

Work Plan
National Animal Identification System (NAIS)
Implementation

PLAN ADMINISTRATOR : Bob Hillman, DVM,
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Commission

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ADDITIONAL PARTICIPANTS :

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 Project Administrator: _____

Date: _____

Objectives and Need for the Assistance

Funding is critical to enable the Texas Animal Health Commission to continue implementation and maintenance of the premises identification and other approved portions of the NAIS. Cooperative agreement funding is necessary for the salaries of the Animal Identification Program Coordinator and premises registration staff to perform data entry of premises registration information, to research and gather information for registration of exception premises, register premises at events, conduct outreach activities and to provide equipment and supplies for effective premises registration and outreach activities. Funding will support outreach efforts consistent with USDA's goals utilizing the materials prepared and provided both by USDA and the Texas Animal Health Commission (TAHC). Portions of the available funds will be utilized for training and instructions to TAHC Area staff across the state to support premises registration, outreach and utilization of premises and animal identification in cooperative disease control programs. Training seminars and conferences will be held to accomplish these goals. The premise identification portion of this project will utilize software provided by USDA to interface with the national premises number allocator and data repositories. TAHC will utilize a portion of the funds to continue the electronic collection of premises registration. Portions of the funds will be utilized to support animal movement infrastructure that facilitates collection of animal movement data for some livestock markets and dealers and for agency cooperative animal health programs.

Results or Benefits Expected

The Texas Animal Health Commission (TAHC) will:

- Continue identification and registration of premises in the state of Texas;
- Support the administration of the premises identification system in the state;
- Utilize the national premises allocator, national premises repository, and support NAIS integration with established cooperative state/federal animal health program systems, such as the GDB;
- Continue to train TAHC Area staff to assist with premises registration and education of the public within their area;
- Use electronic premises data entry to efficiently and quickly register large number of premises;
- Expand its outreach program for stakeholders to provide accurate, up to date information about the identification system and to encourage registration of premises;
- Involve industry participation in outreach activities to continue to further premises registration;
- Industry will benefit from premises registration because it puts the producer on the frontline of controlling and preventing the spread of an animal disease;
- Provide support for development of animal movement infrastructure at markets and dealer's facilities that facilitates collection of animal movement data, even though funding will not support collection or reporting of data to state or private animal tracking databases.
- Industry and stakeholder participation in outreach efforts will facilitate TAHC's efforts to achieve premises registration within the state.

Approach

The plan is to continue registration of premises in the state of Texas, conduct outreach activities to support premises registration and voluntary implementation of the National Animal Identification System, develop infrastructure necessary to integrate premises identification and animal identification into cooperative animal health programs, and support infrastructure development at markets and dealer facilities to enable collection of animal information.

TAHC Roles and Responsibilities

- Conduct registration of livestock premises in the state, manage and administer the premises identification system in the state.
- Conduct educational and outreach efforts to support implementation of the animal identification system
- Manage outreach efforts
- Provide personnel for performance of identified functions
- Identify and select industry cooperators
- Establish and manage a coordinating committee
- Provide required costshare, which may include personnel costs, equipment, supplies, facilities, vehicles and other agency resources

USDA Roles and Responsibilities

- Provide resources in accordance with the cooperative agreement
- Provide and support the premises registration system and premises number allocator
- Provide outreach materials
- Provide guidance and support for implementation of the animal identification system

Mutual Roles and Responsibilities

- Work to achieve voluntary implementation of the animal identification system

The work to be performed, expected accomplishments and resource needs are detailed in the following sections.

Outline a Plan of Action

TAHC will continue to identify and register premises utilizing the USDA provided premises identification system which was installed as a part of the first NAIS cooperative agreement project. TAHC will explore ways to increase premises registration numbers.

Conduct outreach and educational activities.

Increase animal movement infrastructure within the agency and for livestock market and dealer facilities within the state.

Detail Work to be Accomplished

A. Components

1. Premises Identification

a) System used

TAHC will utilize the premises identification system provided by USDA.

b) Plan (logistics) for the registration of premises

TAHC's Animal Identification Coordinator will continue to manage the project and TAHC Premises Registration and Animal Identification staff will continue to register premises and administer the premises identification system. TAHC will collaborate with USDA, Cooperative Extension, and industry stakeholders to deliver an effective outreach program to achieve premises identification and registration in the state. TAHC will provide electronic and web-based mechanisms for livestock producers to register premises. Premises Identification numbers may be utilized to correlate identification of animals to premises.

c) How this work will support eventual registration of all premises in the area.

It is anticipated that, under a voluntary premises registration component of a voluntary animal identification system, it is likely that enrollment of all premises within the state will take from six to eight years, if possible at all. All efforts will be made to maximize resources to accelerate and accomplish the premises registration goal within that time frame or sooner.

2. Outreach and Education

a) TAHC will continue extensive outreach efforts, including, but not limited to, public meetings, industry meetings and seminars, media interviews, development of articles and materials for trade journals, papers and periodicals and provide testimony at hearings.

b) USDA developed outreach materials, along with complementary materials developed by TAHC will be utilized in outreach efforts.

c) Industry groups and organizations will be encouraged to support and aid in outreach and education efforts.

3. Infrastructure Development

a) TAHC will procure hardware and interfaces and provide training and education to enable integration of premises and animal identification to support cooperative state-federal animal health programs.

b) TAHC, working in concert with livestock market operators and livestock dealers, will identify market and dealer facilities for development of infrastructure to foster premises registration and enable utilization of premises and animal identification information at those facilities.

B. Stakeholder Participation

1. Producer, processor/marketing organizations

Industry associations, including but not limited to organizations such as Texas and Southwestern Cattle Raisers Association, Independent Cattlemen's Association of Texas, Texas Cattle Feeders Association, Texas Livestock Marketing Association, Texas Farm Bureau, Texas Sheep and Goat Raisers Association, as well as equine, poultry, cervidae, camelid, exotic wildlife, and veterinary organizations or members will be urged to voluntarily participate in outreach efforts to register premises for their members. Participation of industry associations and stakeholders is vital to the success of premises outreach and the resulting increase in premises identification and registration.

2. Government

TAHC will work closely with the Texas Commission on State Emergency Communications to share 911 address data on a real time basis. TAHC will also work closely with the Texas Department of Agriculture in an effort to increase NAIS awareness and gain voluntary participation.

3. Academia and/or Extension

The Texas Agricultural Extension Agents will be urged to work closely with the TAHC to aid with outreach and premises identification and registration.

C. Industry Focus

Stakeholder participation will be vital for TAHC to maintain a voluntary premises registration program. An NAIS coordinating committee with representation from industry partners, as well as TAHC staff and the state USDA/VS office will aid implementation of the voluntary animal identification system in the state. The primary method for input and consultation will include conference calls on at least a quarterly basis and may include face to face meetings as deemed desirable. This committee will provide industry guidance and recommendations to TAHC. The committee will aid TAHC in meeting the USDA recommended implementation dates for premises registration.

1. Livestock types that will be a significant part of the project.

Beef cattle: 15,375; Dairy cattle: 100; Swine: 75; Sheep and Goats: 250
Other (list): equine, cervidae, camelids, ratites, poultry, other

The above numbers are only estimated numbers for the period of the project covered by funding from this cooperative agreement. There are significantly more eligible premises in the state of Texas, but as stated above, it will take approximately six to eight years to register these premises, assuming adequate resources to do so. The USDA premises system does not allow states to extract percentage of premises registered by species. As of December 11, 2006 Texas has just over 21,500 premises registered.

2. Sectors of the production/marketing/processing industry

TAHC will continue to provide education materials to livestock markets, producers, feed lots, veterinary clinics, extension offices, packing plants, and feed stores.

Producers – 150,000 +
Markets – 150
Order Buyers –10
Feed Lots –250
Veterinary Clinics – 2,000
Transportation – Unknown
Packing Plants – 12

The above numbers are only roughly estimated numbers of eligible premises. It is not possible to register this number of premises during the time allocated under the cooperative agreement. However, outreach efforts will attempt to communicate with all segments and as many individual members of industry as possible.

D. Communication Plan

1. Supports the outreach efforts of USDA, APHIS.

TAHC will utilize the new materials prepared and provided by USDA to assure that our message is consistent with USDA, APHIS outreach efforts.

2. Communication efforts will be coordinated in the state/region.

TAHC has in place a public information officer who coordinates outreach efforts. The TAHC NAIS Coordinator and Executive Director will continue to work closely with the public information officer to deliver the message across the state. The information officer has an extensive mail and e-mail list of stakeholders and media outlets. Hard copy and electronic versions of information and outreach materials will be utilized. TAHC also has a web page with updated information and links to appropriate NAIS information sites. Targeted mass mailings may also be utilized as part of the communications effort and to encourage premises registration.

3. Project will work with key producer contacts to disseminate information (i.e., livestock markets, feed stores, and veterinarians).

TAHC may enter into agreements with agricultural and livestock associations, organizations, and entities, or with product and service providers to enhance outreach efforts and to increase the number of identified and registered premises in the state of Texas.

4. Feedback from stakeholders and sharing this feedback with USDA, APHIS.

TAHC will obtain feedback from stakeholders at local, regional and statewide stakeholder meetings. Additionally, a toll free telephone line will be available for stakeholders to ask questions and to provide feedback.

Describe how Each Activity is to be Accomplished

A. Premise Registration

This project will utilize the premises identification system provided by the USDA. TAHC staff will serve as the primary force to achieve registration of premises. However, contractors and temporary employees may be utilized to register premises and to conduct outreach activities specifically designed to increase the number of premises registered in the state of Texas.

B. Outreach

Outreach will be a strong component of this project. An aggressive plan is in place to communicate with the industry associations to ensure that all association members can register their premises. TAHC will utilize the new First Step publications recently developed by USDA.

C. Infrastructure improvement

TAHC will procure computers, readers, remote access links and data links to enable effective use of premises identification numbers and animal identification numbers in performance of cooperative animal health programs. The agency will also identify livestock market operators and livestock dealers who desire to participate in the animal identification program and provide infrastructure support, in the amount and under the provisions of the cooperative agreement.

Describe any Unusual Features of the Plan

N/A

Resources Required

A. Number and Type of Personnel:

1. The Texas NAIS coordinator and the four assistants will be full-time employees. TAHC will provide additional support to the Plan through other

employees, including: Public Information Officer, Industry Liaison, Area Staff, and Legal Counsel.

2. TAHC will continue to fully fund the coordinator, one team leader, eight administrative assistants and one data entry person. Additional funding will be provided to cover the costs or portions of the costs for TAHC Area staff who will conduct premises registrations, aid in outreach efforts and incorporate premises and animal identification into cooperative animal health program efforts. Due to the anticipated increase in the numbers of premises being registered, temporary employees may be needed for premise exception research and processing. The number of temporary employees required to conduct premises registration are expected to increase during the next several years.

3. Funding is requested to continue the FTEs funded by the 2006 agreement and a portion of the Area staff and to hire temporary employees as needed. The TAHC employees funded in 2006 will continue to support this project full time. TAHC plans to hire additional administrative personal throughout this cooperative. State and cooperative agreement resources will be utilized to fund portions of additional positions which will work part time on this project: area office staff, public information officer, industry liaison, general counsel, livestock inspectors, supervising inspectors, veterinary medical officers, veterinary supervisors, epidemiologists, administrative assistants and executive staff.

B. Equipment Needs

See item D of this section.

C. Travel Needs

Employee travel related to NAIS project will be paid at the rates authorized by the Texas Legislature.

D. Supplies:

Funds are budgeted to ensure proper dissemination and distribution of outreach materials; therefore, mail supplies, paper, envelopes, and postage will be required. TAHC will use state procurement methods to acquire needed supplies and materials for the project, included but not limited to, paper, envelopes, identification cards, supplies to print identification cards, and other office supplies required by TAHC staff or contracted temporary employees supporting the project.

E. Other Resource Needs

State procurement methods will be utilized to acquire items needed for the project. Such items include, but are not limited to, temporary employee services, computers for data entry, data collection and data management, tag applicators, hand held or stationary readers, antennae, reader modules, software for reading equipment, communications interfaces, a high capacity fax machine; and,

telephones, desks, and chairs for additional data entry and premises registration staff or temporary employees.

Accomplishments to be Achieved

A. Premises Registration

TAHC uses the USDA premise registration system. The system is working well for registering most premises, however, the lack of data reporting fields is an obstacle to extraction of data for analysis that would be useful for both TAHC and USDA. With the current data available to TAHC from the USDA system, no report can be generated to reflect the percentage of each species that has been registered. Currently, Texas has approximately 21,500 premises registered. No report can be extracted from the federal database which would allow TAHC to provide a percentage of premises registered for specific species or the number of premises registered in each county.

TAHC will provide an exact count of premises registered during the project and is targeting a goal of 20,000 (roughly 5,000/quarter) new premises registered by December 31, 2007. Additional information may be reported, but the scope of those reports are dependant upon the quantity and quality of data that can be queried and extracted from the USDA premises registration system.

B. Outreach/Education

1. Number of stakeholders to be educated regarding NAIS

Number of groups/organizations and businesses to be contacted in the various stakeholder categories are provided as a target population in Subsection C under the section "Detail Work to be Accomplished."

TAHC will continue an aggressive outreach program targeting organizational groups, including but not limited to industry associations, livestock markets, feedlots, veterinarians, and producers.

2. The number of contacts made with individuals

Plan to contact up to 25,000 (roughly 6,250/quarter) stakeholders during this cooperative agreement period.

3. Feedback from stakeholders

An evaluation form is available for stakeholders to provide feedback. A toll free phone number is also available for all interested parties to use. Both the evaluation form and the toll free number are shared at all outreach activities.

C. Infrastructure Improvement

1. Animal movement infrastructure

TAHC will assist livestock markets in the acquisition of data collection equipment. Between three and 15 markets will be equipped, based on individual evaluation of the facilities to determine need. Participation in this program will be based on the willingness of markets to participate in a voluntary program and provide a minimum of 20 percent of the out of pocket costs.

2. Integration with State/Federal cooperative animal health programs.

TAHC will support NAIS premise and animal identification goals by providing approved RFID devices to producers involved in herd testing. The target is to identify up to 500 herds and approximately 15,000 animals as a part of development of infrastructure to support state/federal cooperative animal health programs.

TAHC will equip each area to integrate NAIS standards with cooperative State/Federal animal health programs. Equipment and software will be identified and purchased to read RFID devices, transfer the information to a computer, and ultimately electronically transfer the data to the appropriate federal animal disease program database.

D. Legislation Implemented

Legislation was enacted by the 79th Texas Legislature, and was signed by the Governor on May 27, 2005 relating to the development of an animal identification program. The new statutory authority authorized the TAHC to develop and implement an animal identification system consistent with the USDA NAIS. Additionally, the new provisions provide protection for animal and premises data and information from disclosure. The statute authorizes TAHC to implement provisions of the animal identification system through rules implemented by the Commission. Rulemaking efforts were not successful.

Efforts to amend or eliminate current authority may be introduced for consideration during the upcoming legislative session.

Budget

Requested from USDA		
	Personnel	437,581
	Program Specialist (1 @ 56,418)	
	Data Entry Op/Admin Assist I (9 @ 21,276)	
	Administrative Assistant III (1 @ 30,408)	
	Area staff (4 @ 33,698)	
	Area support staff (1 @ 24,479)	
	Fringe Benefits	128,911
	Travel	28,000
	Supplies	31,546
	Outreach supplies (paper, envelops, labels)	
	Office supplies for staff and temporaries	
	Other	324,000
	Animal movement infrastructure	
	Agency integration infrastructure	
	Outreach (copying and postage)	
	Indirect	129,962
	Total Federal Requested	1,080,000
In-Kind		
	Texas Animal Health Commission	
	Personnel	135,715
	Fringe Benefits	39,982
	Indirect	40,307
	Total TAHC In-Kind	216,004
	Project Total	1,296,004