EMPOWERING YOUNG LEADERS.

AgXperience- Producer Room

This session connects students with producers to tackle real-world agricultural challenges. Students will engage in a problem-solving case study focused on dieses outbreaks in livestock, pets and/or wildlife.

Student Directions:

1. **Work with your table group to identify practical, cost-effective strategies for preventing and managing disease outbreaks across different animal sectors (livestock, pets, & wildlife) low-cost precision agriculture solutions that help optimize water use.**
2. **Utilize the technology you have to help with problem solving.**
3. **Divide and conquer (notetaker, researcher, timekeeper, presenter).**
4. **Use the brainstorming sheet you were given to record key ideas.**
5. **You will have 15 minutes to develop your solutions.**
6. **After 15 minutes, share your ideas with the producers. They will provide feedback, share their experiences, and refine the solutions with you.**

Producer Directions:

1. **Sit with students and listen as they develop solutions. Answer questions that may arise.**
2. **Prepare to share disease prevention and management practices you use in your field- whether you work with livestock, companion animals or wildlife.**
3. **Use the discussion questions below to guide conversation and challenge students to consider real-world constraints.**

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What to Expect:

- Introduction of session & producers
- Group work with your table approximately 15 minutes
- Group presentations and open for discussion with producers
    - Presentations should last no more than 2 minutes
    - Approximately 5-6 minutes for producers to respond
- Repeat for the other five groups.
- Rotate to the next room.

Problem: A mystery respiratory illness has been spreading across multiple species- cattle, swine, domestic pets, and even some zoo animals in Missouri. The outbreak is causing concern among farmers, veterinarians, and wildlife professionals. The illness presents similar symptoms in all affected species:

- Coughing, fever, and difficulty breathing.
- Rapid spread in high-density environments (feedlots, shelters, zoos).
- Limited diagnostic resources, making early detection difficult.
- Uncertainty about transmission between species and potential human health risks.

Challenges:

- Livestock producers are worried about economic losses and trade restrictions.
- Veterinarians lack a clear treatment protocol due to unknown causes.
- Pet owners and shelters fear public panic and misinformation.
- Wildlife professionals are unsure how to contain the disease in wild populations.

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Student Tasks:

- **Identify cross-sector biosecurity strategies to prevent the spread of disease.**
- **Develop a communication plan to ensure accurate information reaches producers, veterinarians, and the public.**
- **Propose low-cost monitoring and treatment strategies for affected animals.**
- **Consider ethical and regulatory challenges when responding to multi-species disease outbreaks.**

Producer Discussion Questions:

****Use these questions to guide you after each student's presentation****

- **What on-the-ground realities make disease management difficult in your sector?**
- **What biosecurity measures work across different animal industries?**
- **How can different sectors collaborate to contain outbreaks before they spread further?**

Next Steps:

- **Prepare to switch rooms. Students will now tackle the problem from an industry perspective in the next session.**
- **Independently utilize your worksheet to reflect and refine your solutions.**

AgXperience- Industry Room

In this session, students will engage with industry professionals to explore real barriers to technology adoption in animal health and disease management. They will tackle a problem-solving case study focused on increasing participation in disease testing and surveillance across livestock, companion animals, and wildlife sectors.

Student Directions:

1. **Work with your table group to develop an industry-driven response to managing and preventing disease outbreaks in livestock, pets, or wildlife.**
2. **Utilize the technology you have to help with problem solving.**
3. **Divide and conquer (notetaker, researcher, timekeeper, presenter).**
4. **Use the brainstorming sheet you were given to record key ideas.**
5. **You will have 15 minutes to develop solutions.**
6. **After 15 minutes, share your ideas with the industry professionals. They will provide feedback, share real-world insights, and refine the solutions with you.**

Industry Directions:

1. **Sit with students and listen as they develop solutions. Answer questions that may arise.**
2. **Prepare to share the technologies, policies, and solutions your company uses to address disease outbreaks.**
3. **Use the discussion questions below to challenge students to think critically about industry barriers.**

What to Expect:

- Introduction of session & producers
- Group work with your table
- Group presentations and open for discussion with producers
    - Presentations should last no more than 2 minutes
    - Approximately 5-6 minutes for producers to respond
- Repeat for the other five groups.
- Rotate to next room.

Problem:

A biotech company has developed a rapid diagnostic test for a multi-species disease outbreak that can detect infection within hours. However, adoption has been slow due to several challenges:

- **Producers are hesitant to invest in new testing due to cost concerns.**
- **Confusion about how positive test results impact USDA regulations**
- **Fear of economic loss if animals test positive, leading to reluctance in testing.**
- **Lack of veterinarian access in some rural areas, limiting diagnostic capacity.**

Student Tasks:

- **Develop an adoption strategy to increase disease testing among producers.**
- **Identify incentives (grants, cost-sharing, regulatory support) to encourage testing.**
- **Create a producer-friendly education campaign to improve understanding of disease monitoring.**

Industry Discussion Questions:

- **What are the biggest economic and policy barriers to adopting new disease management technology?**
- **How can industry better support producers in balancing animal health and business sustainability?**
- **What case studies or real-world examples show successful disease prevention efforts?**

Next Steps:

- **Prepare to switch rooms. Students will now tackle the problem from an producer's perspective in the next session.**
- **Independently utilize your worksheet to reflect and refine your solutions.**

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