

NAIS Community Outreach Partner Bulletin

March 2007

March 2007 Premises Registration Update

We now have 365,576 premises registered. Thank you for all your hard work!

Now Available: Updated How-To Handbook

The NAIS Communications How-To Handbook, launched at the October 2006 Community Outreach Event in Kansas City, has been expanded and updated to better assist you in your premises registration outreach efforts. The revised Handbook is now posted on the Partner-dedicated Web page.

The How-To Handbook is designed to give you concrete ideas and tools for conducting outreach and promoting NAIS. Each section is concise, and designed to provide quick, high-value tips. Many topics include worksheets to help you structure and develop your tactics.

The new topics and expanded sections were developed based on feedback from Partners. They include:

- Improving your State NAIS Web site
- Developing a Direct Mail Campaign
- Dealing with Aggressive Opponents
- Forming a Local Partnerships
- Using Different Media Tools
- Creating Effective Presentations
- Developing Evaluation Techniques (Part of Taking Your Campaign to the Next Level)

Please let us know if there are other topic areas you would like addressed in future updates of the Handbook.

Recent Selected National Media Coverage

BEEF Magazine – February 1, 2007

[Carrots Not Sticks](#)

Drovers – February 7, 2007

[Johanns Briefs Cattlemen on Farm Bill, Trade, Animal ID](#)

Associated Press – February 12, 2007

[Web Forums Replacing Coffee Shops For Farmers](#)

Brownfield Ag Network – February 21, 2007

[Federal, State Officials Face Animal ID Skeptics](#)

NAIS Focus Groups Conducted in Three Cities

Producer focus groups were conducted the week of January 22 in Sacramento, Calif., Springfield, Mo., and Harrisburg, Pa. Three groups were conducted in each city with a total of 56 commercial and small producers. Respondents reviewed the “Top Six Reasons” key messages and the “Take The First Step” brochures.

Key findings include:

- Respondents do not adequately understand the connection between premises registration and the availability of information during a disease outbreak.
- Respondents view NAIS as unwanted government intervention. This may affect how receptive they are to program information.
- Respondents are fairly receptive to the campaign brochures. They like the design and will respond more positively to a species-specific version.
- Current NAIS messaging and brochures will not necessarily motivate producers to register premises. They want further information before they can make a decision.

Further discussion on focus group results will be part of the March 14 Partner Conference Call.

NAIS Web Site: What's New

The NAIS Web site is frequently updated to provide you with the latest NAIS materials and information. New additions to the site are always listed in the "What's New" section in the upper right-hand corner of the homepage. Recent updates to the site include:

- **Subcommittee and Working Groups Pages** – Located under the " Browse By Subject " area, these pages provide information and member listings for the NAIS Subcommittee, Species Working Groups, and Issue Based Working Groups.
- **Documents Recently Published in the Federal Register** – Accessible via the "What's New" section on the homepage, this page provides downloadable versions of all documents that have been recently published in the Federal Registrar along with links for providing feedback and comments on the documents.
- **Link to NAIS Cooperative Agreements** – A link to the "Cooperative Agreements for the Implementation of the NAIS" on the Grants.gov website is available in the "What's New" section of the homepage.

Partner-Dedicated Web Page

We remind you that a special Web page is available exclusively to Community Outreach Partners. This page features communications resources and support materials in a password protected area of the NAIS Web site. Click below to access this page.

http://animalid.aphis.usda.gov/nais/partner_area/partners.shtml

User name: Partner

Password: Animal*ID

Documents will be added over time, and we will notify you when they become available. Documents currently on the Web page include:

- NAIS How-To Handbook (February 2007 version is now available)

- Community Outreach Partner Bulletins, December 2006 – March 2007
- Top 6 Reasons to Register Your Premises PowerPoint
- NAIS Print Advertising Campaign

Exhibits at Recent Trade Shows/Events

Recently, APHIS exhibited at:

- The [Western Veterinary Conference](#) in Las Vegas, February 18 – 22
- The [Agricultural Outlook Forum](#) in Arlington, Virginia, March 2

NAIS Program Update

Premises Registration

As of March 5, 2007, States and Tribes have registered 368,314 premises.

USDA continues to promote applications for proposals from industry groups and producer organizations in response to the Request for Proposals (RFP) published on February 2, 2007. Cooperating groups will promote premises registration to producers and increase their respective sectors' level of participation in premises registration. To date, one cooperative agreement has been signed with the National Pork Board. Their goal is to support the successful registration of all swine premises by the end of their project.

USDA will make up to \$6 million available for the cooperative agreements, subject to the availability of funding. The RFP, which can be found at www.grants.gov, provides detail about the cooperative agreements, including the process for developing and submitting proposals and how awardees would have premises registrations administered through the States using a standardized premises registration form.

Animal Identification

To date, USDA has approved five identification devices from three tag manufacturers for official use in NAIS. USDA has received one additional application from a visual tag manufacturer. While no application has been received for radio frequency injectable transponders, the application form is available upon request. Additionally, USDA is currently in the process of defining the print format specifications for visual identification devices for swine for official use in NAIS.

The printing criteria for button-button animal identification number (AIN) radio frequency identification tags was recently revised to no longer require the printing of the AIN on the male tag (the piece that contains the transponder).

With regard to official identification for brucellosis, it should be clarified that AIN tags are official identification devices for calfhood vaccination in lieu of the orange vaccination tag (the tattoo requirement remains unchanged).

USDA held the first of two public meetings on March 5 and 6 to discuss the upcoming transition to private and State AIN Device Distribution Databases for the distribution records of AINs to premises for producers who voluntarily participate in the NAIS. Several tag manufacturers and organizations with potential AIN Device Distribution Databases (ADDD) participated, as well as individuals who are, or might become, AIN managers. USDA received valuable feedback from participants about potential challenges and solutions. The process for evaluation and integration of

databases that meet technical requirements will be similar to the one used for the integration of private/State ATDs with the NAIS.

The second meeting is being held on March 12 and 13.

Animal Tracing

On February 1, USDA released a Technical Specifications document for the ATDs that outlines the requirements developed through the interim phase with 14 organizations participating. USDA is now progressing with the implementation phase and will establish formal cooperative agreements with interested organizations and States whose systems meet the technical specifications. The implementation (production) phase for the integration of such systems with the ATPS is targeted for spring 2007.

Other

USDA continues working with the States, Tribes, and industry to integrate NAIS with existing systems. For instance, brand programs may complement the NAIS and a Brand State Working Group has been established to cooperative efforts that might be of merit to both programs. The first Brand State Working Group meeting was held on January 20, 2007, in Denver, Colorado. The Brand State Working Group is meeting again this week. We have received valuable feedback so far, and will continue working closely with brand States on NAIS issues. USDA remains committed to ensuring that NAIS capitalizes on the merits of branding and the brand systems infrastructure as the program moves forward.