

AHI BUSINESS PLANS 2017

CELLCHECK

CCKBUSPLA v1.0

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NATIONAL MASTITIS CONTROL PROGRAMME

Animal Health Ireland, 4-5 The Archways, Carrick-on-Shannon, Co. Leitrim, N41 WN27

CELLCHECK

Programme Objective: Facilitate the Irish dairy industry to continue to improve milk quality, such that 75% of the milk supplied by Irish farmers will have an SCC of 200,000 cells/mL or less by year end 2020.

DELIVERABLES (2017)	Q1	Q2	Q3	Q4
	Jan - Mar	Apr - Jun	Jul - Sept	Oct - Dec
A. COMMUNICATIONS				
1. Disseminate monthly communications, to include technical articles, programme and operational updates, and case studies, through the agricultural media and stakeholder publications.				
2. Engage with milk processors and key influencers to increase industry engagement and ownership, and refine industry-agreed objectives in milk quality and mastitis control.				
3. Provide CellCheck activity and SCC performance reports for use by senior management of milk processors and other stakeholders.				
4. Deliver 2016 CellCheck Milking for Quality Best 500 award, and establish at least 1 new award category, subject to data availability.				
5. Maintain and publicise, through the AHI website and other media, the national database of participating service providers.				
6. Subject to data availability, submit to a peer-reviewed journal a scientific paper, outlining the results of a collective and multi-faceted approach to behaviour change in mastitis control.				
7. In conjunction with milk processors, continue the promotion and sale of the CellCheck Farm Guidelines.				
8. Engage with key enablers such as Teagasc and DAFM Veterinary Laboratory Services, to identify opportunities for collaboration, as part of the various organisations' annual business planning cycles.				
B. CONTINUING PROGRAMME DEVELOPMENT				
1. With the support of the Regional Coordinator network, assist Dairy Knowledge Transfer (KT) Programme facilitators to deliver a target of at least 100 workshops for KT participants.				
2. In conjunction with TWG and industry partners, develop and deliver an additional Stage 2 module of service provider training in mastitis control (SP2 Advanced).				
3. In consultation with TWG and industry stakeholders develop mechanisms to facilitate the delivery of farm-specific mastitis investigations by appropriately trained local service provider teams.				
4. In association with ICBF, UCD and TWG members, develop a Mastitis Investigation Tool based on milk recording data, to support more detailed farm-level investigation.				
5. In partnership with DAFM, develop and host a list of 'CellCheck approved' labs providing commercial milk culture and sensitivity services.				
6. In conjunction with all stakeholders, develop an agreed CellCheck position on blanket and selective dry cow therapy.				

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C. PROGRAMME EVALUATION, MONITORING AND REFINEMENT	Jan - Mar	Apr - Jun	Jul - Sept	Oct - Dec
1. Continue national SCC profile and trend analysis, based on bulk tank SCC data collated by DAFM.				
2. Pending data availability, analyse SCC data of workshop participants to assess the impact of farm workshops on udder health performance.				