

Isenberg Innovation Consultants

<u>Team Member</u>	<u>Year</u>	<u>Major</u>
Jack MacKinnon	2026	Finance
Mihir Gogri	2026	Marketing
Melissa Adams	2028	Management
Anna Tonelli	2026	Operations and Information Management
Aidan Chan	2028	Operations and Information Management

Advisor: Professor Jennifer Merton

Topic: Tyson Foods and the Future of Poultry Amid Avian Influenza

Audience: Board of Directors and Senior Leadership at Tyson Foods

The recent outbreak of avian influenza poses significant ethical, financial, and public health concerns for the poultry industry. Tyson Foods, as the current leading poultry producer in the U.S, must balance corporate profitability with its ethical duty of stewardship. The latest outbreak began in March 2024 and has raised concerns regarding the mass culling of flocks, consumer and worker safety, as well as the risk of human infection with the alarming potential to become the next pandemic. As the Isenberg Innovation Consultants, our team proposes a response under the acronym: WINGS. By taking decisive action, Tyson can position itself as the proactive leader shaping the future of responsible food production and curb the scourge of bird flu.

In the legal landscape, adopting policy based on ethical stewardship and sustainable farming practices can limit litigation from interest groups. For example, in 2020, three nonprofit organizations that focus on animal protection sued the USDA over the response to Bird Flu and flock culling methods. In 2022, the case was settled after the USDA failed to get the case dismissed. This settlement requires that the USDA consider anti-confinement measures that would reduce the number of birds in poultry houses as part of their best management practices, along with other protections for birds. Adjustments to current practices are necessary to limit legal risk and stay ahead of the regulatory curve.

Our recommendations not only limit the financial risks of litigation, they also secure Tyson Foods' place as a first mover in the public eye. While farms are paid by the government for the lost flocks when there is a bird flu outbreak, this approach is not sustainable. Tyson can be an advocate for robust federal support of prevention measures that will ensure safe, high-quality chicken. Building trust through increased safeguards can increase confidence for consumers and create long-term financial benefits.

We propose Tyson Foods adopt our WINGS framework, strategically designed around ethical stewardship to strengthen biosecurity and prevent the spread of the bird flu. It emphasizes watching and strengthening biosecurity, implementing consistent testing, nurturing employee and community health, gauging efficacy through pilot programs, and supporting policy change and global advocacy. By adopting these measures in response to the bird flu outbreak, Tyson

Foods has the unique opportunity to build consumer trust, reinforce its leadership by protecting stakeholders, and cement its place as the chicken of choice.