

IDAHO BRAND BOARD



Strategic Plan FY 2022 – 2025

Brad Little
Governor

Colonel Kedrick Wills
ISP Director

Tom Basabe
Brand Board Chairman

Cody Burlile
State Brand Inspector

Updated August 27, 2021

IDAHO BRAND BOARD – STRATEGIC PLAN FY 2022- 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, recording livestock brands, performing brand inspections and enforcement of Idaho livestock brand laws.

SLOGAN

“Protecting Idaho’s Livestock”

VISION

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

GUIDING PRINCIPLES

- Benefit Idaho’s livestock industry
- Adhere to legislative intent and statute
- Endorse fiscal responsibility
- Embrace modernized technology
- Strengthen existing partnerships
- Provide shared expertise within law enforcement and affiliate agencies.
- Maintain trusted relationships inside relative industry

CORE FUNCTIONS & KEY PERFORMANCE MEASURES

Performance Measures were developed based on internal targets established to improve customer service. Benchmarks with quantifiable targets have been refined in this Plan after review of past years’ performance and the potential occurrence of key external factors. These are measured at the completion of each fiscal year and reported in the agencies annual performance report.

IDAHO BRAND BOARD – STRATEGIC PLAN FY 2022- FY 2025

GOAL ONE: Complete implementation of the electronic Livestock Brand Inspection Software platform to 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 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: 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.

IDAHO BRAND BOARD – STRATEGIC PLAN FY 2022- FY 2025

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. <i>(Provide guidance to applicants on what constitutes a good Brand.)</i>

IDAHO BRAND BOARD – STRATEGIC PLAN FY 2022- FY 2025

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.

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