

# 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)

September 2024

**Project Overview:** This project, led by National Cattlemen's Beef Association (NCBA), is increasing the national network of **SBS trainers** to reach more beef producers, veterinarians, and cattle transporters about how to prepare for an FMD outbreak. A 20-member **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 have provided feedback on resource gaps, prioritized the creation of new outreach materials, and reviews them to ensure broad applicability. **Quarterly webinars** began in July 2024 with other NADPRP recipients, SBS trainers and stakeholders to allow collaboration through sharing of success stories, challenges, resources, and outreach opportunities. This project is funded by the USDA National Animal Disease Preparedness and Response Program (NADPRP) to NCBA from June 2023 to May 2025.

## Objectives and Deliverables:

1. 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. **Completed November 2023**
2. Develop and deliver three (3) national train-the-trainer programs 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. **June, September, and December 2024; 36 trainers to date**
3. Disseminate and promote new and existing SBS Plan preparedness materials directly to beef producers and transporters throughout the United States. **In progress. Some new resources:**
  - [Enhanced Biosecurity Supply List](#)
  - [Livestock Hauler/Transporter Enhanced Biosecurity Steps](#)
  - [Contingency Planning for Livestock Haulers/Transporters](#)
  - [What to Expect During a National Movement Standstill](#)
  - [Premises Identification: What is needed and how is it used?](#)
  - **Creating a Premises Map Video** [watch \(5 min\)](#) | [download \(187mb\)](#) | [Instructions](#)
  - **Cattlemen-to-Cattlemen episode coming October 2024**
  - **Four outreach webinars coming in 2025**
4. Ensure the Secure Beef Supply website platform meets current software, security, and user interface needs and is capable of hosting newly created materials: [www.securebeef.org](http://www.securebeef.org) **In progress**

**Outcomes:** This project builds on the years of collaboration between industry, state, federal and academic partners that created the initial SBS Plan resources with funding from USDA. The NCBA expanded SBS outreach to transporters who are a critical sector of the supply chain. Together, this will ensure broader awareness of all components of SBS Plan for Business Continuity.

## Project Team for Questions:

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