



National Mastitis Control Programme

2024 Business Plan



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

www.AnimalHealthIreland.ie

CCKBUSPLA V1.0

ISSUED BY: AHI

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Animal Health Ireland (AHI) is a private-public partnership established between private agri-sector stakeholders and the Department of Agriculture, Food and the Marine (DAFM).

AHI aims to provide the knowledge, education and coordination required to establish effective control programmes for important diseases of livestock that are not subject to international regulation and in so doing to contribute to an economically, socially and environmentally sustainable farming and agrifood sector through improved animal health and welfare.



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Industry-agreed objectives by 2025

1. **SCC target:**
 - 80% of milk supplied 200,000 cells/mL or less.
 - 75% of milk supplied in T1 (January- April) 200,000 cells/mL or less.
2. **Milking Recording target:**
 - Starting in 2022, an increase of 15 percentage points p.a., for 2 years and 5% increase p.a. thereafter.
 - Increase the average number of recordings per annum from 4.5 to 6, by 2025.
3. **Data collection target:**
 - 30% of dairy farmers recording mastitis treatments online.
 - 75% of dairy farmers recording dry cow treatments online.



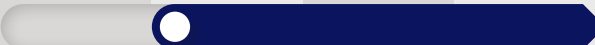



COMMUNICATIONS

		Q1 ▼	Q2 ▼	Q3 ▼	Q4 ▼
01	Review and revise the regular programme communications, in consultation with stakeholders.				
02	Deliver regular CellCheck activity, SCC performance and wider herd health reports, informed by industry stakeholder demand and subject to data availability.				
03	Deliver CellCheck Milking For Quality Best 500 awards, subject to data availability.				

PROGRAMME DEVELOPMENT

01	In association with the Implementation Group and Technical Working Group members, develop and deliver supports and resources required to enable farmers and their service providers to maximise engagement with milk recording services.				
02	Expand the framework for providing multidisciplinary support from appropriately trained local service providers to farms to improve mastitis management, including delivery of training and evaluation of consult structure to date.				
03	Continue coordination of TASAH-funded Cell Count Solutions and Dry Cow Consults, including updating of content as required and supporting training.				
04	In partnership with Department of Agriculture, Food and the Marine, revise the Terms and Conditions for 'CellCheck Partner Labs', in line with relevant national policy and guidelines and reestablish the Partner Lab listing online.				
05	Embed evidence-based behavioural science into AHI communications, education and training, to facilitate industry and on-farm behaviour change.				
06	Contribute to sectoral sustainability through actions assigned to Animal Health Ireland within iNAP and supporting measures identified through AMU-FARM relating to antimicrobial sales data and behavioural change on farm and measures in the Climate Action Plan relating to the Food Vision Dairy Report.				

PROGRAMME EVALUATION

		Q1 ▼	Q2 ▼	Q3 ▼	Q4 ▼
01	Engage with stakeholders to identify industry priorities, and opportunities for programme support and engagement.				
02	Review udder health performance and dry period outcomes from herds that participated in TASA dry cow consults to date and use this information to identify and inform key research areas.				
03	Detailed analysis of Cell Count Solutions qualitative and quantitative data, including udder health outcomes, behaviours and experiences.				
04	Evaluation of Autumn '23 farmer education and awareness events.				
05	Continue national SCC profile and trend analysis, based on anonymized bulk tank SCC data collated by AHI.				
06	In partnership with ICBF and CVERA, carry out detailed research of milk quality data over last 10-15 years, to include industry communication and publication of findings.				
07	Undertake analysis of 2023 intramammary sales data, to estimate usage trends.	