

Bringing it all together...
...the Industry Perspective

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ID INFO-EXPO 2006

Tuesday

- Pre-Conference Seminar
- USDA IT Infrastructure Seminar
- Technology Seminar – Exhibit Hall

Wednesday

- USDA and State Presentations
- Benefits and Concerns Debate
- Effective Communications on NAIS

Thursday

- Mainstream Animal ID Solutions and Practical Applications

Perspective...

- An English professor wrote the words, **"A woman without her man is nothing"** on the blackboard and directed the students to punctuate it correctly.
- The men wrote:
"A woman, without her man, is nothing."
- The women wrote:
"A woman: without her, man is nothing."

The “Industry”...

- Anyone involved in breeding, care-taking, marketing, transporting, exhibiting, harvesting, or just enjoying animals that would be a part of NAIS.
- Anyone not involved in regulating animal health programs.
- Disclaimer: Although opinions may be expressed, they are not intended to represent ALL industry participants

EXPO – Industry Perspective

Tuesday

- Pre-Conference Seminar

Why and how are we doing this?

Where are we in the NAIS development process?

Species by species...progress?

What's next?

EXPO – Industry Perspective

Tuesday

■ USDA IT Infrastructure Seminar

The components that are implemented:

- *NAIS Premises Registration System*
- *AIN Management System*
- *Animal Trace Processing System*
- *Veterinary Services Process Streamlining*

EXPO – Industry Perspective

Tuesday

- Technology Seminar – Exhibit Hall

Breadth of technology!

Innovation! (Necessity is the mother of invention)

*What is needed to make national animal
identification a reality!*

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Wednesday

■ USDA and State Presentations

Secretary Johanns...committed to NAIS

NAIS progress?

Pilot Project Report – have we learned anything?

The importance of State leadership!

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Wednesday

■ Benefits and Concerns Debate

Everyone's concerns are valid.

Remember the GOAL!

Can we talk facts?

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Wednesday

■ Effective Communications on NAIS

Cannot over-emphasize its importance!

Must be factual, credible, and repetitive.

Don't overlook the obvious delivery mechanisms!

EXPO – Industry Perspective

Thursday

- Mainstream Animal ID Solutions and Practical Applications

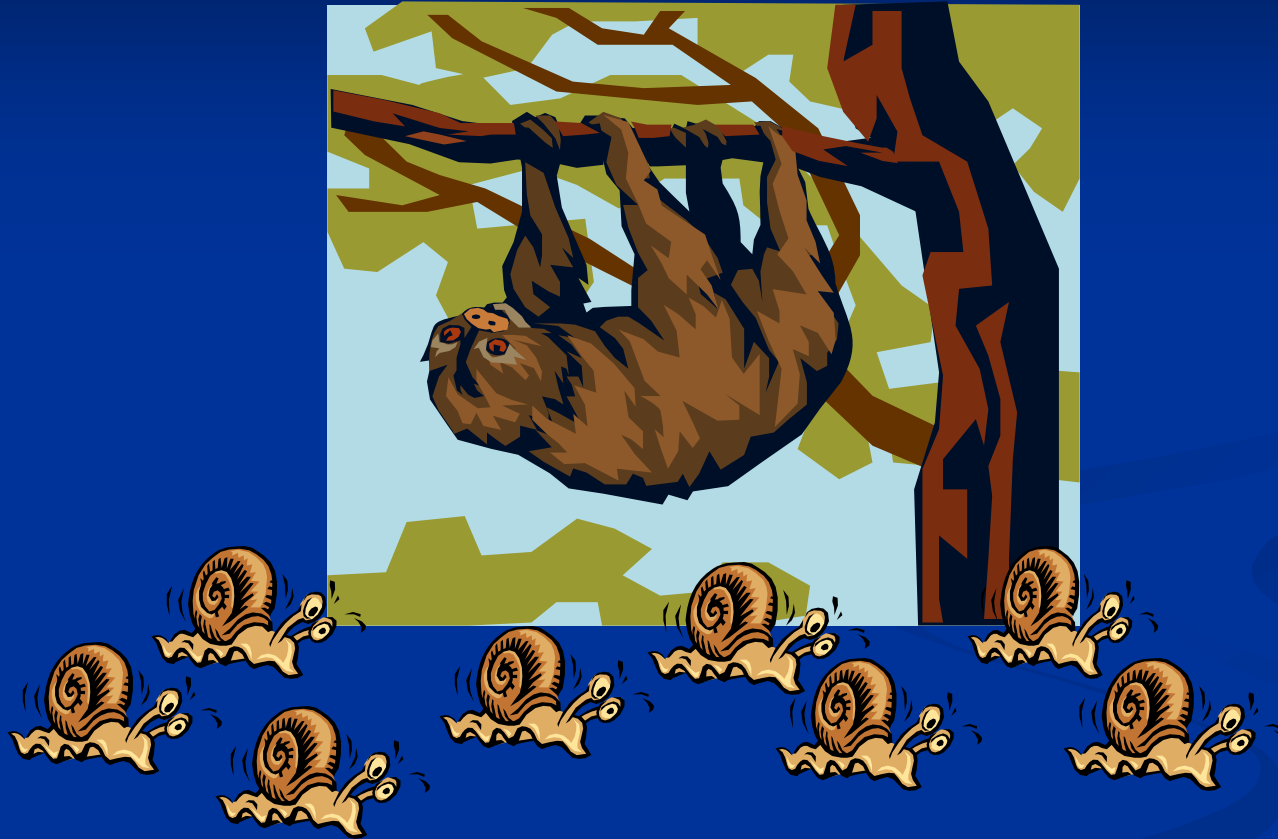
Animal ID is not new!

ID is being used...in many ways!

Where there's a will, there's a way!

Are we going too fast???

Perspective...



Participant Survey Results

Administered by



Thoughts on Progress

- 81% of you feel progress on NAIS is behind expectations
 - 14% believe its about on track
 - 2% say it's exceeding expectations
- 73% don't believe the program will be fully implemented by the 2009 target date
- 78% believe NAIS should be a mandatory program

Reasons for Implementing NAIS

- 90% note animal disease control as the most important reason to implement NAIS
- Only 3% suggested there is no need for a national animal ID program

Moving NAIS Forward

- Political posturing was noted as the greatest hurdle to implementing NAIS
 - Followed by cost and confidentiality
- Cost and confidentiality are areas where participants see progress being made, noted by technology improvements
- Providing an easy, single-source tracking solution was the #1 reason cited to help improve implementation
 - Veterinarians encouraging/facilitating sign-up was the second

Industry Perspective...

- **How do we move forward?**
 - **We must remain focused on the Goal (NAIS = animal health tool)**
 - **We must remain engaged in positive dialogue through the forums we have:**
 - **ID EXPO**
 - **NIAA**
 - **USAHA**
- } **NAIS Advisory Subcommittee and Species Working Groups**

Industry Perspective...

- We must be realistic about our expectations and abilities as we progress
- We must “think globally and act locally”
- We must communicate, communicate, communicate!
- And...we must keep all things in the proper perspective...

PERSPECTIVE...

USE it...

...or LOSE it!

Thank you.