BVDzero CONGRESS

HOW CAN WE BEST STAMP OUT PIs?

Encouraging people to do the right thing and cull PIs by positive reinforcement

If people don't cull PIs promptly they suffer negative consequences.

Compensation
- Decent price/market value
- Early adopters only
- More money if removed quickly

Positive outcomes associated with being BVD Free/Negative herd Status/CHeCs Accredited
- Access to markets/pedigree sales/trade/
- Access to better contracts or sales through milk buyers or supermarkets

(could also be seen as a stick due to negative consequences of losing this)

Help desk support
- Getting contact from a 'neutral' person to talk through the issue really valued in some schemes

Barriers to trade/movement
- Cannot sell/move or purchase animals if PIs retained

Legislation
- Movement and trade restrictions
- Cannot make slaughter compulsory unless compensation is paid

Negative financial consequences to retaining a PI
- Unable to trade or sell animals
- Increase cost and hassle through paperwork
- Identify BVD strain and threaten fines if other PIs in area identified as same strain
- Deductions from grant payments
- PI must be isolated on farm – time and hassle

Peer pressure
- Naming and shaming *(or at least the threat of it)*
- Mapping of where PIs retained or have been in the last year, that is visible, similar to the TB status maps

Visually tag PIs
like TB reactors so they are visible

Pressure from purchasers and retailers *(milk buyers and supermarkets)*
- lose valuable contracts if retaining PIs
- Penalties applied similar to milk or carcass quality deductions

Common points made were around **databases, traceability** and **access to these databases** being key to making any of these ideas work.

WHO ARE THE STAKEHOLDERS?

- Data management companies
- Pharmaceutical companies
- Consumers
- Private veterinary surgeons and other vets
- Laboratories
- Processers (i.e. milk buyers and abattoirs)
- Government
- Auctioneers and other livestock traders
- (the cattle – cows and calves)
- Agricultural colleges
- Farming Unions
- Farmers
- Tagging companies
- Retailers (i.e. Supermarkets)

HOW CAN STAKEHOLDERS PRODUCE RESULTS?

WHAT CAN THEY DO?

- Education
- Success breeds success
- Encourage farmers to share statuses
- Carrot and stick
- Create value in being BVD Free/ create market demand
- Map where each stakeholder can have the biggest impact
- Integration of databases – access to cattle movement database *(BCMS or CTS)*
- Legislation and enforcing legislation
- Work together – put their own agenda aside

HOW CAN WE ENCOURAGE FARMERS TO TAKE REAL OWNERSHIP OF BVD ERADICATION PROGRAMMES AND DRIVE THEIR SUCCESS?

REWARD
- Recognise early adopters e.g. reduced cost of testing as in RoI NHS herds
- Drive engagement by rewarding positive behaviour not penalising lack of a positive behaviour. Be a visible premium.
- Legislate

STICK BEHAVIOURS
- Neighbour notifications, very localised 'heat map' *handle with care*
- 'Heat map' as shown in RoI presentation

IMPROVE AWARENESS
- Social media
- Cultivate a 'buyer beware' ethos
- Of the risk/cost calculator/benefits of eradication
- Benchmarking/measuring a herds performance: is BVD holding you back? Do herds know their current disease status and their particular risk? Can they put an accurate figure on cost of BVD?

EDUCATE
- Drive the 'brand' of being BVD Free as a benefit processers will be willing to pay for e.g. improved animal welfare, integral to FQA plan on farm
- Understanding of cost/benefit on an individual farm and national level
- Benchmarking to ascertain a herds performance
- Central vet role to motivate at practice level and on a herd by herd basis
- Case studies, positive use of 'peer pressure' driving a behaviour change

SELL IT
- Deliver a clear communication message/plan
- Have clear straightforward targets and direction for a programme, transparent to all stakeholders
- Vet role
- Will processers incentivise eradication on a herd basis? E.g. red tractor, FQA

Joined up/coordinated approach critical to be able to drive momentum, engage farmers and stakeholders and be able to deliver e.g. AHI model in Ireland

PROS AND CONS OF YOUNG STOCK CHECK TESTING VERSUS EAR TAG TESTING

EAR TAG TESTING FOR VIRUS

PROS
- Straightforward technique for sampling and interpretation of results
- Management practice of tagging is essential for every farmer, little extra 'hassle'

CONS
- Determines lifetime individual animal virus status, with inferred status for dam, "2 for 1" value
- Possibly lower quality submissions with regard to accompanying herd info provided and sample quality if slow to submit
- Inferred status to dam may be incorrect if birth incorrectly recorded
- Lack of veterinary involvement, risk of fraud
- Hard to ensure ALL calf crop is tested e.g. abortions, stillbirths, initial 'empty sample' animals
- On going cost to large herds with a reducing national prevalence of disease

- National eradication programme design must be clear and easily understood by vets and farmers. Confusion breeds error, frustration and lack of success.

YOUNG STOCK CHECK TESTING

CONS
- Critical that group selection is appropriate: must be representative of a herd and its management practices. This can be complicated by herd size, seasonal calving and management/sale of youngstock meaning that availability of truly representative eligible stock is compromised.
- Impact of vaccination protocols, can make interpretation of results more challenging
- Offers a snapshot for status of younger herd only at a point in time, can change very quickly. Must be performed at regular intervals.

PROS
- Sensitive screen to ascertain herd status (very useful nearing 'endpoint'of eradication programme)
- Cheaper for larger herds as a screening tool.
- Proactive veterinary involvement to aid with selection of test subjects and interpretation of results

- Not a question of either/or, these are complimentary diagnostic techniques which require understanding of epidemiology of disease to pick appropriate technique on a herd and programme level

WHAT IS THE ENDPOINT OF ERADICATION AND HOW CAN WE ACHIEVE IT MORE QUICKLY?

THE ENDPOINT?

COMPLETE FREEDOM FROM BVD
- for some this is the only acceptable answer
- Is this achievable at a reasonable cost?
- Once achieved, more easily maintained?

ACCEPTABLE LOW INCIDENCE OF BVD
- This needs to be defined
- More achievable?
- Increased risk of recrudescence?
- Acceptable by all stakeholders?

HOW CAN WE ACHIEVE IT MORE QUICKLY?

LEADERSHIP
- Clear direction
- Farmer engagement
- Vet engagement
- Communication
- Champions

LEGISLATION
- At what stage?
- Required for enforcement of the following:
  - Test to establish status
  - Herd and/or individual animal
  - PI controls
  - Culling / compensation
  - Movement controls for high risk herds
  - Data exchange
  - Across borders?

BIOSECURITY
- Education and motivation required to improve biosecurity
- Is improved biosecurity a realistic expectation?
  - Or accept biosecurity is poor and design eradication plan accordingly
  - Proper use of effective vaccination essential

DATABASE
- Open access
- Data exchange across borders, with other databases
- Real time animal info
- Web access and mapping of herd status
- Link to cattle movement database
- Is BVDFree England database fit for purpose?

ESSENTIAL ELEMENTS
- Appropriate infrastructure
- Strong leadership, communication & ownership
- Legislation

TO MAINTAIN BVD FREE STATUS AT 2 LEVELS NATIONAL AND FARM LEVEL

- National level important when eradication has occurred
- Farm level is farm specific and under control of the farmer. Farmer needs to acknowledge / accept responsibility

ARE UK CATTLE FARMS THE DIRTY MAN OF EUROPE WORSE THAN OTHER COUNTRIES?

EUROPE FARMS — UK CATTLE FARMS

- Vets and farmers differ in awareness (within each group).
- Is it all or nothing – totally biosecure or small steps

  (But you can't be a little bit pregnant so can you be a little bit biosecure and effective?)
- Pig and Poultry industry totally different and more switched on to "complete biosecurity"

BIOSECURITY AND BORDERS - OVER COMING CHALLENGES

BARRIERS TO BIOSECURITY

Cattle industry is complex and makes biosecurity difficult?
- Complex movements between farms, traders, markets
- It's not like the pig and poultry industry
- Any movement is a risk
- Understanding farm status and status of on- coming animals not easy/ not done
- Farmers need to be open about their BVD status

  Lack of awareness in some areas – both farmers and vets
- What is perception of biosecurity and the benefits

WHAT CAN BE DONE?

Need to find drivers for change
- Communication and education
- Cost benefit and that biosecurity is more than just BVD but same controls would be effective for other diseases
- Regulation and enforcement
  - Supermarkets and buyers can put in contracts
  - Political – UK borders at national level and commonality of the various disease schemes which are already in place
  - Import control at national level
- Lead by example – vets should be biosecurity aware , vet practices , markets could show biosecurity measures such as foot dips
- Peer pressure
- Consumer perception
- Vaccination as part of the biosecurity plan

What is freedom from disease?
- links into another workshop but the aim is freedom or at least reduction in disease and biosecurity is a tool to help prevent bringing in disease.

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