

Contents

Part I Introduction and Background

- 1 **Introduction**..... 3
David Zilberman, Joachim Otte, David Roland-Holst,
and Dirk Pfeiffer
- 2 **The Eradication of Bovine Tuberculosis in the United States
in a Comparative Perspective** 7
Alan L. Olmstead and Paul W. Rhode
- 3 **The Evolution of Animal Agricultural Systems and Supply
Chains: Theory and Practice** 31
Jennifer Ifft and David Zilberman

Part II The Economics of Managing Animal Diseases

- 4 **The Economics of Zoonotic Diseases: An Application
to Avian Flu**..... 59
David Zilberman, Thomas W. Sproul, Steven Sexton,
and David Roland-Holst
- 5 **Animal Disease and the Industrialization of Agriculture** 77
David A. Hennessy and Tong Wang
- 6 **Dynamic Perspectives on the Control of Animal Disease:
Merging Epidemiology and Economics**..... 101
Richard D. Horan, Christopher A. Wolf, and Eli P. Fenichel
- 7 **Border Inspection and Trade Diversion: Risk Reduction
vs. Risk Substitution**..... 119
Qiong Wang, Eli P. Fenichel, and Charles A. Perrings

8	The Cost of Saving a Statistical Life: A Case for Influenza Prevention and Control	135
	Thomas W. Sproul, David Zilberman, David Roland-Holst, and Joachim Otte	
9	The Effect of Social Norms and Economic Considerations on Purchases of Chicken	143
	Amir Heiman, Bruce McWilliams, and David Zilberman	
Part III The Spread and Control of Avian Influenza		
10	Epidemiology of Highly Pathogenic Avian Influenza Virus Strain Type H5N1	161
	Guillaume Fournié, Will de Glanville, and Dirk Pfeiffer	
11	Mathematical Models of Infectious Diseases in Livestock: Concepts and Application to the Spread of Highly Pathogenic Avian Influenza Virus Strain Type H5N1	183
	Guillaume Fournié, Patrick Walker, Thibaud Porphyre, Raphaëlle Métras, and Dirk Pfeiffer	
12	Large-Scale Vaccination for the Control of Avian Influenza: Epidemiological and Financial Implications	207
	Jan Hinrichs and Joachim Otte	
13	Poultry Movement and Sustained HPAI Risk in Cambodia	233
	Maria D. Van Kerkhove	
Part IV Institutional Approaches to Controlling Animal Diseases		
14	AI Insurance/Indemnification: The Canadian Experience and Its Application to Developing Regions	267
	Robert Burden	
15	Understanding Knowledge, Attitude, Perceptions, and Practices for HPAI Risks and Management Options Among Kenyan Poultry Producers	281
	Marites Tiongco, Clare Narrod, Rosemarie Scott, Mimako Kobayashi, and John Omiti	
16	Controlling Animal Disease in Africa	305
	Karl M. Rich and Brian D. Perry	

17 Promoting Rural Livelihoods and Public Health Through Poultry Contracting: Evidence from Thailand	327
Samuel Heft-Neal, David Roland-Holst, Songsak Sriboonchitta, Anasree Chaiwan, and Joachim Otte	
18 Micro Contracting and the Smallholder Poultry Supply Chain in Lao PDR	353
Drew Behnke, David Roland-Holst, and Joachim Otte	
19 Poultry Sector Transition in Cambodia	371
Samuel Heft-Neal, David Roland-Holst, and Joachim Otte	
20 Avian Influenza in China: Consumer Perception of AI and their Willingness to Pay for Traceability Labeling	391
Yanhong Jin and Jianhong Mu	
Part V Conclusion	
21 Conclusion	403
David Zilberman, Joachim Otte, David Roland-Holst, and Dirk Pfeiffer	
Index	409