



2012 Agriculture Stakeholder Conference
“Pests, Pathways, and Partnerships”
July 17 – July 18



Day 2 Panel Discussion:

Outreach

Foreign Animal Disease Breakout Session

Facilitator: Christina Lohs- (USDA-PPQ)
Note Taker: Day Two - Dean Duvall (CBP)
Highlights: Day Two - Dr. David Smith (USDA)

Topic: Identify Common Outreach Themes– *How can Federal, State and private organizations identify the common outreach and communication themes for foreign animal disease exclusion efforts (current and future threats) between agencies and organizations to develop a road map for improvement.*

Goal: *To identify the common outreach and communication themes for foreign animal disease exclusion efforts (current and future threats) between agencies and organizations to develop a road map for improvement.*

Breakout Session Purpose (Day 2):

- Actively engage government and industry representatives.
- To discuss ways to improve our foreign animal disease exclusion efforts, and identify new ways to leverage our resources to safeguard American agriculture and natural resources.

Notes – Day Two:

Questions presented to the group by facilitator:

- What is working well with communication and outreach for foreign animal disease exclusion efforts?
- Ideas for improvement and best practices

Comments/Discussion Threads:

What needs improvement?

OBJECTIVES

- 1) Work together for communication and outreach
- 2) Coordinate animal disease
- 3) Communication upon potential outbreak



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Communication and outreach improvements:

- 1) Pork industry (also beef and dairy) crisis: Foot and mouth disease (FMD). Recent good meetings with U.S. Customs and Border Protection (CBP) & importance of keeping disease out. Outreach is being developed. Biggest opportunity is taking education and working w/ CBP to get the message out.
 - a. Another: getting message to flight attendants. Because they are the last communication link with passengers.
- 2) Center for Disease Control (CDC) Question for pork industry: working with researchers; how far have we come with working with researchers?
 - a. The facilities that scientists work at, possibly create a culture of ego (above law)
 - b. Cornell University researchers have been associated with having difficulty bringing materials into country
- 3) Outreach to university students. Delta could reach out to students (academia) in better fashion.
- 4) Dr. Wiggins Question: Couldn't the Transportation Security Administration (TSA) have outreach as well?
- 5) Web sources may have the information available; but it is not high on the auto population, and therefore is difficult to find via internet (unless you have specific site)
- 6) Public service announcements weekly.
- 7) Working with U.S. Department of State (DOS) to inform passport seekers the risks associated with returning agricultural items.
- 8) Flyers being handed out at airports do not work well (as past results indicate by litter).
- 9) Industry can outreach to producers, if we are given authorization to utilize any public announcements CBP may have or allow.
- 10) Dr. Wiggins comment: once a major carrier begins, others seem to follow along; as was discussed during panel discussion today about plugging a 30 second clip on the flights.
- 11) Comment: Airlines are very competitive, example: when CBP has monthly meetings with air carriers, CBP informs various carriers who is better at conducting certain functions. Then, other competitors bristle and want to perform better.
- 12) Comment: during return trip from China, declaration was checked, and then pulled aside with shoes/boots due to farm proximity. Average traveler does not understand that portion of returning home.
- 13) Social media outreach: "Ag-Chat"
- 14) Military Soldiers: Building deployment-return risks into the basic training module of all soldiers.
- 15) FHA and children's summer program outreach; emergency response during international disasters (religious groups go overseas to help).



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- 16) Student perspective: 2 recurring themes. Youth have little respect for government agencies. Veterans should have more input/outreach to students. Students are “experts” with social media, so APHIS outreach (vets) to academia could have big impact with students. Students are an untapped resource.
- 17) Dr. Wiggins Comment: Congressional staff outreach would alleviate some congressional inquiries. By educating staffers that write congressional letters to agriculture agencies, it could in-turn lessen congressional inquiries.

SUMMARY:

- Outreach to consumers, producers,
- Social media
- Well known web sites with pop up/type in banners, (Australia’s web site) that quickly answer food (agricultural items) that is prohibited
- Hunters, res cue missions, military soldiers
- Overseas outreach in foreign countries
- Utilizing students (college-age)

What is working well:

- Communication between government and industry
- Transparency in government work places (tours of ports)
- Inspections, interceptions and mitigation are working well.
- State of New York comment: “pleased with how the international garbage enforcement is working”
- The leadership of CBP has finally caught up with the importance of agriculture.
- From a customs brokerage perspective: I will agree with you.
- There is an advantage, you have large industry organized groups, to utilize (livestock people) farm community; the partnership seems to be working well.
- Obviously, the detector dog component is successful.