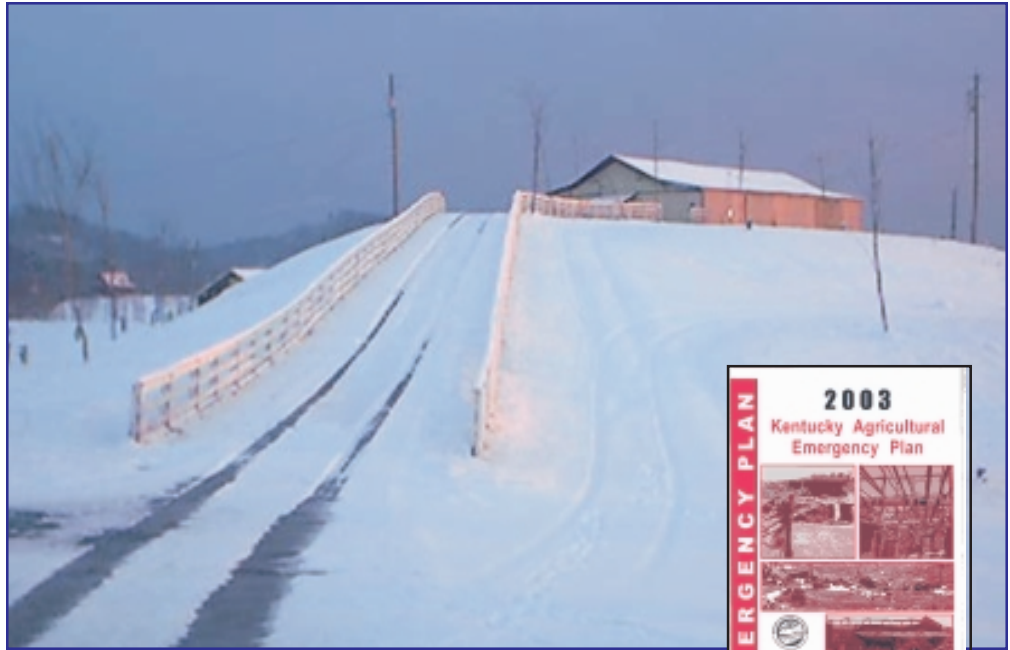


Other public health problems might originate in an easily accessible population center, but a disease outbreak or a bioterror strike could just as easily start on one isolated farm. Quick containment or wide-spread outbreak might hinge on whether one farmer — maybe *you* — knows what to do before the authorities arrive. KDA's Agriculture Emergency Plan has some valuable answers. It's free on the Web, or write or call for a free copy.



Homeland security

Since the terrorist attacks on the U.S. in 2001, KDA has taken a leadership role in preparedness for any type of Kentucky agricultural emergency, natural or manmade.

Dr. Robert Stout, KDA's homeland security coordinator, recently joined State Veterinarian Dr. Don Notter, Animal Health Division Director Dr. Ed Hall and Field Service Veterinarian Dr. Cris Young. Dr. Stout's position is funded by a USDA homeland security grant.

Dr. Stout works with Dr. Hall to conduct presentations and training sessions on biosecurity and disaster preparedness. Dr. Stout is also setting up a reporting system between the state's livestock diagnostic labs and the State Veterinarian's Frankfort office.

KDA held a **tabletop exercise** in the spring of 2003 for Kentucky agriculture leaders and

representatives of other state government emergency organizations, with officials from other states observing. KDA staff members have also participated in such exercises in other states.

KDA continued to produce and distribute thousands of all-weather bilingual **biosecurity signs** that list ways in which farmers and their employees can prevent contamination of livestock.

Kentucky Fresh

Hundreds of farmers who recently transitioned into vegetable production are enjoying greater success, thanks in part to KDA's **"Kentucky Fresh" marketing campaign**.

The campaign entered its second year in 2003 with a television commercial broadcast statewide to remind consumers of the variety of fresh, quality products grown and processed all over the state.

In the initial TV spot, curtains blow gently in the breeze as the camera enters through a window and draws closer to a feast spread on a formal dining table.

Visit the KDA Web Site

www.kyagr.com

News alerts in time of agricultural emergency

Information on Kentucky Agriculture Department programs

Publications to download

Marketing assistance for Kentucky - connected agricultural products and producers