The Challenge

During an animal disease outbreak, the most difficult sector of the agriculture industry to reach with critical information is the small, non-commercial owners of poultry and livestock. And yet these small backyard operations are often the sources for devastating outbreaks, such as the 2002-03 outbreak of Exotic Newcastle Disease. Currently, there is no system in place to send emergency information to these non-commercial owners.

The Solution

To meet this need, the FAZD Center launched the Animal Health Network, which has the potential to reach more than 2 million non-commercial livestock and poultry operators through a network of 50 state veterinarians, 2,700 extension educators, and 6,700 feed retailers.

Features and Benefits

The Animal Health Network connects underserved populations of non-commercial livestock and poultry owners with vital animal disease related alerts and information. The goal of the network is to deliver the state veterinarian’s message through the established Extension system at critical times to help protect America’s food and agriculture infrastructure.

Adoption of the Animal Health Network has the potential to reduce the vulnerability of the nation’s food production sector by allowing early detection and rapid response to animal diseases in noncommercial herds and flocks.

Customers

The Animal Health Network concept has been adopted in several states. The program has also been endorsed and used by the USDA Extension Disaster Education Network (EDEN), a coalition of state responders supported by the USDA. In 2010, the FAZD Center launched AnimalHealthNetwork.org, a web site to introduce the network to prospective members and to provide directions for joining the network.

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