

Bird-Flu Case Statement

Statement

Georgia Department of Agriculture: Challenges from the Bird Flu Outbreak

The Georgia Department of Agriculture is facing significant challenges due to the recent bird flu outbreak. Consumer fears have led to decreased poultry demand, retailers are struggling with rising prices, and many farmers and producers lack awareness of the disease and its implications.

Background

Public concern over bird flu has caused a decline in poultry consumption, despite expert reassurances about food safety. Media coverage and online discussions fuel consumer fears, making it difficult to restore confidence. Rising costs due to supply chain disruptions have also made poultry less affordable, further affecting demand.

Farmers and poultry producers often lack adequate knowledge about bird flu transmission, leading to ineffective containment measures.

Misinformation—both accidental and intentional—creates additional confusion, making it harder for producers to implement proper precautions.

Local government agencies and industry leaders are working to control the outbreak through public education and regulations. However, political and economic challenges complicate these efforts. Media coverage plays a crucial role in shaping public perception, but conflicting reports make it difficult to establish trust. Clear and consistent messaging from experts is necessary to stabilize the market and reassure consumers.

Key Issues

- Consumer fears reduce poultry demand.
- Misinformation and conflicting reports from the media, government, and industry experts create uncertainty about food safety, discouraging purchases.

- Retailers struggle with rising costs.
- Farmers and producers lack awareness.
- Limited understanding of bird flu transmission and containment hinders effective response efforts.

Target Audiences

Local Consumers of Poultry Products

Families, health-conscious individuals, and budget-conscious shoppers are the primary external audience. Their purchasing decisions are influenced by food safety concerns, government messaging, and retail pricing.

Intermediaries (Retailers, Restaurants, and Food Service Providers)

These businesses experience supply chain disruptions and fluctuating prices, impacting their ability to provide poultry products to consumers.

Local Farmers and Poultry Producers

Many in the industry lack knowledge of bird flu transmission and prevention. Providing them with accurate information and resources is critical for containment efforts.

Georgia Government Agencies and Industry Organizations

The Georgia Department of Agriculture, USDA, FDA, and poultry industry groups play a key role in crisis management, regulatory enforcement, and public communication. They must coordinate efforts to ensure a unified response.

Local Media and Public Health Experts

News outlets, agricultural publications, and public health organizations influence public perception. Accurate reporting and expert-backed messaging are necessary to counter misinformation and restore confidence.