



Wisconsin Department of Agriculture, Trade & Consumer Protection

*Division of Animal Health*

# Johne's Disease Control Program

## Controlling Johne's disease: Priceless... Cost of producer participation: Rising?

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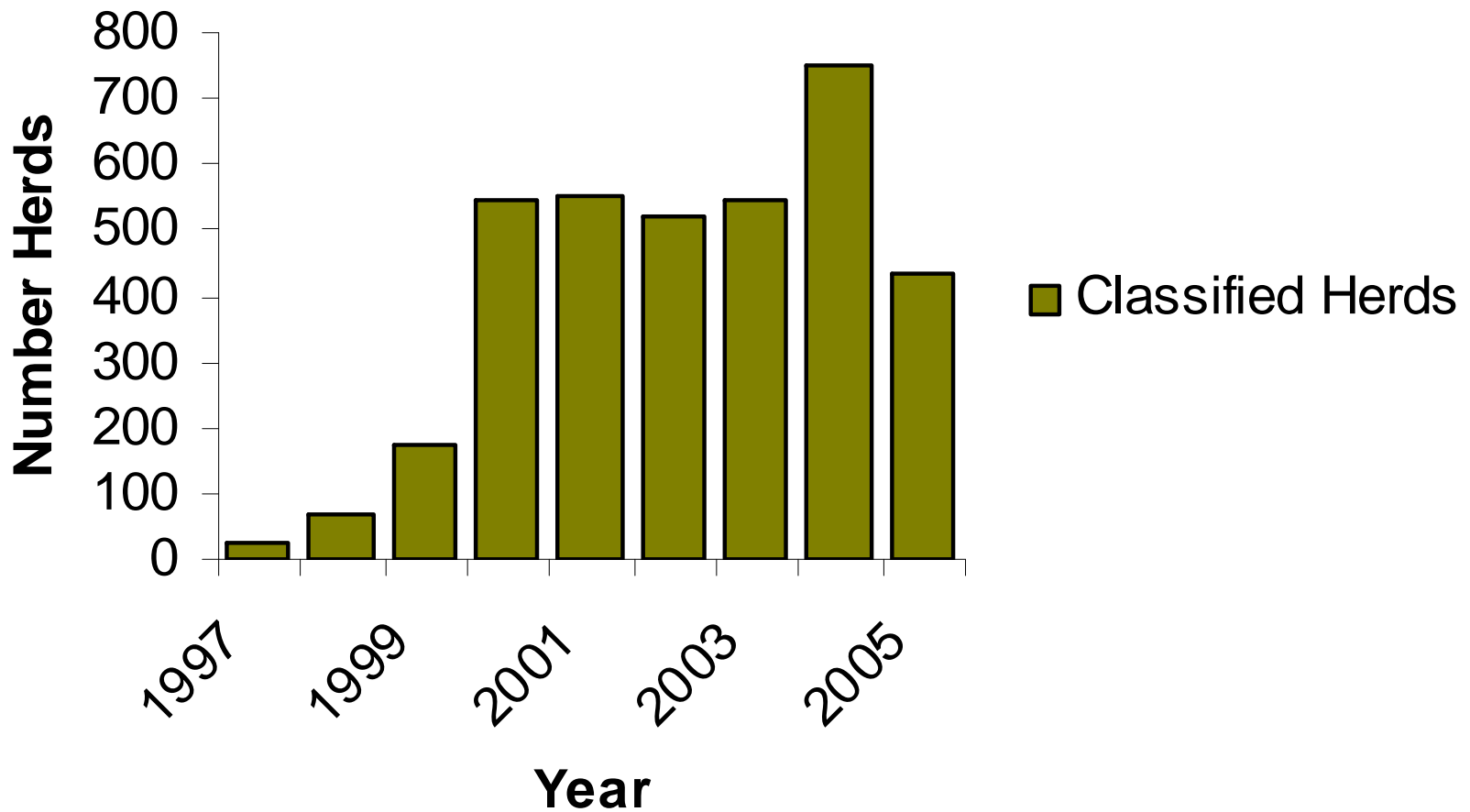




# State Program

JOHNSON'S

## Program Participation

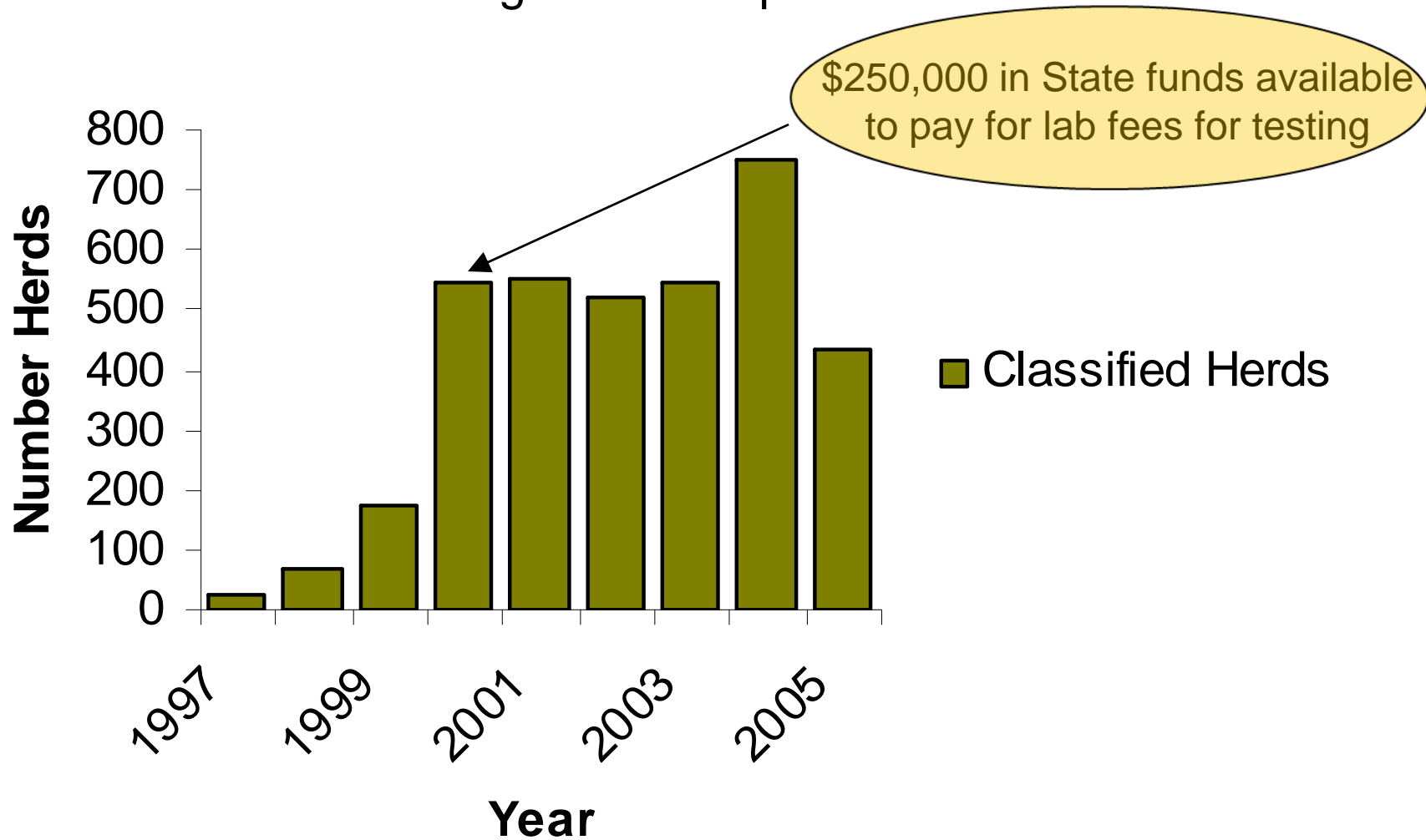




# State Program

JOHNSON'S

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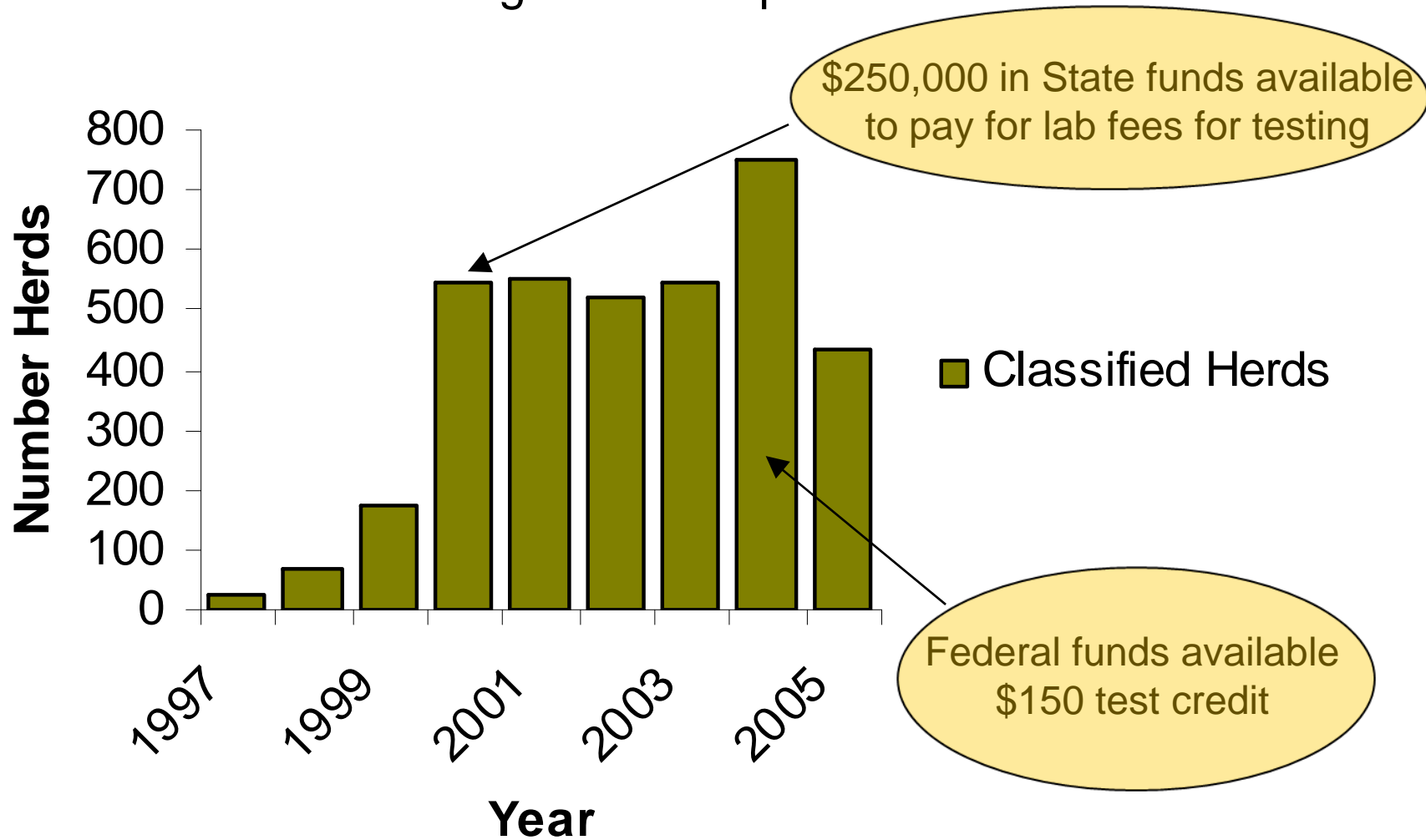




# State Program

JOHNSON'S

## Program Participation





# State and National Funding

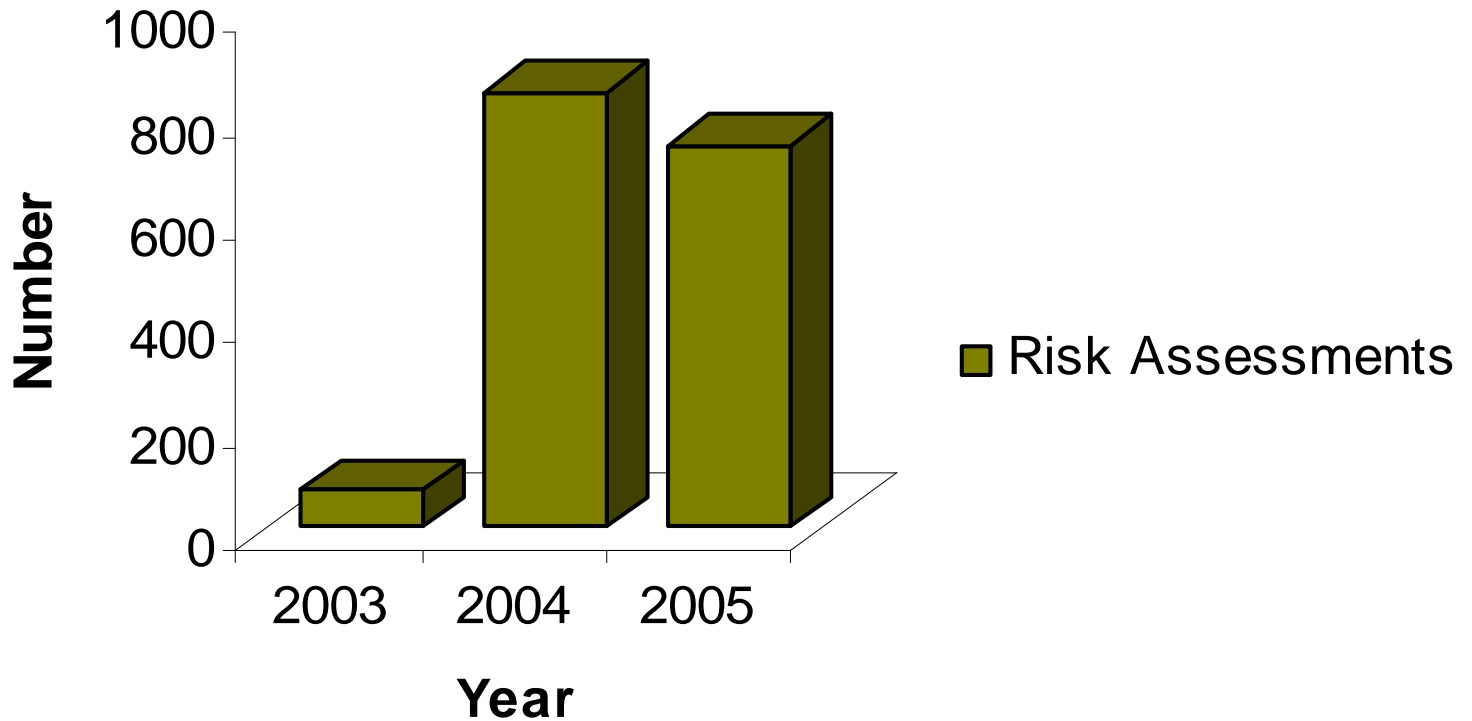
- 1997- Began official State Program
- 2000- Offered \$250,000 in testing subsidy beginning
  - State subsidy for Johne's testing costs
  - 3 fold increase in program participation
- 2004- Federal funding available for participating herds
  - \$150 testing credit for herds with an RA
  - 1.5 fold increase in program participation



# State and National Programs

JOHNSON'S

## Risk Assessments

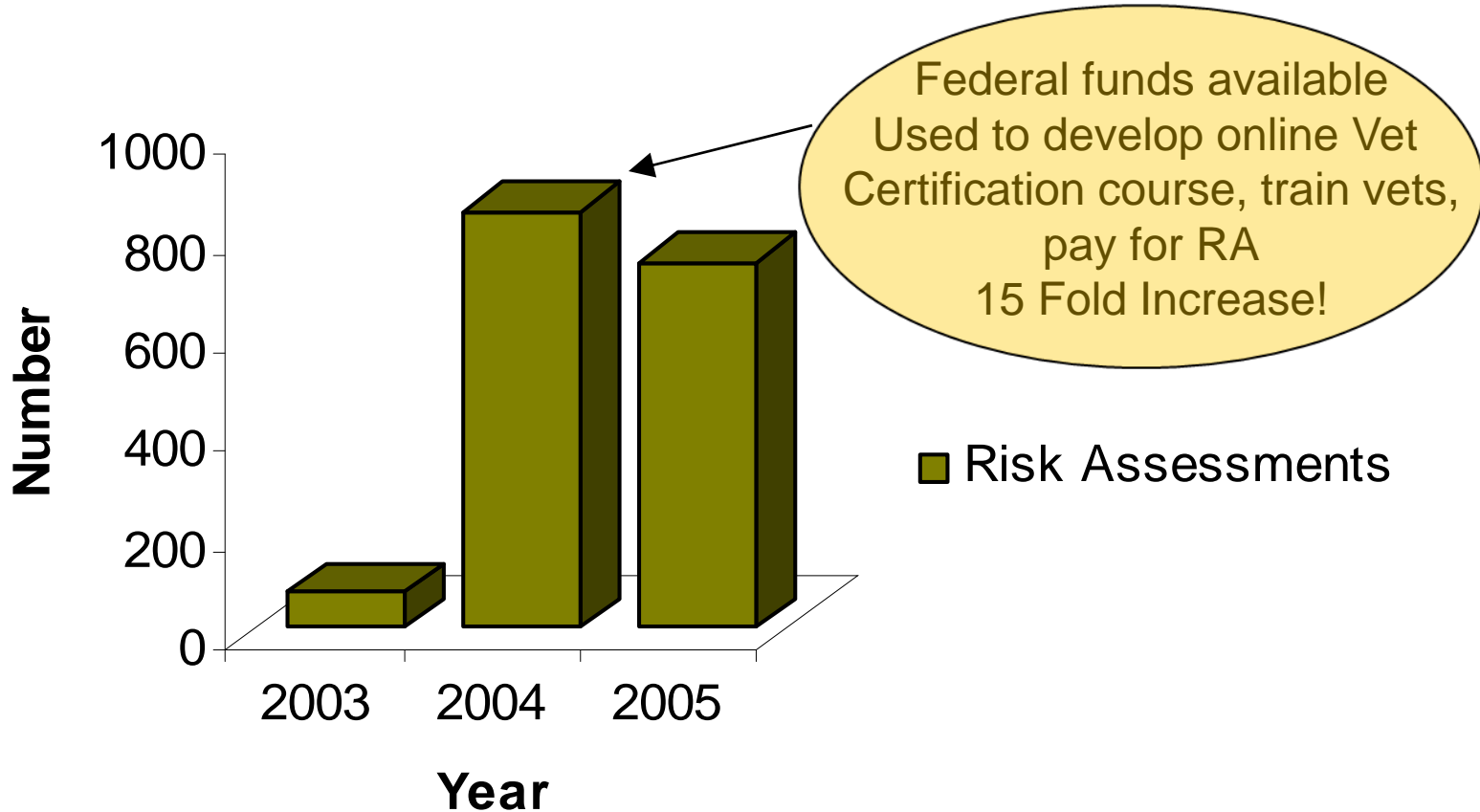




# State and National Programs

JOHNSON'S

## Risk Assessments





# Example Funding

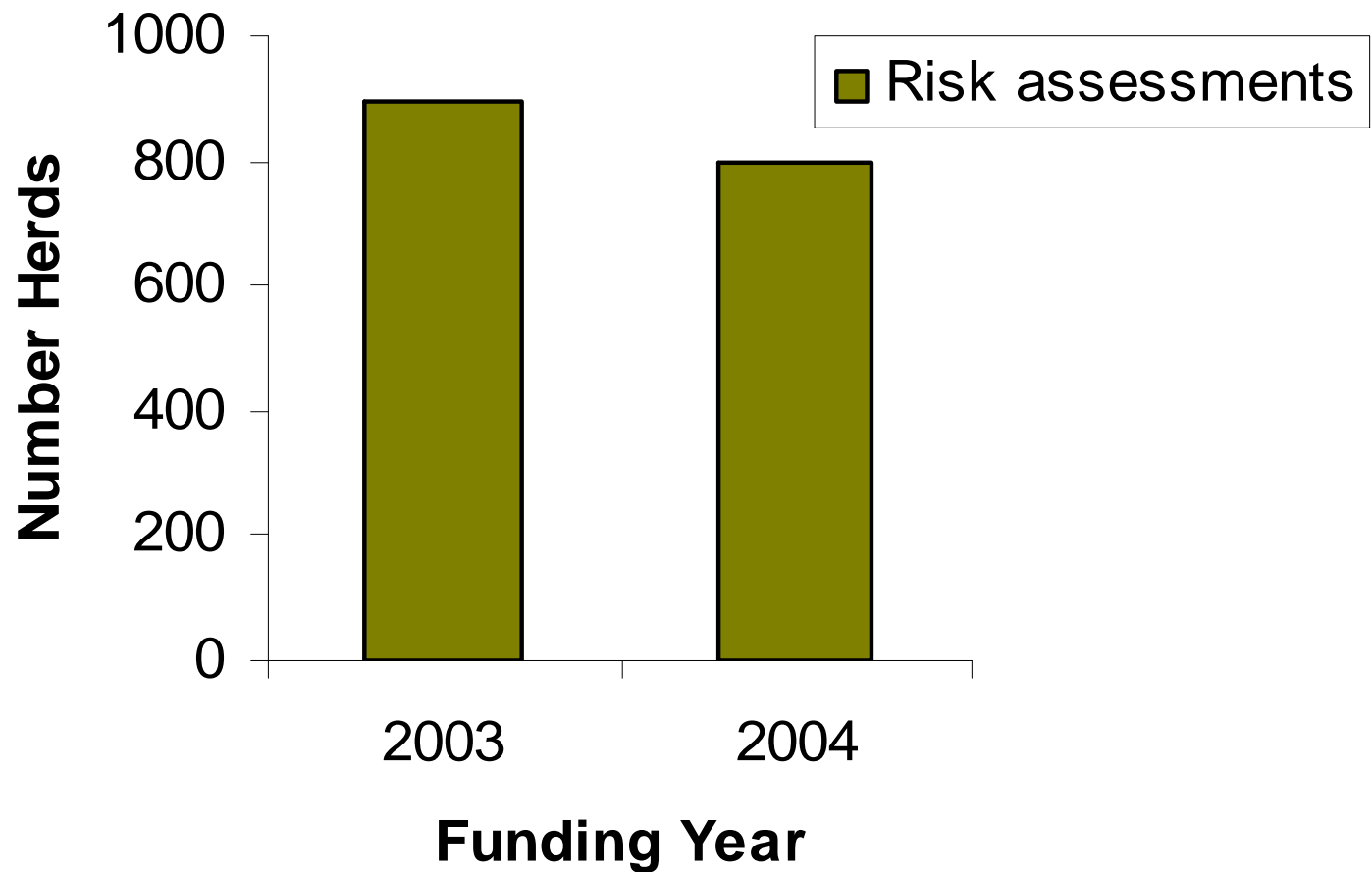
- 50 cow herd
  - Test 30 head by ELISA
    - State program reimburses up to 100% of lab fees
    - If they complete a risk assessment/management plan they receive an additional \$150 testing credit (applied to collection, shipping, handling, trip charges)
  - Federal Cooperative pays for RA on farm
  - Cost to producer:
    - Cash: \$0
    - Time: 2 hours



# State and National Programs

JOHN'S

## Program Participation

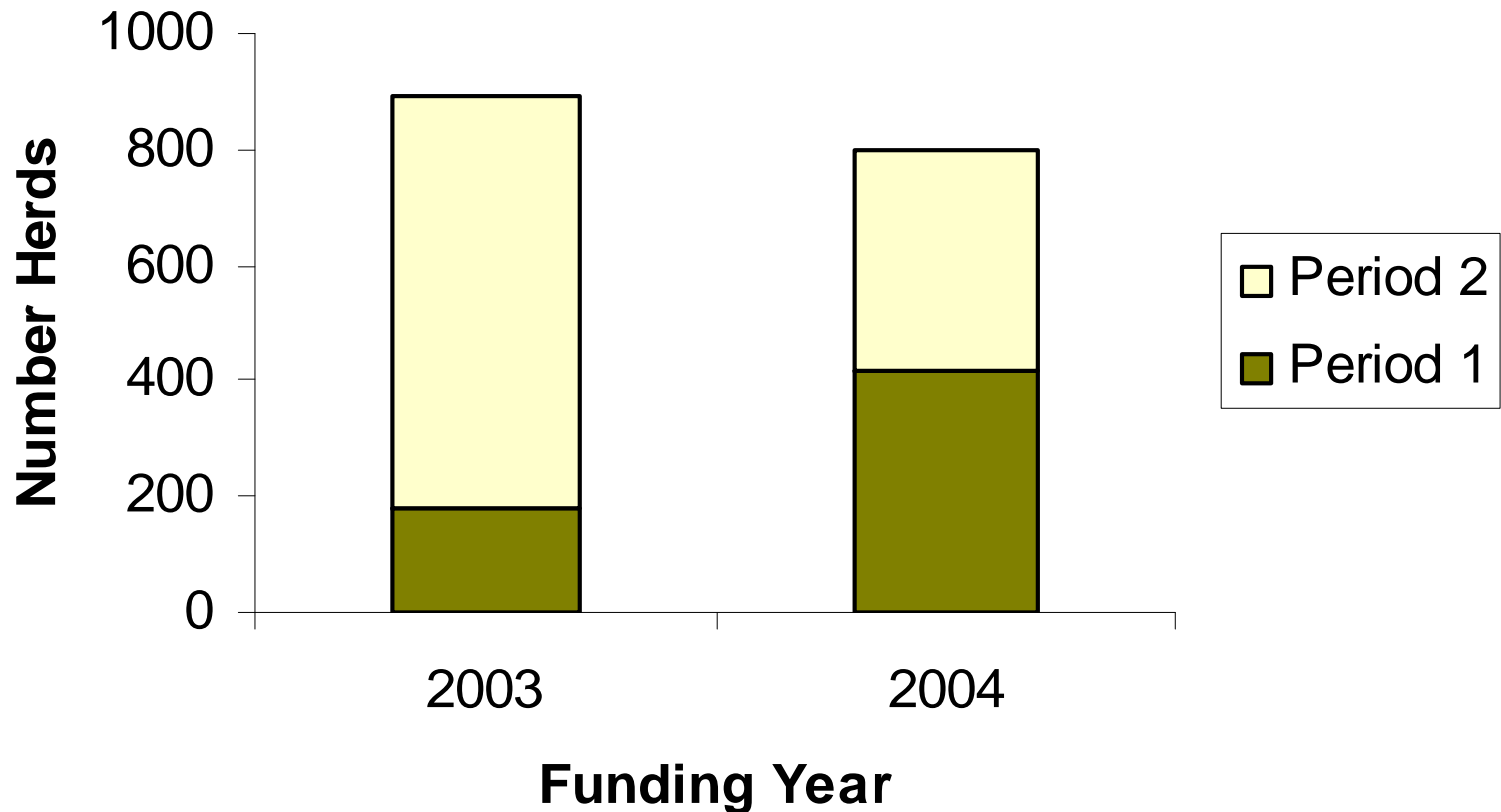




# State and National Programs

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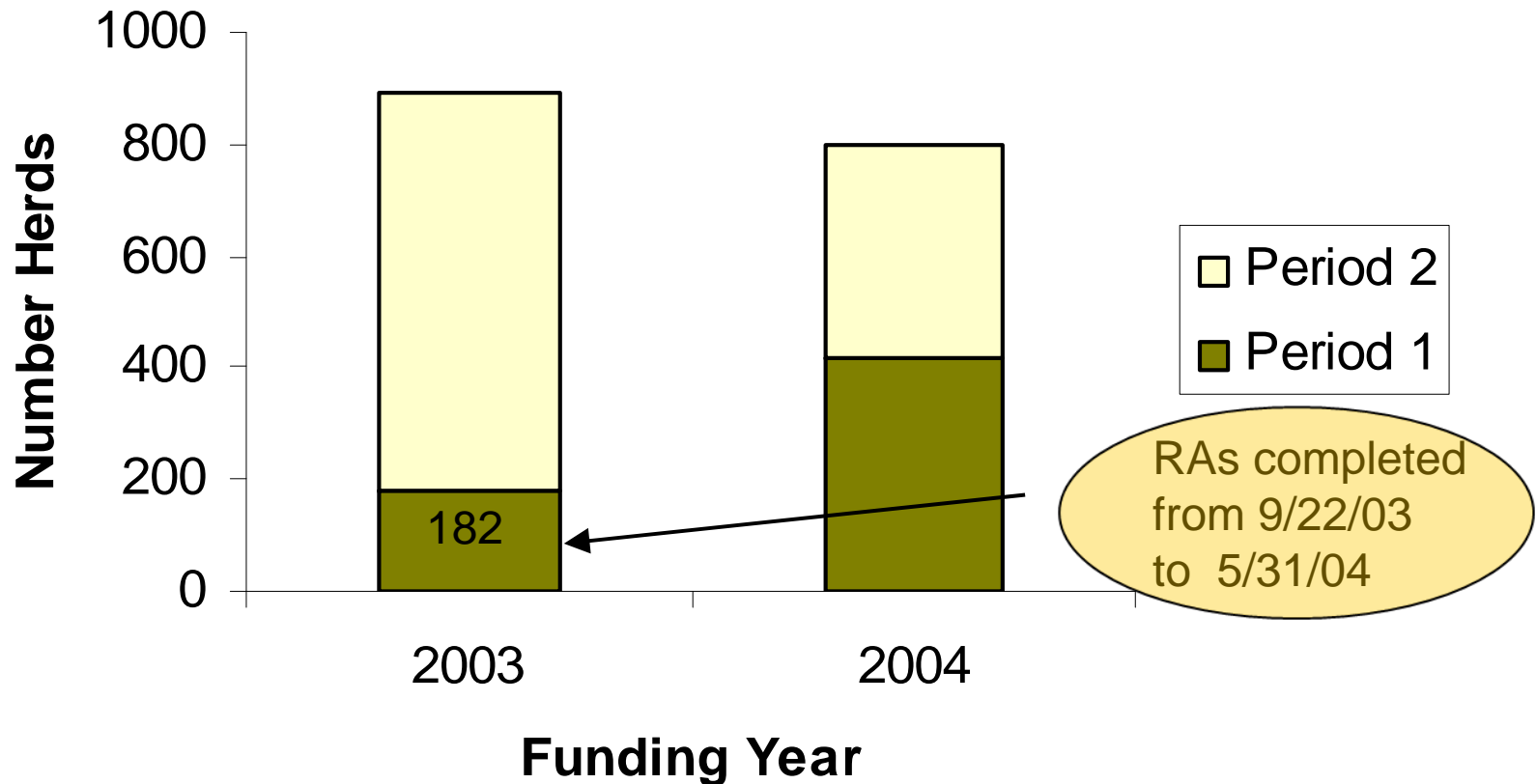




# State and National Programs

JOHNSON'S

## Program Participation

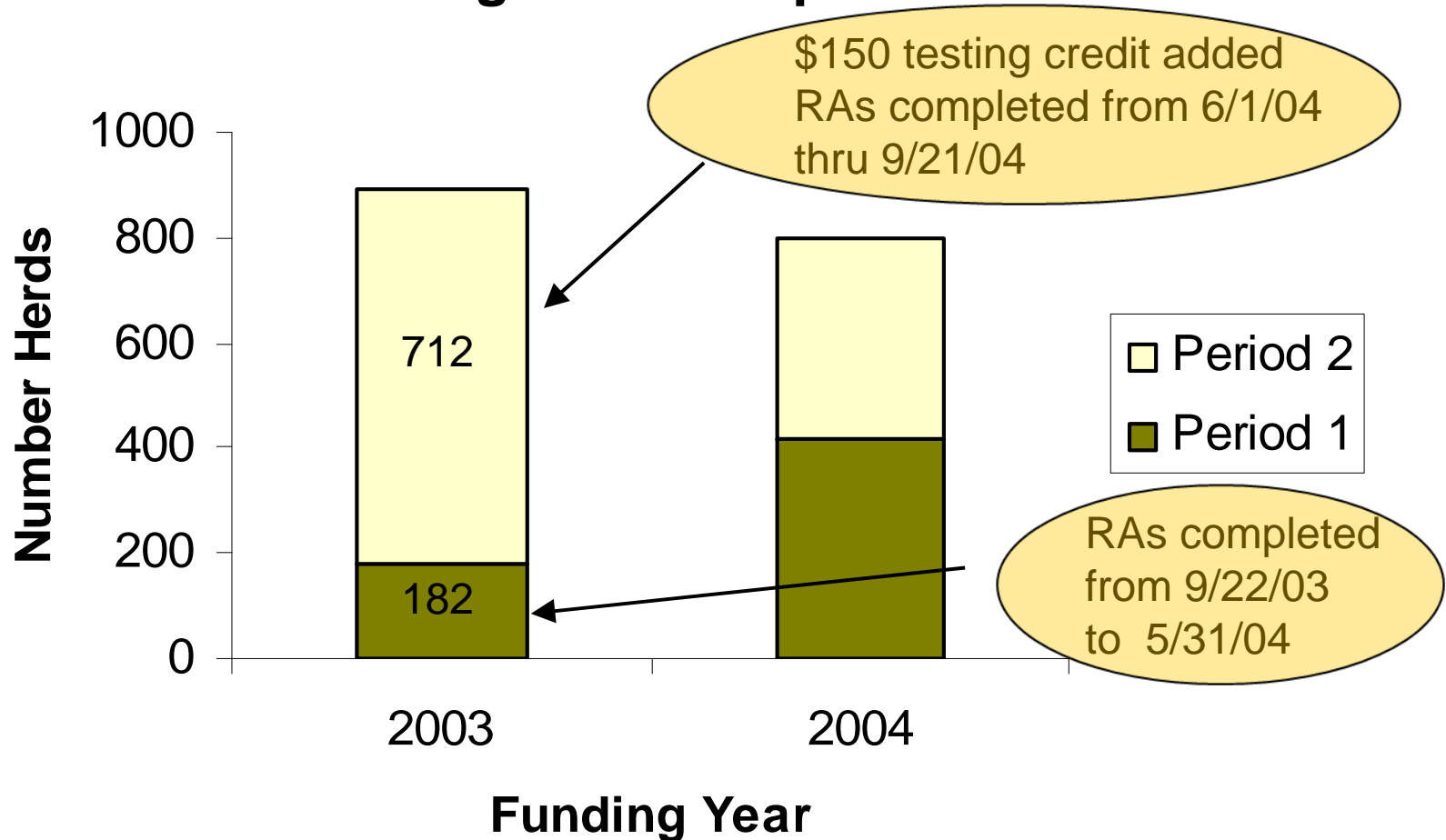




# State and National Programs

JOHNSON'S

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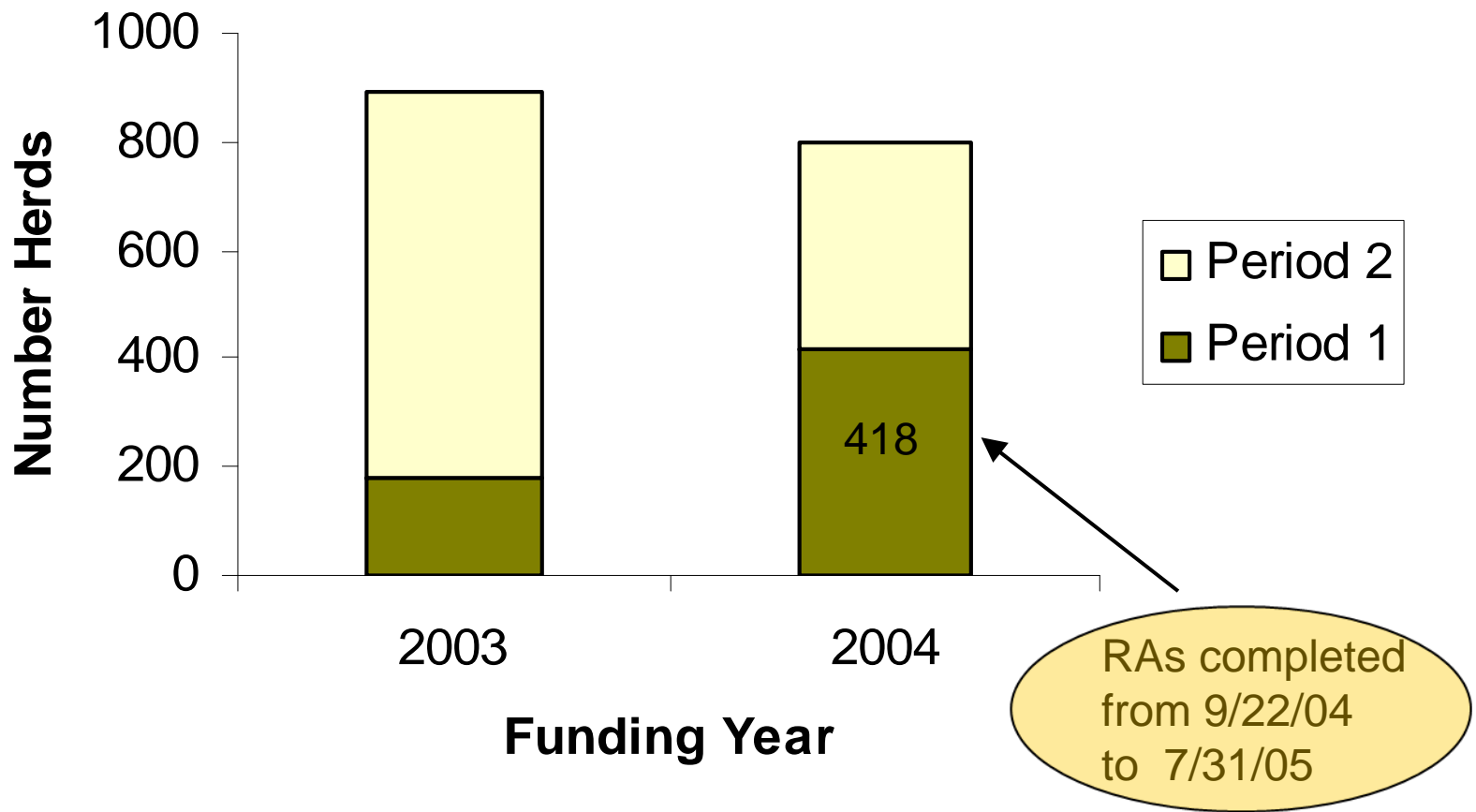




# State and National Programs

JOHNSON'S

## Program Participation

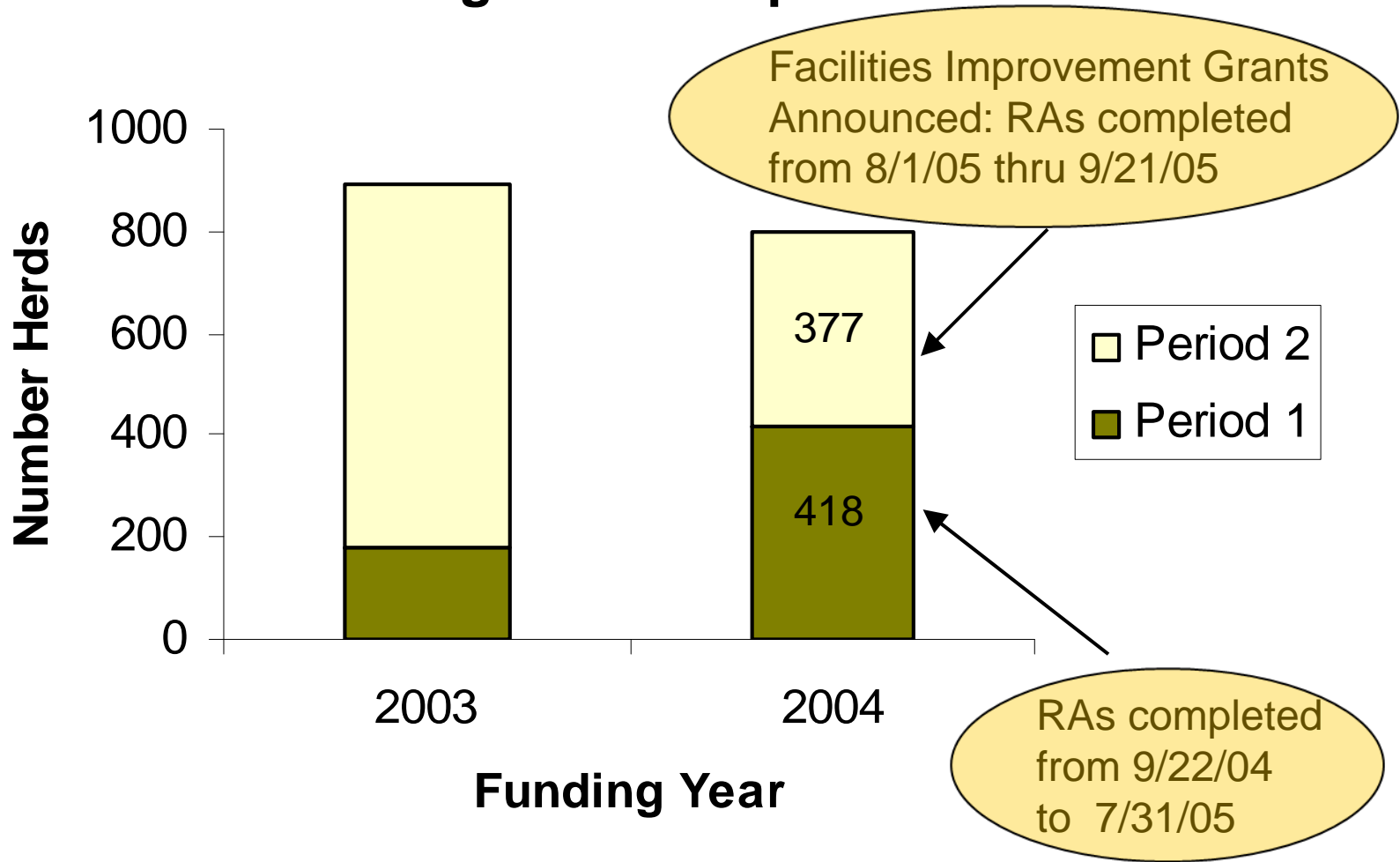




# State and National Programs

JOHNSON'S

## Program Participation





# State and National Programs

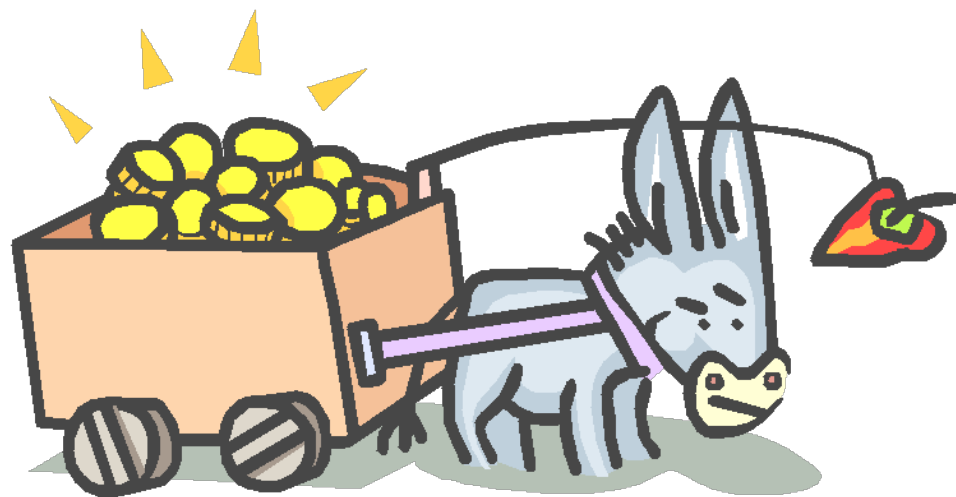
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- 2003-
  - 80% of the risk assessments were done in the last 3 months of the cooperative agreement
    - After \$150 testing credit was announced
- 2004-
  - Almost half of the risk assessments were done in the last 6 weeks of the funding period
    - After Facilities Improvements Grants were announced



# Is the cost of producer participation rising?

- Based on WI history, participation seems to require a CARROT
  - And, the size of the carrot seems to be growing





# Why does producer participation require a carrot?

- Producers Perspective
  - Voluntary Program
    - Resistance to joining a voluntary government program
    - Fear of Blacklist
    - Crohn's link has been discussed, but no consumer backlash
    - Won't participate unless mandated
    - Do not need program, already making necessary changes



# Why does producer participation require a carrot?

- Producers Perspective, cont.
  - Cost of participating
    - Time
    - Testing component
    - Monetary incentive currently offer do not attract larger herds
    - Monetary returns from participating are not immediately visible
      - Limited information
      - Takes time to reap the benefits of participation



# Show Me the Money!

- Do only what is required to get the carrot
  - Not vested in the program
- Renewals with no change in management
  - What do you do??





# Are we fighting an uphill battle?

- Maintain about 1100 herds
  - Not the same herds
  - Fewer renewals, new herds added
- Approaching 10% of herds, but not growing
- Looking at larger incentives to attract larger herds





# Johne's Disease Control Program

JOHNE'S

**Controlling Johne's disease:  
Priceless... Cost of producer  
participation: Rising?**

**Comments?**

