



AHI Communications Business Plan 2019



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



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Communications Objectives: to inform and appraise all stakeholders of the current work of AHI across all its national programmes and work areas and the associated economic benefits to the Irish agricultural industry; to ensure all disseminated information is science-based and independent; to educate service providers and other stakeholders in key components of individual programmes to assist Irish farmers with disease control and eradication; to contribute to the continued improvement of herd health in Ireland.

KEY DELIVERABLES

Q1 Q2 Q3 Q4

A AHI PUBLICATIONS

Monthly

1. AHI Bulletins.
2. Johne's Disease Bulletin.
3. CellCheck Newsletter.

Quarterly

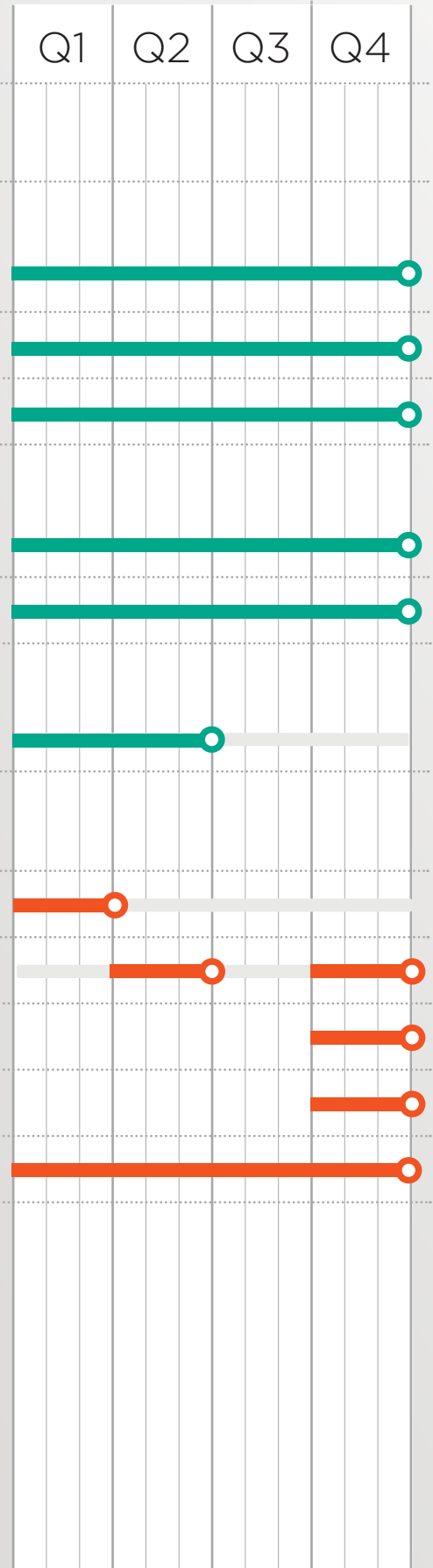
1. Beef HealthCheck Newsletter.
2. AHI Stakeholders' Newsletter.

Yearly

1. Annual Report.

B EVENTS

1. CalfCare On-Farm Events.
2. Beef HealthCheck On-Farm/Factory Events.
3. CellCheck On-Farm Events.
4. CellCheck Milking For Quality Awards.
5. IBR – BETTER Farm.



KEY DELIVERABLES (continued)

