

Wisconsin Agro-Security Resource Network



MULTI-STATE PARTNERSHIP FOR SECURITY IN AGRICULTURE

presents

2010 Symposium on Food and Agriculture Security

OCTOBER 18-20, 2010



**WISCONSIN MILK
MARKETING BOARD**

WISCONSIN DAIRY PRODUCERS

Agenda

- What is WARN
- Why Prepare and What to Protect
- WARN History and Purpose
- WARN Structure
- WARN Resources
- Incident Communications Plan
- Questions and Answers



What is WARN?



Wisconsin **A**gro-**S**ecurity **R**esource **N**etwork

- Network between private sector (food and agriculture) and government agencies:
 - To prepare for communication response of an incident.
- Provide education, resource identification and incident response communication and coordination.

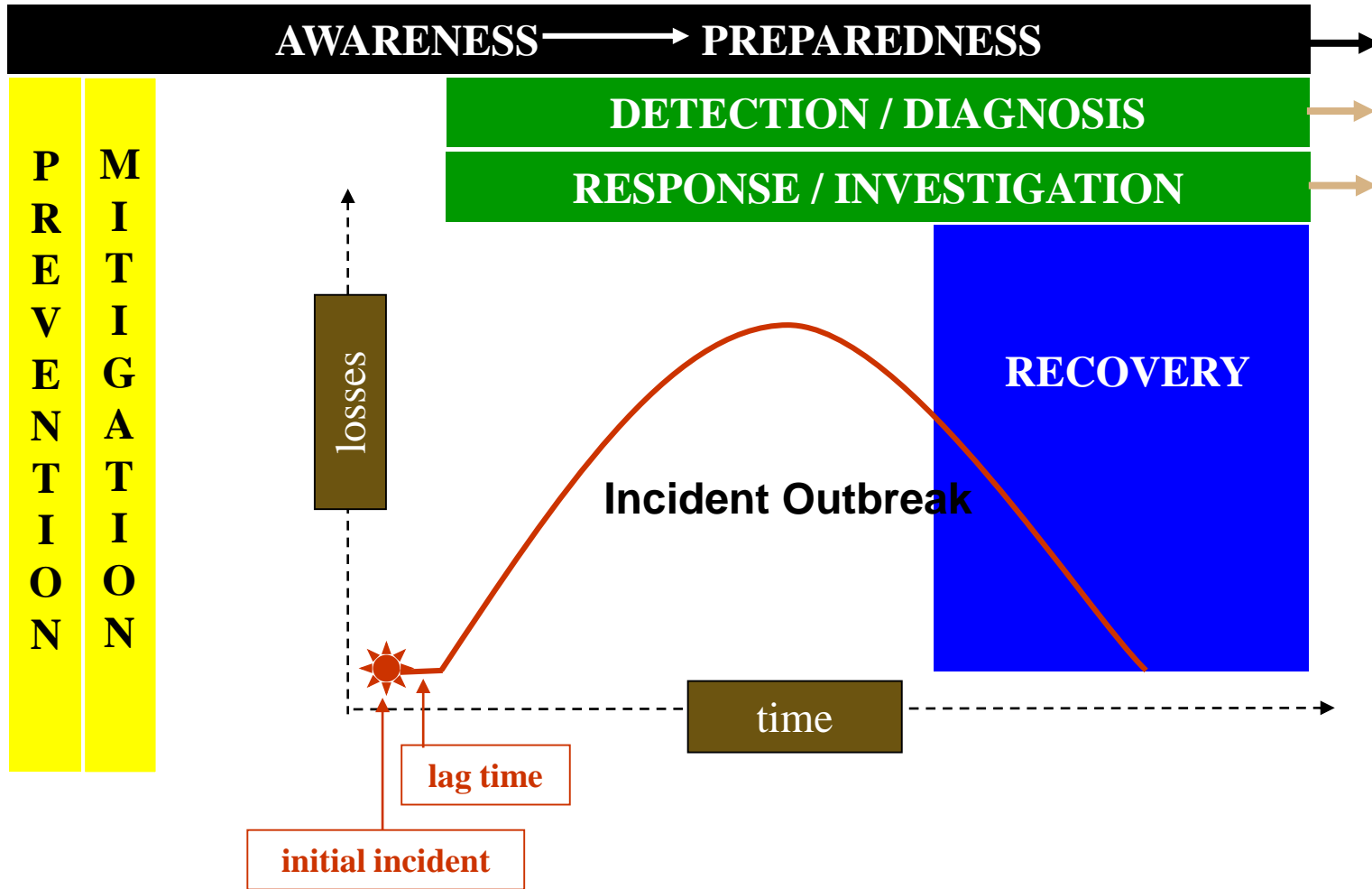


Purpose of WARN

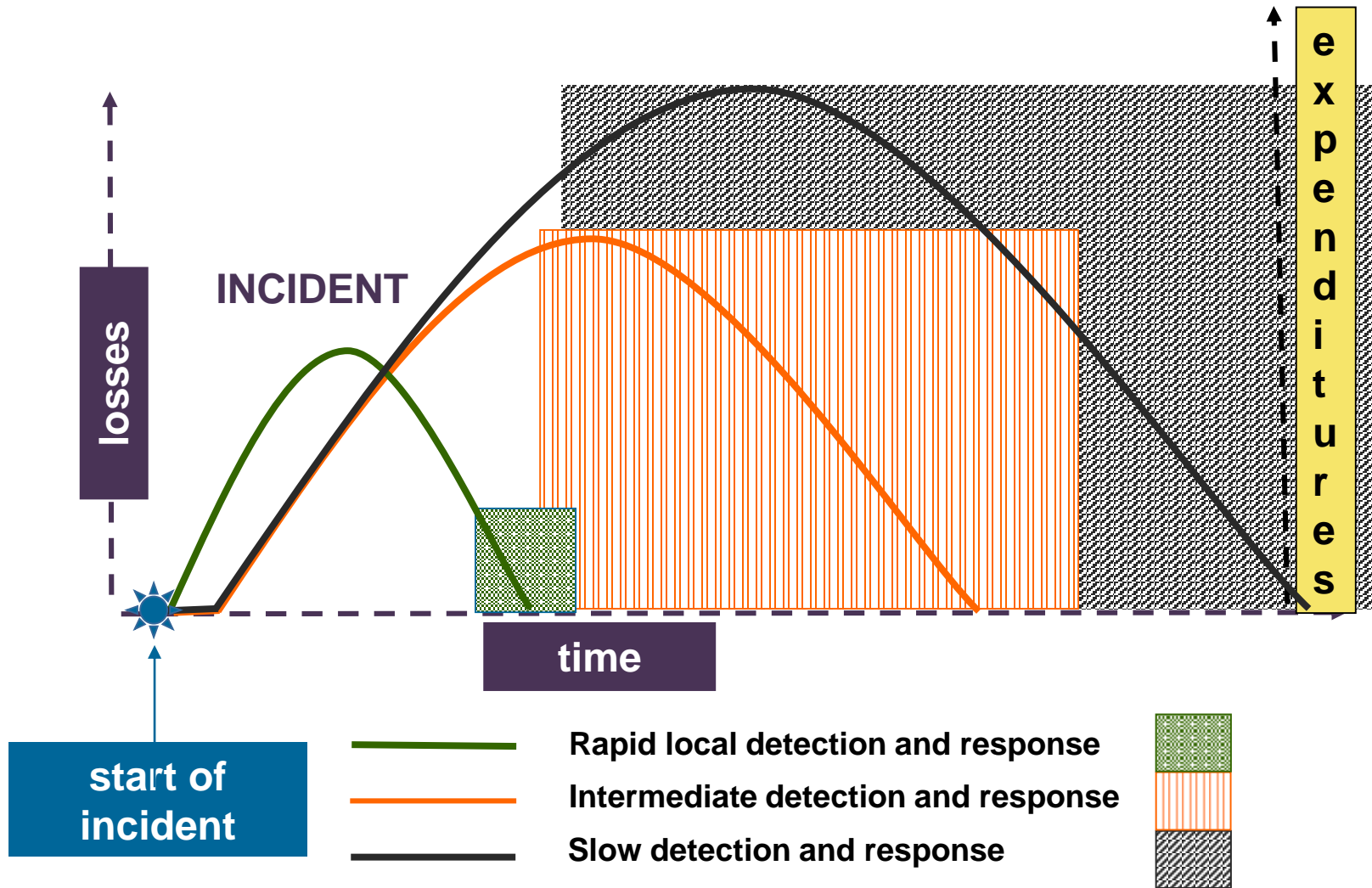


- To educate producers, processors, industry organizations, and government agencies:
 - incident preparedness to protect Wisconsin's food supply.
- To communicate to consumers and constituents:
 - in concert with regulatory officials, in the event of an incident affecting Wisconsin agriculture.

The Steps to Preparedness



Response and Recovery Time



A Model Frontline Response Team





Purpose of WARN

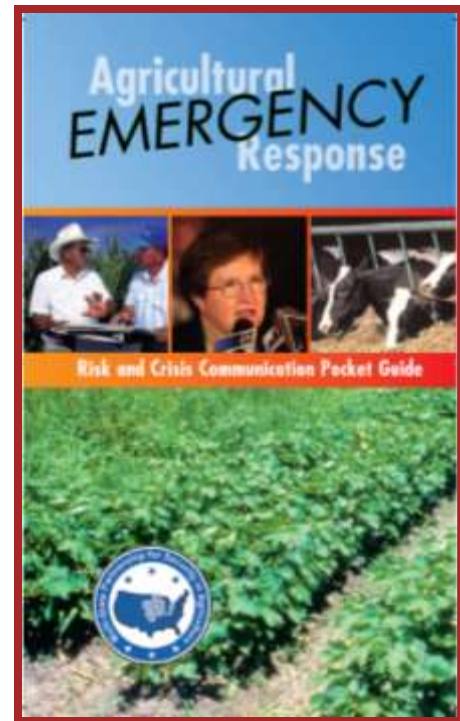


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 - incident preparedness to protect Wisconsin's food supply.
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 - in concert with regulatory officials, in the event of an incident affecting Wisconsin agriculture.

Consumer Confidence

- **"Consumer Confidence"** issues:
 - ◆ Customer and consumer confidence threatened (**loss of market share and access**)
- **Risk Communication**
 - ◆ a science-based approach for communicating effectively in high concern, high stress, emotionally charged or controversial situations

Vincent Covello, 2003





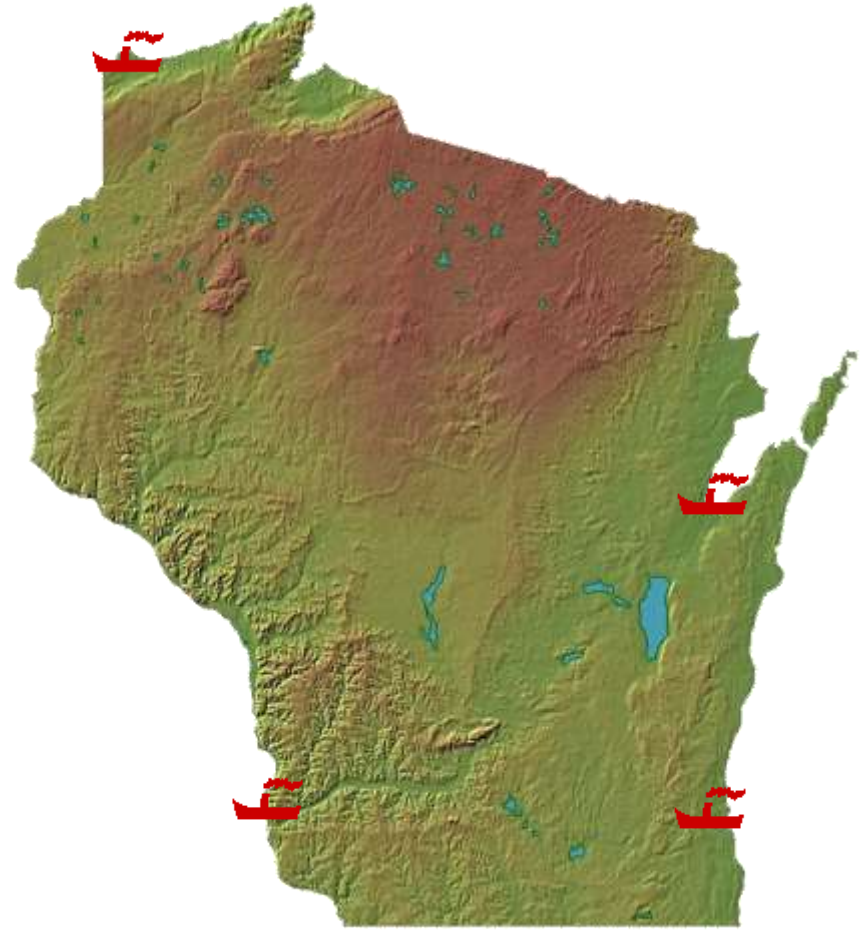
WARN Goals



1. Maintain consumer confidence in Wisconsin's food products and U.S. food safety systems.
2. Facilitate an industry-wide response to an agricultural or food incident in Wisconsin:
 - Quickly disseminate scientific, accurate information to producers, industry groups, media and consumers.
3. Formal participation in Joint Information Center (JIC):
 - Help coordinate consistent and accurate incident message.

Wisconsin Agriculture - \$59 Billion Industry

- 40% of the state's landmass is farmland (15.5 million acres)
- Provides 353,991 jobs
- Food crops worth \$1.8 billion annually
- Livestock worth \$5.1 billion
- Have 4 major ports, with Superior-Duluth port handling nearly 100% of the nation's wheat exports



The \$26.5 Billion Wisconsin Dairy Business

13 % of nation's milk and 26 % of nation's cheese



25.2 billion pounds of milk from 1.263 million dairy cows
on 12,621 dairy farms.

2.6 billion pounds of cheese from over 200 dairy
processing plants.



WARN Strategies



- Create a network of key contacts:
 - Between WARN and incident planners, responders and communicators.
- Create an industry communication network:
 - With consumers and stakeholders.
 - In concert with regulatory officials in the event of an incident.



WARN Strategies (cont.)



- Identify gaps and needs of agro- and food-security preparedness:
 - Serve as a key resource for incident communication preparedness.
- Provide educational opportunities:
 - Government personnel who may not be familiar with Wisconsin agriculture and food systems.
 - Industry personnel not familiar with emergency preparedness issues.



WARN Structure



- Formed as 501(c)(3) to give WARN a formal structure and self-identity.
- Establish a mechanism for getting other financial support, including grants, if needed.



WARN Board of Directors



Board of Directors

- Number of Directors: 7
- Representing major WI agriculture and food.

Strategy Team

- Other industry, university extension and government agencies.
- Shared role in planning.



WARN Board Members



- **Chair:** Matt Mathison – WI Milk Marketing Board
- **Vice-Chair:** John Petty – WI Agri-Service Association
- **Secretary/Treasurer:** Tammy Vaassen – WI Pork Assoc
- John Freitag – WI Beef Council
- Pat Stonger – WI Egg and Poultry Industries Association
- Brandon Scholz – WI Grocers Association
- Ferron Havens – WI Agribusiness Council

- **Strategy Team:** DATCP, WI Farm Bureau, WMMB, UW – Extension, USDA/APHIS



Membership and Dues



- Person in an agriculture-related business or association or government agency.
- Approved by WARN board.
- No membership dues.
- No voting rights.
- Voluntary contributions:
 - Provide "resources in kind"
 - Fund specific projects by request

Incident Communication Tools

- Communication modules and background information on potential incidents:
 - Key consumers messages.
- List of contact information for WARN partners, industry (producers/processors/organizations), key contacts and resource professionals and media (print, radio, TV).
- Web site.
- WARN Incident Communications Center.

Contact Database - Microsoft Dynamics CRM

First Name	Last Name	Organization	Phone	Mobile	Home	Fax	Address	City	State	Zip
John	Doe	ABC Company	555-123-4567	555-987-6543			123 Main St	Anytown	CA	90210
Jane	Smith	DEF Corp	555-234-5678	555-876-5432			456 Elm St	Someplace	TX	75001
Bob	Johnson	GHI Inc	555-345-6789	555-765-4321			789 Oak St	Nowhere	NY	10001
Alice	Williams	JKL LLC	555-456-7890	555-654-3210			012 Pine St	Anywhere	FL	32101
Charlie	Brown	MNO Pte Ltd	555-567-8901	555-543-2109			345 Cedar St	Everywhere	WA	98001
Diana	Green	PQR Co	555-678-9012	555-432-1098			678 Birch St	Nowhere	IL	60001
Edward	White	STU Group	555-789-0123	555-321-0987			901 Spruce St	Anywhere	OH	43001
Fiona	Black	VWX Partners	555-890-1234	555-210-9876			234 Fir St	Everywhere	MI	48001
George	Grey	YZA Solutions	555-901-2345	555-109-8765			567 Ash St	Nowhere	GA	30001
Helen	Blue	BCD Enterprises	555-012-3456	555-987-6543			890 Hickory St	Anywhere	NC	27001
Ivan	Gold	EFG Industries	555-123-4567	555-876-5432			123 Maple St	Everywhere	SC	29001
Judy	Silver	HIJ Corporation	555-234-5678	555-765-4321			456 Poplar St	Nowhere	VA	22001
Kyle	Platinum	KLM Group	555-345-6789	555-654-3210			789 Willow St	Anywhere	WV	26001
Laura	Purple	NOP LLC	555-456-7890	555-543-2109			012 Dogwood St	Everywhere	MO	64001
Martin	Teal	QRS Pte Ltd	555-567-8901	555-432-1098			345 Sycamore St	Nowhere	ND	58001
Nancy	Orange	TUV Co	555-678-9012	555-321-0987			678 Redwood St	Anywhere	NE	68001
Oscar	Green	WXY Inc	555-789-0123	555-210-9876			901 Cypress St	Everywhere	OK	73001
Peter	Blue	ZAB Group	555-890-1234	555-109-8765			234 Juniper St	Nowhere	KS	66001
Quinn	Purple	BCD Solutions	555-901-2345	555-987-6543			567 Cottonwood St	Anywhere	IA	50001
Rachel	Teal	EFG Enterprises	555-012-3456	555-876-5432			890 Elm St	Everywhere	AR	72001
Samuel	Orange	HIJ Corporation	555-123-4567	555-765-4321			123 Birch St	Nowhere	LA	70001
Tina	Green	KLM Pte Ltd	555-234-5678	555-654-3210			456 Spruce St	Anywhere	MS	39001
Victor	Blue	NOP Co	555-345-6789	555-543-2109			789 Fir St	Everywhere	AL	36001
Wendy	Purple	QRS Inc	555-456-7890	555-432-1098			012 Pine St	Nowhere	AK	99001
Xavier	Teal	TUV Group	555-567-8901	555-321-0987			345 Cedar St	Anywhere	HI	96001
Yvonne	Orange	VWX LLC	555-678-9012	555-210-9876			678 Birch St	Everywhere	AS	98001
Zoe	Green	YZA Pte Ltd	555-789-0123	555-109-8765			901 Spruce St	Nowhere	GU	00001

Wisconsin Agro-Security Resource Network

Protecting Our State's Food and Agriculture

Home

WARN Board and Members

Issues

Event Calendar

Resources

Press

Contact Us

The Wisconsin Agro-Security Resource Network (WARN) is a network of agriculture and government groups whose goals are to:

- Facilitate an industry-wide awareness and response to an animal health emergency or crisis incident involving Wisconsin agriculture.
- Quickly disseminate scientific, accurate information to media, producers and industry groups and consumers.
- Maintain consumer confidence in Wisconsin's food products and U.S. food safety systems.



Food and agriculture is critical to the economic health of Wisconsin, representing \$59 billion dollars in economic value to the state. Safeguarding this critical industry requires a coordinated, organized effort between industry groups and government agencies. To achieve this coordinated approach, Wisconsin agriculture came together to form WARN as a way to safeguard our diverse industry.

WARN is an industry-driven organization that has a network of agricultural and food safety professionals who can communicate to consumers and industry stakeholders in concert with regulatory officials in the event of a crisis affecting Wisconsin food and agricultural systems. WARN facilitates emergency preparedness between the agricultural sectors and government agencies. WARN also serves as a coordination center and educational forum for private sector crisis preparedness materials and training for agro-security related programs.

Having a seamless, coordinated communications plan in place along with government agencies during an incident is of paramount importance. The only way to "communicate with one voice" is through advanced planning and having key messages already prepared. Understanding the roles and responsibilities of the responding agencies helps industry groups better communicate the facts to consumers, customers, the news media and other key audiences.

DAIRY RESPONSE CENTER

Web site brought to you by:

DMS DAIRY MANAGEMENT INC.

IDFA International Dairy Foods Association
Milk Industry Foundation
National Cheese Institute
International Ice Cream Association



MilkPEP
Milk Production Efficiency Program

NATIONAL MILK
PRODUCERS FEDERATION



USA U.S. Dairy
Export Council

[Resources](#)

[Communication Tools](#)

[Feedback](#)

[Login](#)

Welcome to the Dairy Response Center, a site initiated by the dairy checkoff and designed to help dairy producers communicate with others about animal health issues. While the site focuses primarily on communications tools, it also offers links to relevant animal health information.

The links are designed to provide background information only; if you have specific animal health questions, contact your state veterinarian or go to www.aphis.usda.gov. We've also included a feature to contact us with any [feedback](#) you have about this site.

Resources

Quickly locate information about [Foot-and-Mouth](#), [BSE](#) and [Johne's Disease](#). Educate yourself about [animal cloning](#) and [biosecurity](#) issues.


Communication Tools



Whether you're talking to [reporters](#) or [families touring your farm](#), the tools found here can help.

Feedback

We love hearing from you! For questions or comments concerning the Dairy Response Center, please [contact us](#).

E-Sponder Access

Wisconsin E•SPONDER Home Welcome ??? - Matt Mathison | My Links | 

 **Wisconsin E•SPONDER Home** All Sites  Advanced Search

Home-Top Level Search SEOC Agencies Training Site Actions ▾

View All Site Content

Surveys

Documents

- Change Password
- E-Sponder How-To
- E-Sponder Presentations
- Shared Documents
- First Responders
- State Disaster Response Manual
- GIS Data

Lists

- E-Sponder Training
- E-Sponder Classes
- Distance Learning Center Locations
- Primary Contacts
- Contact List

Discussions

- Team Discussion


Regions and Tribes

- ARES/RACES
- East Central Region



Announcements

Complimentary E-Sponder Classes Available 1/28/2009 11:02 AM
 by WEM - Susan Meilahn
 If you are interested in hosting a Basic or Intermediate E-Sponder class in your area please contact [Susan Meilahn](#), (608) 242-3243. The requirements to host a class would be at least 6-8 computers, with access to the internet. These classes are...

For First Responders... 1/28/2009 10:58 AM
 by WEM - Susan Meilahn
 If you are a First Responder registering in E-Sponder, please check out the First Responder link on the left side of this screen (under the **Documents** heading) for some additional information/instructions. Thank you.

Do you or others in your agency need to register?  1/9/2009 10:41 AM
 by WEM - Susan Meilahn
 Do you or others in your agency need to register in E-Sponder? Please print the Registration Instructions that are attached to this announcement to help in the registration process.


Shared Documents

Type	Name	Modified By
	Director's Meeting - October 2008	WEM - Sidney (Skip) Sharpe
	Guide to Esponder training	CC - Mark Seward

E-Sponder Classes

Actions ▾

Class Name	Location	Start Time	End Time
There are no items to show in this view of the "E-Sponder Classes" list.			


 **Wisconsin Emergency Management**

Links

- User Request New Access
- Change Password
- FEMA Region V
- FEMA
- US Department of Homeland Security
- Wisconsin State Information from IWIN
- Public Web Site - Wisconsin Emergency Management
- Weather
- Manager View User's Current Access
- Manager View Current Access Requests
- Wisconsin's 511 Traveler Information System

FoodSHIELD Access

public website | system status | idea portal | jobs portal



LIVE CHAT
ONLINE

United in Protecting & Defending the Food Supply SPONSORED BY NATIONAL CENTER FOR FOOD PROTECTION & DEFENSE

HOME ADD NEW VIEW PROGRAMS ★ FAVORITES HELP ME MY ACCOUNT SEARCH LOGOUT

Welcome, Matt. Last Visit: 09/28/2010 Who's Online?

My Messages

You have no messages.

My Workgroups

- Matrix Work Group
- Processor Work Group
- Producer Work Group
- SMS-W
- Transportation Work Group
- WARN

Quick Contact Search:

What can I search?

Shortcut Keyword

What is this?

Recent Documents

- ver. 1 DairyPremisesBiosecurityPerfSt
- ver. 1 MilkTankerBiosecurityPerfStds_
- ver. 1 MilkTruckBiosecurity_WorkingGr
- ver. 1 DairyProcessingPlantPerfStds_D
- ver. 1 ConsolidatedcommentsConsiderat
- ver. 1 ConsolidatedcommentsMilkmoveme
- ver. 1 AdditionalcommentsSummaryFactors
- ver. 1 OIERegulations_ProcessingMilkT
- ver. 1 USDA/APHIS Foreign Animal Dise
- ver. 1 nahems_dairies.pdf

Upcoming Meetings

You have no meetings scheduled. Learn how to create your own!



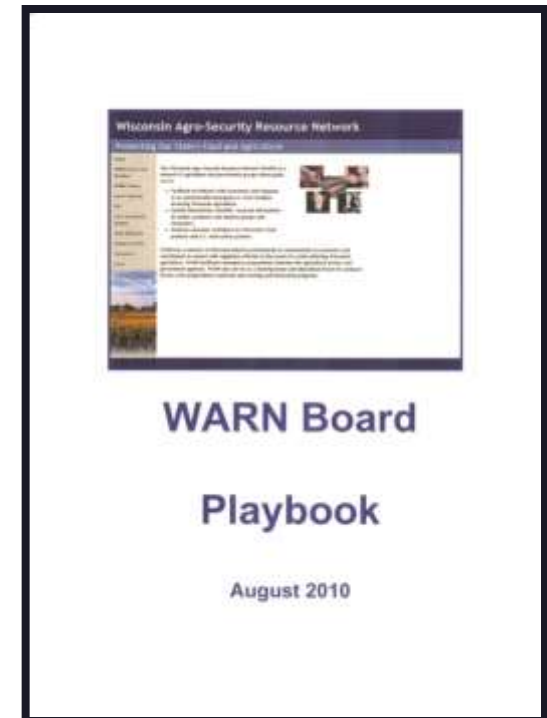
WARN Incident Communication



- Incident messages and resources assembled, archived and available to WARN members.
- Key contacts/spokespeople identified for each type of animal/food emergency.
- WARN connected with responding agencies
 - One call to connect with industry
- Ongoing training/exercises for WARN members (credentialing).

Incident Communication Modules

- WARN Playbook
- Incident Communication Team with phone numbers.
- Key state and national industry contacts.
- State and national agency "response plans".
- State industry "response plans".
- Resources for messaging.





WARN Incident Communication



Step 1. Incident Notification:

- WARN Contact [608-203-7390] will be notified by government agency.
- WARN Contact will contact WARN communication team leader to discuss and determine if/what action is required.

Step 2. Communication Planning:

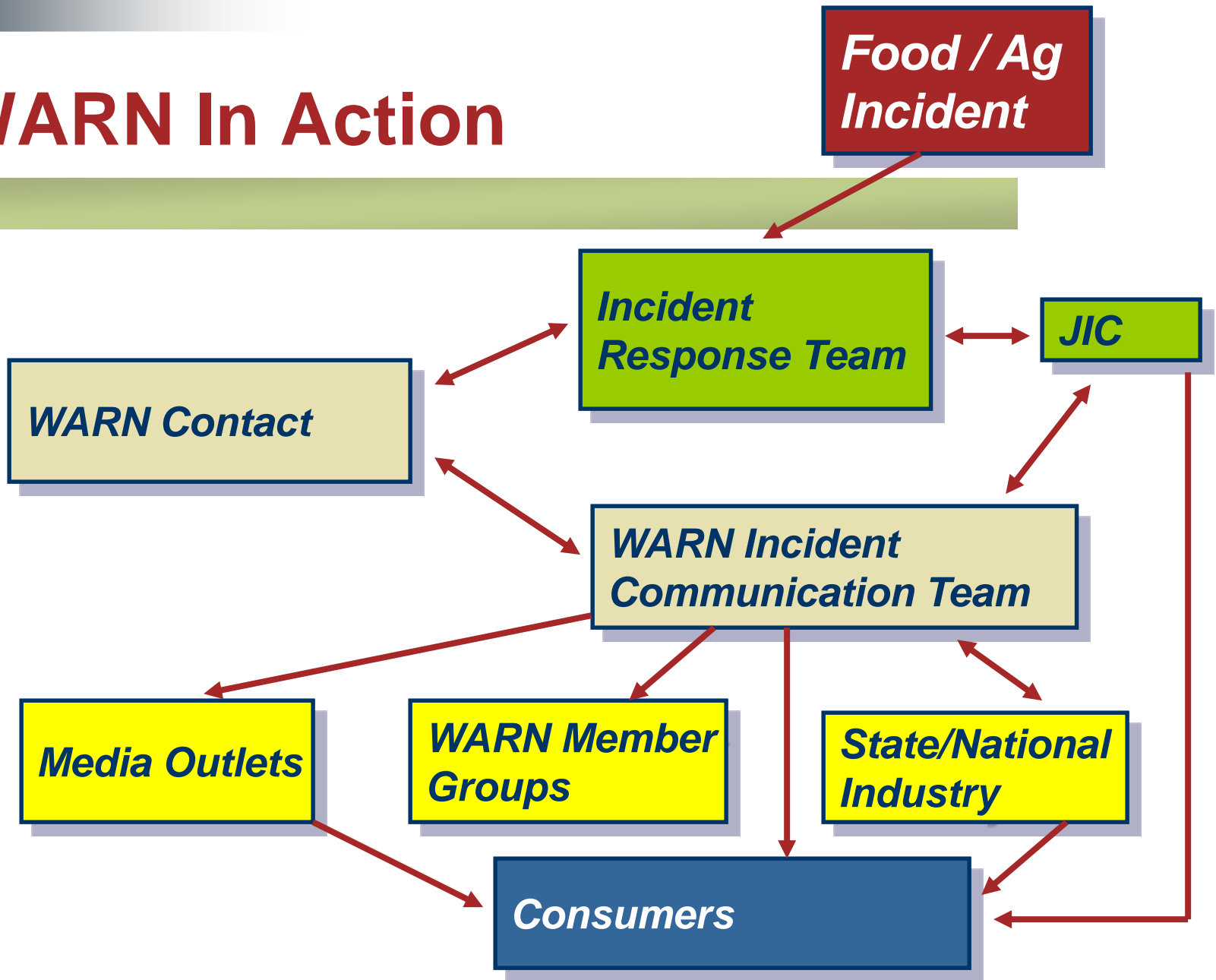
- WARN Incident Communication Team contacted to start planning.
- WARN Contact will participate with agency to coordinate information response.

WARN Incident Communication

Step 3. Incident Management:

- WARN Incident Communication Team assembled at Wisconsin Milk Marketing Board.
- WARN ICC activated [using WARN Playbook].
- WARN will use communication modules that include 1) contacts and 2) message maps.
- WARN Contact will participate with agencies to coordinate information response [JIC Liaison].
- Agencies and WARN will disseminate coordinated information.

WARN In Action





Keys for Success



- Formal involvement in the entire agro-security emergency management/response process.
- Seamless information-sharing from incident confirmation through response and recovery.
- Partnership among industry groups, government agencies and incident planners/responders.



Benefits for WI agriculture



- Establish communications link with government agencies:
 - Industry and government agencies already have established relationships prior to any incident.
- Develop and implement "preparedness" and "response" plans to prevent or mitigate ag related incidents:
 - Increased education within industry/government agencies about agriculture, product flow, etc. and critical need to "be prepared".

Questions/Discussion



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WISCONSIN DAIRY PRODUCERS

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