

Program Name: "Travelers Pack a Don't Pest" Targeted Marketing
Project ID: 4300
Lead Agency: Florida Department of Agriculture and Consumer Services Division of Plant Industry

Strategy and Biennial Report Objective Addressed: 3-D.2
Invasive Species Strategic Action Framework Goal: 1

Project Synopsis: For the past four years, the Travelers Don't Pack a Pest program (DPAP) has been funded by the USDA (Farm Bill and AQI) addressing strategies that prevent the introduction or spread of high-consequence pests into and around the United States, particularly in high-risk areas; develop people's knowledge of plant pests to strengthen the safeguarding system; and increase the number of people actively looking for and reporting high-consequence pests at vulnerable points along high-risk pathways.

The DPAP is a partnership with the USDA and U.S. Customs and Border Protection (CBP). The concept for the key components of the program (video and signage) is using a CBP detector dog to deliver the message ... When You Travel, Declare Agricultural Items, Don't Pack a Pest.

Notable accomplishments of FY10-11, FY11-12, FY12-13, FY13-14 contracts have involved the production of a 60-second video, signage and promotional materials for multiple uses and broad distribution. Video is displayed on monitors in the passport control areas at 20 U.S. international airports through CBP's Model Ports Program with the potential to reach 85% of international travelers into the U.S. Video was also aired for over a year on American Airlines flights as part of the *NBC Universal American* programming. Over 350 signs are displayed at Miami International Airport, Fort Lauderdale/Hollywood International Airport, Port of Miami, Port Everglades, Orlando International Airport, two international airports and a cruise port in Jamaica, two airports and a cruise port in the Dominican Republic, ports of entry in San Juan, Puerto Rico and the U.S. Virgin Islands. Plans to launch the program in the Cayman Islands are set for July 2014. A survey of 480 international travelers at Miami International Airport was conducted to gauge travelers' awareness of the DPAP program. Results indicated that 39% of the travelers surveyed had seen the signs, and of those, 85% understood why it was important to declare agricultural items. The survey was repeated in September of 2013 and the program recognition had increased by 23%.

A DPAP website that will assist travelers determine if their agriculture items will be allowed entry into the U.S. is in the final design stages and will be launched in July 2014.

Over the four-year contract period, it is estimated that over 500 million eyes-on-impressions have been achieved through this outreach campaign.

Project Schedule:

Start Date: 9/1/2014
Finish Date: 8/31/2015

Detailed Project Budget Information

	2014	2015	2016	2017	2018	Balance to Complete	Total
Federal	\$375,000	\$410,666	\$474,019				
Total	\$375,000	\$410,666	\$474,019				TBD

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