

IDAHO BRAND BOARD



Strategic Plan FY 2021 – 2025

Brad Little, Governor

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IDAHO BRAND BOARD

STRATEGIC PLAN

FY 2021- FY 2025

OUR MISSION

To serve and protect the Idaho livestock industry from theft, illegal transportation and illegal slaughter of livestock by applying professional livestock identification principles, brand inspection and enforcement of livestock brand laws

VISION

To further enhance the protection of the Idaho livestock industry through modernized technology, education, training and shared expertise with relative law enforcement agencies.

GOAL ONE: Complete implementation of the electronic Livestock Brand Inspection Software platform which will further enhance the Brand Department's services to the Idaho Livestock Industry by allowing immediate statewide data access for livestock brand recordings and livestock movements allowing for enhanced livestock disease traceability.

Objective:	Increase inspection quality, data efficiency, and immediate data access for livestock movement and change of ownership records for improved industry service, enhance animal disease traceability, and increase agency proficiency in response to information requests.
Performance Measure:	Complete platform development, software implementation and staff training to allow for proficiency with the modernized brand inspection software program.
Benchmark:	80%-95%
External Factors:	Platform development, vendor performance, uninterrupted commerce, secluded field locations, staff availability, limited funding.

GOAL TWO: Enhance Service to the Idaho Livestock Industry

Objective: Provide consistent prompt service to livestock producers.
Performance
Measure: Respond to inspection requests within 24 hour notice.
IDAPA 11.02.01.-019.02(a)
Benchmark: 95-100%.
External Factors: Lack of inspector availability, inclement weather, unprepared producers.

GOAL THREE: Increase Public Awareness of Agency through Training

Objective: Attend industry and relative livestock meetings (4-H, FFA, Horse Club) to inform attendees of brand laws and inspection requirements.
Performance
Measure: Number of brand inspection certificates written for attendees and future inspection certificates performed as a result of education.
IDAHO CODE 25-1120-BRAND INSPECTION
Benchmark: 80 to 85%.
External Factors: Number of meetings held, availability and number of attendees.

GOAL FOUR: Process New Brand Recordings in a Timely Manner

Objective: Record brands for all applicants expeditiously.
Performance
Measure: Process new brand recording applications within 10 business days.
IDAHO CODE 25-1144-MANNER OF RECORDING BRANDS
Benchmark: 90 to 95%.
External Factors: Limited staff, complexity and availability of brand recordings requested by applicants. *(Provide guidance to applicants on what constitutes a good Brand.)*

GOAL FIVE: Hold proceeds where ownership of livestock is questionable.

Objective:	Protect livestock owners throughout the state by verifying ownership on livestock being sold.
Performance Measure:	Return proceeds to rightful owners where ownership of livestock is questionable. <i>IDAHO CODE 25-1172-IMPOUNDMENT OF LIVESTOCK IF NO SATISFACTORY EVIDENCE OF OWNERSHIP</i>
Benchmark:	95 to 100%.
External Factors:	Lack of producer proof of ownership (bill of sale, brand inspection certificate), non-renewed brand recordings, estate clearances, etc.

Cyber Security Executive Order No. 2017-2

Historically, District Brand staff have not had access to computers. In 2019 the Brand Board implemented the use of iPads for Brand Inspectors in the field. All employees receiving an iPad and which have access to state server and email accounts receive internal training and take the online cyber security training provided by IDHR annually.

The Brand Department is under ISP umbrella and follow their Cyber Security Policies.

Red Tape Reduction Act Executive Order 2019-02

In accordance with the Governor Little's Executive Order 2019-02, the Red Tape Reduction Act, undertake a critical and comprehensive review of the agency's administrative rules to identify and eliminate costly, ineffective, or outdated regulations.

- Submit rule change proposals

Licensing Freedom Act Executive Order 2019-01

In accordance with Governor Little's Executive Order 2019-01, the Licensing Freedom Act, undertake a critical and comprehensive review of the agency's licensing requirements to identify and reduce licensing requirements, if possible, and enhance transparency around state licensure.

- Report total number of Livestock Dealer Licenses
- Report number of new applicants denied licensure
- Report number of applicants refused renewal of license
- Report number of complaints against licensees
- Report number of final disciplinary actions against licensees