

AMS Business Plan to Advance National Animal Identification System (NAIS)

Initiative	Description	Action Items	Status	
1	Coordinate Agency Efforts Through USDA Process Verified Programs and Quality Management Systems	Animal identification is a common requirement in many of the verification programs administered by USDA's AMS. Many producers participating in the USDA Process Verified Programs and USDA Quality System Assessment Programs currently have programs in place that verify the age of animals and provide traceability to place of birth. For livestock species, AMS "Program Compliant" ear tags may be chosen by producers to meet program requirements. Like NAIS Compliant AIN devices, an AMS "Program compliant" ear tag is a one-time use, tamper-evident tag, which contains a non-repeatable, unique number. APHIS and AMS will coordinate definitions of identification requirements to provide compliant solutions for both agencies. AMS will actively encourage the use of NAIS premise registration as the means to establish where livestock and poultry are born and managed.	2008--Poultry Programs will include an NAIS recommendation in each new application for applicable PVPs that encourage flock identification and control. Livestock and Seed Program will provide information to all current and new applicants for PVPs and QSA Programs, actively encouraging programs to use premise registration and 840 tags for source and animal ID.	Poultry Programs included a recommendation for NAIS in their PVP applications. Livestock and Seed Program continues to provide information to all applicants and to encourage them to use premise registration and 840 tags for source and animal ID.
2	Work with AMS Audit Based Programs for Animal Industry to Promote Use of NAIS Premise ID and Animal ID	Provide all current and prospective animal industry clients of AMS audit based programs information on NAIS, including a training seminar for current clients.	January 2008--Poultry Programs will provide NAIS information at the United Egg Producers Animal Welfare Committee meeting and encourage them to adopt the premise registration provision into their animal welfare guidelines. 2008--During normal onsite audits, Livestock and Seed Program auditors will provide the client with a brief overview of how NAIS can be used to meet PVP and QSA requirements.	In January 2008, Poultry Programs provided NAIS information to the United Egg Producers Animal Welfare Committee meeting and encouraged them to adopt the premise registration provision into their animal welfare guidelines.
3	Designate Approved Cattle Feedlots as NAIS Premise ID-Verified	Develop an AMS audit based program for cattle feedlots that are NAIS premise registered with designation and listing as a member of the "National Disease Response Network" and as having a "USDA QSA Verified Premise ID."	2008--Develop and implement the requirements for designated PVP and QSA programs as "National Disease Response Network" partners. Fully implement by June 2008.	
4	Utilize Research and Promotion Boards	The Beef, Dairy, Egg, and Pork Research and Promotion Boards offer an opportunity to advance NAIS. AMS staff attends all research and promotion board meetings and will aggressively educate and inform the Boards regarding NAIS and will facilitate the Board's further promotion of NAIS to producers. Many of the Boards have affiliated State checkoff organizations that provide a critical link to beef, pork, poultry and swine producers. AMS staff and the national checkoff Boards will educate and inform the State checkoff organizations and ensure that the State boards implement plans to facilitate NAIS within their States.	March 2008--AMS staff will discuss NAIS at the American Egg Board's meeting. AMS staff will provide NAIS information to the American Egg Board for inclusion in its newsletter to all egg producers. 2008--AMS will provide letters from the Under Secretary to each Secretary-appointed research and promotion board member to encourage the use of NAIS and premise registration.	In March 2008, AMS provided over 1,000 letters from the Under Secretary to each Secretary-appointed research and promotion board member to encourage the use of NAIS and premise registration.
5	Partner with Industry Associations	AMS will partner with the National Chicken Council, the National Turkey Federation and the United Egg Producers to distribute NAIS educational information for distribution to growers to encourage NAIS premise registration.	January 2008--AMS will provide industry partners with NAIS brochures that will be distributed to all of their members.	In January 2008, AMS distributed NAIS brochures to the various poultry trade associations, which were then distributed to their membership.
6	Utilize AMS Web Site	AMS currently partners with APHIS to provide NAIS program information to those that visit the AMS web site. AMS includes a direct link to the NAIS web site, encouraging producers and companies seeking information relating to the tracking of animals to visit the NAIS web site directly.	2008 - AMS will post on its web site the AMS Business Plan to Advance NAIS and a link to the NAIS APHIS web site promoting the use of NAIS for quality system verification programs that involve the tracking of animals.	In January 2008, AMS provided the link to the APHIS NAIS web site. In March 2008, AMS posted the AMS Business Plan to Advance NAIS.

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7	Cooperate with National Organic Program (NOP)	The National Organic Standards Board (NOSB) is composed of 15 members appointed by the Secretary to provide guidance to USDA on substances used in organic production and on other aspects of the NOP. AMS will contact NOSB members that are livestock producers or have strong ties to the livestock community (e.g., one veterinarian on the Board) to discuss NAIS ahead of the upcoming fall NOSB meeting and develop a strategy for approaching the full NOSB. AMS will make a presentation at the upcoming NOSB meeting, Nov. 27-29, on the importance of NAIS and the ease of premise registration. AMS will educate the 50+ NOP certifying agents regarding NAIS and encourage them to facilitate premise registration of organic cattle and dairy operations. AMS will work with NOSB to determine if there are effective financial incentives that could be offered to encourage organic livestock producers to use NAIS.	November 2007--Deputy Under Secretary Burton Eller and Deputy Administrator Barbara Robinson addressed the NOSB Board.	
8	Establish Premise ID for All Animal Industry Facilities Receiving AMS Grading Services	AMS will engage all animal industry facilities receiving AMS grading services to encourage and effectuate premise registration of the establishments.	2008--Poultry Programs will meet with management for each official plant and provide information pertaining to the NAIS program. Livestock and Seed Program will designate a lead contact to manage a team that meets with grading customers where animal ID is possible, such as Tyson Beef, Poultry, and Pork (this requires commodity Program collaboration). LS will assist plants to implement NAIS through existing systems to transfer live animal ID to carcasses.	During the first quarter of 2008, Poultry Programs grading employees met with management from nearly all official plants and provided information on NAIS.
9	Promote NAIS Premise Registration Through AMS Milk Market Administrators	AMS will communicate and promote NAIS through Market Administrators for the Federal Milk Marketing Order (FMMO) Program. AMS Milk Market Administrators will distribute information through monthly bulletins to all FMMO producers who are not members of a dairy cooperative, to FMMO dairy cooperatives with encouragement to distribute it to their membership, and to FMMO proprietary fluid milk processors and dairy manufacturing plants with encouragement to distribute it to producers delivering to their plants. AMS also will include a logo or message in monthly bulletins and other communications with FMMO producers to promote NAIS.		
10	Promote NAIS through AMS Staff	AMS has staff located around the country, and many are personally involved in livestock and poultry production. On October 3, 2007, Administrator Day provided to all AMS employees a letter promoting NAIS and encouraged staff to take the lead and register their premise with NAIS. AMS will continue to use every opportunity to vigorously promote NAIS to AMS staff who will serve as leaders by example in communities across the United States.	2008--Poultry Programs will add information pertaining to the NAIS program to the agenda for each training session scheduled for 2008 to better prepare staff to promote the program.	
11	Coordinate through Country Of Origin Labeling	Because of pending changes to the COOL statutory requirements, the compliance requirements for COOL are still uncertain. Current COOL statutory requirements mandate that AMS conduct compliance activities at slaughter facilities. If these provisions remain intact and are implemented by regulation, AMS could inform slaughter facilities that AMS will accept NAIS 840 compliant ear tags as documentation that the animals were born and raised in the United States so that it can be labeled properly when presented for sale at U.S. grocery stores.	Contingent upon the publication of a Final Rule implementing COOL for meat and poultry products, AMS and APHIS will coordinate efforts to develop a COOL "safe harbor" for NAIS participants. Packers that rely upon NAIS to determine the origin of their livestock and poultry will subsequently be recognized by USDA as demonstrating compliance with the COOL program's recordkeeping requirements.	AMS and APHIS continue to collaborate in an effort to ensure the necessary regulatory and policy controls are in place to create a COOL safe harbor for NAIS participants.
12	Engage Breed Associations	AMS will work with and encourage breed associations to use NAIS compliant ear tags in promotional photographs of live animals.	2008--Begin work with the American Angus Association and the Red Angus Association to include USDA 840 tags in their promotional materials.	