

# Developing and delivering education and outreach to U.S. beef producers, veterinarians, and transporters about the Secure Beef Supply (SBS) Plan to further industry collaboration, prevention, and preparedness for Foot-and-Mouth Disease (FMD)

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## Introduction

- The Secure Beef Supply (SBS) Plan for Continuity of Business provides opportunities for beef producers, veterinarians, packers, and regulatory officials to voluntarily prepare before a foot-and-mouth disease (FMD) outbreak
- Implementation and rollout to individual producers has largely been up to the states as they have authority to determine movement permit criteria
- A need remains to reach additional cattle producers, private practice veterinarians, and transporters about the components of an SBS plan
- This project, led by National Cattlemen's Beef Association (NCBA), will **increase the national network of SBS trainers** to reach more beef producers, veterinarians, and cattle transporters about how to prepare for an FMD outbreak
- This project is **funded by the USDA National Animal Disease Preparedness and Response Program (NADPRP)** from June 2023 to May 2025

## Objectives

- Conduct a **gap analysis** of the beef cattle industry's knowledge about FMD preparedness and SBS Plan resources to create additional educational tools and promote existing outreach materials
  - ❖ Advisory Group of beef cattle producers, transporters, and influencers including State BQA Coordinators, representatives from livestock markets, dairy and veterinary organizations, and state animal health officials
- **Develop and deliver a national train-the-trainer program** and create a community of thought leaders and beef cattle health influencers to educate and encourage adoption of SBS Plan components by U.S. cattle producers and transporters
  - ❖ **Quarterly calls** with SBS trainers and stakeholders will further industry collaboration through sharing of success stories, challenges, resources, and identifying additional outreach needs
- **Disseminate and promote new and existing SBS Plan preparedness materials** directly to beef producers and transporters throughout the United States
- Ensure the **Secure Beef Supply website platform** meets current software, security, and user interface needs and is capable of hosting newly created materials

## Impact

- NCBA will disseminate and promote new and existing SBS Plan preparedness materials directly to beef cattle producers, ranchers, and transporters
  - ❖ Also reach influencers through National Milk Producers Federation (NMPF), American Association of Bovine Practitioners (AABP), and Academy of Veterinary Consultants (AVC)
- U.S. cattle producers, ranchers, transporters, and meat packing and processors will directly benefit given the value in preparedness planning to maintain business continuity in the event of a FMD outbreak
  - ❖ This in turn benefits veterinarians, allied industry, and state and federal officials who serve the producers
- **Future trainings planned:**
  - ❖ BQA State Coordinator Train-the-Trainer – June 2024 in Davis, CA
  - ❖ AABP Train-the-Trainer – September 2024 in Columbus, OH
  - ❖ AVC Train-the-Trainer – December 2024 in Kansas City, MO

**For more information, email NCBA Producer Education:**  
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