



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



Day 1 Panel Discussion:

Plant Pest and Foreign Animal Disease Exclusion, Agricultural Stewardship, and Leveraging Resources

Plant Pests Breakout Session

Facilitator: Sarah Trujillo- (USDA-PPQ)
Note Taker: Day One -- Nicole Leonard (CBP)
Highlights: Day One -- Gray Haun – (USDA-PPQ)
Note Taker: Day Two- Nicole Leonard (CBP)
Highlights: Day Two – Matthew Rhoads

Topic: Stewardship and Resources – *How can Federal, State and private organizations maintain and enhance effective plant pest efforts?*

Goal: *To maintain effective plant pest exclusion efforts. To identify the common themes between agencies and organizations to develop a road map for future improvement.*

Breakout Session Purpose (Day 1):

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

Notes – Day One:

Questions presented to the group by facilitator:

- What is working well with pest exclusion efforts?
- Ideas for improvement and best practices

Comments/Discussion Threads:

- Brokers providing training to constituency regarding AGM on maritime carriers. [Use as a model].
 - Bounty on egg masses, cleaning ships prior
 - Need examples on work being done
- Citrus Health response Program (CHRP): good example of a partnership working well, but it is a reactive program. Helps mitigate the impact of diseases already in the country, small exclusion portion
- Port pest risk committees are working well. The ongoing assessment of where to deploy resources to get most ‘bang for their buck’ as well as the variety of agencies cooperating adds to their value.



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- Analyze future threats, offshore lists of pests of concerns, determining resource allocations to mitigate that risk, pathway analysis
- Collaborative setting to get all the right players around the table
- NEED to involve more analytics and data.
- Bilateral communication/negotiations with other countries
- Greater Caribbean Safeguarding Initiative: Expand collaboration with Caribbean ministries and agriculture coalition groups to develop safeguarding strategies.
 - Set up perimeter approach or protection zone around basin to protect the basin itself from imports from other countries.
 - Are there pest lists of concern? Yes, from the U.S. perspective, but developing lists for other countries.
 - Is there an obligation to notify entities if one of their pests of concern is found?
- Sentinel Plant Network: 50 members, trained garden staff to watch and identify new pests, expand to overseas gardens to monitor pests of North American species growing in other countries.
- If there is no pest, inspections are quick.
- Port tours with industry representatives or any stakeholder are valuable, help create different perspectives, and should be increased.
- Bringing in the right people and conducting tabletop exercises build better partnerships. Although currently occurring on both the animal and the plant side, this practice should be expanded.

What needs improvement?

What could work better?

- Regulatory agencies should be more proactive and less reactive.
- Industry recommend that Congress delegate more resources for CBP to increase innovation, staffing.
 - CBP: have to identify numbers and then identify funding
 - Allocation of resources is decided by APHIS and CBP, not Congress.
 - Look at other divisions within DHS who might have an interest in the agricultural mission. For example, DHS S&T [new technology, ag screening tools, additional funding]
- High barriers to trade when shipping to Europe and some other countries.
- If there are resource deficiencies, why are we only charging \$550 to inspect a ship?
 - Make the market, bear the cost.
 - *Rhoads response*: Working with accounting firm to review fee structure, revising levels of fees to make it more representative of the service APHIS provides, including looking at additional fees, more nuanced structure. Although the proposal is in hand, it will move slowly, especially in an election year.



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- *Rhoads*: vast majority of programs are supported by user fees.
- More resources into the system to take care of the problem once it gets here, so that the states and industry to not have to bear the burden
 - *Rhoads*: make take legislation.
- Need to look at appropriate funds as well during leaner times.
- Include other agencies into these meetings (commerce, transportation, DHS)
- CBP/APHIS should reach out to industry for insights and information
- New APHIS negotiates to bring new commodities or plants into the United States, should ask for representation from the state/industry most impacted by that decision. Increase comfort level. Move beyond federal level when conducting such negotiations.
- Treat the commodity/product better during inspections and during a hold.

QUESTIONS:

- Do we have conversations with other countries about what pests are coming from and into the United States? Are there any opportunities to make that communication more robust?

MAIN THEMES

Outreach: Foundational issue is that we need better outreach through signs and videos (must be a quality product) at U.S. ports of entry. Standard, quality message on “Don’t Pack a Pest”.

Develop a national program on this issue.

- New Zealand
- 20 model ports with infrastructure to run quality videos, signs, handle 85% of all foreign travelers.

In each state there should be outreach to gain public acceptance for domestic programs.

Targeting high-risk pathways (what are they?)

- Is it trade or private travel?
- Internet sales-extension of the canine program to address pathway and PUBLICIZE the extension to act as a deterrent
- UPS/FedEx

International outreach is also critical to address invasive species from foreign countries. Gain cooperation from foreign countries.

Convey the agriculture mission message that this is important for everyone to do their part and have industry spread messaging.

Change your target audience. Repeated messaging to children (ie “Say No To Drugs” campaign)

- Get a uniformed officer with a dog go into classrooms.

How do you make people read/absorb your outreach materials?



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Need for cheaper, effective, quality outreach materials and techniques.

- CBP Detector Dog outreach strategy in Florida
- If you have a good product, will be able to find partners who will display it for you.
- We're working hard to protect you, but we need your help.

Propaganda, not marketing.

Talk to successes, but also relate to earlier disasters. (chestnut)

Outreach on the southern border, focus on high priority radar pests to those particular states.

Transparency: Government needs to inform stakeholders of the situation more effectively. It would be helpful if CBP let stakeholders know what the problem is, where the problem is coming from, and what their strategic plan is for addressing it.

- APHIS and CBP should address their successes. Poor marketing effort thus far.
- Analyze data and then RELEASE it.

Critical plant pests of concern to industry

- Fruit flies of economic importance

END