

## Results of the 2007-2008 CASHN Pilot

### Participants

- 6 states (AR, KY, MT, NC, TN, & TX)
- 43 generally rural counties
- 108 feed retailers



CASHN Extension Pilot Test participants

### Results

- Average of 2.5 feed retailers per county
- Average of 318 NLPO visit feed stores each week
- Average of 2.1 days (49.8 hrs) for message to reach feed retailer from state veterinarian

### Potential

- CASHN could potentially reach 795 NLFO per county through local feed retailers within one work week of receiving the state veterinarian's message.

### Comments from CASHN participants:

- "Of course it's a good idea. The state veterinarian is the first to recognize a situation that calls for a rapid response. Extension has credible relationships with the audience and can be relied upon to relay dependable information to feed stores for dissemination. And most livestock owners have to buy feed and/or supplies from a vendor who will more than likely be a feed store." — Extension Point of Contact
- "There are always going to be a group of non-commercial animal breeders that are difficult to reach and CASHN provides another tool to help notify them." — State Veterinarian
- "I think anything we can do to help inform the public of potential health hazards is consistent with our business goal of serving our customers with world class service." — Feed Retailer
- "Great pilot program! I hope this generates into an additional way to reach clientele when needed!" — Feed Retailer
- "With the pilot project I have become better acquainted with not only the underserved, but also with the feed retailers." — County Extension Agent
- "This network can get the correct information out to an audience that is not served by the major support industries." — State Veterinarian

**"The program is relatively easy to conduct and it really helps keep public relations up between agents, feed store owners, and customers." — County Extension Agent**

# How Do You Reach the 'Backyard' Livestock and Poultry Owners in Your County?



Courtesy of Dr. Henry English

# CASHN

## County Animal Security & Health Network

Connecting the State Veterinarian  
to Non-Commercial Livestock and Poultry Owners

For more information about the County Animal Security & Health Network (CASHN) or the CASHN Pilot Test, visit <http://fazd.tamu.edu/publications/CASHN> or call (979) 458-0193.



**When protecting the U.S. Food and Agriculture Infrastructure the non-commercial livestock and poultry owners (NLPO) are a vital and difficult audience to reach.**

How do you get information out to these populations so events like the one below are prevented?

**2002-2003 Outbreak of Exotic Newcastle Disease (END)\***

- Believed introduced to U.S. from one bird smuggled in from Mexico
- Existed in backyard flocks six months before detection
- Finally detected and reported by owner with 200 dead birds in 24 hours
- First detected October 2002 in California
- May 2003 (eight months later)
- Detected in California, Nevada, and Arizona
- 22 commercial flocks affected
- More than 1,900 premises depopulated
- More than 3.5 million birds destroyed
- 34 countries suspended the importation of poultry and poultry products from affected states



TAHC

The need to protect the nation's critical agriculture infrastructure is outlined in two significant documents:

**Homeland Security Presidential Directive/HSPD-9**

- Identified agriculture as a critical infrastructure
- Established a national policy to defend the agriculture and food system against terrorist attacks, major disasters, and other emergencies.

**2006 FAZD Center Needs Assessment**

- Identified feed retailers as the most common conduit for animals-disease information for NLFO
- Hypothesis: Cooperative Extension can build an effective communications network between state veterinarians and NLPO

**\*Sources:**

- Highfill, Carol. (2003, February 15). EXOTIC NEWCASTLE DISEASE - Part II: 2002 Outbreak Quarantine & Status 02/14/03. Retrieved August 21, 2007 from Winged Wisdom Pet Bird Magazine, 2003 <http://www.birdsnways.com/wisdom/ww70evii.htm>
- Hillman, B. (2003, May 2). "One-Strike" Penalizes Texas Chicken, Egg Industry; Texas Producers Suffer Export Cuts. Retrieved July 21, 2008 from Texas Animal Health Commission, News Release [http://www.taHC.state.tx.us/news/pr/2003/2003May2\\_END\\_Update.pdf](http://www.taHC.state.tx.us/news/pr/2003/2003May2_END_Update.pdf)

To address these needs, the FAZD Center has developed a model called the **County Animal Security & Health Network (CASHN)**

- County-level network of feed retailers established and maintained by County Extension Agent (CEA)
- Network is activated by State Veterinarian
- Critical disease alerts and educational material

