

CLASS NOTES

Season 1, Episode 3: How Potential Disease Outbreaks Could Impact the Cattle Industry - The Economic Considerations



Featured Guest: **Shelby Sumner, B.S. in Food and Resource Economics at UF, Class of Spring 2024**

Key Takeaways

- Careful prevention and management of zoonotic disease outbreaks is critical to food safety and food security.
- Florida's status as a cow-calf state makes its cattle industry particularly vulnerable to the economic impacts of a potential zoonotic disease outbreak.
- New technologies such as electronic tags can be used to monitor cattle and reduce the risk of disease spread.
- Understanding different disease vectors such as ticks and wildlife allow for better policy to minimize risk.
- Management strategies for a disease outbreak vary across countries.

Additional Resources

- For more info on undergraduate research, visit <https://fred.ifas.ufl.edu/undergraduate/get-involved/undergraduate-research-opportunities/>
- 'Moo'd Swings: Potential Disease Hazards Facing the U.S. Cattle Industry' by Shelby Sumner available from the UF Library at <https://ufdc.ufl.edu/aa00098256/00001>

Discussion Questions

- How could a zoonotic disease outbreak in cattle affect food security in the United States?
- How can the interests of farmers, consumers, and animals be balanced during an outbreak?
- How might a zoonotic disease outbreak in the US cattle industry impact international trade? What measures can the US take to mitigate trade disruptions?
- How might environmental factors contribute to the spread of zoonotic diseases in cattle? What environmental policies could be implemented to reduce the risk of future outbreaks?
- How might a zoonotic disease outbreak in the cattle industry change consumer behavior and preferences? What strategies could be employed to regain consumer trust in beef and dairy products post-outbreak?

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