

CELLCHECK BUSINESS PLAN



2023

To contribute to an economically, socially and environmentally sustainable farming and agri-food sector through improved animal health and welfare.



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



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KEY DELIVERABLES

Q1 Q2 Q3 Q4

PROGRAMME DEVELOPMENT (continued)

Embed evidence-based behavioural science into AHI communications, education and training, to facilitate industry and on-farm behaviour change.

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With the Technical Working Group, continue to review existing resources and training modules, and update and develop as required, particularly to support antimicrobial stewardship.

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Contribute to sectoral sustainability through actions assigned to AHI within iNAP, supporting measures relating to antimicrobial sales and behavioural change on-farm identified through AMU-FARM, and supporting targets agreed in the recent Climate Action Plan and Food Vision Dairy Reports.

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PROGRAMME EVALUATION, MONITORING AND REFINEMENT

Facilitate the industry to promote, communicate and identify strategies to achieve agreed udder health-related targets for 2025.

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Continue national SCC profile and trend analysis, based on bulk tank SCC data anonymously collated by AHI.

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In partnership with the Technical Working Group, complete analysis of 2022 intramammary sales data, to estimate usage trends.

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Develop method for collating and reporting treatment records available online.

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