Using a sociological approach to Animal Value Chain Analysis for risk management.
A hypothetical example.

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Animal disease risks are driven by human behaviour.

Behaviour can be driven by economics, desires and beliefs.

Sociological technical methodology can be used to gather qualitative data on human behaviour to map animal value chains.

Animal value chains can inform risk assessment and policy decision making.

The more information we have, the better we can manage risks.
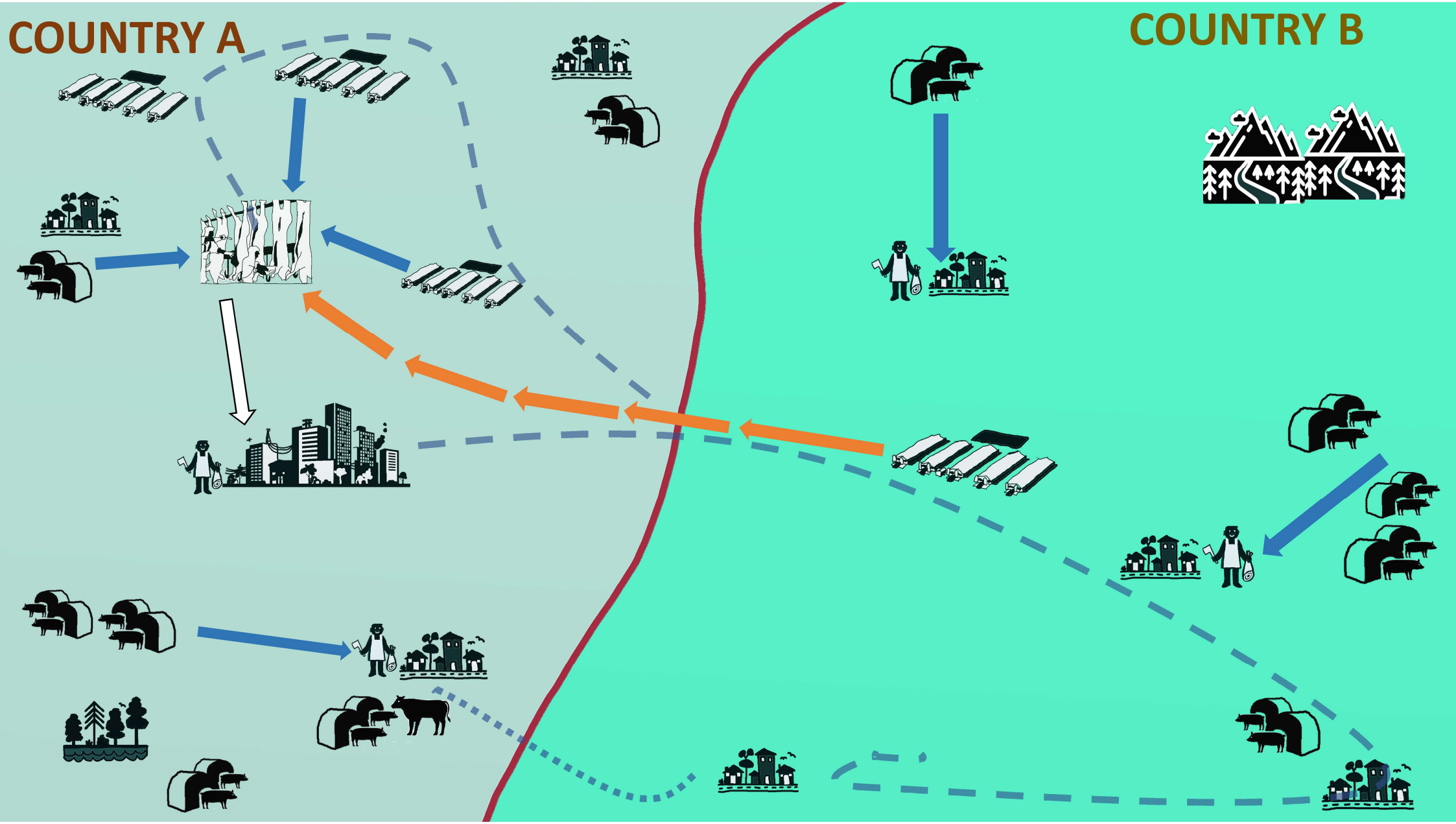
COUNTRY A

COUNTRY B
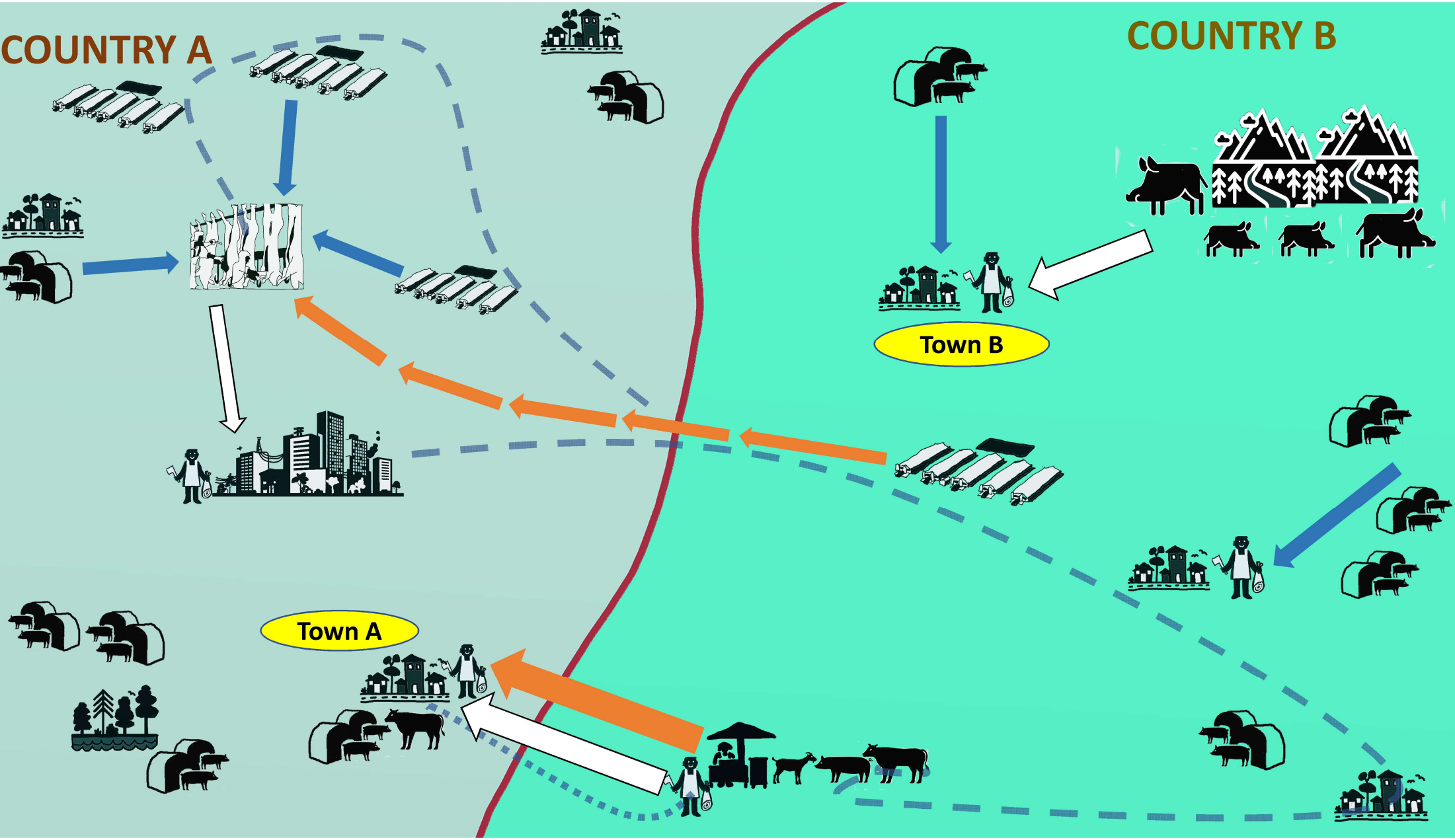
STEP 1
Key informant interviews

COUNTRY A

COUNTRY B

STEP 2
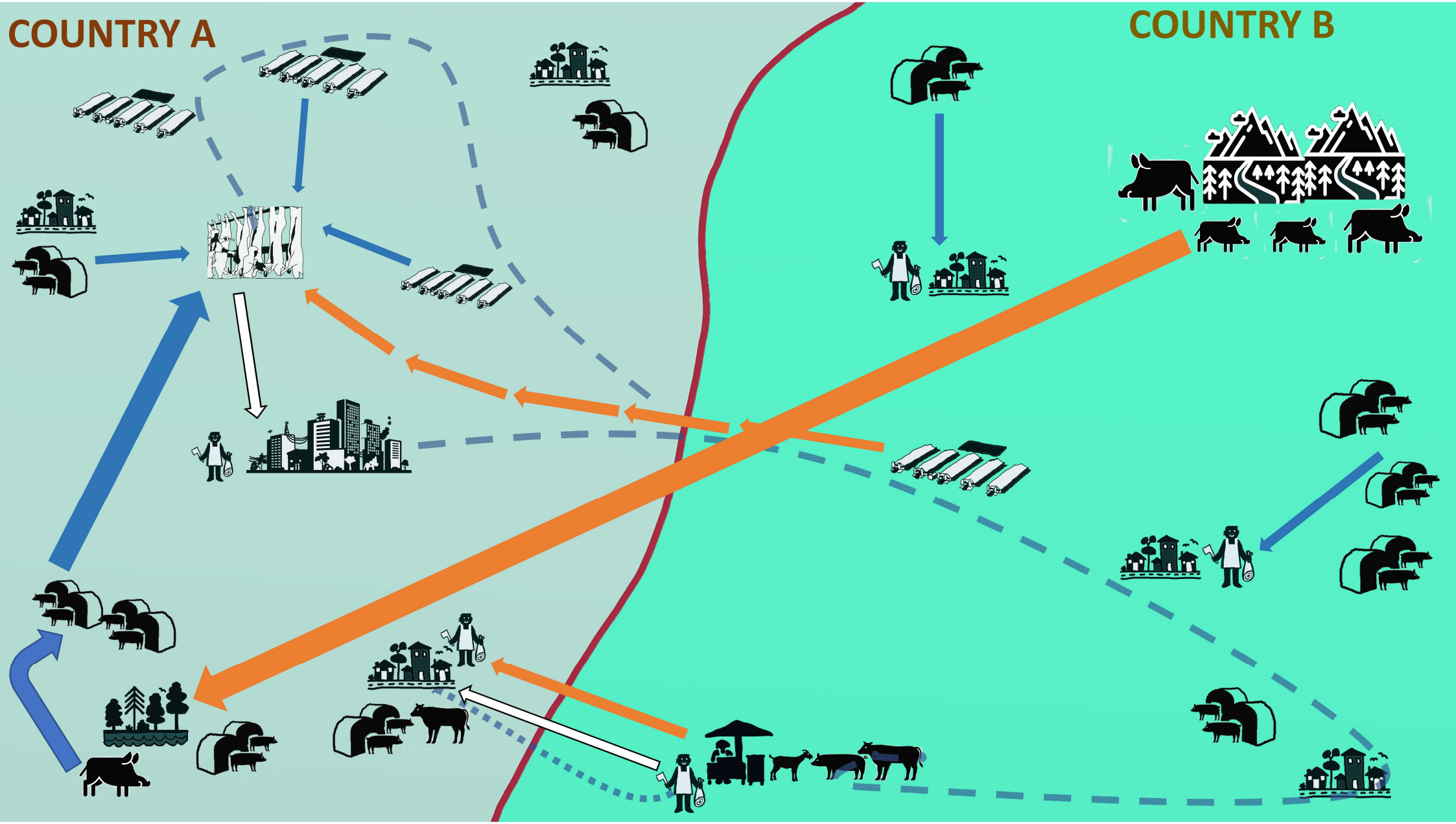# Focus group discussions

COUNTRY A

COUNTRY B

Town B

Town A

STEP 3
In depth interviews

COUNTRY A

COUNTRY B

COUNTRY A

COUNTRY B

Risk areas after Step 1
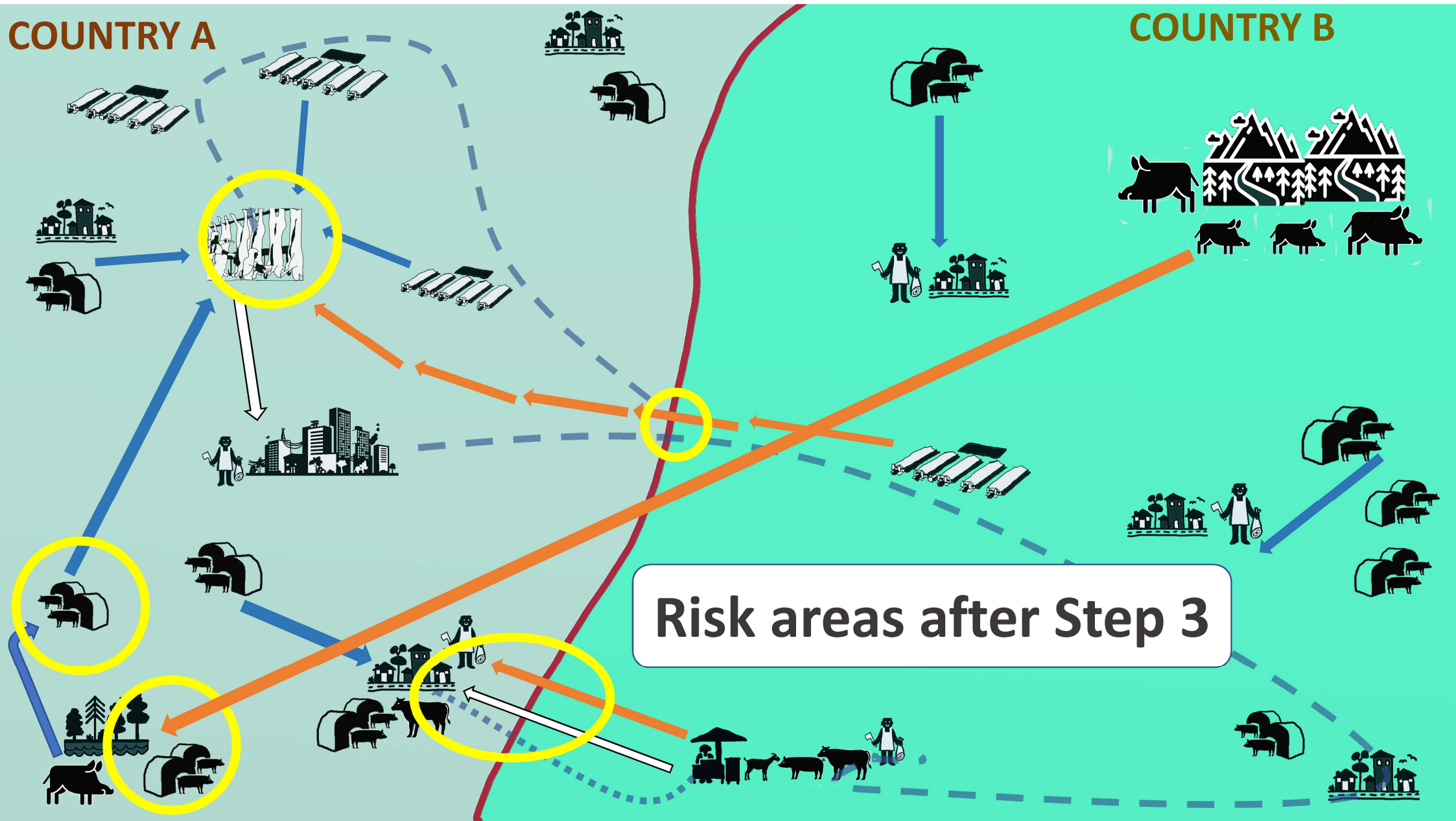
COUNTRY A

COUNTRY B

Risk areas after Step 3

SUMMARY

Animal disease risks are driven by human behaviour.

Sociological techniques can help map animal value chains.

Animal value chains can inform risk management.

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