

Program: **NCR Animal Biosecurity** Logic Model

Situation: The nation’s food animal industry is vital to the US food supply. The introduction of a foreign pathogen into the livestock population could cause major food losses by causing animal sickness and death, or through the impact of reduced quality, marketability, and public confidence in American meat.

Priorities: Areas of concern include ecosystem (elements affecting the animal production and processing system), methods and cost of disease prevention, reporting, containing, and controlling outbreaks, and estimating costs and potential losses due to insufficient biosecurity programs.

Inputs	Outputs		Outcomes -- Impact		
	Activities	Participation	Short	Medium	Long
What we invest Collaborators: EDEN, NCERA 209 (Biosecurity Communications Research and Practices) Youth and Youth Livestock Leaders Researchers, Veterinarians State and Federal Agriculture Agencies (Vet and Health) Livestock producer associations	What we do 1. Identify emerging issues 2. Translate scientific materials into lay materials 3. Develop resource and presentation materials 4. Conduct presentations, workshops, and news/web releases. 5. Evaluate effectiveness of activities	Who we reach Owners, managers and employees of livestock production operations, feed suppliers, livestock transporters, meat processors, youth, agribusiness and agri-finance personnel, government agency and emergency management personnel, University livestock/veterinarian specialists, Extension personnel and the general public.	Audience will gain knowledge about: <ul style="list-style-type: none"> • Informational sources of biosecurity information • Recognizing and reporting biosecurity threats • Developing a biosecurity plan • BMP’s for animal operations during a biosecurity threat • Animal and site identification options 	Producers will implement BMP’s to improve their biosecurity practices. Producers will add value to their food animal enterprise by decreasing adverse health exposures and increasing marketing opportunities by adopting functional biosecurity measures within their operation.	The public will develop a positive perception about the security of their food supply Improve or maintain the economic viability and quality of life in rural America Increase pre-harvest food safety and security for the U.S. food supply

Assumptions

External Factors

EVALUATION- Indicators, Number of food animal producers that

1. increase their awareness of basic principles and practices related to developing and implementing an animal biosecurity program.
2. learn how to prepare for a rapid and appropriate response to suspected biosecurity outbreaks.
3. learn to mitigate and reduce the impact of a biosecurity event on humans, livestock, property, and the environment.
4. develop and implement a food animal biosecurity plan/program.