

# Using the premises ID in animal health management

-or -

## Cool things the pork industry and stakeholders can do with standard PIN's

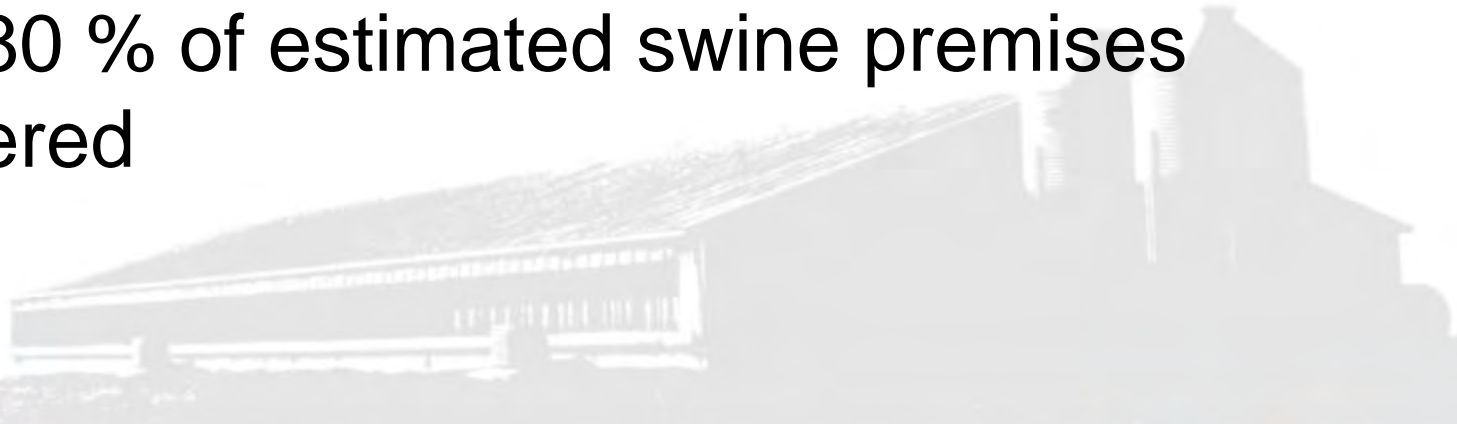
Dr. Patrick Webb  
Director, Swine Health Programs  
National Pork Board

# Pork Industry Position on ID

- Industry supports a mandatory ID system that is publicly funded and species specific .
- Industry supports a state held system as the primary interface for the NAIS and producers
- Industry supports movement data to be captured and maintained by producers, production systems, and markets and then reported when required.

# Current Progress

- Swine ID Implementation Taskforce is still active
- Outreach and education is still occurring cooperatively with States
- Over 80 % of estimated swine premises registered



# Why the Success?

- Positive partnerships and attitude
- Consistent message
  - Federal – NPPC
  - State – State Pork Producer Associations
  - Producers – NPB, AASV, NPPC, & State Associations, National Swine Registry
- Industry support
  - NPPC and NPB delegate resolutions supporting premises registration
  - Packers and processors requiring PIN's

# Why the Success?

- Producers Pork Checkoff
  - Prioritized dollars for plan development, implementation, education & outreach
- USDA Cooperative Agreement
  - Boots on the ground
  - AASV education to Swine Veterinarians
- Integration in to key industry programs
  - Pork Quality Assurance Plus
  - We Care

# Value is how you perceive it

- What is the “value” of...
  - Business as usual?
  - Making business as usual cheaper?
  - The animal health infrastructure?
    - We know that open export markets add value
      - 2007 - **\$28.91** per hd. value added
      - 2008 - **\$40.56** per hd. value added
      - Jan to April 2009 - **\$39.44** per hd. value added

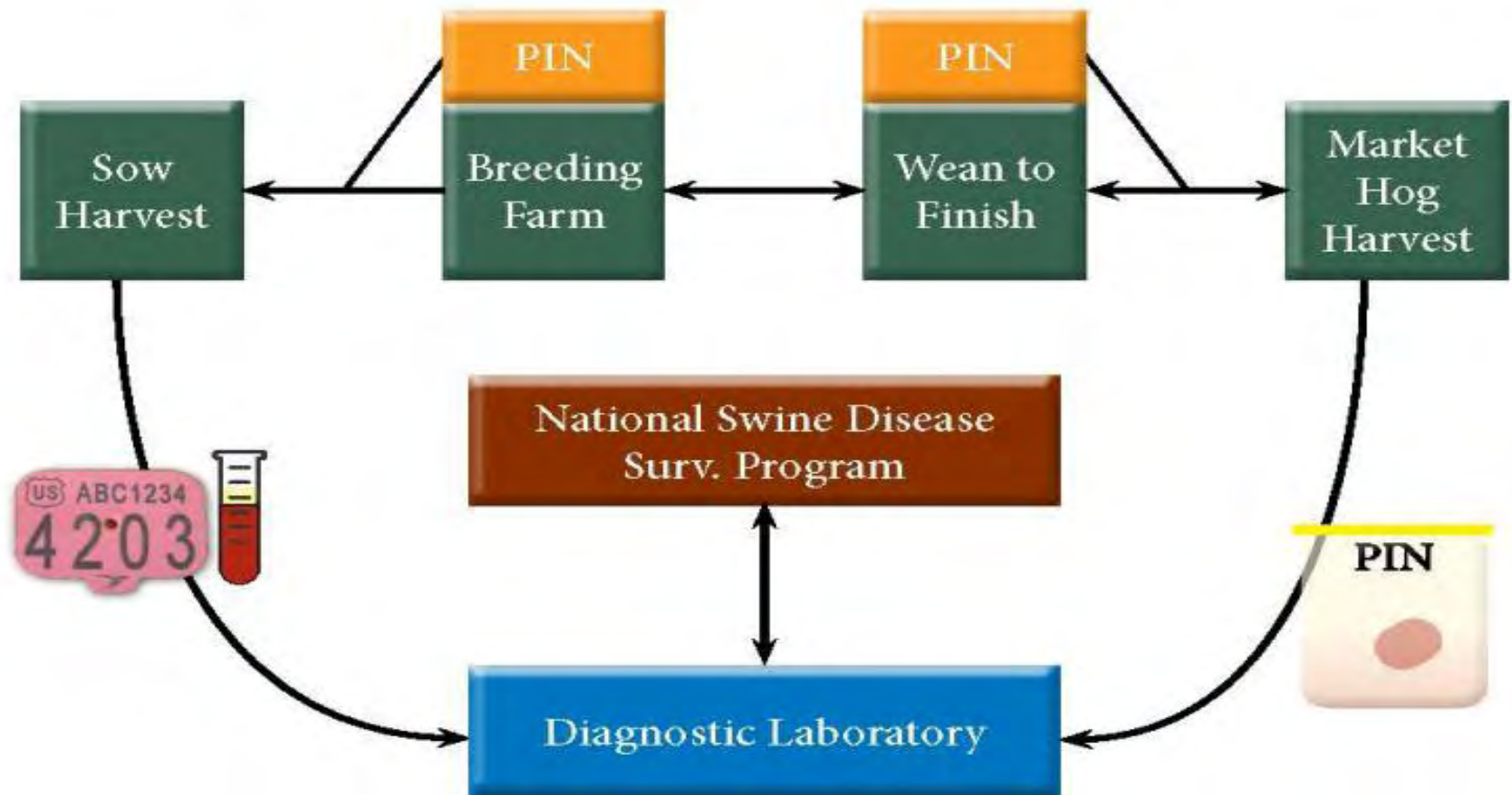
# The value of a PIN

- A nationally standardized and unique PIN can add value
  - “Unique ID allows for connectivity” Dr. David Acheson
- But you have to capture & use the PIN for that to occur...

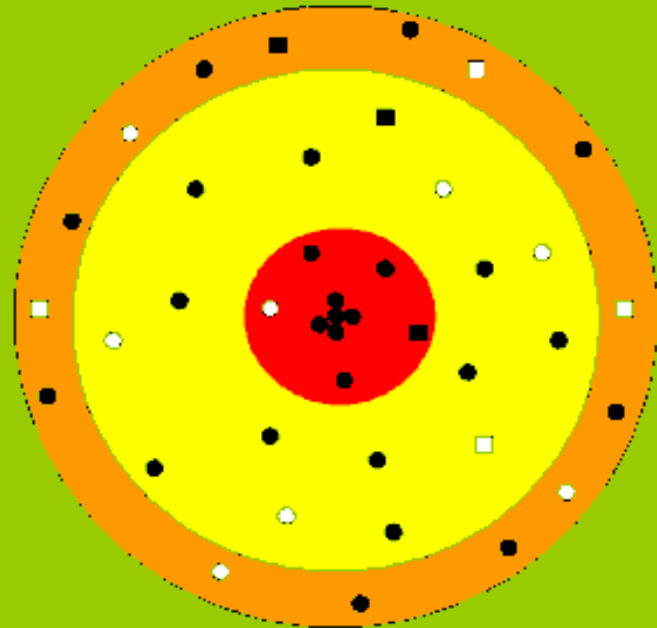
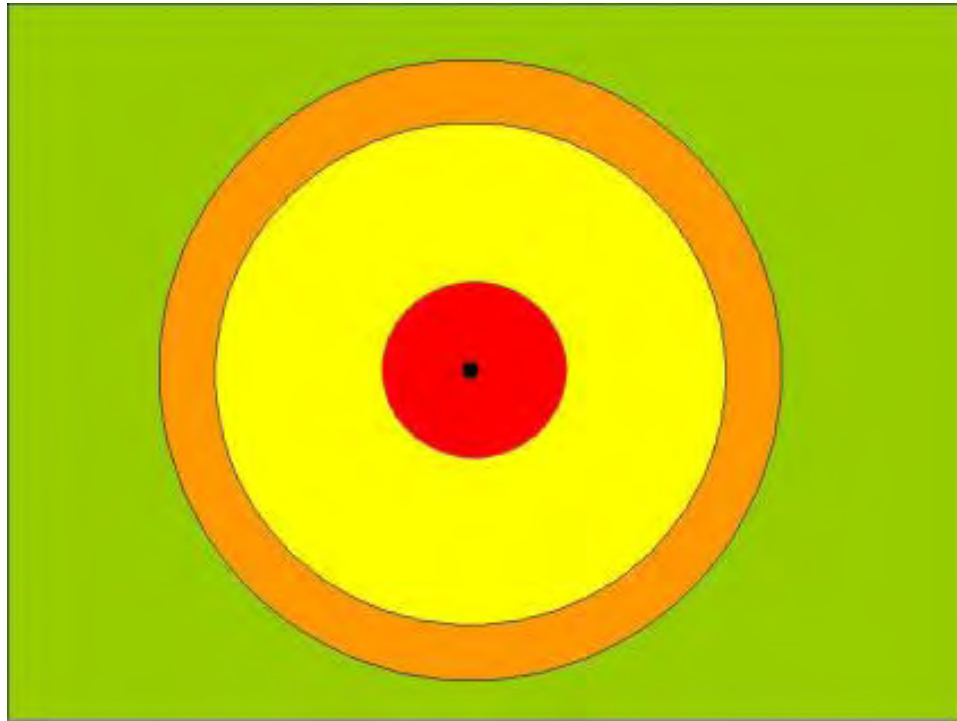
# Capturing and using PIN's

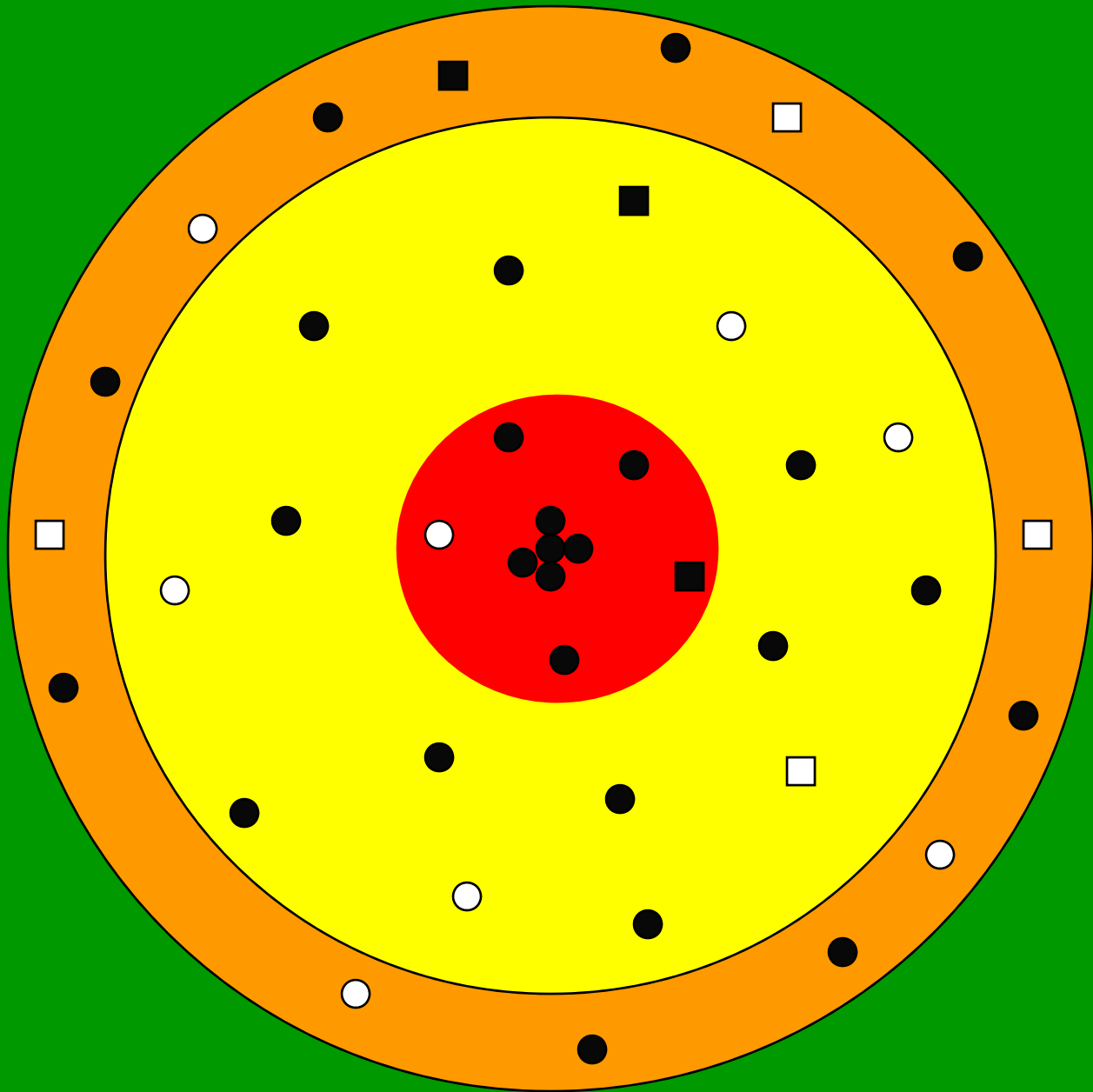
- State & Federal Animal Health Officials
  - Animal Health Purposes
    - Enhanced pre harvest traceability
  - Emergency planning / response / recovery
    - Continuity of operations
  - Partnerships with Industry
    - Eradication programs
    - Swine disease surveillance

# PIN's & swine disease surveillance

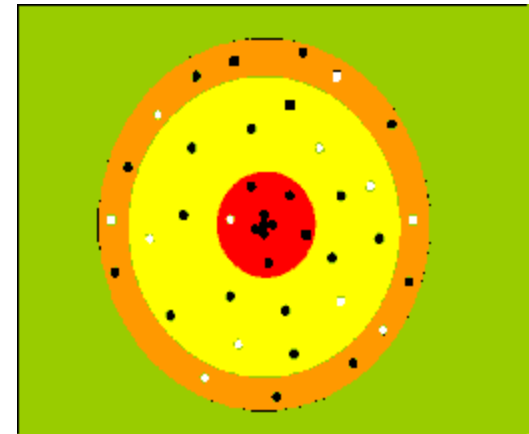
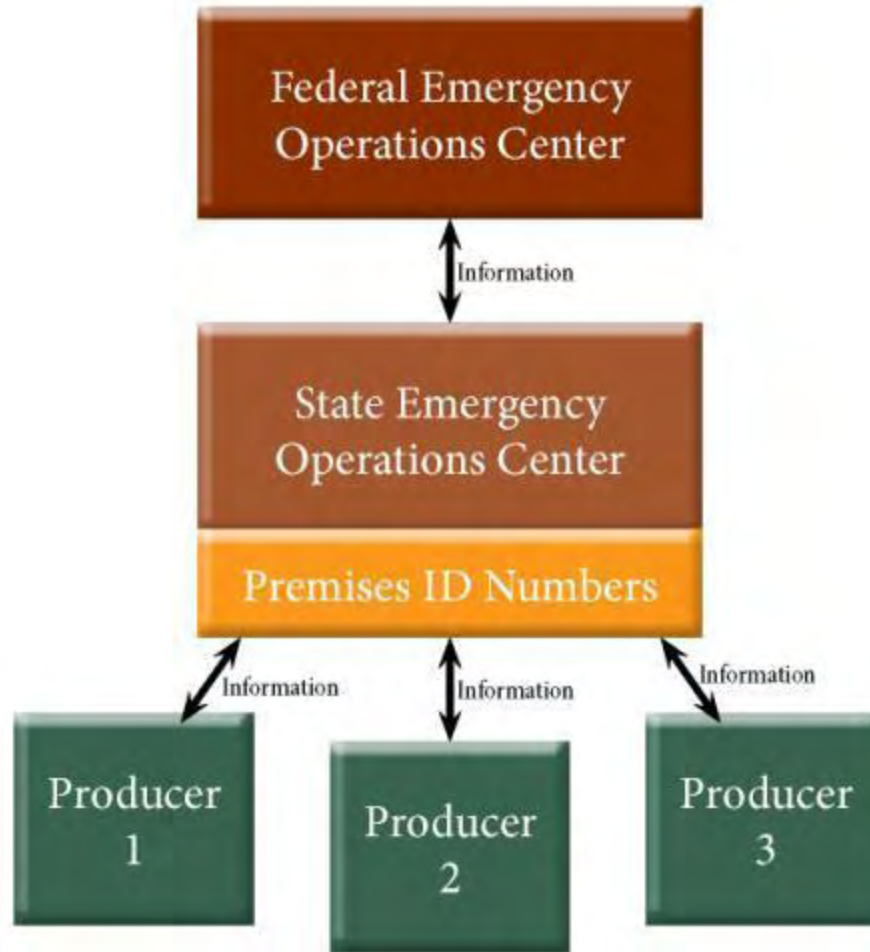


# PIN's and Emergency Response



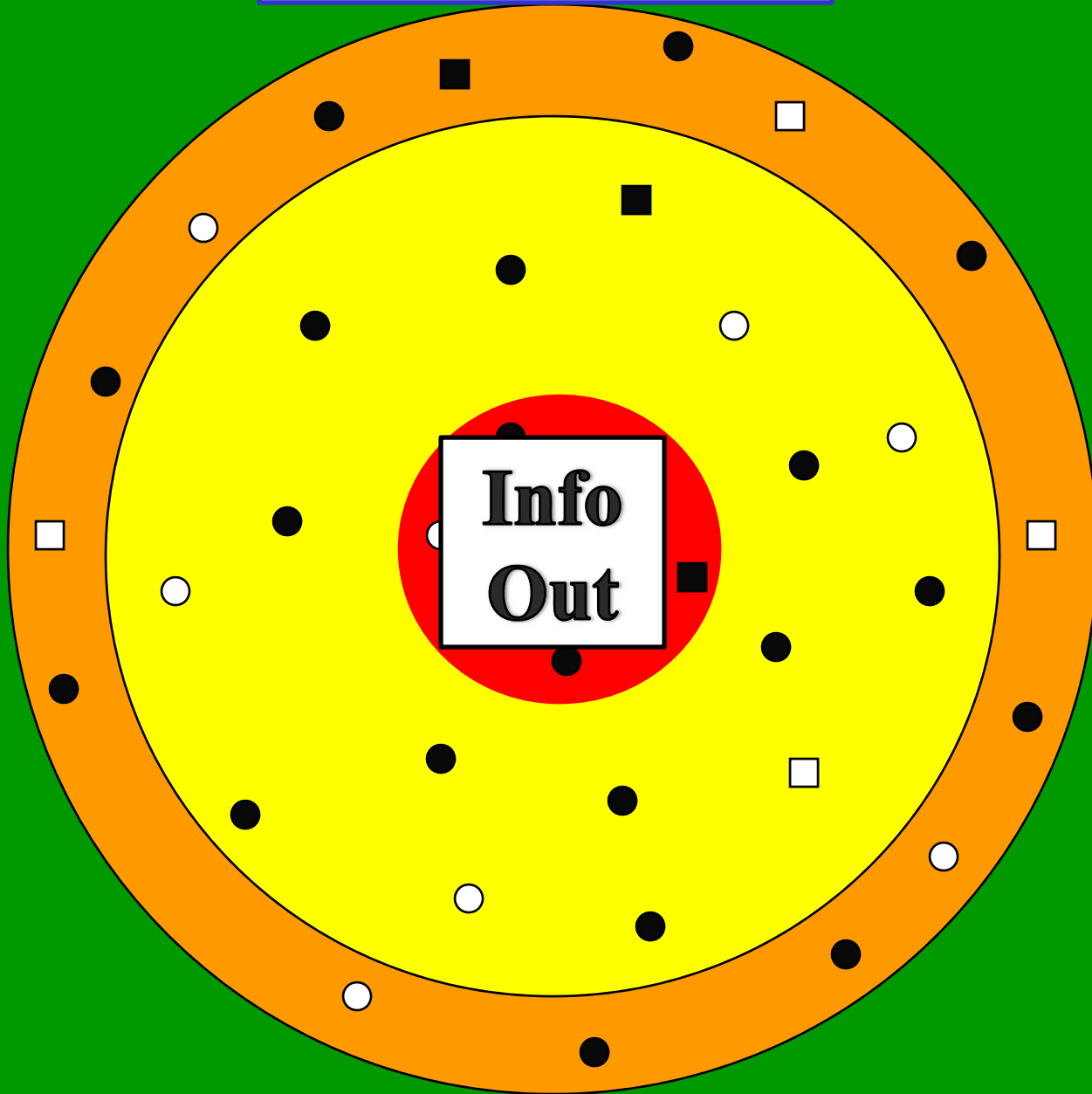


# Communications



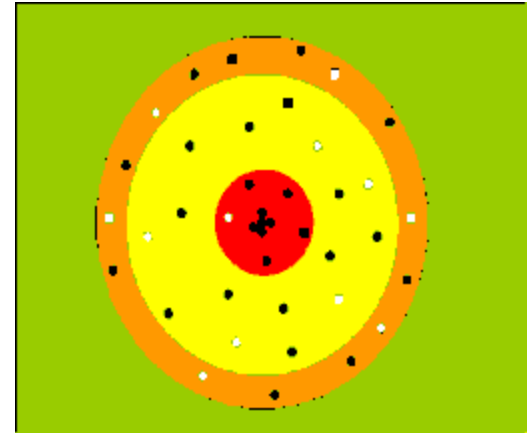
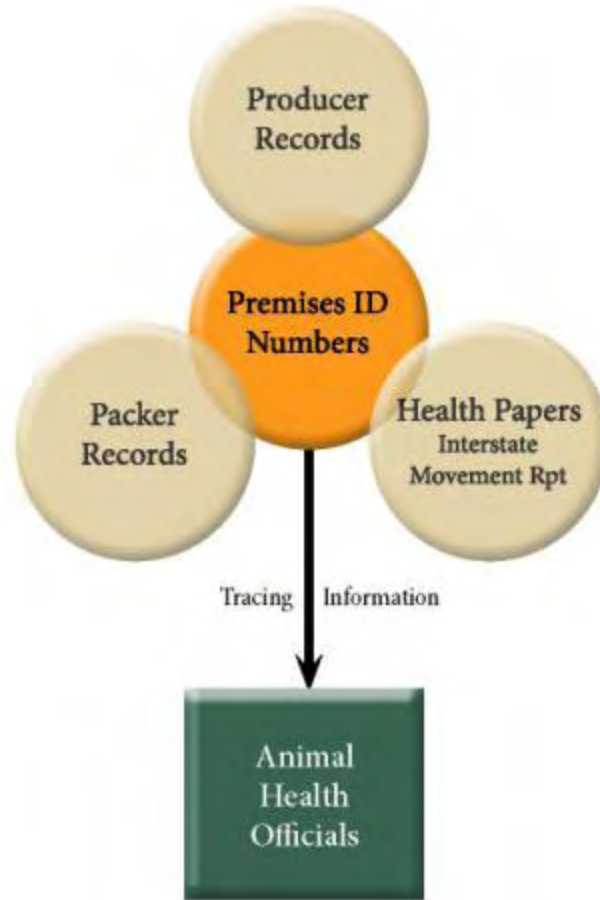
# Communications

**Info  
In**

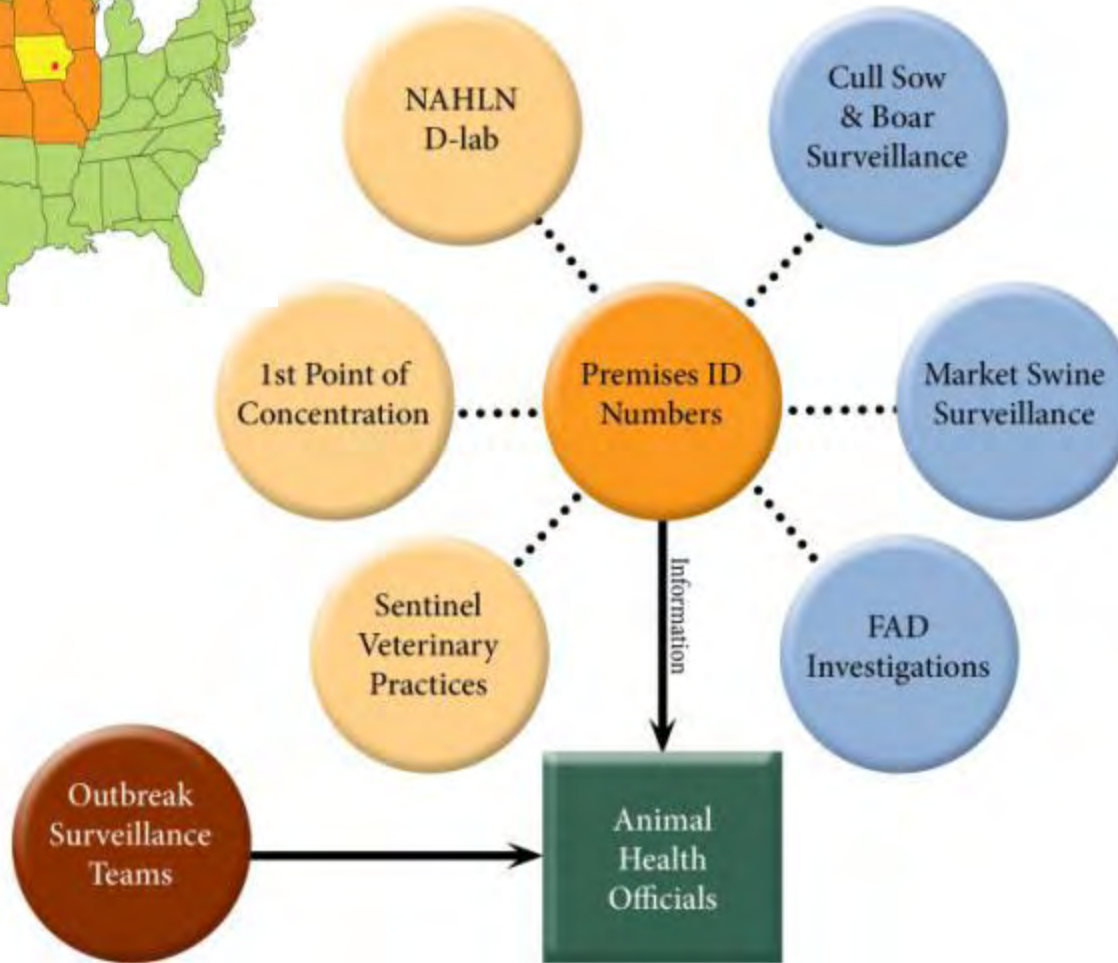
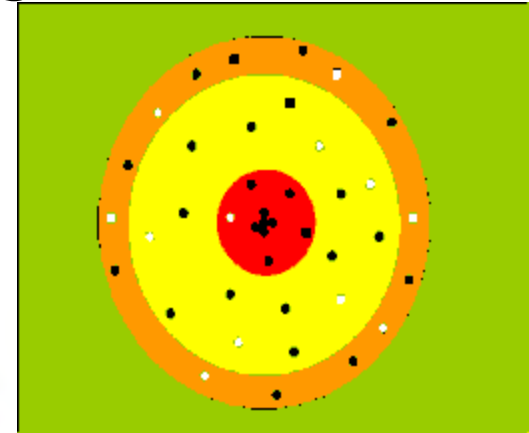


**Info  
Out**

# Tracing



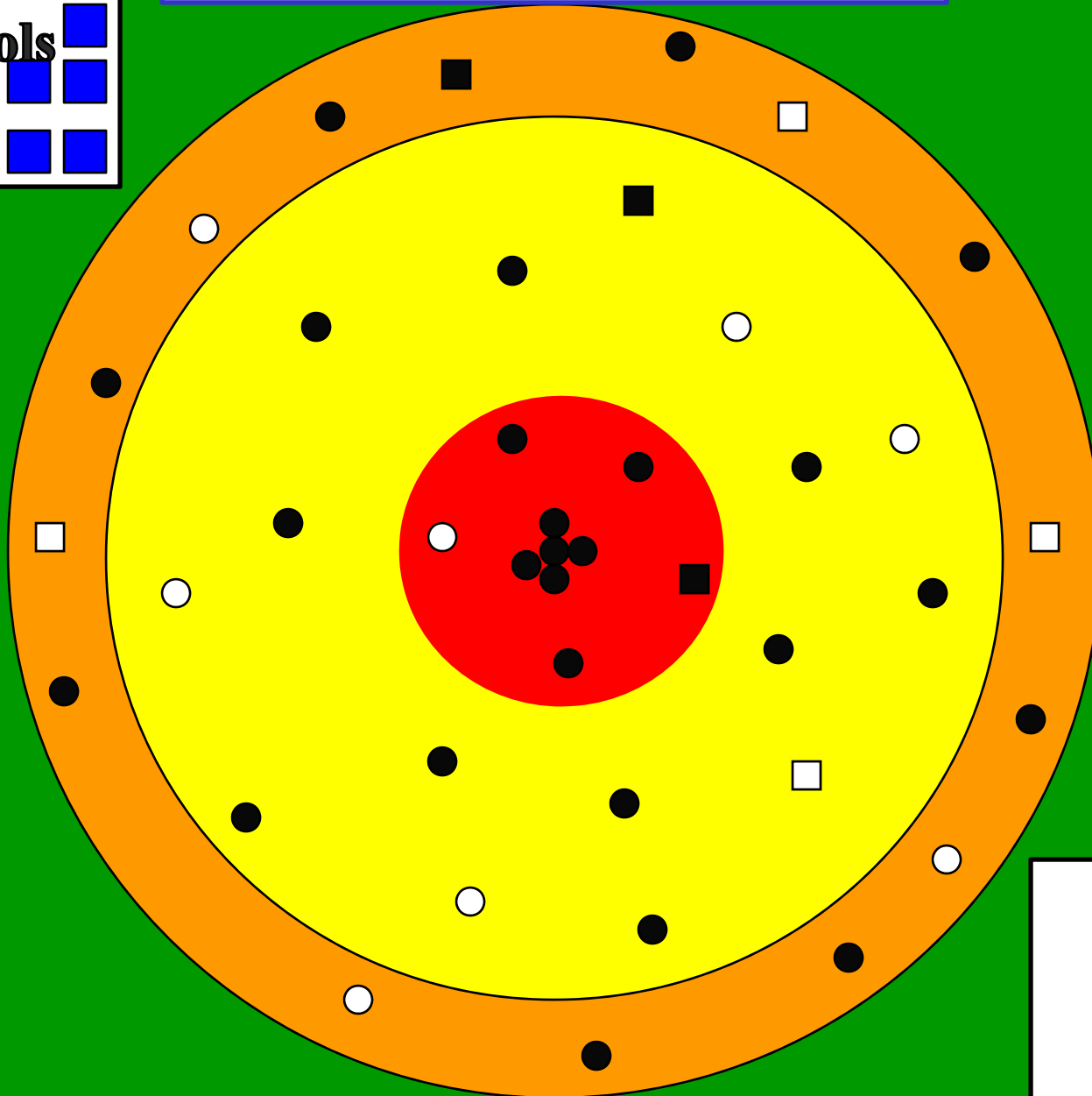
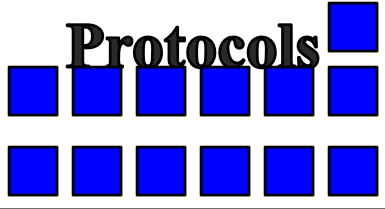
# Disease Surveillance



**Sampling**

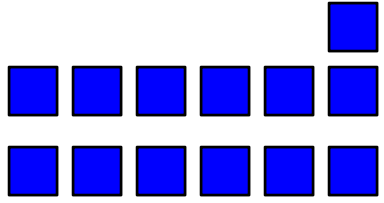
# Diagnostic Samples

**Protocols**

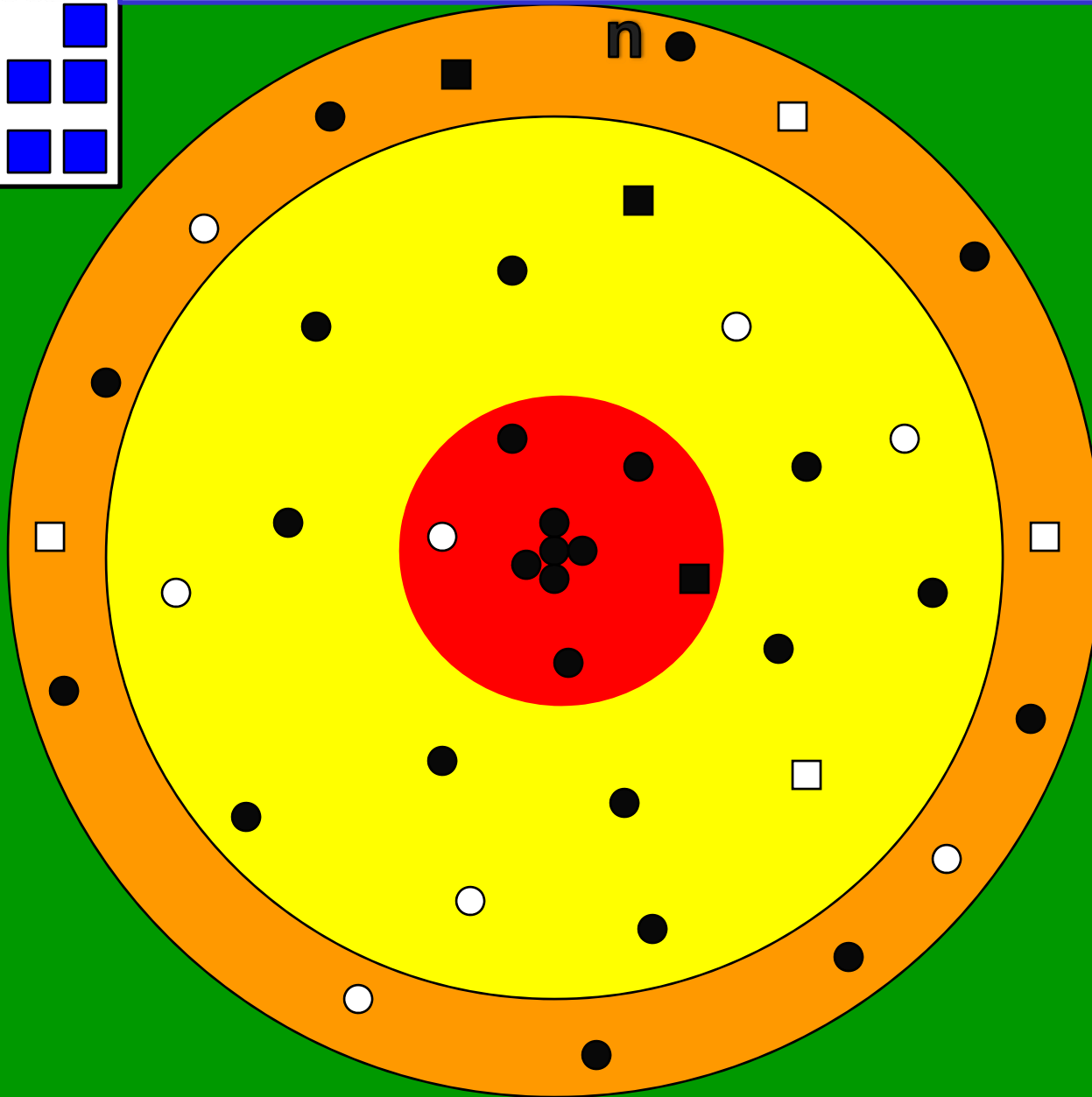


**NHALN**

Resources



Vaccination/Immuno-modulation



# Capturing & using PIN's

- Pork Producers
  - Identification of groups/lots & Cull breeding stock
  - Movement records
  - Participation in PQA plus
  - Taking advantage of business opportunities/services



Packer Records:

| Source PIN | Group/Lot     | Owner     | Head | Date   |
|------------|---------------|-----------|------|--------|
| 234567B    | 234567B010107 | Bob Smith | 150  | 6/6/07 |
|            |               |           |      |        |

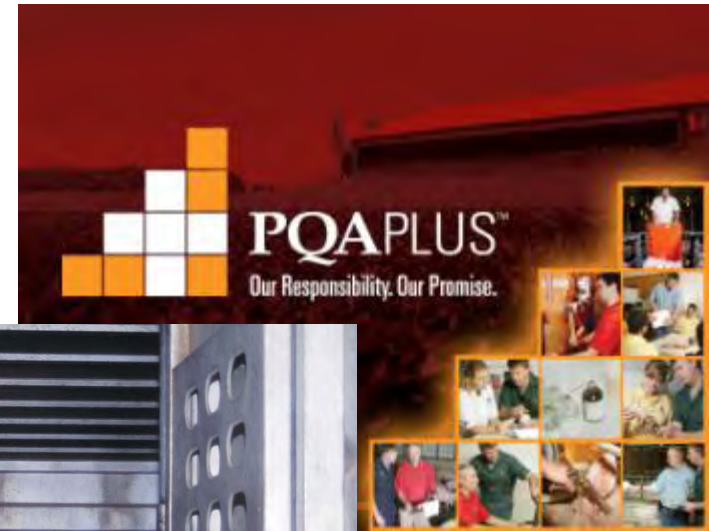


Producer Records (kept 3 years):

| Source PIN | Destination PIN | Group/Lot     | Head | Date   |
|------------|-----------------|---------------|------|--------|
| 123456A    | 234567B         | 234567B010107 | 150  | 1/1/07 |
| 234567B    | 987654C         | 234567B010107 | 150  | 6/6/07 |
|            |                 |               |      |        |

# Capturing & using PIN's

- Pork Packers / Processors
  - Enhanced pre harvest traceability
  - Streamline record keeping
  - Verifying an “attribute”



# Thanks for your time!

