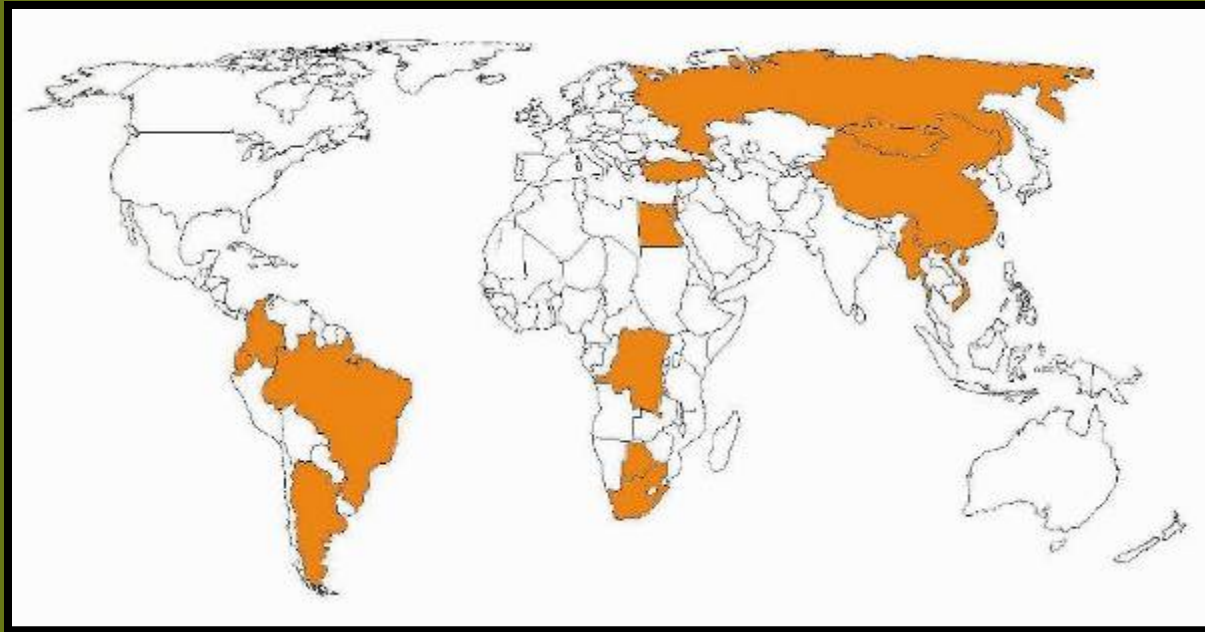


Why FMD Planning Matters



[NAME]

[TITLE]

[ORGANIZATION]

Overview

- The realities of Foot and Mouth Disease (FMD)
- The FMD consumer challenge
- FMD Summit recap and industry actions
- Next steps/discussion



Overview

NOW is the Time to Ask the Critical Questions

- What is at stake?
- What are we willing to invest?
- How much time do we really have?
- What should we say?
- What is our return on investment?
- Are we ready?



FMD: The Realities

FMD is NOT a

- Public health or a food safety risk

FMD is a

- Highly contagious viral disease
- Affects cloven hoofed animals such as cattle, sheep, swine, goats, and wildlife
- Virus that debilitates animals and milk and meat production losses are severe
- Virus that causes a fever and blister-like lesions on the tongue and hooves



FMD: The Realities

FMD and the Economy

- Trade and movement restrictions on beef, dairy, pork animals and exports
- Estimated \$4-13 billion impact on U.S. economy
- £9+ billion impact on UK economy after outbreak



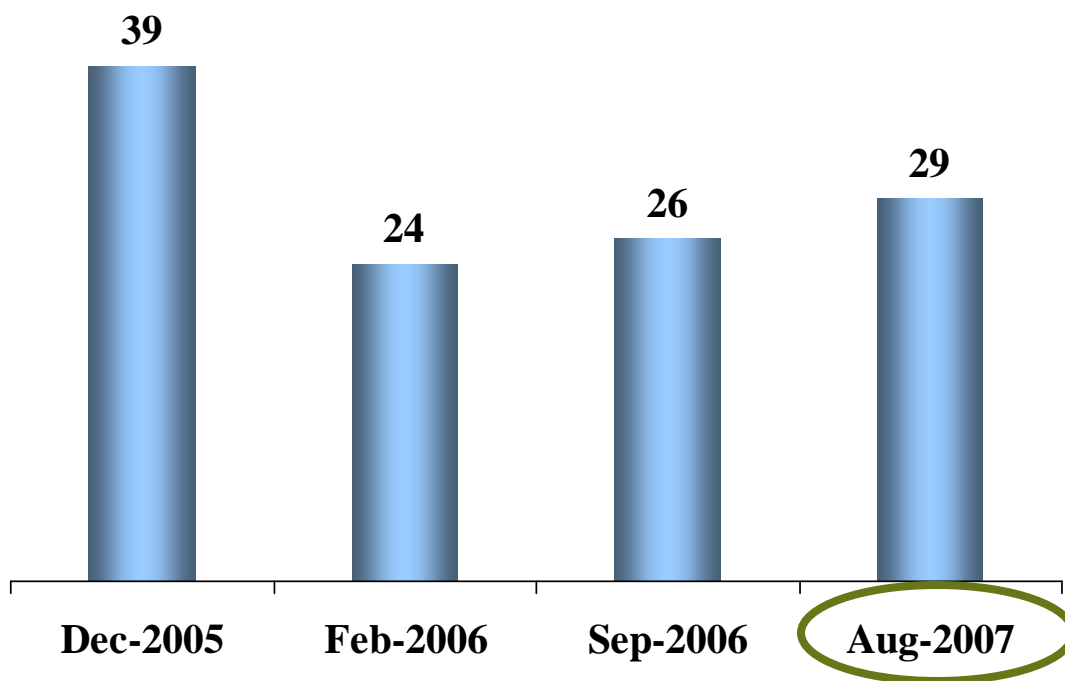
The FMD Consumer Challenge

- Risk Management: Managing the **real** risk of FMD
- Risk Communication: Managing the **perceived** risk of FMD



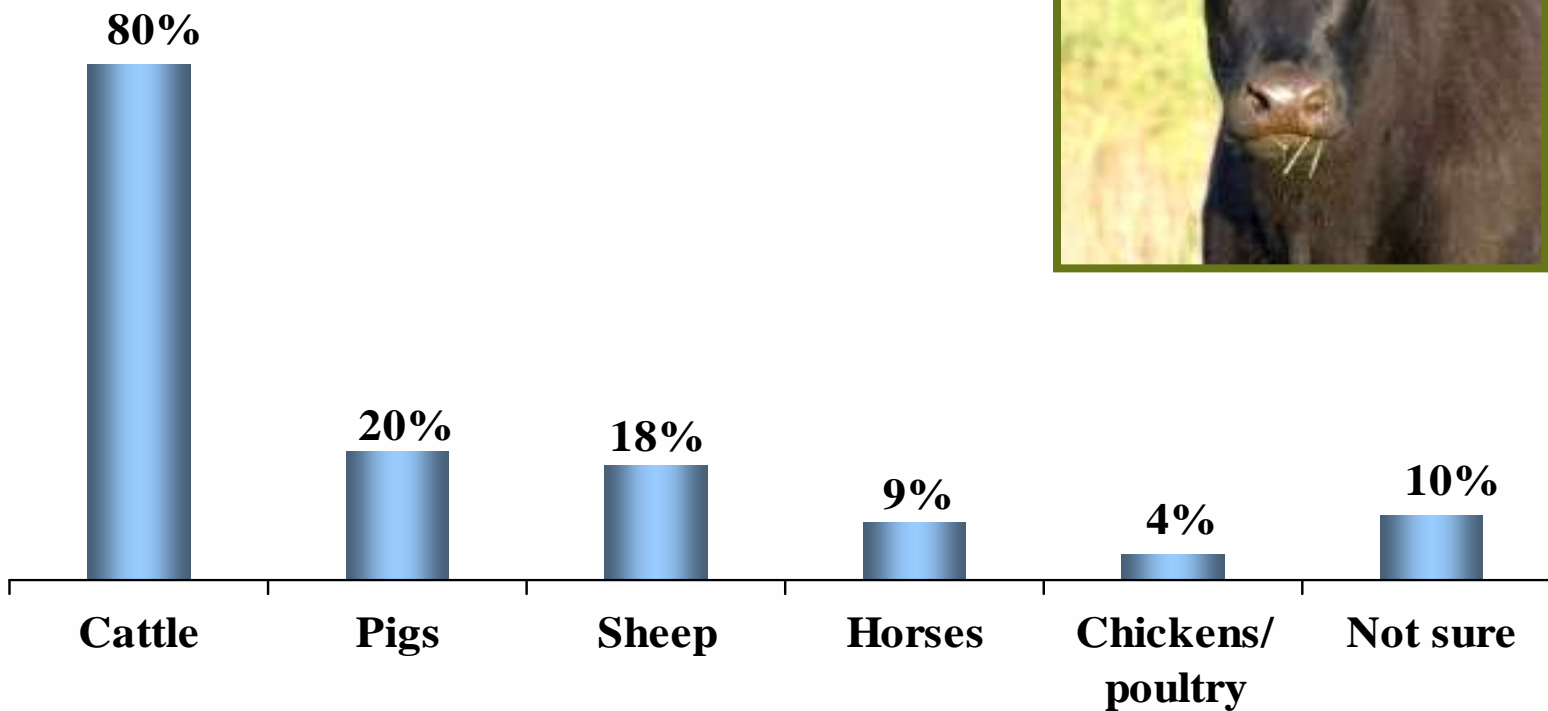
The FMD Consumer Challenge

Have you Heard Anything about a Disease Called Foot and Mouth?



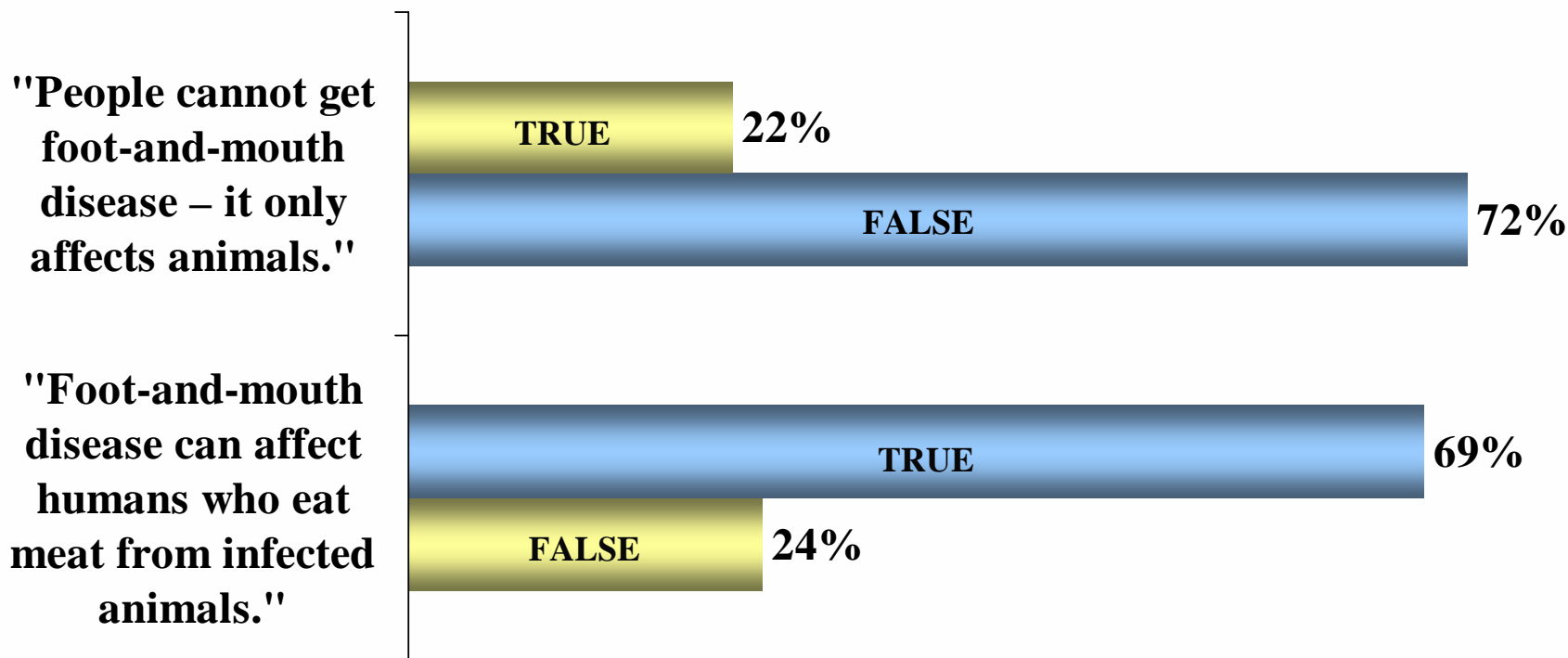
The FMD Consumer Challenge

Percent of consumers saying FMD affects the following animals



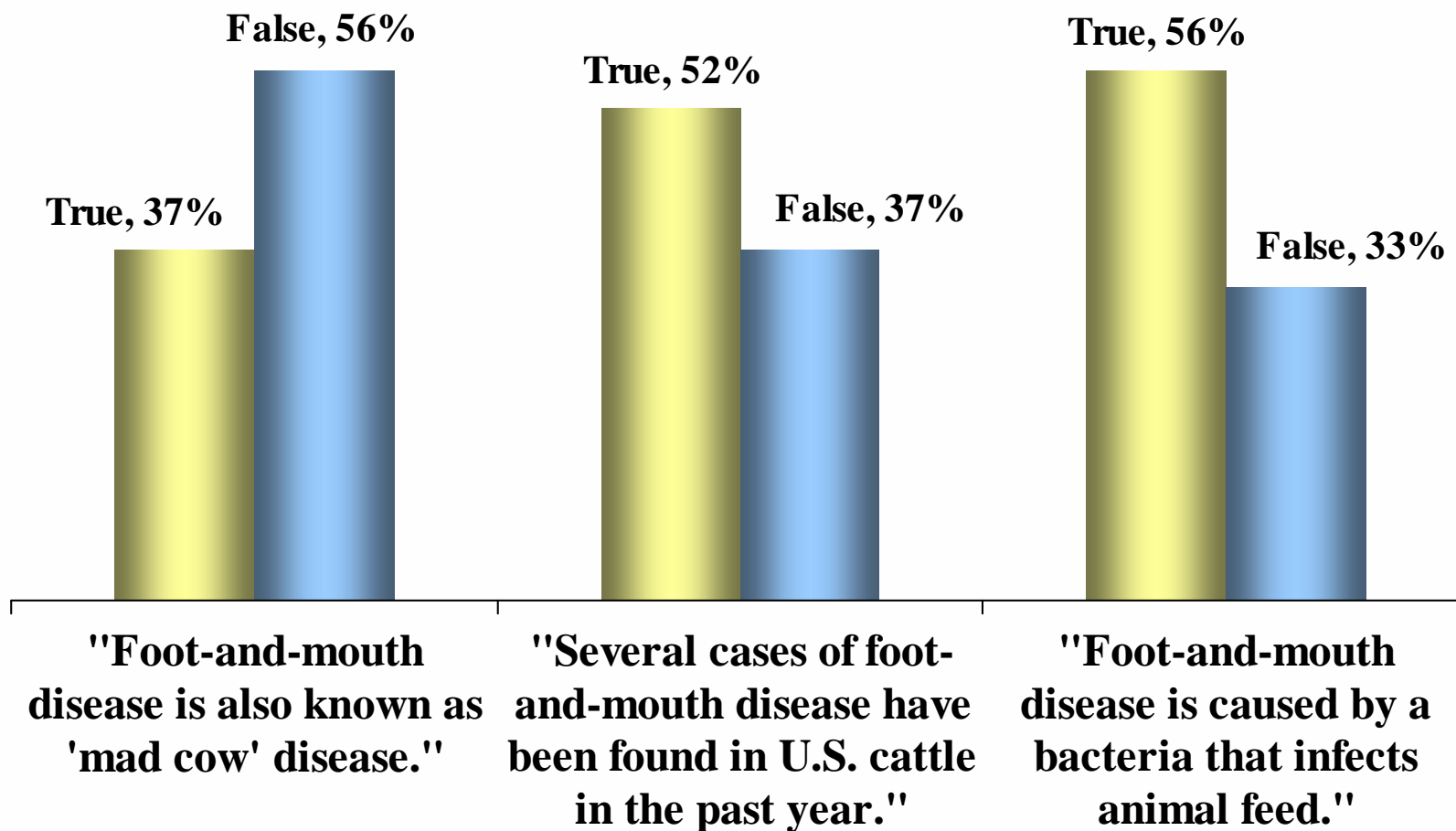
The FMD Consumer Challenge

Most Consumers think FMD Affects Humans; and Say People can Get it from Infected Meat



The FMD Consumer Challenge

Consumers Confuse FMD and BSE



The FMD Consumer Challenge

- Lack of knowledge about FMD creates fear with consumers
- Consumers are looking for definitive messages to reassure them in the instance of an outbreak
- Consumers don't understand how livestock industry and government actions affect them
- The economic effects of an outbreak are irrelevant to consumers
- Consumers find veterinarians most credible
- Regardless of spokesperson, messages must be consistent



Researching the Solution

FMD Focus Groups

- Obtain consumer reactions to a U.S. FMD outbreak – Identify their information needs
- Obtain consumer reactions to messages and support statements
- Identify the most credible spokespersons to deliver messages



FMD Focus Group Research

“Sterling is really close to Denver...It’s scary.” (Denver)

“The killing and the burning of the animals were definitely really disturbing.” (Chicago)

“The panic starts when they start saying that they’ve pulled the beef from all these little Oak Park grocery stores...” (Chicago)

“know nothing [about FMD].” (Chicago)

“Right away I was thinking Mad Cow Disease, just because I think that’s the highly publicized one. But, I don’t think they are related.” (Denver)



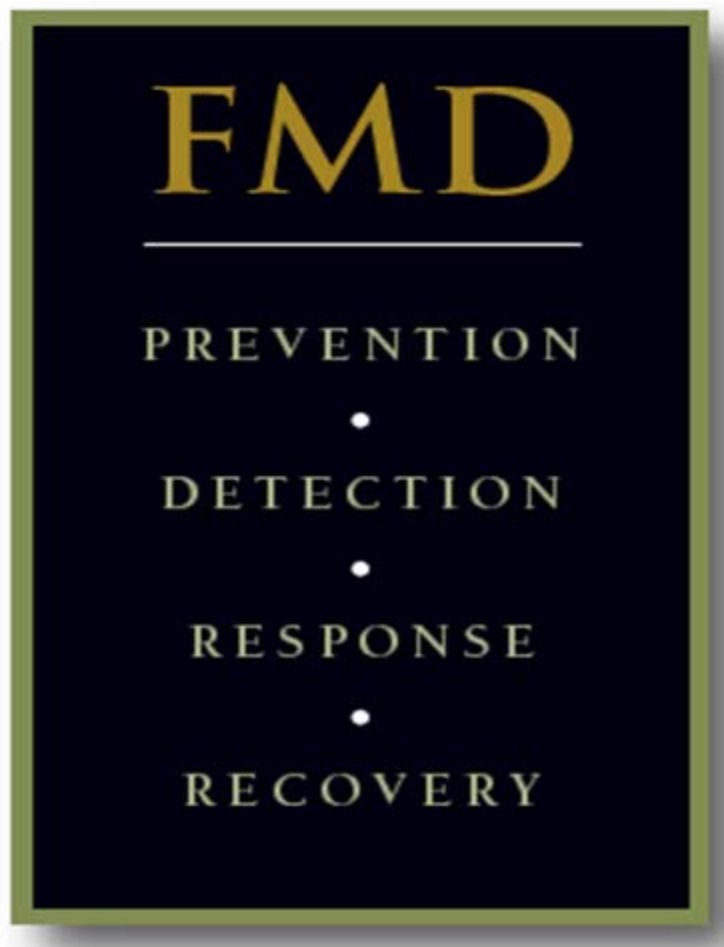


FMD Focus Group Research

Consumers Want to Know

- The cause of the disease
- How it's being prevented, controlled
- The risk of consuming affected meat or dairy
- The symptoms and treatment for FMD, if contracted
- If/how FMD might affect pets
- What steps government and industry are taking
- What they can do to protect themselves

Foot and Mouth Disease Summit



FMD Summit

October 2006

Washington, D.C.



Foot and Mouth Disease Summit

Summit Working Groups

- Role of Science in Prevention
- Disease Detection
- Stopping Disease Progression
- Outbreak Communications





Foot and Mouth Disease Summit

Role of Science in Prevention

- Fund and support global alliances on FMD research and diagnostics (e.g. Global FMD Research Alliance)
- Engage and support National Bio and Agro-Defense Facility
- Study on-farm biosecurity plans in use by producers

Disease Detection

- Build on existing educational programs for transportation providers
- Collect and evaluate existing educational tools for producers and other groups; consider developing more materials
- Encourage relationship building between industry groups, emergency coordinators and state veterinarians.





FMD: Are We Ready?

Stopping Disease Progression

- Creation of a cross-species task force to develop risk-based strategies Increase monetary support of commodity groups FMD preparedness, training leadership, producer education
- Develop better understanding of vaccine capabilities, limitations and timelines.

Outbreak Communications

- Establish better communications among ag industry group
- Implement producer education efforts by building on existing materials and coordinating across species
- Inventory existing crisis plans to create core informational materials for key audiences



FMD: Are We Ready?





FMD: Are We Really Ready?

NOW is the Time to Ask the Critical Questions

- What is at stake?
- How will we respond?
- How will our customers respond? What will we tell them?
- How can we prepare?
- *What can we do in [STATE] to be ready?*

THANK YOU!

For more information as you continue your FMD preparedness, please contact:

[NAME]

[TITLE]

[ORGANIZATION]

[PHONE NUMBER]

[E-MAIL ADDRESS]

