizes a multi-species unified approach to the implementation of the state mandatory premises registration program and the voluntary animal identification and tracking programs. Wisconsin developed a state-based premises registration and animal identification and tracking information system using the standards outlined in the USAIP/NAIS. Wisconsin's system is a USDA-approved Animal Tracking Database (ATD).

As stated in the draft USDA business plan, "Collaboration between USDA, State animal health authorities, and the animal agriculture production industry remains the catalyst for continued traceability programs." Wisconsin is well positioned to implement the strategies outlined in the draft business plan utilizing a multi-species collaborative approach to progressing traceability efforts in the state.

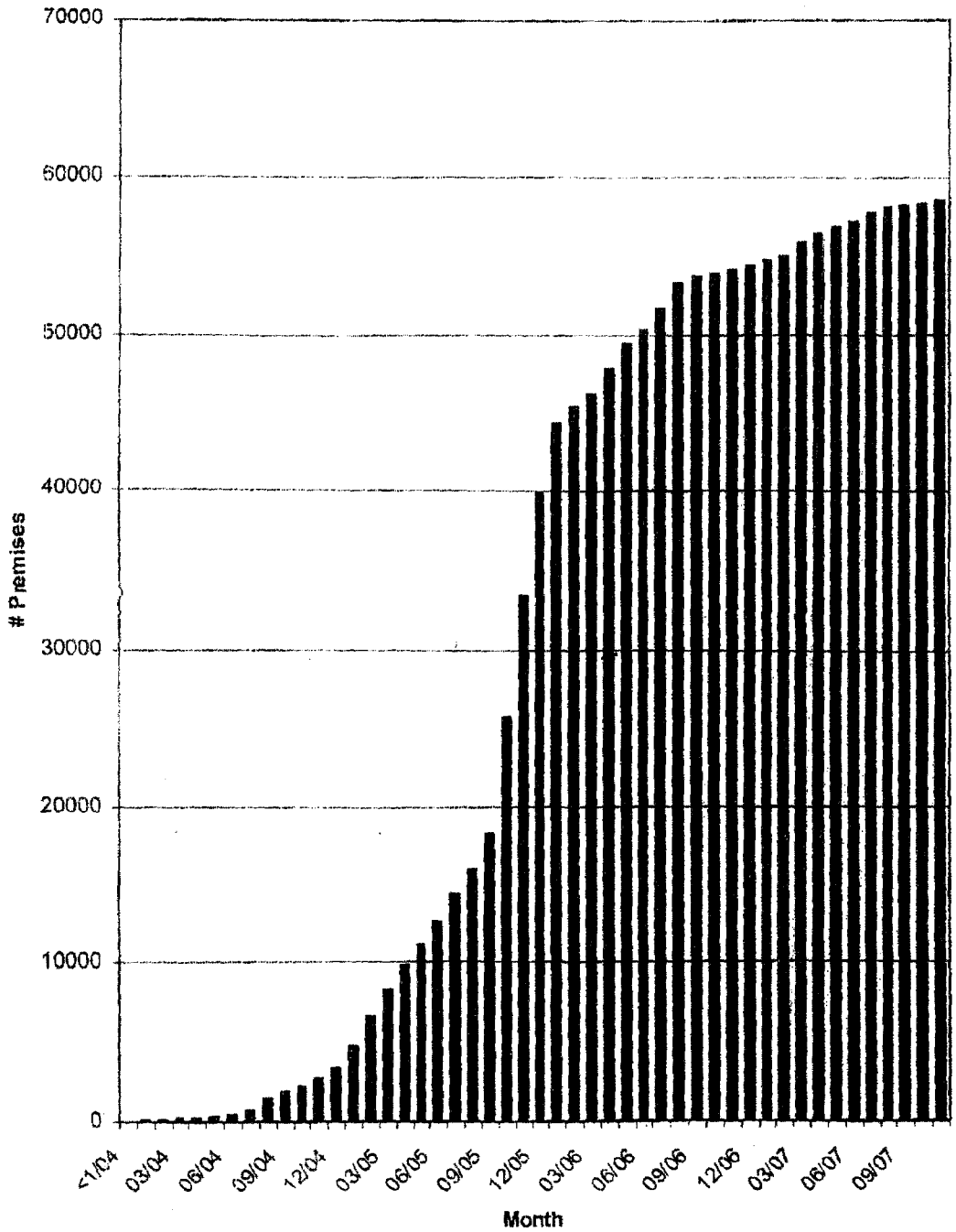
As of November 30, 2007, 58,541 premises have been registered in Wisconsin, or nearly 14% of the national total of 425,900. Wisconsin is currently processing annual renewals of premises registrations. Wisconsin administrative rule requires annual renewal of premises registrations; as of November 30, 13,244 active premises have been renewed and 690 have been deactivated. The number of premises with changed or updated information is approximately 14% of the renewals.

Below are graphs showing the volume of premises registered by month, the number of annual renewals processed and the number of changes received with renewals.

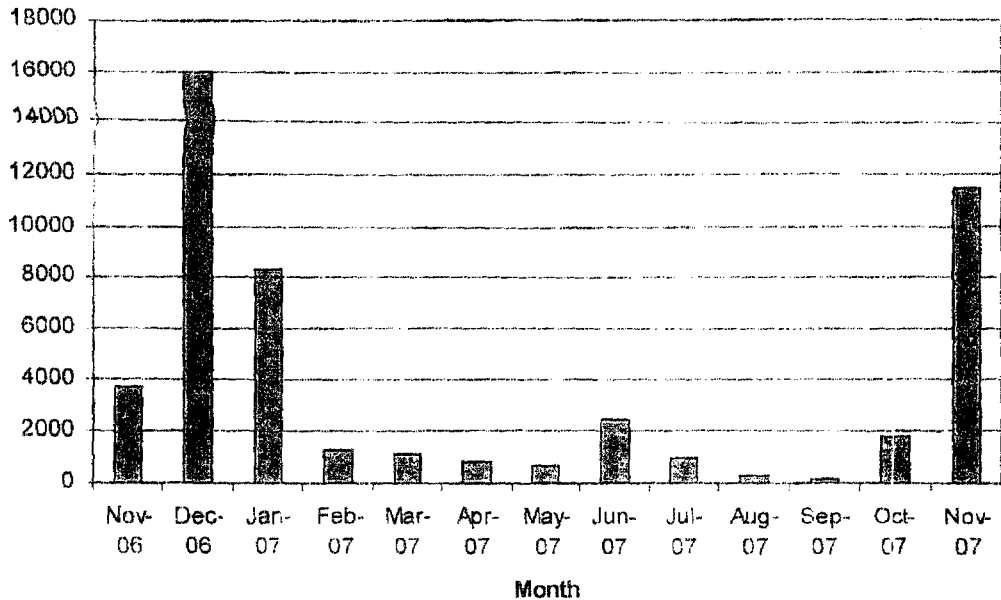
Number of Premises Registered by Month



Cumulative number of Premises Registered by Month



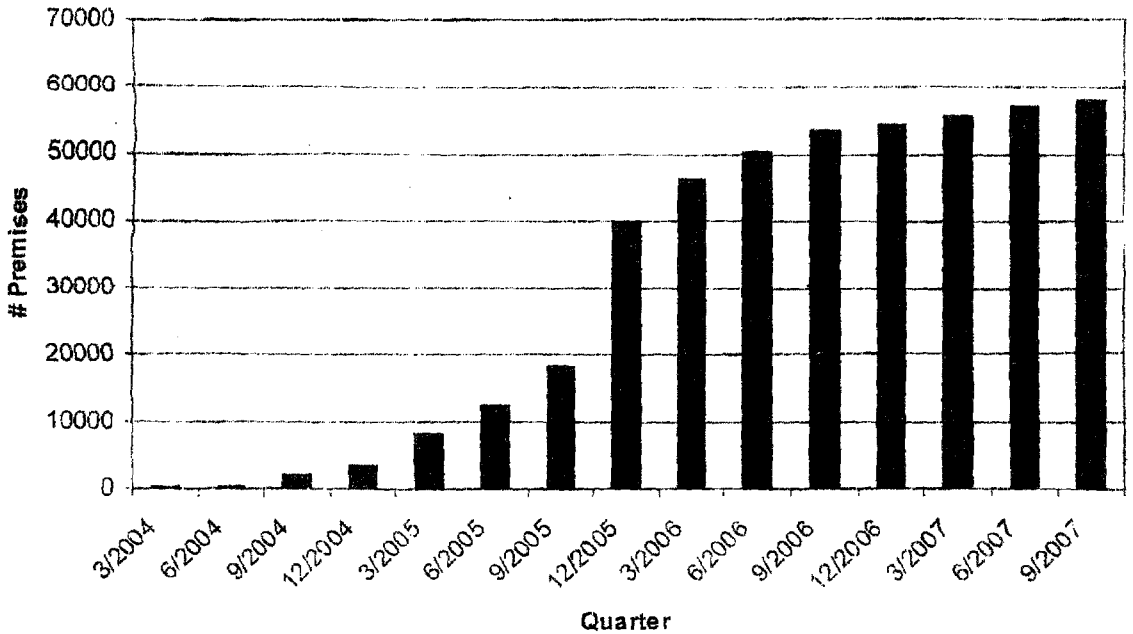
Number of Premises Renewed by Month



The Wisconsin premises registration system is a USDA-compliant premises registration system (CPRS) which allows individuals to self register and renew their premises on-line. Producers can call staff via a toll-free number and register over the phone. Additionally paper forms can be mailed to either register a new premises or renew a registered premises. The producer is notified through a premises registration renewal form of the current premises information; corrections can be made to the form and returned in the self-addressed envelope.

In 2008, DATCP and WLIC will continue promoting premises registration; however focus will be on attending county fairs and promoting the value to 4-H and youth. In addition, reminders will be mailed to veterinarians to inform their clients about premises registration.

Premises Registered by Quarter



The chart above shows the cumulative number of premises registered by quarter. Most noticeably, there is a jump in registrations in early 2005 when producers were being made aware of the upcoming mandatory premises registration by December 31, 2005. A big jump occurred prior to the December 31, 2006 deadline. Subsequent small increases in 2006 and 2007 can be attributed to direct mail projects that returned new registrations. Although the number of premises has plateaued, small increases can be obtained by continuing to notify the public about the importance of premises registration, to focus on the youth and 4-H at county fairs, and reminding veterinarians to inform their clients.

DATCP is currently in the second cycle of premises renewals which was mailed out late October 2007, and will continue processing close to 54,000 renewals by May 2008. Although premises renewals have been annual, consideration will be given to increasing the window based on the amount of changes that take place.

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 ¹	# 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 Identification Goal for 12/31/09
Tier 1							
Beef Cattle ²	21,100	22,742					
Dairy Cattle	14,900	14,155					
Chickens ³	5,263	14,121					
Turkeys	674						
Swine	2,200	6,859					
Sheep	2,500	4,136					
Goats	1,899	5,099					
Equine	16,297	20,015					
Tier 2							
Cervid	36,396	825					

¹ Estimates based on NASS census and annual report

² Cattle on premises with PIN includes all cattle

³ Chicken on premises with PIN includes all poultry

Wisconsin has exceeded all Tier 1 premises goals, based on NASS numbers; however, we estimate we have approximately 85% of all premises registered in the state. We continue to work to gain compliance from those not yet registered. We will utilize the compliance coordinator and inspectors to contact the noncompliant premises in the coming year.

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	646	>90% by September 2009	646	
Import/Export Facilities	0	100% <i>See individual target dates in Business Plan</i>	0	
Markets & Dealers	216	70% by October 2009	216	
Harvest facilities (Federal)	8	100% by July 2009	8	
Harvest Facilities	120	>90% by January	120	

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
(State)		2009		
Semen Collection and Embryo Transfer Facilities	15	100% by January 2009	15	
Veterinary Clinics	125	>90% by October 2008	125	
Licensed Food Waste Swine Feeding Operations	0	100% by October 2008	0	
Veterinary Diagnostic Laboratories	1	100% by October 2008	1	
Renderers	20	100% by July 2009	20	
Appropriate University or Government Research Facilities	28	100% by January 2009	28	

Wisconsin has registered 100% of identified critical location points as of December 2007.

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

Primary Species at Premises	Estimated # of Animals ¹	Critical Mass Estimate (≥70%) of Animals	Estimated # of Animals Officially ID'ed as of 12/1/07	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	1,145,000	801,500	450,000	405,000	472,500	492,750	496,125	517,387
Dairy Cattle	2,255,000	1,578,500	855,000	769,500 (Band D)	897,750	814,375	942,637	855,094
Chickens ²	6,527,000	4,568,900			5,874,300	5,874,300	5,874,300	5,874,300
Turkeys ²	2,595,460	1,816,822			2,335,914	2,335,914	2,335,914	2,335,914
Swine ³	450,000	315,000			405,000	405,000	405,000	405,000
Sheep ³	92,000	64,400	58,751	58,751	94,002	94,002	103,402	103,402
Goats ³	46,000	32,200	11,854	11,854	18,966	18,966	20,863	20,863
Equine ²	101,996	71,397	11,031	11,031	12,134	12,134	13,348	15,348
Tier 2								
Cervid	36,396	25,477	23,937	23,937	25,137	25,137	26,337	26,337

¹ Estimates of numbers of livestock based on NASS census and annual report.

² For animals identified as of 12/1/07, chickens, turkeys, and swine are moved in lots; number is not officially counted.

³ Number of sheep, goats, and equine are based on inventory sold (source: NASS WI 2002 Census, tables 29, 32).

Strategy 1: Prioritize Species/Vectors

Wisconsin will continue to promote and educate producers and industry on the benefits of individual animal identification and tracing.

USDA has established beef breeding cattle and dairy cattle as the highest priority species groups to improve traceability. Wisconsin has approximately 14,000 dairy farms (20% of the national total) with about 1,200,000 million milking dairy cows (13%). Many dairy herds in Wisconsin participate in the Dairy Herd Improvement (DHI) Program and Breed registries. It is estimated over 50% of the animals participate in one or more of these programs. As part of these programs, the dairy cows enrolled have been identified traditionally with a metal eartag carrying the uniform series eartag number assigned by DHI, or the visible American ID eartag number provided by the breed registry or DHI.

Wisconsin has worked closely with AgSource DHI, Minnesota DHIA, and Northstar DHI in past efforts to register premises, and it has established interfaces to collect DHI information. Since over 95% of the dairy farms have a premises ID, Wisconsin has the ability to collect the assignment of the uniform eartag numbers or American ID numbers to a premises with the assistance of DHI.

We propose to work with the DHIAs that serve Wisconsin dairy farms to promote voluntary animal identification and tracing in the state. With their cooperation, we would provide the start of the book end system proposed by USDA and will be accessible through the ATD interface that DATCP and WLIC have in place with USDA.

Strategy 2: Harmonize Animal Identification Systems

Wisconsin is in the process of analyzing the animal disease and testing data, and the data repositories held within the department. We propose to develop a project plan detailing the strategy we will use to harmonize and standardize the data, integrating the premises identification number (PIN) into all disease databases.

Wisconsin is requiring premises registration numbers for all certificates, import permits, animal health licenses, state-tested flocks, the National Poultry Improvement Plan (NPIP), and all reimbursement programs (such as Johne's Disease). The department is also requesting premises information for tests provided by private veterinarians; although we are not requiring them to refuse service for those who refuse to provide the number.

Strategy 3: Converge NAIS Data Standards in Disease Programs and Regulations

Wisconsin will integrate tag allocation for program disease programs with the premises identification number beginning January 1, 2008. The tag allocation information will be matched with the PIN and stored electronically in the state ATD and applicable state and federal systems.

Strategy 4: Integrate Automated Data Capture Technologies with Disease Programs

To advance the ability to electronically capture animal disease testing information, DATCP and USDA animal health staff will start using the USDA electronic data collection software (when available) and work with accredited veterinarians to incorporate the AIN ID devices for disease testing. DATCP will purchase RFID handheld data collection equipment and wand readers for its Animal Health field inspectors as soon as USDA makes available the applicable software for handheld devices. Collected disease and animal ID information will be uploaded to the applicable USDA databases.

Strategy 5: Partner with States, Tribes and Territories

Wisconsin proposes to reach out to the state's growing Hmong and Hispanic populations by translating and distributing printed information about the NAIS, including fact sheets and premises registration forms.

Wisconsin's Hmong population grew from 16,373 in 1990 to 33,791 persons in 2000, a 106% increase. The Hmong population in Wisconsin was 0.63% of the state's total population in 2000, compared to 0.33% in 1990.

Wisconsin's Hispanic or Latino population more than doubled from 93,232 in 1990 to 192,921 persons in 2000. Some rural communities have experienced increases of over 300% in their Hispanic populations since 1990.

Strategy 6: Collaborate with Industry

Wisconsin will promote voluntary livestock identification through practical, real-life, implementation projects on multiple farms representing various segments of the livestock industry. The results of the projects will be used to educate producers and the general livestock industry about the benefits of livestock identification and technology for farm management and disease containment and traceability. The projects will demonstrate how animal identification systems can be effectively and efficiently implemented in modern livestock enterprises; regardless of size or species.

Wisconsin will solicit voluntary participation from industry and producer groups for implementation projects to evaluate ID technology and integration with management practices. This will provide an opportunity for producers to try the identification system and technology in their daily operations. One-third of the operations will use a traditional, paper-based ID system. The other participating operations will use RFID devices and integrate electronic data collection and herd management software.

We will work with the dairy industry to record the allocation of identification devices to premises, work with accredited veterinarians, and share lessons learned from the market projects.

We will integrate premises registration in exhibitions and farms.

Budget

Table 4: Wisconsin Budget for NAIS Implementation Work Plan -- Fiscal year 2008

Category	Item	USDA NAIS	Wisconsin
Personnel	Operations Program Associate @ \$13.558/hr for a total of 2080 hours	\$28,200	
	Animal Health Inspector @ \$17.802/hr for a total of 2080 hours	\$37,030	
	Animal Health Inspector @ \$16.460/hr for a total of 2080 hours	\$34,240	
	DATCP Personnel for in-kind		\$77,720
Fringe Benefits	47.09% of salary of Operations Program Associate	\$13,280	
	47.09% of salary of Animal Health Inspector	\$17,440	
	47.09% of salary of Animal Health Inspector	\$16,120	
Travel	2 Animal Health Inspectors @average of 600 mi/wk for 47 weeks @ \$0.465/mi	\$26,226	
	Meal reimbursement for 2 Animal Health inspectors @ \$10/day for 5 days/wk for 47 weeks	\$4,700	
	Training	\$2,500	
Supplies	Rent for Operations Program Associate and Office Associate	\$5,900	
	Phone	\$600	
	CAS/Risk Management	\$2,340	
	IT Allocations	\$10,450	
	Office Supplies	\$1,600	
	RFID/Bluetooth readers and USDA handhelds for 9 Animal Health Inspectors	\$29,835	
	Total Direct Costs		\$230,461
Indirect Costs	(15.19%)	\$35,007	
Total Budget Request		\$265,468	\$77,720
<i>USDA cost share percentages</i>		<i>70.72%</i>	<i>29.28%</i>

Performance Measures

Table 5: Animal Disease Traceability Performance Measures and Outcomes

Species at Premises	% Improvement in # Premises Registered with $\geq 70\%$ of animals ¹	% Improvement in # Critical Location Point Premises Registered ²	% Improvement in # Animals Officially ID'ed	% Improvement in # Animals Officially ID'ed to the Birth Premises
Tier 1				
Beef Cattle			10%	10%
Dairy Cattle			271%	271%
Chickens			100%	100%
Turkeys			100%	100%
Swine			100%	100%
Sheep			60%	60%
Goats			60%	60%
Equine			10%	10%
Tier 2				

¹ Wisconsin has exceeded all Tier 1 premises goals, based on NASS numbers.

² Wisconsin has registered 100% of identified critical location points as of December 2007.

Monica L. A. A. 5-6-08
Cooperator Signature + DATE

Michael D. A. 5/28/08