



## CellCheck Business Plan 2019



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CCKBUSPLA v1.0



AHI gratefully acknowledges the financial and other contributions of our stakeholders.



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



**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.

## KEY DELIVERABLES

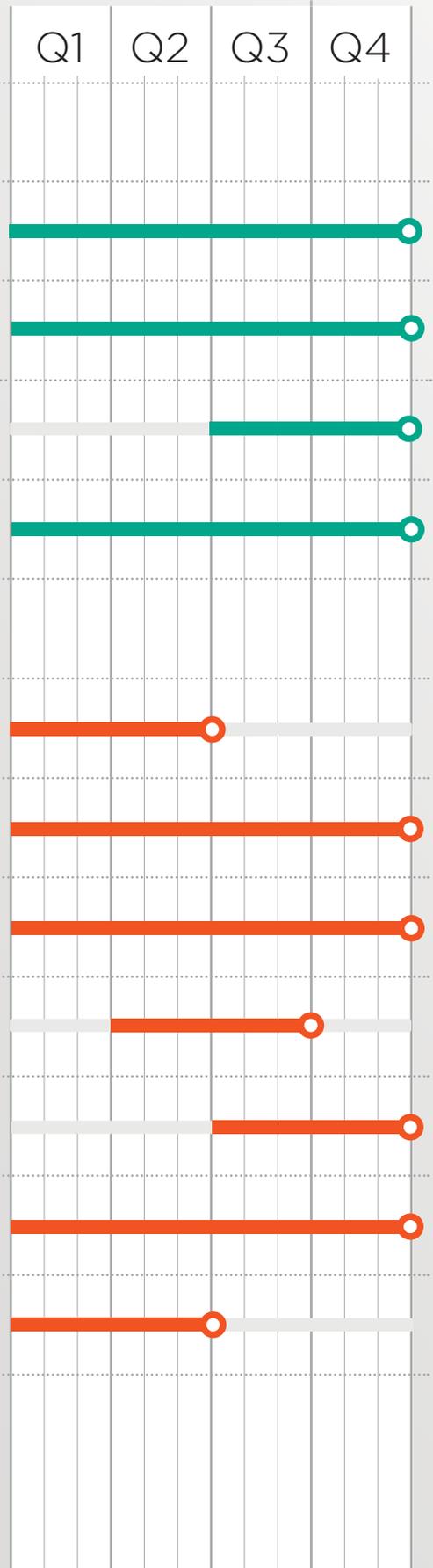
Q1 Q2 Q3 Q4

### 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. Deliver regular CellCheck activity and SCC performance reports, informed by industry stakeholder demand and subject to data availability.
3. Deliver CellCheck *Milking For Quality* Best 500 and group awards, subject to data availability.
4. Maintain and publicise, through the AHI website and other media, the national database of participating service providers.

### B CONTINUING PROGRAMME DEVELOPMENT

1. In association with ICBF and TWG members, develop a Mastitis Investigation Tool based on milk recording data to enable more detailed farm-level investigation.
2. In consultation with TWG and industry stakeholders develop and pilot a delivery mechanism of farm-specific mastitis investigations by appropriately trained local service provider teams.
3. Facilitate the industry in developing and implementing a strategic plan for a national milk recording campaign.
4. Review udder health performance and dry period outcomes from herds that participated in TASAH dry cow consults in 2018.
5. Continue delivery of TASAH dry cow consults, with related training, industry education and awareness campaign and communications, following review of 2018 activity.
6. In partnership with DAFM, maintain an up-to-date list of 'CellCheck approved' labs providing commercial milk culture and sensitivity services.
7. Submit to a peer-reviewed journal a scientific paper, outlining the impact of and findings from a pilot team-based approach to mastitis control (€uroMilk).



## KEY DELIVERABLES (continued)

### C PROGRAMME EVALUATION, MONITORING AND REFINEMENT

	Q1	Q2	Q3	Q4
1. Continue national SCC profile and trend analysis, based on bulk tank SCC data collated by DAFM.	Progress bar from Q1 to Q4 with a circle at the end in Q4.			
2. Update data on financial benefits to farmers and processors associated with reduction in SCC.	Progress bar from Q1 to Q2 with a circle at the end in Q2.			
3. Update data on usage of in-lactation and dry cow intra-mammary tubes.	Progress bar from Q1 to Q2 with a circle at the end in Q2.			