

New World Screwworm

Disaster and Communication Plan

RISE 
& *thrive*



**UNIVERSITY OF
GEORGIA**
College of Agricultural &
Environmental Sciences





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Meet The Team

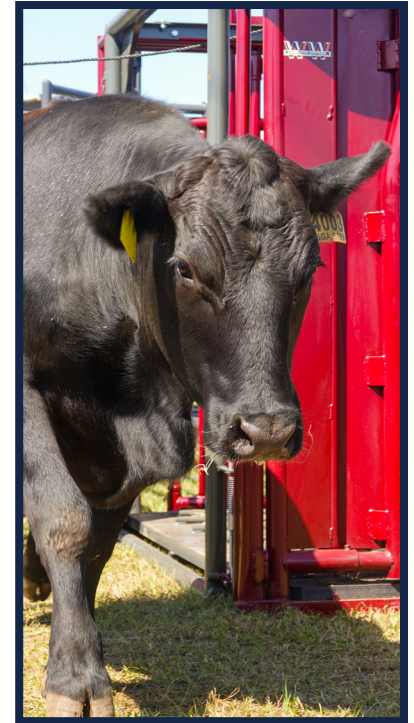
AGCM 5500: Capstone in Agricultural and Environmental Science Communication is a senior-level course that equips students with the skills and experience necessary to transition confidently into the professional world. Serving as the culminating experience in the Agricultural and Environmental Science Communication program, the course challenges students to apply their communication knowledge across multi-media platforms and complex, real-world projects. Students work both independently and collaboratively to analyze target audiences, manage client-based projects, and deliver strategic communication solutions. Through the development and presentation of a disaster communication strategy on New World Screwworm for Georgia Farm Bureau, students demonstrate their ability to communicate scientific and technical information effectively, while refining essential skills in teamwork, project management, and professional communication.

General Overview

Project Name: New World Screwworm (NWS): A Disaster and Crisis Communication Plan for Georgia Farm Bureau

Objective: To raise awareness, promote preventive action, and reinforce GFB's role as a key player in protecting the Georgia agricultural industry in response to NWS before, during, and after an outbreak.

Key Message: Georgia Farm Bureau protects and promotes Georgia agriculture by serving as a trusted voice farmers can rely on in all phases of a disaster, by delivering accurate and timely information, and amplifying the needs of agricultural communities through strong relationships and advocacy.



What is Georgia Farm Bureau (GFB)

Founded in 1937, Georgia Farm Bureau is the state's largest general farm organization with 158-chapter offices that cover all of Georgia's 159 counties. As a membership-driven, nongovernmental organization, GFB serves as the voice of Georgia farmers and rural Georgia by advocating for them on legislative issues and promoting Georgia commodities. Its volunteer members actively participate in local, statestate, and national activities that promote agriculture awareness.

GFB membership is open to the public and offers a wide variety of benefits, including insurance and discounts for health services, travel and family entertainment. Enrollment in any of the member benefits is optional and not a requirement for membership. GFB membership is open to the public and offers a wide variety of benefits, including insurance and discounts for health services, travel and family entertainment. Enrollment in any of the member benefits is optional and not a requirement for membership. Visit www.gfb.org for more information.

Gaps & Misinformation on New World Screwworm

During the development of this proposed communication strategy, NWS is not a major topic in the media, making misconceptions and communication gaps difficult to identify. However, it is essential to acknowledge and predict common misunderstandings and knowledge gaps among farmers, and create relevant information about NWS for any future needs. Without appropriate preparedness, the spread of NWS could be accelerated and severely harm U.S. agriculture; thus, justifying the need for a strategic plan to share factual information.

Misconception/Gap • Actual Situation • Why it matters

<i>"It won't reach the U.S."</i>	NWS detections are steadily moving northward in Central America and Mexico. USDA has been working already to take drastic preventative measures, such as bans on livestock imports and phased border reopenings. (APHIS, 2024)	Underestimating the risk of the NWS delays preparation and reporting... increased risk of outbreak
<i>"Only big, obvious wounds are a concern"</i>	"The screwworm, like some other blowflies, has evolved a parasitic lifestyle and feeds on living animals. Females seek out a live animal – usually a mammal, rarely a bird or other vertebrate – and look for any sort of opening, like a cut or a wound. If a female doesn't find that, it'll lay its eggs in and around other openings, such as the nasal cavity or ears" (Ford, 2025).	Missing small, early infestations leads to a faster spread before detection.
<i>"There are already approved drugs for treatment, prevention"</i>	"The EUA (Emergency Use Authorization) process allows FDA to authorize the use of certain animal drug products to prevent, control, or treat NWS that are approved for other uses or available abroad but not officially approved for use against NWS in the United States" (AVMA, 2024).	Misplaced confidence in treatments could lead to improper drug use and missed early action on preventative measures.
<i>"Sterile insect technique is quick and solves everything"</i>	Sterile Insect Technique is effective, but it takes time to build up production and distribute flies. Female NWS flies just mate once in their lifespan, so the population progressively reduces and then it will die out (APHIS, 2024).	Overreliance on this eradication technique can cause gaps in the elimination plan.
<i>"Only livestock are at risk"</i>	"NWS can infest livestock, pets, wildlife, occasionally birds, and in rare cases, people" (APHIS, 2024).	Ignoring wildlife/pets/people as carriers could allow for a hidden spread.

Key Takeaway - These information gaps could accelerate the spread of the disease and severely harm U.S. agriculture, making it crucial to address them before an outbreak occurs.

Situational Analysis

Disasters and emerging threats are not going away. They continue to evolve, disrupting Georgia's agricultural system, food supply chain, and the overall resiliency of our communities. In this changing landscape, the Georgia Farm Bureau (GFB) is uniquely positioned to take a leading role in all phases of disaster preparedness, response, and recovery.

As a trusted advocate for Georgia's agricultural community, GFB ensures clear, consistent, and timely communication during disasters and crises to maintain public trust and safeguard the state's agricultural economy. Its established crisis communication style guide defines tone, messaging, and visual standards for rapid, unified responses that address GFB's key stakeholders: Farmer, legislators, and consumers.

New World Screwworm (NWS) Threat:

New World Screwworm poses a significant risk to U.S. livestock and the national food supply. As of 2025, detections in Mexico, some within 70 miles of the U.S. border, have prompted the USDA to suspend cattle imports from Mexico and expand sterile fly release programs (100 million sterile flies released weekly). Surveillance across 8,000 U.S. traps has prevented domestic cases, however, close proximity to the border places Georgia livestock producers at heightened risk.

GFB's role is to alert state legislators, support USDA containment strategies, and advocate for proactive funding and policy measures that protect Georgia's \$1 - Billion cattle sector and broader agribusiness economy. Cattle represent the state's fifth largest commodity, and Georgia ranks among the top 25 cattle states in the nation. Because NWS can infect any animal with open wounds, including poultry – Georgia's number one commodity—outbreak prevention is critical to both animal health and economic stability.



Disasters in Context

Just within the past year, Georgia farmers have experienced how rapidly evolving and high-impact disasters can disrupt agriculture. In the event of a NWS outbreak, farmers would face a tiny pest that could spread rapidly across groups of livestock, causing catastrophic losses and a significant impact on the economy.

Hurricane Helene

September 2024

- Farms across Georgia experienced widespread power outages, crop and livestock losses, washed-out roads, and feed shortages as Hurricane Helene caused record flooding across the state. Agriculture Commissioner Tyler Harper estimated agricultural losses exceeding \$2.9 billion, with major damage to poultry houses, pecan orchards, and row crops in South Georgia. (Georgia Department of Agriculture, 2024) (UGA CAES, 2024)
- GFB became a lifeline to connect farmers with emergency hotlines, emergency feed sources, and connecting with policy makers on urgent producer needs. (GFB, 2024).
- GFB partnered with the Georgia Department of Agriculture, Georgia Forestry Foundation, and other ag organizations to launch the "Weathered But Strong Hurricane Relief Fund," which raised support for directly impacted producers.

High Path Avian Influenza

January 2025

- When High Path Avian Influenza hit Georgia, many poultry producers had to implement strict biosecurity measures and depopulation orders after a commercial flock of approximately 45,000 broiler-breeder chickens in Elbert County had tested positive for the virus.
- Although the exact figures on the number of producers affected and dollar-value losses are not publicly available, Ag Commissioner Tyler Harper noted that this disruption posed a serious threat to the livelihoods of thousands of poultry workers. With Georgia being the top poultry producing state in the nation, this outbreak layered into broader national losses that amounted to tens of millions of birds. (AP, 2025)
- GFB was able to amplify the orders of USDA and GDA to communicate to broader audiences on the outbreak. This included sharing verified information and resources with producers and the public to curb misinformation and highlight the progress of disease containment. (GFB, 2025)

The clear lesson, being prepared matters: Prepared response to NWS will depend on early and frequent wound inspections, vigilant livestock monitoring, and immediate reporting.

Target Audiences Identified

Our communication strategy centers on three primary audiences—farmers, legislators, and consumers—whose perspectives collectively shape the future of Georgia agriculture. **Farmers** are the foundation of the state’s agricultural economy, which requires clear information and advocacy that reflects their daily realities, experiences, and policy needs. **Legislators** influence the regulatory and funding landscape that determines agricultural success, making it essential to engage them through data-driven, solution-oriented messages. **Consumers**, meanwhile, play a powerful role in shaping demand within the industry, public perception of the industry, and voter priorities surrounding food and farm policy. To demonstrate focused and strategic communication across these three key audiences, we have identified five congressional districts in Georgia that represent a diverse cross-section of agricultural production, rural-urban dynamics, and legislative influence. These districts were selected based on their agricultural output, policy relevance, and consumer base, ensuring that messaging can be adapted and tested across different yet interconnected segments of the state. A corresponding map highlights these targeted districts, visually reinforcing the deliberate geographic and strategic scope of our outreach efforts.

See Map of Target Districts to see Cattle Inventory Distribution across the selected Congressional Districts.

Districts

*Districts Most
Effected:*

*District 2 - Rep.
Sanford Bishop:
Macon County
• Ports of Entry*

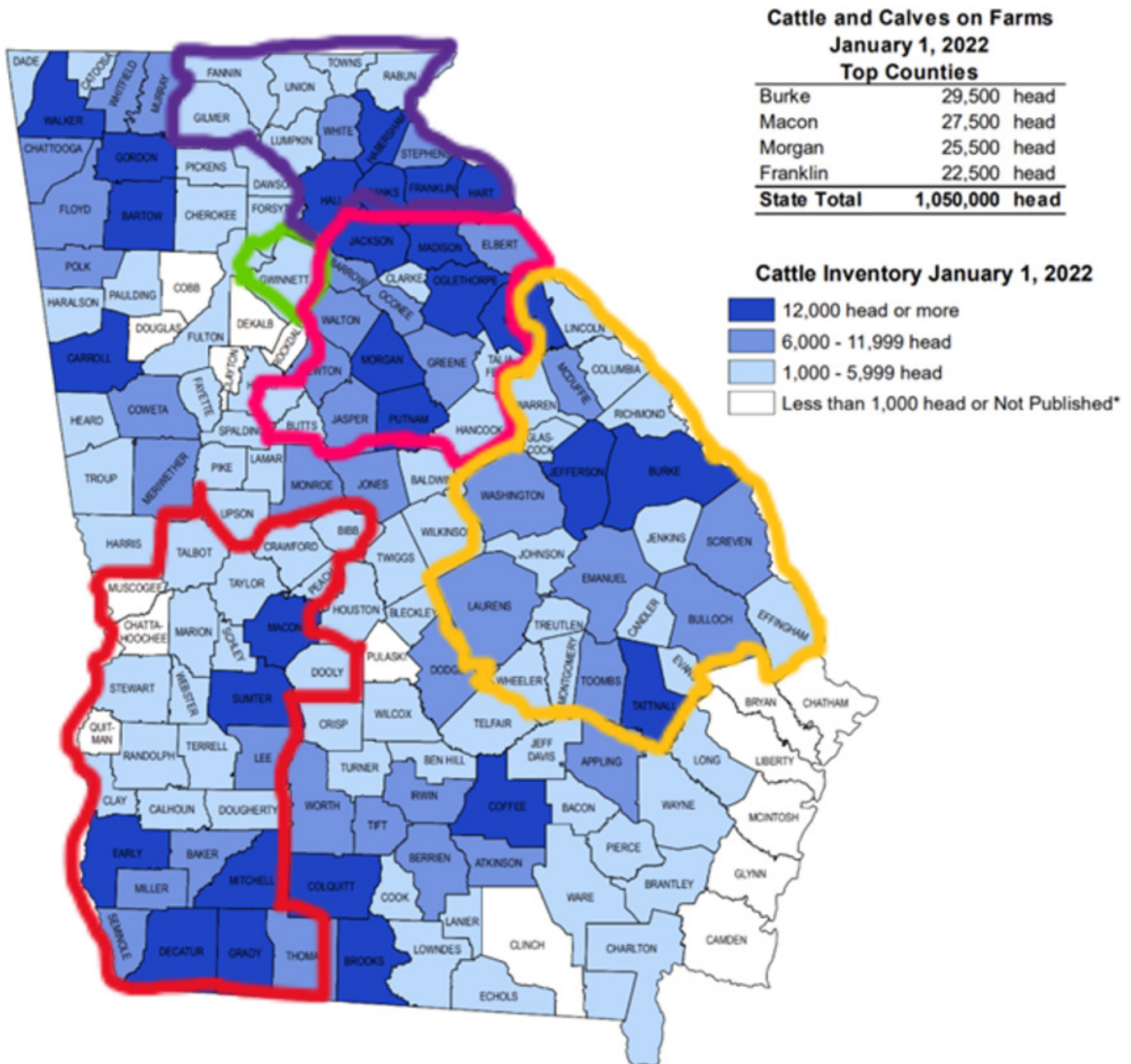
*District 7 - Rep. Rich
McCormick:
Forsyth County
• Significant Boiler
Producer*

*District 9 - Rep.
Andrew Clyde:
Hall County
• Top Poultry County*

*District 10 - Rep.
Mike Collins:
Newton County
• Top Equine County
Morgan County
• Top Equine County*

*District 12 - Rep.
Rick Allen:
Burke County
• Top Cattle County*

Map of Target Districts



Our Audiences

Farmers

Farmers are the primary group for a potential New World Screwworm outbreak because they are most directly impacted and will need clear procedural steps to follow.

Within this group, there are two main categories: livestock farmers and other types of farmers.

Livestock farmers are at the highest risk because they would need to take immediate action to help contain and combat the spread of NWS among other livestock.

The second category includes row crop farmers, hobby farmers, and others who may not be directly

managing livestock. While they are not at the same immediate risk, they will still feel the ripple effects of an outbreak through issues like market disruptions (e.g. grain prices), trade regulations, and overall financial impact on the farming community.

Legislators

To effectively address the issue, legislators are broken into two groups: rural and urban.

Rural legislators represent communities where agriculture is a top economic driver, and livestock health directly affects local jobs and tax revenue. They need clear information about economic risk, preparedness gaps, and fast-acting support options

that protect their constituents from losses.

Urban legislators may not feel the threat on the farm, but they are responsible for voters who experience the downstream effects: higher grocery prices, reduced food availability, and public health concerns. They need evidence that agricultural crises impact their district's daily life and household budgets.

By tailoring communication to both perspectives, we ensure the issue resonates across diverse districts, helping build broad, bipartisan support for action that protects Georgia's largest industry.

Consumers

The focus is on two consumer groups: urban advocates and suburban parents.

Urban advocates are highly engaged in community and digital networks, using their platforms to share accurate agricultural information and counter misinformation. They need clear, trustworthy updates and visuals they can use

to guide conversations and maintain support for farmers.

Suburban parents may not be involved in agriculture, but they are directly affected through household food choices, budgets, and safety concerns. They need simple, actionable guidance about food safety, product availability, and market impacts that affect their families.

By targeting both groups

within the same age range, we reach consumers who are digitally active, socially influential, and responsible for household decisions. Tailoring messages to their needs ensures broad awareness, strengthens trust in agricultural information, and encourages informed, proactive responses to crises.

Audience Profile



Name:

John Holstein

Statement:

"My cattle are the backbone of my livelihood. If this pest shows up here, I need to be ready.

Give me clear steps to spot an infection, understand treatment costs, and know who to call fast. Keep it simple and make sure the information comes from people I already trust like my vet and Extension agent."

Demographics:

John is a 55-year-old livestock producer who operates a mid-sized cattle operation in Cherokee County, Georgia. He is aware of the emerging threat of New World Screwworm and is motivated to protect his animals and business, however he feels uncertain about where to get timely, trustworthy updates and instructions.

Audience Profile



Name:

Mark Maize

Statement:

"When livestock producers are struggling, the whole farming community feels it. I want to understand how their losses could hurt my operation and whether I play a role in preventing the spread of this pest. Show me the risks to my bottom line and the community I depend on."

Demographics:

Mark is a 60-year-old, fourth-generation row crop farmer in Burke County, Georgia. While he knows his crops are not directly threatened by NWS, he relies heavily on livestock producers as customers and vital parts of the agricultural economy in his region.

How we reach this audience:

When receiving information, farmers like John and Mark rely on timely, actionable guidance that helps them protect their operations and maintain business stability. They turn first to trusted agricultural voices who provide practical steps rather than broad warnings.

Their most reliable communication networks include:

- Cooperative Extension agents and local veterinarians
- Georgia Farm Bureau representatives and county offices
- Agricultural news delivered through radio, text alerts, and local print publications
- Direct communication from the Georgia Department of Agriculture, USDA, and co-ops

Audience Profile



Name:
Colt Brown

Statement:

"My district's economy runs on peanuts, cattle, and poultry. A pest like the New World Screwworm poses a threat to jobs, tax revenue, and family farms. I need hard numbers on herd losses, clear science on containment, and quick-action funding options. Constituents' stories and data showing how fast markets collapse will drive me to support emergency appropriations."

Demographics:

Rep. Colt Brown is a legislator from a rural district who serves on the Senate Agriculture Committee.

He represents his constituents by focusing his efforts on advocating for their primary commodities, protecting rural careers, preventing long-term taxpayer costs, and partnering with the GFB and USDA to ensure swift responses.

Audience Profile



Name:
James Galloway

Statement:

"My constituents care about food prices and safety, not farm pests. Please show me how a livestock outbreak spikes grocery costs, disrupts supply chains, and endangers public health. Plain-language science and evidence of statewide economic ripple effects matter most."

Demographics:

Rep. James Galloway is a legislator from an urban region who focuses his platform on consumer impacts. He uses his influence to minimize economic impacts on his constituents by keeping food affordable, safeguarding public health, and proactively pursuing long-term cost-reduction initiatives.

How We Reach This Audience:

Staffers, communication teams and other workers are constantly gathering information and data to develop talking points for legislators like James and Colt.

We will supply this data to the legislative offices through:

- Factsheets
- Economic Reports
- Recommended Talking Points
- Consistent Monitoring and Alerting of NWS Spread

Audience Profile

**Name:**

John Harris

Statement:

"When agriculture suffers, communities suffer. I want visuals and shareable facts that help stop misinformation before people panic. Give me updates people can trust, so I can guide conversations in a positive direction and keep support strong for local farmers."

Demographics:

John is a 38-year-old agricultural advocate in Athens, Georgia who supports farmers through public education and community engagement. He uses his local leadership roles and digital presence to connect urban audiences with authentic, accurate agricultural information.

Audience Profile

**Name:**

Alicia Smith

Statement:

"I want to know that the food I put on my table is safe and that I do not need to worry when I go grocery shopping. Give me simple, direct information about any real risks and what is being done to keep prices steady and products safe for my family."

Demographics:

Alicia is a 36-year-old suburban mother of three who works as a registered nurse in Gainesville, Georgia. With limited time and a strong focus on her children's health and household budget, she seeks clear guidance on food safety and confidence in what she buys.

How We Reach This Audience:

Consumers like John and Alicia form opinions that directly influence purchasing habits, trust in agriculture and public reaction during a livestock emergency. They rely on fast, relatable communication that connects directly to their daily lives.

The sources they trust most help shape their understanding of risk, food safety and community impact. These sources include:

- Local news outlets on television, radio and digital platforms
- Official updates from Georgia Farm Bureau and the Georgia Department of Agriculture
- Social media channels that share simple visuals and clear messaging
- Community influencers such as healthcare professionals, faith-based leaders, and agricultural advocates

A green tractor is visible in the background, partially obscured by a large pile of hay in the foreground. The scene is set in a rural, agricultural environment with trees in the distance.

Staying on Brand

For the purposes of the proposed strategies and tactics, the following style guide is used to maintain consistency in the look and branding of Georgia Farm Bureau.

Georgia Farm Bureau

Crisis Communication Style Guide

Colors:

Official Colors



Pantone 202

C: 27 R: 152
M: 100G: 26
Y: 78 B: 50
K: 23 #981A32



Pantone Black 6C

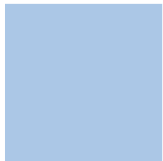
C: 82 R: 19
M: 71 G: 40
Y: 59 B: 76
K: 75 #111820

Secondary Colors



Pantone 2767C

C: 99 R: 21
M: 87 G: 40
Y: 42 B: 75
K: 41 #15284B



Pantone 277

C: 31 R: 171
M: 13 G: 200
Y: 1 B: 231
K: 0 #ABC8E7



Pantone 2767C

C: 13 R: 219
M: 11 G: 217
Y: 12 B: 214
K: 0 #DBD9D6

Typography:

Primary (Titles)

Futura Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Secondary (Subtitles)

Futura Medium

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Body Text

Open Sans Regular

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s
t u v w x y z
0 1 2 3 4 5 6 7 8 9

Script (Accent)

Learning Curve

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w
x y z
0 1 2 3 4 5 6 7 8 9

Logos:

Primary Logo

Font: ITC Kabel Bold



Water Mark

13% Opacity (Pantone 202)



Unboxed Logo Variation

Font: ITC Kabel Bold



Textures

Gingham



Tan Leather



Black Leather



Goals, Strategies & Tactics:

Based on the New World Screwworm issue and the target audiences, the following is a comprehensive disaster and crisis communication plan designed to address the unique needs of farmers, legislators, and consumers.

The plan is structured around the three disaster phases: Before, During, and After. This ensures that messaging is timely, relevant, and actionable at every stage of a potential outbreak.

Within each phase, the plan is further organized by audience, with specific strategies and tactics tailored to the priorities, values, and behaviors of each group. This phased and audience-focused approach allows us to deliver precise, effective communication that supports prevention, rapid response, and long-term recovery, while fostering awareness, trust, and engagement across all stakeholders.





BEFORE

“Building the Foundation”

Maintain/Build Smooth Communication Strategies

Strategy #1- Build Producer Awareness

Farmers are getting a lot of information from a lot of different resources regarding NWS. Therefore, it is essential to build consistent messaging to ensure they have the information they need to make an informed decision.

Tactic #1: Ensure that farmers understand what NWS is, how it is spread, and the dangers it poses to their operations.

- Associated Tangible: Cattlemen's /Local meetings, GFB/Extension townhall meetings

Meeting Outline:

- I. Welcome and Introductions
- II. What is New World Screwworm?
- III. How It Spreads
- IV. Recognizing the Signs of Infestation
- V. Prevention and Biosecurity
- VI. Reporting and Response Procedures
- VII. Discussion & Producer Q&A
- VIII. Closing Remarks

Tactic #2: Encourage producers to inspect wounds and apply biosecurity, framed as "protecting Georgia livestock and markets."

- Associated Tangible: A printed or digital checklist for farmers to use during daily livestock inspections. Includes wound inspection reminders, isolation protocols, and cleaning procedures. Could be distributed at extension offices, feed stores, and livestock events.

Strategy #2: Strengthen Local Leadership

Local leadership such as extension agents, cattleman's association presidents, and local vets may not be experts on these topics but are the first resources that impacted farmers will reach out to and lean on during times of trouble. We aim to support these leaders with information and talking points to reassure their communities while also training them to communicate those points well.

Tactic #1: Equip local leaders with talking points to reassure impacted communities.

- Associated Tangible: Provide local leadership with important information regarding NWS to distribute to their community. This information includes the basics on the effect and spread of NWS, as well as the procedures for controlling the spread.
- See Figure 1 for Associated Tangible Example.

Tactic #2: Provide training in communication skills and audience-specific messaging.

- Associated Tangible: Interactive, in-person or virtual training sessions hosted by UGA Extension or Georgia Farm Bureau staff.

Outline for Training Session:

- I. Understanding the Message: Core Facts About NWS
- II. Knowing Your Audience
- III. Communicating Effectively
- IV. How to address common misconceptions
- V. Using Media and Outreach Tools
- VI. Building Confidence and Continuing Engagement

Figure 1: New World Screwworm Fact Sheet with Contact Resources

NEW WORLD SCREWORM

What Georgia Cattle Producers Need to Know



What Is New World Screwworm (NWS)?

New World Screwworm (*Cochliomyia hominivorax*) is a parasitic fly whose larvae infest and feed on the living tissue of warm-blooded animals. It poses a major threat to Georgia's livestock industry, wildlife, and pets. While the U.S. has been screwworm-free since 1982, recent detections in the Caribbean highlight the need for early detection and producer vigilance.

How It Spreads

- Adult flies lay eggs in open wounds, navels of newborn calves, castration or dehorning sites, branding marks, or tick bites.
- Larvae (maggots) hatch within 12–24 hours and burrow into live tissue, causing severe pain, infection, and potential death if untreated.
- Spread occurs via movement of infested animals or pets, particularly across state or international borders.

Recognizing the Signs

Look for:

- Foul odor and bloody discharge from wounds
- Visible maggots in wounds or orifices
- Restlessness, isolation, or reduced appetite
- Tissue damage that deepens rapidly instead of healing

If you see these symptoms, isolate the animal immediately and contact your veterinarian or local Extension office.

Prevention & Biosecurity

- Inspect livestock regularly, especially around calving, branding, or castration.
- Use fly repellents and wound care products approved for livestock.
- Avoid bringing animals from affected regions without veterinary inspection.
- Record and report unusual wound infestations to the Georgia Department of Agriculture.

If You Suspect an Infestation

- Do not move the animal.
- Contact your veterinarian immediately.

For More Information

- Georgia Department of Agriculture: agr.georgia.gov
- USDA APHIS Screwworm Resources: aphis.usda.gov
- University of Georgia Extension: extension.uga.edu

REPORT AN OUTBREAK:

- Georgia Department of Agriculture – Animal Industry Division
 - (404) 656-3667
- USDA APHIS Veterinary Services
 - (866) 536-7593
- Georgia Farm Bureau – Member Services Division
 - (800) 633-5432
 - websites@gfb.org
- Georgia Farm Bureau Insurance – Claims Department
 - (855) 432-2567
- Georgia Department of Agriculture – Reportable Animal Diseases System (RADS)
 - Online Submission Form: agr.georgia.gov/reportable-animal-diseases

WHY IT MATTERS

An NWS outbreak could cost millions in livestock losses and trade restrictions, threatening the entire Southeastern cattle industry. Your early reporting can help keep Georgia screwworm-free.

Strategy #1- Inform Legislators of the Threat

In their respective positions within the state government, legislators are important partners in the effort to protect the agricultural sector against threats like NWS. However, to do so, they need information, impact data, cost analyses, and directives to be able to push these decisions and limitations.

Tactic #1: Educate legislators about the serious threat that NWS presents to the state's leading industry and how to prevent its spread.

- Associated Tangible: Infographics mailed to each district's legislator with GFB's recommended talking points. This infographic includes "hard numbers" legislators will be looking for, in a quick, easily digestible format. It also emphasizes that NWS presents a serious threat to the state's three most prosperous commodities: broilers, eggs, and beef.
- See Figure 2 and Figure 3 for Associated Tangible Example.

WHY GFB PARTNERS WITH LEGISLATORS

- The Issue: Legislators need to be educated on NWS and how it can impact agriculture within the state.
- Relevance and Progress: If Legislators do not understand the seriousness of NWS before it reaches the United States, they will not be prepared to address the damages it causes to Georgia producers and supply chains
- Legislator Action: Understand the potential impact of NWS and support legislation that funds NWS prevention, covers producer losses, and invests in supply chain resilience.

Tactic #2: Make it clear to legislators and policymakers that preventative measures will cost far less in the long run. Encourage them to support policies that provide funds for strengthening detection, outreach, and prevention efforts.

- Associated Tangible: Factsheet that includes data on total projected cost of NWS in their communities and statewide in the correspondence with the legislator. USDA-APHIS' "NWS Economic Impact Report" is perfect for this as it concentrates clear economic info about the historical impact of previous domestic NWS outbreaks. It communicates to both rural and urban legislators that preemptive strategies will cost far less than reactive measures.
- See Figure 4 for Associated Tangible Example

WHY GFB PARTNERS WITH LEGISLATORS

- The Issue: The USDA-APHIS report demonstrates the potential impact of NWS infestations in the United States. Legislators need to understand that preventative measures will likely cost less and be more effective than reactive strategies.
- Relevance and Progress: Legislators need data on previous NWS infestations in the United States to be able to understand the potential economic impact it could have on their constituents.
- Legislator Action: Support legislation that stays ahead of NWS entering the United States by funding preventative measures, rather than waiting for it to arrive domestically.

Figure 2: Sample Legislator Infographic for Individual Districts

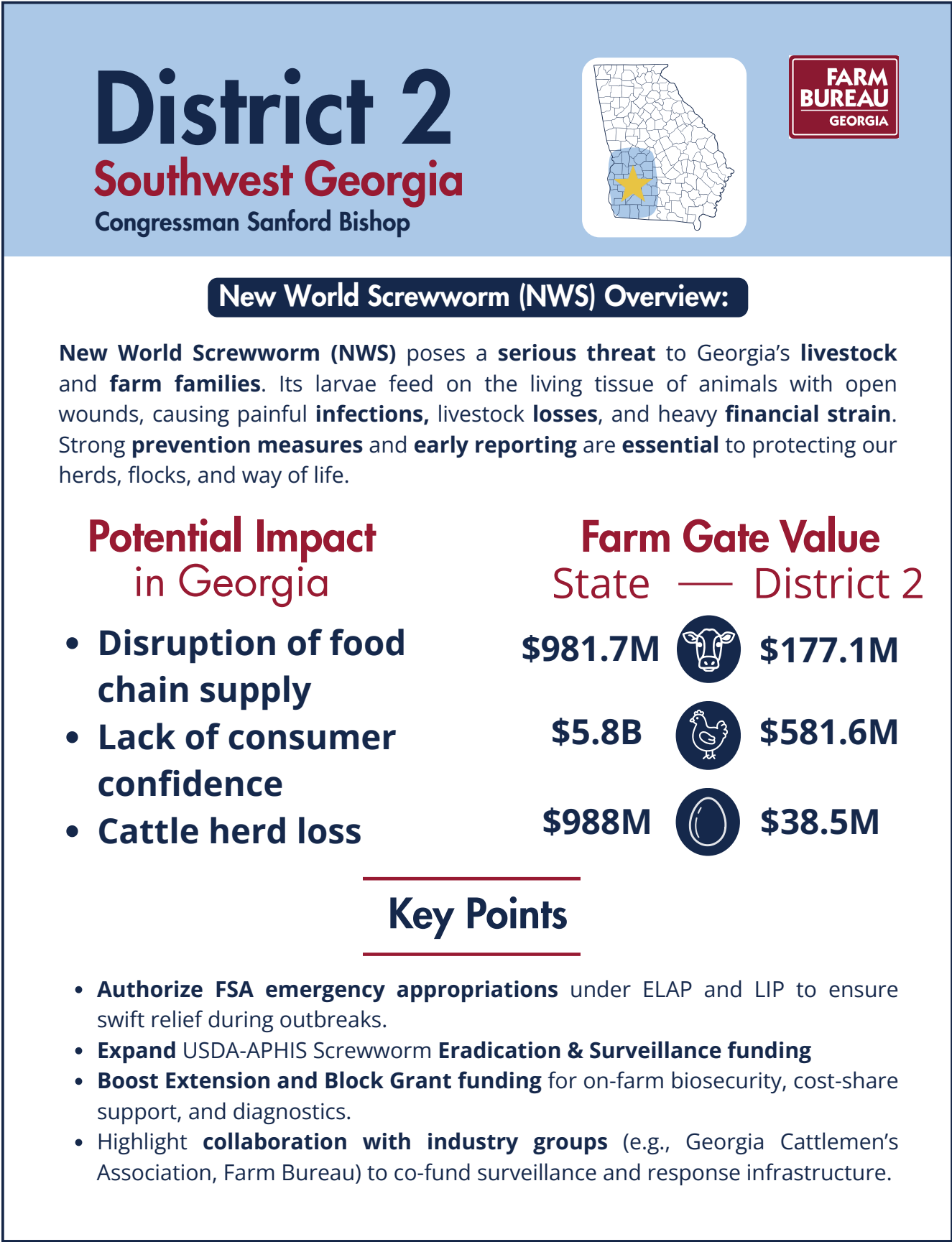


Figure 3: Sample Legislator Infographic for Individual Districts

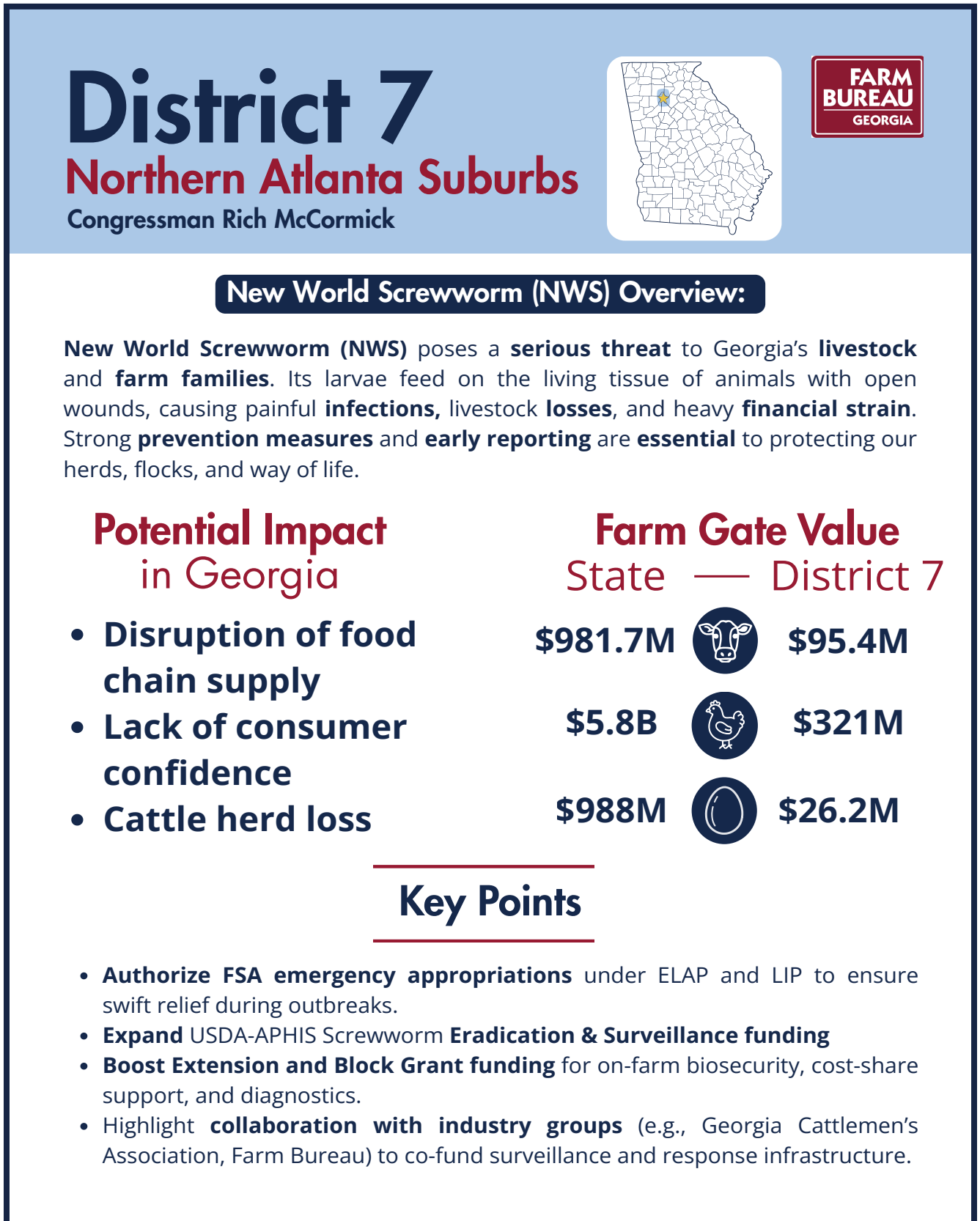


Figure 4: Factsheet Provided by USDA with New World Screwworm Economic Impact



Animal and Plant Health Inspection Service
U.S. DEPARTMENT OF AGRICULTURE

New World Screwworm

Ready Reference Guide – Historical Economic Impact

Costs Associated with NWS Infestation

Before eradication, producers experienced significant losses due to NWS, including costs from the following:

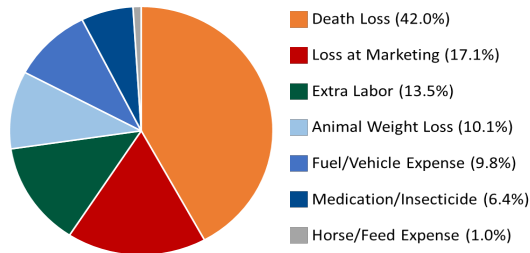
- Animal deaths
- Decreased livestock production
- Decreased availability of draught animals and manure
- Increased need for veterinary services
- Increased need for medication and insecticide
- Extra labor and vehicle costs for the inspection and treatment of infested animals.

Costs of response activities, paid for by States, the Federal government, and nonprofits, included:

- Public education
- Research for more effective treatments
- Surveillance activities
- SIT expenditures

Example Breakdown of Producer Costs

An analysis of producer costs due to an NWS outbreak in Texas in 1976 indicated that producers spent \$132.1 million¹ that year in response to the pest, with the total cost broken down into the following categories:

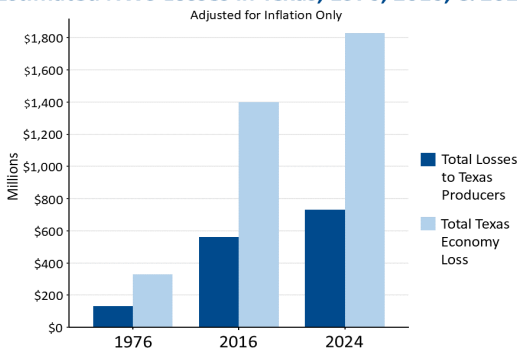


Potential Economic Impact of NWS in 2024

Despite the maintenance of a barrier zone along the U.S.-Mexico border after the eradication of NWS in the United States in 1966, southwestern States experienced recurrent Mexican-origin NWS outbreaks. Along with vigilant surveillance and prompt isolation and treatment of infested animals, outbreaks were managed using SIT until the barrier zone moved south of the U.S.-Mexico border. An economic analysis² of the 1976 NWS outbreak in Texas indicated that 1,488,256 cattle and 332,600 sheep and goats were infested with NWS that year. Assuming equivalent livestock populations and NWS infection rates as in the case study in 1976 Texas, the total cost per NWS case was adjusted for inflation to 2016 and 2024 dollars. The table to the right shows the livestock populations, NWS infestation rates, and costs included in this calculation.

NWS Losses: Texas Data	1976 Results	2016 Results	2024 Results
		(Adjusted for inflation only)	
Cattle Population	7,224,515	-	-
Cattle Infestation Rate	20.60%	-	-
Cattle Cost/Case	\$81.51	\$346.28	\$452.14
Sheep & Goat Population	3,654,945	-	-
Sheep & Goat Infest. Rate	9.10%	-	-
Sheep & Goat Cost/Case	\$32.38	\$137.56	\$179.61
Total Cattle Cost	\$121,307,258	\$515,351,210	\$672,897,355
Total Sheep & Goat Cost	\$10,769,588	\$45,752,456	\$59,738,286
Texas Producers Losses	\$132,076,846	\$561,103,666	\$732,635,641
Texas Economy Loss	\$329,598,005	\$1,400,235,237	\$1,828,293,838

Estimated NWS Losses in Texas, 1976, 2016, & 2024



The results of adjusting for inflation indicate that an NWS outbreak roughly the scale of the 1976 outbreak could cost Texas producers \$732 million per year and the Texas economy a loss of \$1.8 billion. Numerous factors make this comparison, over 40 years after NWS eradication, difficult. Texas' cattle population in 2024 is significantly larger (12 million), while the sheep and goat populations are lower (655 thousand). There are a multitude of other factors that could affect the economic impact of NWS in 2024 and require further quantification, including husbandry and veterinary practices, economic output multipliers, costs of response activities, and potential NWS infection rates. **The results of this analysis demonstrate the potential of NWS infestations in the United States to have a significant economic impact.**

¹ Figure is not adjusted for inflation

² Thomas, J.G. (1978). 1977 Screwworm Program in Texas: "Mission 77 - Stamp Out Screwworms." USDA National Agricultural Library Special Collections. Retrieved from <https://www.nal.usda.gov/exhibits/speccoll/items/show/7228>

Strategy #2- Monitor and Survey the Situation

We know our policy makers do not have the capabilities to designate someone to constantly track the spread of NWS, so we are taking on the responsibility of monitoring and communicating the NWS spread with our policy makers. While the rural and urban legislators may have different priorities, they both need to stay informed of the growing economic threat, whether to producers, constituents, or supply chains.

Tactic #1: Keep an open communication line with USDA and GDOA officials and monitor the spread daily via SENASICA's NWS Case Dashboard.

- Associated Tangible: GFB will designate a staff member to monitor the SENASICA dashboard daily for new case updates and contact USDA and GDOA officials for further information as needed.

WHY GFB PARTNERS WITH LEGISLATORS

- The Issue: If Legislators don't know that NWS is spreading to or near our state, they will be playing catch-up when it comes to creating/supporting policy that addresses the issue.
- Relevance and Progress: The SENASICA NWS Case Dashboard is a very useful tool for keeping track of new NWS cases. By monitoring it daily and keeping in touch with USDA livestock officials, GFB can ensure that we have the most accurate and up to date information.
- Legislator Action: When alerted to domestic advancements of NWS, raise a sense of urgency and prioritize supporting legislation that curbs the spread of NWS.

Tactic #2: Disseminate new information gleaned from federal and state agriculture leaders to Georgia legislators.

- Associated Tangible: GFB will utilize existing relationships with legislative staffers to alert district lawmakers to new threats/developments. This will ensure that legislators in the targeted districts are up to date on the latest NWS situational data so that they can advocate for preventative measures before an outbreak.

WHY GFB PARTNERS WITH LEGISLATORS

- The Issue: We can't assume that our legislators will be up to date on the most recent news concerning NWS.
- Relevance and Progress: By keeping an open line of communication with both Georgia legislators and USDA officials, we can ensure that our lawmakers and their staff are fully up to date with NWS developments.
- Legislator Action: Stay alerted to potential NWS spread within the United States and support legislation that focuses on preventative strategies, rather than reactive.

Strategy #1- Build Public Awareness for New World Screwworm Through Education Strategies

We know that if the public does not have a good understanding of NWS as well as the process our food goes through to ensure it is safe that they will be vulnerable to false and inflammatory information. We will communicate with the public as well as with those in the animal industry in our key districts and will give them the information tools they need.

Tactic #1: Develop educational campaigns that will provide accurate, unalarming, easy to understand, and all must know facts to present to consumers.

- Associated Tangible: Social media templates. These are predesigned and ready to use on their most popular platforms, such as Facebook, Instagram, and YouTube. This will ensure all GFB followers, partners, and supporters see this material, understand it, and are able to share it with their peers. This is a quick, consistent, and accurate way to spread the facts on NWS.
- See Figure 5 Associated Tangible Example.

Tactic #2: Collaborate and communicate with extension offices, Veterinarians, and local GFB offices to distribute and release accurate, unalarming, and consistent information to the public about livestock health, importance, and monitoring.

- Associated Tangible: Infographic. This graphic will be visual, easy to understand, and digestible. This infographic will cover all the information on NWS, from what it is, how to identify it, what this outbreak would mean, what we will do, and how to report it. This infographic can be posted on social media, emailed, and printed in magazines and newspapers.
- See Figure 6 for Associated Tangible Example.

Strategy #2 - Establish Credible Channels Before the Crisis Occurs.

We know consumers are not often seeking information on agricultural products issues unless it is given to them and is engaging. We are attempting to draw them in and keep their attention while also teaching them about this issue.

Tactic #1: Partner with agriculture and NWS experts to create engaging and informative content that can be shared with consumers. This content can explain NWS and the importance of early detection, prevention, responsible communication, and policy following.

- Associated Tangible: Informative and insightful podcast with UGA Animal and Dairy Science professor, Dr. Todd Callaway.
- See Figure 7 for Associated Tangible Example.

Tactic #2: Prepare materials that can be shared that briefly summarize all aspect of an NWS crisis breakout. Include prevention, identification tools, agency contacts, and readiness plans for schools, grocery stores, and consumers as a whole.

- Associated Tangible: Fact sheet. One-page sheet with the most important and relevant information, highlighting key facts, reporting procedures, credible sources, outreach, and more. This is for quick reference. It can be shared on poster boards, social media, and read weekly on radio stations.

Figure 5: Sample Instagram Feed for Georgia Farm Bureau NWS Social Media Campaign

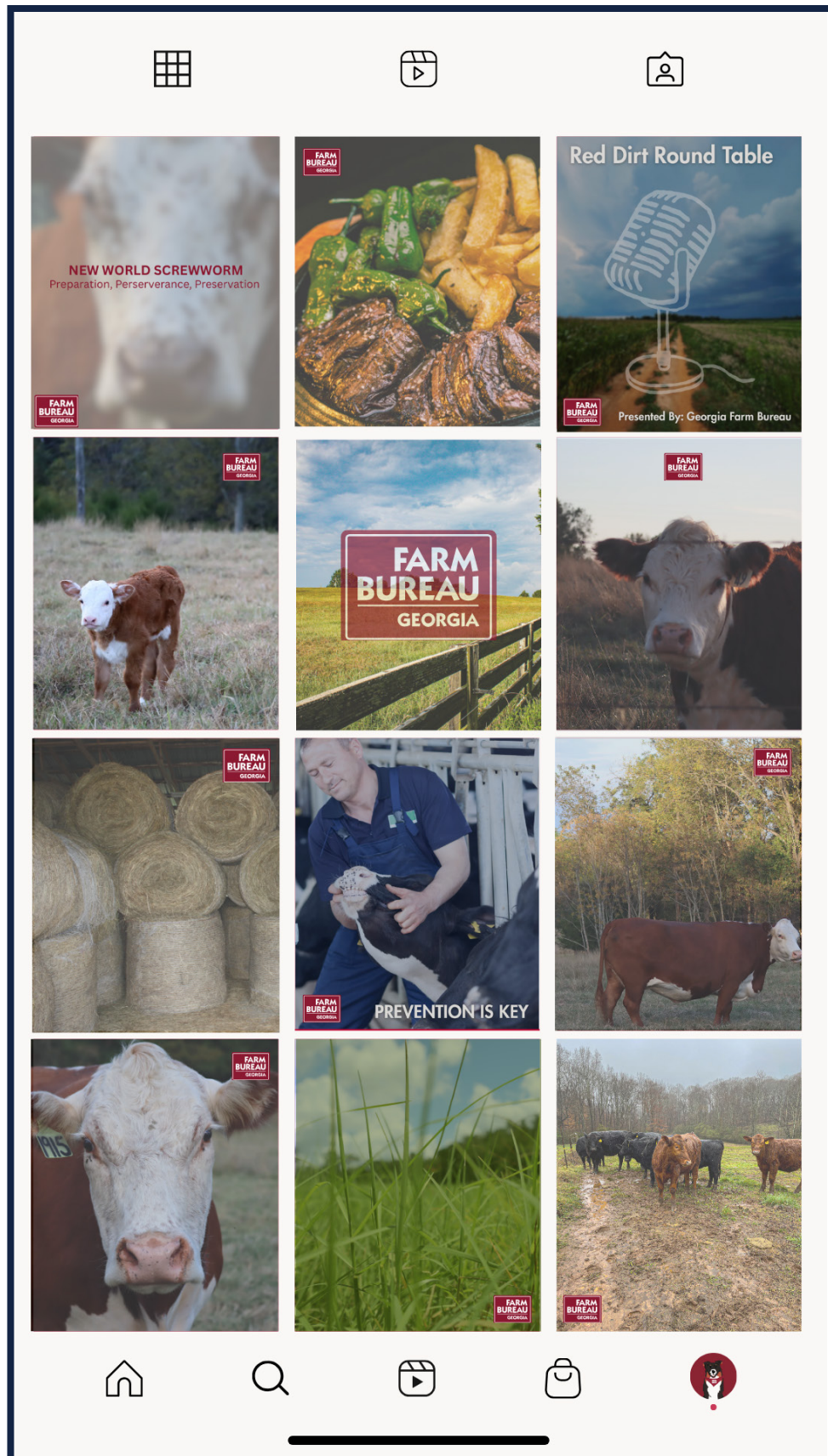


Figure 6: Consumer- Friendly NWS Information Sheet

What you need to know about New World Screwworm

A rare animal health issue, not a human threat



What is New World Screwworm?

A parasitic fly, **Not a bacteria or virus** that one could “catch”



Why am I hearing about this?

Routine monitoring **keeps us and our animals safe.**
Occasional reports or alerts are part of proactive prevention,
Not emergency response.



Who is doing something about this?

If a potential case were ever detected, **USDA, FDA, Georgia Department of Ag, UGA extension, and Georgia Department of Public Health** are ready to respond quickly with proven methods used successfully in past incidents.

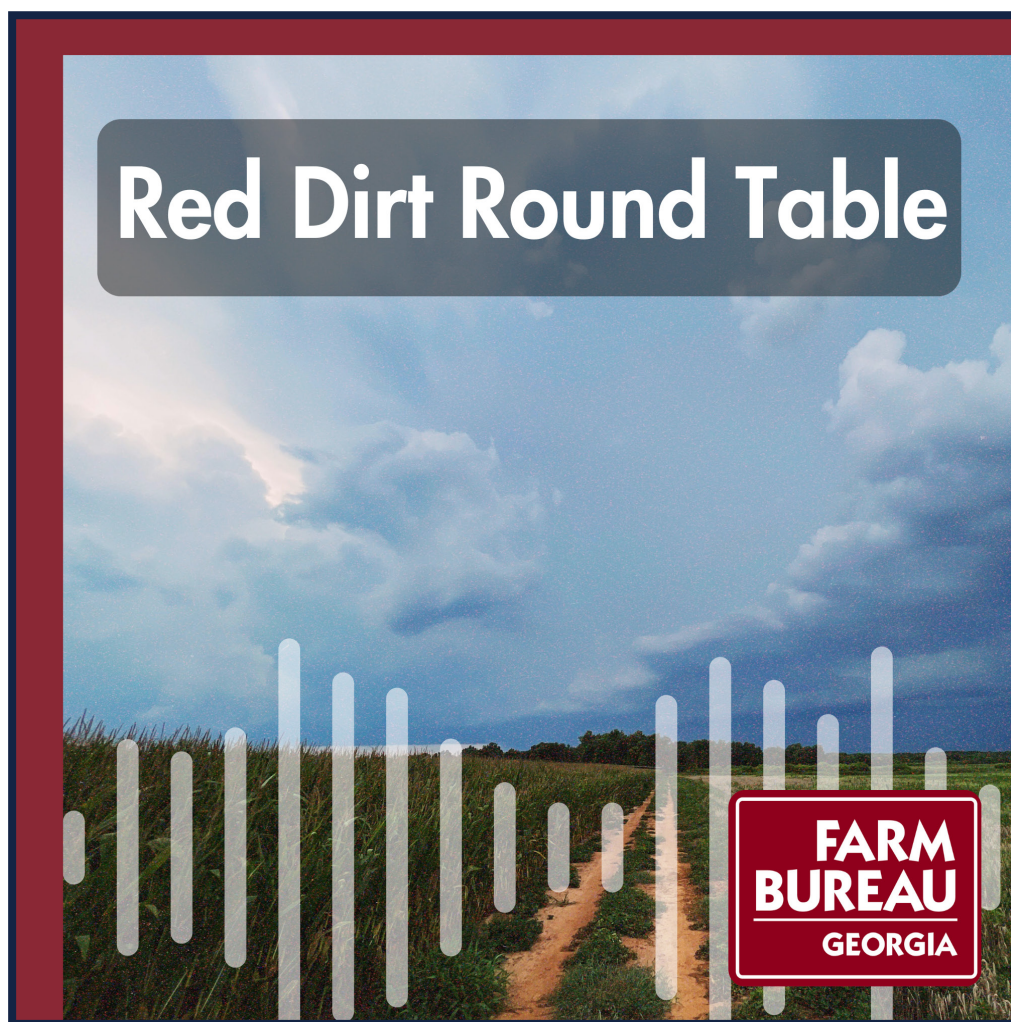


The bottom line is

- The meat and food in America is safe to consume.
- You can feel confident that Georgia's agricultural system is strong, responsive, and prepared
- The best thing you can do is stay informed through trusted sources like Georgia Farm Bureau, UGA Extension, or your local veterinarian.



Figure 7: Sample Podcast Cover for Georgia Farm Bureau to Discuss Agricultural Topics in a digestible manner for the consumer audience. This podcast can be posted as a reel, video, or URL on all social media platforms. This podcast can also be shared on GFB radio and the Farm Monitor YouTube channel. This podcast covers all about NWS, impacts, outcomes, economic changes, and what consumers can do to help. A transcript is also provided to easily pull quotes from the podcast, so that the information is not bound to only video forms.



Scan Here To Listen!

Scan here to access the podcast video and the transcript!



DURING

“Becoming the Megaphone”

Building Awareness of New World Screwworm

Strategy #1 - Expand Information Distribution

Expanding information distribution through county Farm Bureaus and a concise one-page flyer ensures NWS guidance reaches producers quickly and through trusted local networks. By using familiar community hubs like auction barns and feed stores, producers receive clear, actionable information where they already gather. This combined approach promotes consistent messaging, rapid awareness, and early reporting, strengthening Georgia's statewide response capacity.

Tactic #1: Mobilize county Farm Bureau offices in affected areas to distribute official guidance at auction barns, feed stores, churches, and cattleman's associations. It is also recommended to hold regular briefings among leaders of these groups via Zoom, phone calls, emails, etc.

- Associated Tangible: Townhall meetings in person or via virtual assets (zoom, phone calls).

Outline 3-5 key points of info for farmers:

- I. New World Screwworm Is, current state of NWS
 - II. Early Detection and Reporting
 - III. Biosecurity and Prevention on the Farm
 - IV. Treatment and Response Steps
 - V. Support, Indemnity, and Communication Channels
-

Tactic #2: Partner with feed and animal health retailers to co-brand checklists, distribute repellents, promote treatments, and provide standardized one-pagers/notecards summarizing NWS symptoms, reporting steps, and prevention.

- Associated Tangible: Fact/ Information Sheets.
- See Figure 1 for Associated Tangible Example.

Strategy #2 - Strengthen Community Communication and Confidence

This strategy requires both financial security and trusted voices. Establishing dedicated screwworm response funds provides tangible support and reassurance to producers, while amplifying farmer stories in media channels builds transparency and trust in control measures. Together, these actions promote cooperation, reduce fear, and empower producers to engage confidently in eradication efforts, reinforcing a united, well-informed livestock community.

Tactic #1: Advocate for indemnity payments, disaster relief, and assistance programs to protect farm viability.

- Associated Tangible: Regular meetings with local leaders in community hubs such as auction barns, feed stores, and cattlemen's groups.

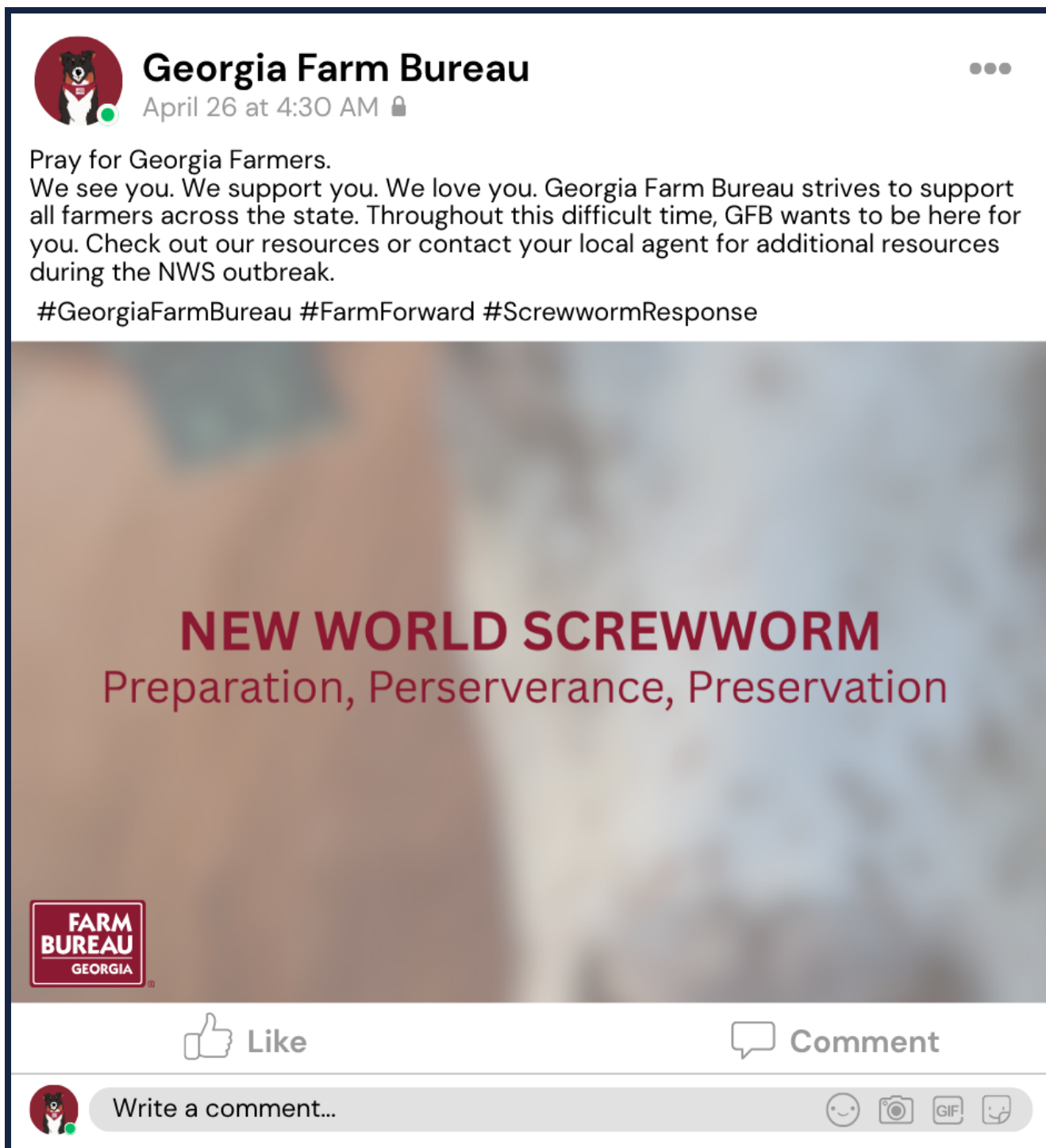
Tactic #2: Elevate farmer voices in the media; livestock producers explaining compliance and cooperation benefits.

- Associated Tangible: Publish farmer-led case studies in agricultural journals, newsletters, and online platforms to showcase successful eradication efforts.
- See Figure 8 and Figure 9 for Associated Tangible Example.

Figure 8: Sample Instagram Post Targeting Farmers on NWS Preventative Measures



Figure 9: Sample Facebook Post Informing and Targeting Farmers of Where to Find Additional Resources Regarding New World Screwworm.



Strategy #1- Call Legislators to Action

Give legislators the ability to understand and respond to a crisis that may be unfamiliar to them. This is also to empower them to make prompt and effective decisions to address NWS and to fight it where it may show in their area.

Tactic #1: Advocate for legislators to promote/create policy that eradicates NWS from the U.S. as swiftly as possible.

- Associated Tangible: Create tailored briefing materials for federal and state lawmakers, including maps of outbreak zones, economic impact data, and success stories from other regions along with suggestions for action steps.

Key Information for Legislator Briefing Materials:

- I. Create a sheet outlining outbreaks in legislators districts.
- II. For each of those districts, research the economic impact and communicate that to those representatives as well as statewide reps.
- III. Communicate those districts that are taking action and share best practices.
- IV. Communicate to urban leaders how the supply chain may be impacted and how to address those issues with constituents.

Tactic #2: Utilize relationships with USDA and GDOA to determine what areas they need support in and communicate that information to Georgia legislators

- Associated Tangible: Establish a recurring communication channel (e.g., quarterly reports or advisory board) to ensure agency needs are continuously relayed to policymakers and follow up with roundtables with agency staff, producers, and legislators to discuss local challenges and co-develop solutions.

WHY GFB PARTNERS WITH LEGISLATORS

- The Issue: State and federal agricultural agencies like USDA and GDA often face communication gaps with policymakers that hinder timely responses to producers' needs and local agricultural challenges.
- Relevance and Progress: Strengthening communication between these agencies and legislators ensures that policy decisions are informed by accurate, on-the-ground insights. This approach promotes more responsive agricultural programs, improves coordination, and builds trust among agencies, farmers, and policymakers.
- Legislator Action: Participate in recurring advisory boards and briefings to ensure both producer concerns and consumer impacts are addressed, enabling informed legislative action that protects jobs, food affordability, and public safety.

Strategy #2 - Keep Policymakers Updated

Keep legislators informed and ready to act. Through constant communication with USDA, GDA, and neighboring states, GFB will monitor NWS spread and translate key updates into concise, actionable briefs. This ensures lawmakers receive timely, accurate information without straining their staff—empowering them to make informed, proactive decisions to protect Georgia’s livestock industry.

Tactic #1: Monitor NWS spread within the nation’s borders via open line of communication with federal and state agricultural agencies.

- Associated Tangible: A designated GFB team member will conduct daily monitoring of NWS cases using publicly available data, agency reports, and verified local sources. This individual will maintain a weekly communication schedule with contacts at the USDA, Georgia Department of Agriculture (GDA), and agricultural agencies in neighboring states.

WHY GFB PARTNERS WITH LEGISLATORS

- The Issue: Legislators lack timely, localized data on NWS spread, making it difficult to assess risk and respond effectively
- Relevance and Progress: NWS cases are increasing across multiple states, but reporting remains fragmented.
- Centralized monitoring by GFB ensures legislators receive consistent updates without burdening their staff.
- Legislator Action: Use GFB briefings to guide committee discussions, advocate for targeted funding in high-risk areas, and push for coordinated interagency responses that stabilize rural economies and prevent urban market disruptions.

Tactic #2: Disseminate new information gleaned from federal and state agriculture leaders to Georgia legislators

- Associated tangible: GFB will utilize existing relationships with legislative staffers to alert district lawmakers to new threats/developments. This will ensure that legislators in the targeted districts are up to date on the latest NWS situational data so that they can advocate for preventative measures before an outbreak.

WHY GFB PARTNERS WITH LEGISLATORS

Brief should outline the location of new developments, and the impact it has on their constituency, as well as outlining what that legislator can do to assist in a statewide fight of NWS.

- The Issue: Georgia legislators lack accessible, actionable updates on NWS developments, limiting their ability to respond effectively or advocate for resources
- Relevance and Progress: Federal agencies are advancing eradication strategies and regulatory responses, but without localized interpretation, these updates often fail to translate into district-level action. GFB’s tailored briefs bridge that gap, helping legislators understand how NWS affects their constituents and what solutions are emerging.
- Legislator action: Support funding for vaccine development and sterile insect release to protect livestock, food prices, and public health. Share updates with committees and constituents to build bipartisan support for swift, cost-saving solutions.

Strategy #1-Provide accurate and timely updates. Communicate well with consumers to prevent panic.

Consumer Strategy 1 focuses on keeping the public accurately informed through clear, coordinated communication. By releasing verified information from trusted agencies and providing an accessible hub for updates, Georgia Farm Bureau can reduce confusion, dispel rumors, and build consumer confidence during the crisis.

Tactic #1: Coordinate with GFB, CDC, and GDA on information and timelines when to release certain information to the public. We want to keep everyone informed, but in a calm manner.

- Associated Tangible: Press Release. This will be an official GFB document that is supported by the CDC and GDA. This will be shared on all platforms, read on the radio stations, and printed to be included in newspapers, magazines, and other printed materials. Press Release includes factual, timely, and easy to read information about the outbreak.
- See Figure 10.1 and 10.2 for Associated Tangible Example.

Tactic #2: Create a source with access to real-life updates, frequently asked questions, myth-busting, must know, progress and contact information.

- Associated Tangible: A crisis webpage will serve as a central, accessible source for real-time updates on the New World Screwworm. It will provide accurate information on prevention, animal symptoms, food supply impacts, and debunk misinformation. The site will include contact details for legislators for support and be regularly updated by a GFB agent. Promoted via social media and infographics, this webpage ensures the public receives timely, trustworthy information—reducing confusion, preventing misinformation, and empowering consumers to take informed action during the crisis.

Strategy #2 - Engage directly with members and the public.

The overall consumer communication strategy focuses on maintaining transparency and trust during a crisis. By combining credible updates from experts with authentic stories from producers, Georgia Farm Bureau can effectively keep consumers informed and confident in the agricultural system. This approach strengthens the organization's credibility while reinforcing the connection between farmers and the public.

Tactic #1: Share consistent updates through reliable and credible sources. These live interviews will reinforce trust and confidence in our crisis solving system.

- Associated Tangible: Post weekly videos on Facebook, Instagram, and YouTube that include a GFB member and a CDC or GDA member when available (idea, not created). These clips can include progressive news and reassure consumers. These two sources will persuade consumers to trust the content and remain calm.
- See Figure 11 for Associated Tangible Example.

Tactic #2: Highlight producer stories, farm updates, and on-the-ground response efforts to show transparency, updates, and progress/the truth.

- Associated Tangible: Georgia Farm Bureau Field Notes. These currently happen once every month but can occur more frequently during a crisis. This is a recurring newsletter that shares first-hand updates, experiences, and stories that need to be shared with consumers. Can be shared on social media platforms, websites, read on the radio, or used for printed materials. This tactic is great when an update needs to be shared, or progress is being made.
- See Figure 12 for Associated Tangible Example.

Figure 10.1: Sample Press Release Formatting

Press Release

Writer: Kenny Burgamy

Contact: Whitney Mooney

Email: kdburgamy@gfb.org

Email: wmooney@gfb.org

Phone: (123) 456-7891

Phone: 404-345-6683

FOR IMMEDIATE RELEASE

New World Screwworm Outbreak in Murray County, Georgia

MURRAY COUNTY, GEORGIA — Georgia Farm Bureau is currently responding to reports of confirmed cases of New World Screwworm (NWS) in Murray County, GA. The first case was confirmed at (time) on (day). New World Screwworm is an invasive parasite that poses a threat to livestock, pets, and wildlife as it can be fatal if left untreated.

At this time, Georgia Farm Bureau advises all farms to halt operations and livestock movement immediately. We urge producers to closely inspect all livestock and pets for wounds, lesions, or unusual behavior. Report any suspected cases to Georgia Department of Agriculture and local veterinarians immediately.

“Early detection is critical when it comes to New World Screwworm,” said Dr. Todd Callaway, a researcher in animal science at The University of Georgia. “A single case can spread quickly through livestock populations, so awareness and rapid reporting are key to protecting Georgia’s agriculture industry.”

Georgia Farm Bureau is committed to working closely with state and federal agencies to monitor the NWS outbreak, providing farmers and the public with further updates as information becomes available.

Figure 10.2: Sample Press Release GFB Boilerplate

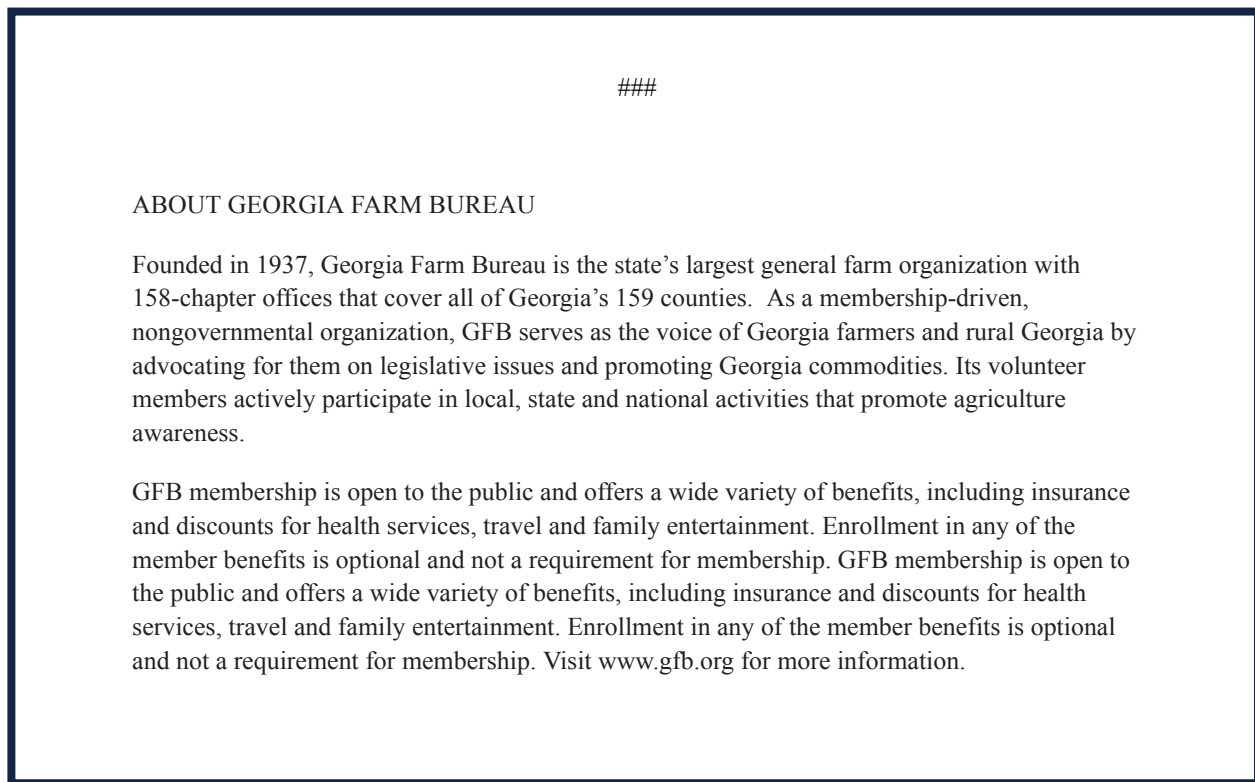


Figure 11: Sample Social Media Post Targeting Consumers



Figure 12: Sample Field Notes



October 27, 2025

Vol. 235

New World screwworm, *Cochliomyia hominivorax*, is a parasitic fly whose larvae eat living tissue. Left unchecked, infestations can kill livestock, harm pets and wildlife, and pose a human health risk in rare cases. The species was eradicated from the continental U.S. in the 1960s, but recent detections in Mexico and occasional incursions elsewhere mean vigilance is essential.

What to watch for on your farm

Adult flies resemble a housefly but with metallic blue-green body and orange eyes; maggots are the damaging stage. Eggs are laid in fresh wounds or body openings such as navels of newborns, dehorning or castration cuts, and udder or tail-wrap injuries.

Signs of infestation include restless animals, foul-smelling wounds, tissue loss, and large numbers of maggots in a wound. Newborns and animals with untreated wounds are highest risk.

Practical steps for prevention and early detection

Inspect animals daily, especially newborn calves, fresh-penalized animals, and any animal after working or transport. Treat and protect wounds promptly, keep calving and treatment areas clean, and consider topical wound protectants recommended by your veterinarian.

Minimize fly breeding by promptly removing dead animals and keeping pen areas dry and clean. Maintain good tick and fly control programs so wounds do not go unnoticed.

If you suspect screwworm

Report any unusual maggot infestations immediately. Contact your local accredited veterinarian, the Georgia Department of Agriculture Animal Health unit, or USDA-APHIS Veterinary Services. State and federal vets will collect samples and confirm identification; early reporting is critical to stop spread. Georgia producers have been urged to call GDA Animal Health at 404-656-3667 or email animal.health@agr.georgia.gov for assistance.

What authorities are doing

USDA has emphasized rapid detection and response, including using the sterile insect technique to suppress and eradicate populations when infestations are found. The agency has also announced steps to bolster sterile fly production and a planned U.S. dispersal facility as part of a broader prevention strategy. Producers should be aware this is a coordinated state-federal response that may include temporary trade or movement restrictions.

Bottom line

Stay alert, treat and protect wounds, and report any suspicious maggot infestations without delay. Early detection by producers is the fastest, most effective defense for Georgia's livestock industry.



AFTER

“The Rebuilding”

Rebuilding Georgia Agriculture Together

Strategy #1: Advocate for Farmers' Interests

This strategy ensures farmer representation, coordinated Farm Bureau communication, and rapid support through mobile centers and hotlines connecting producers to aid, equipment, and guidance during a New World Screwworm outbreak.

Tactic #1: Coordinate with the national Farm Bureau for federal support and solidarity messaging.

- Associated Tangible: Unified media response kit used to deliver consistent, authoritative messaging about the New World screwworm threat and the need for federal support. The kit will be co-branded by GFB and the National Farm Bureau.

Media Response Kit Key Information

- I. Unified Messaging Between State and National Farm Bureaus
- II. Clear Communication of Federal Support Needs
- III. Consistent Media Outreach and Public Updates
- IV. Rapid Response to Rumors and Misinformation
- V. Reinforcing Producer Confidence and Industry Stability

Tactic #2: Offer hotlines, guidance on financial aid and insurance, emergency supplies, equipment sharing, and organize town halls to address immediate farmer concerns.

- Associated Tangible: Mobile command trailers or pop-up resource centers deployed in high-risk counties to serve as hubs for hotlines, aid guidance, equipment lending, and screwworm surveillance coordination.

Strategy #2: Promote Recovery and Resilience

This strategy helps farmers recover stronger through guidance, community support, shared stories, and mentorship programs offering mental health resources and tools for future resilience.

Tactic #1: Share success stories, provide science-based recovery guidance, develop communication templates for farmers, and coordinate relief efforts to strengthen farm communities.

- Associated Tangible: Social Media post, Instagram reel/video template.

Tactic #2: Provide resources for stress counseling, resilience training, and ongoing education on farm health, safety, and disaster preparedness to ensure long-term well-being.

- Associated Tangible: Peer mentor program with experienced farmers and agency advisors (from the Georgia Department of Agriculture, Extension Services, or Farm Bureau) matched with farmers affected by the New World screwworm outbreak to establish trust, share knowledge, and foster emotional support and operational resilience during outbreaks on a county level.

Key Points

- I. Farmer Mental Health and Stress Support
- II. Peer Mentorship and Trust-Building
- III. Continuous Education on Animal Health and Safety
- IV. Disaster Preparedness and Recovery Planning
- V. Access to Local Agencies and Professional Resources

Strategy #1: Advocate for Swift Relief, Study Impact

This strategy urges legislators to champion swift relief for livestock producers impacted by New World Screwworm outbreaks. By supporting federal and state aid, authorizing targeted loan programs, and collaborating with USDA and GDA to assess economic effects, lawmakers can protect producers' livelihoods, strengthen the supply chain, and advocate for evidence-based recovery efforts.

Tactic #1: Convince legislators to support federal and state relief measures for livestock industry stakeholders affected by the outbreak

- Associated Tangible: Send fact sheets to Georgia legislators detailing the economic impact of the outbreak on producers and the beef industry.

WHY GFB PARTNERS WITH LEGISLATORS

- The Issue: Supply chain disruptions impact industry stakeholders who are affected by NWS outbreaks.
- Relevance and Progress: Livestock farmers and other stakeholders do not have a voice without their legislators. Addressing how federal and state relief funding will contribute to producers and the market is of the utmost importance for legislators to communicate to their voters.
- Legislator Action: Legislators can expand on the emergency loan programs set in place and can authorize the GDA to create targeted loan programs to specifically support livestock producers

Tactics #2: Work with USDA umbrella agencies and GDOA to study/analyze the economic impact of the outbreak on the livestock industry.

- Associated Tangible: In the event of an outbreak within US borders, USDA agencies will be closely investigating economic repercussions on producers. GFB can help facilitate this by sharing information/ data gained from communicating with producers.
- See Figure 1 for Associated Tangible Example.

WHY GFB PARTNERS WITH LEGISLATORS

- The Issue: Outbreak of NWS within United States borders is a very realistic threat to the nation, livestock producers and the economy.
- Relevance and Progress: Reemergence of the fly in the environment affects cattle management practices such as dehorning and castration of animals in cooler months to reduce risk of exposure to the larvae. Infected livestock will not gain weight and become lethargic as a result, contributing to herd losses and supply chain deficiencies
- Legislator Action: Rural legislators who focus on advocating for their voters' primary commodities can help to protect careers and livelihoods by encouraging their districts to practice proper herd management during high-risk periods if the emergence of NWS is detected in the state, but also by presenting factsheets with data driven points to other lawmakers and legislators.

Strategy #2: Convey to Legislators that NWS is not going away.

This strategy urges legislators to support global NWS eradication, fund innovation, and expand rural veterinary care to protect livestock, sustain supply chains, and safeguard consumers and public health.

Tactic #1: Educate policy makers about the fact that NWS has been a significant problem in the U.S. livestock industry since 1933 and will continue to be a serious global threat, even if eradication is achieved within our borders.

- Associated Tangible: As shown with the 2016 outbreak in Florida Key Deer, USDA agencies that study economics will be rapidly producing reports that detail the outbreak and eradication efforts. GFB will ensure that these reports get in front of Georgia legislators to make them understand that supporting global NWS eradication efforts will benefit the US beef industry.

WHY GFB PARTNERS WITH LEGISLATORS

- The Issue: NWS is a recurring threat with limited eradication methods and will continue to present a threat with future outbreaks.
- Relevance and Progress: Rural districts beef industry and wildlife impacted heavily by NWS (Districts: 2, 9, 10, 12) with the USDA conducting cross-border communications to prevent spread of NWS.
- Legislator Action: Support lobbying efforts for global NWS eradication to benefit the US Beef industry legislators from both urban and rural regions, but predominantly urban who successfully lobby for eradication can focus their platform on consumer impacts can use their influence to minimize economic impacts on constituents by keeping food affordable, safeguarding public health, and proactively pursuing long-term cost-reduction initiatives.

Tactic #2: Advocate for Legislators to fund and support scientific innovations that will mitigate NWS populations globally.

- Associated Tangible: (Scientific Innovation One-Pagers) One-pagers to advocate for scientific innovations against New World screwworm, highlighting technologies like sterile insect techniques and AI surveillance, showing their urgency and feasibility. Visual tools like global risk maps and economic infographics will help demonstrate cost-effectiveness of prevention and the global threat of reintroduction. Researcher testimonials and a legislative action card personalize the issue and offer clear steps for policymakers to support ongoing mitigation efforts.

WHY GFB PARTNERS WITH LEGISLATORS

- The Issue: Producers may struggle to adapt to the scientific innovations that become available during eradication efforts to protect their herds from NWS.
- Relevance and Progress: Representatives of districts are increasing funding and eligibility for veterinary care in rural communities, thus opening the doors for more scientific innovations and breakthroughs to reach rural livestock producers.
- Legislator Action: Legislators need to continue advocating funding for veterinary care and protecting primary commodities in rural areas to ensure the safety of their constituents and maintain normal supply chains. A healthy and well-maintained cattle herd ensures the efficiency of the market and provides a safe product for consumers.

Strategy #1: Reinforce trust with consumers and be transparent about what's to come.

Consumer Strategy 1 focuses on keeping the public accurately informed through clear, coordinated communication. By releasing verified information from trusted agencies and providing an accessible hub for updates, Georgia Farm Bureau can reduce confusion, dispel rumors, and build consumer confidence during the crisis.

Tactic #1: Summarize the outbreak as a whole and highlight what was learned, GFB effectiveness, and accountability/the truth.

- Associated Tangible: Post-crisis report (idea, not created). This report will be a professional document that highlights GFB's response to the outbreak, partner collaborations, lessons learned, and what's next. This can be shared digitally, and printed in the newspaper.

Tactic #2: Provide opportunities for consumers to connect with agriculturalists to learn about prevention measures and what they can do to get local agriculture back on track.

- Associated Tangible: Recorded webinar series with video (idea, not created). These will be live recorded sessions with a GFB agent and occasional guests from the CDC, GDA, veterinarians, and agriculturalists. These clips will include information that is targeted towards the consumer. The information will include updates, prevention measures, and what to do if a crisis is to occur again.

Strategy #2: Promote ongoing education and prevention to consumers.

The overall consumer communication strategy focuses on maintaining transparency and trust during a crisis for farmers and the public.

Tactic #1: Implement educational programs in schools through FFA, 4-H, and other agriculture related programs to strengthen the knowledge of biosecurity and prevention in young individuals.

- Associated Tangible: Educational toolkits that can be passed along to educators or can be taught directly by a GFB agent if available (idea, not created). This kit will include lesson plans, visuals, interactive activities, questions, and discussions about livestock health, production impacts, the need for prevention strategies, and agricultural biosecurity.

Tactics #2: Partner with each local chamber, newspaper, and other agricultural partners to share recovery stories, local impacts, and emphasis on rebuilding production.

- Associated Tangible: Post-crisis podcast (idea, not created). This can be a storytelling collaboration of GFB, the chamber of commerce, local farmers, veterinarians, and agriculturalists, sharing stories and recovery. Consumers hearing from local individuals will help rebuild trust and dependency. This should calm the nerves of consumers while production gets back on track. This series can be posted on social media and played on the radio station. This webinar is more focused on local success stories and transparency on production updates.



A Note From the Team:

This communication matrix has been built on the information provided by the USDA, previous GFB crisis communication efforts, and trusted sources. Due to the nature of this epidemic, and unknown ramifications, this plan has been created with flexibility to support and sustain Georgia Agriculture.

Final Communication Strategic Plan Budget

For this budget, expenses have been separated into the three target audiences of Farmers, Legislators and Consumers with an additional section of all-audience expenses.



Budget

Farmer Budget Allocations

Allocation	Amount	Level of Action	Cost Breakdown
72000 Facts Sheets	\$6,500.00	Before - Strategy 1	For distribution to farmers, 6000 copies per district; \$.09 per page
Printing Checklists	\$2,300.00	Before - Strategy 1	Checklists distributed to farmers for daily livestock inspections; 2000 copies per district; \$.09 per page
Venue Rental	\$400.00	Before - Strategy 2	Hosting training sessions hosted by UGA Extension or Georgia Farm Bureau agents.
Printed Official USDA NWS Guidance	\$500.00	During - Strategy 1	500 Copies; Quoted from Uprinting; \$.21 each for full color, matte cardstock; doublesided; Funds added for shipping.
Shipping of fact/info sheets to partnering retailers	\$500.00	During - Strategy 1	Estimated shipping cost to ship printed materials to each district.
Publishing Cost of Farmer Case Studies	\$500.00	During - Strategy 2	Associated costs include research submissions, compensating farmer, publishing fees
Peer Mentor Program	\$1,000.00	After - Strategy 2	Associated costs include support staff and promotion
Social Media & Digital Communication Costs	\$500.00	After - Strategy 2	Associated costs include research submissions, compensating farmer, publishing fees
Total Farmer Spending:		\$12,200.00	

Legislator Budget Allocations

Allocation	Amount	Level of Action	Cost Breakdown
300 Infographics	\$1,100.00	Before - Strategy 1	Printed Infographics/APHIS Report 1000 copies per district; \$.09 per page
300 Fact Sheets	\$1,100.00	After - Strategy 1	Fact Sheets 1000 copies per district; estimated \$.09 per page
700 Promotional Flyswatters	\$1,100.00	After - Strategy 1	\$1.38/flyswatter
Postage/Shipping/Packaging/Labeling	\$855.00	Before - Strategy 1	Estimated shipping cost to send printed material (infographics, fact sheets) to each district
Project Management/Staff Time	\$500.00	Before Strategy 1	Packaging materials and shipping to legislators would be a day's work for an intern or staff member
Total Legislator Spending:		\$4,655.00	

Budget Continued

Consumer Budget Allocations			
Allocation	Amount	Level of Action	Cost Breakdown
Printed Materials	\$3,000.00	During - Strategy 2	For distribution to farmers, 6000 copies per district; \$.09 per page
Shipping	\$2,500.00	During - Strategy 2	Checklists distributed to farmers for daily livestock inspections; 2000 copies per district; \$.09 per page
Radio Ads	\$12,000.00	During - Strategy 2	Hosting training sessions hosted by UGA Extension or Georgia Farm Bureau agents.
FAQ webpage	\$1,500.00	During - Strategy 2	500 Copies; Quoted from Uprinting; \$.21 each for full color, matte cardstock; doublesided
Educational toolkits	\$3,500.00	After - Strategy 2	Estimated shipping cost to ship printed materials to each district.
Total Consumer Spending:		\$22,500.00	

Final Budget Allocations			
Allocation	Amount	Level of Action	Cost Breakdown
Geotargeting/Geofencing	\$6,000.00	*across all audiences* During - Strategy 2	4 months paid geotargeting/geofencing with Google Analytics
Food/Lodging for Agents	\$4,645.00	*across all levels*	Food/Lodging for GFB agents; accounts for 12 dinners @ \$300 or can be smaller and leave room for hotel stays. May be allocated as needs arise
Total Farmer Spending	\$12,200.00	ALL	
Total Legislator Spending	\$4,655.00	ALL	
Total Consumer Spending	\$22,500.00	ALL	
Total Spending:		\$50,000.00	

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