

Pork Checkoff Report
Newsletter Article 6/12
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WHY DISCLOSE?

Producers who participate in the Voluntary Regional PRRS Elimination Project are asked to disclose their herd PRRS status with other participants. It is easy to disclose if the herd is negative, but it becomes a more difficult decision when the herd breaks with a new infection. Despite the risks of negative consequences, there are still benefits to sharing disappointing information.

Most importantly, disclosing accurate information about a herd outbreak in a timely manner prevents rumors from starting that may lead to damaging misconceptions. It also offers the positive producer an opportunity to explain how the outbreak is being managed and controlled. The transparency of early disclosure encourages constructive conversations rather than destructive blaming. Swine transport and feed delivery personnel can make adjustments to delivery schedules; vehicles can be washed and disinfected; and appropriate down time can minimize risk to negative producers while maintaining service to the positive producer.

Sharing outbreak information with neighbors sets an example for others to follow. No one is exempt from the risk of a new PRRS infection and by sharing your herd status you are far more likely to receive information when another unit breaks in your neighborhood.

In some circumstances, another producer may be in a position to offer help such as a pig swap or temporary off-site housing that would allow immediate depopulation and repopulation—alternatives that would not be available if the outbreak was kept a secret.

When producers think of themselves as part of an integrated system with a common concern rather than as independent competitors, the paradigm shifts from “What’s best for me?” to “What’s best for us?”