

National Mastitis Control Programme



Business Plan 2025



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.

AHI gratefully acknowledges the financial and other contributions of our stakeholders



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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 Disseminate regular communications, in various forms, to include technical articles, programme and operational updates and case studies, using social media, agricultural media, AHI and stakeholder publications and other channels.	Progress bar: 100% complete (blue arrow)			
02 Deliver regular CellCheck activity, SCC performance and wider herd health reports, informed by industry stakeholder demand and subject to data availability	Progress bar: 100% complete (blue arrow)			
03 Deliver CellCheck <i>Milking For Quality</i> Best 500 awards, subject to data availability	Progress bar: 25% complete (blue arrow)			

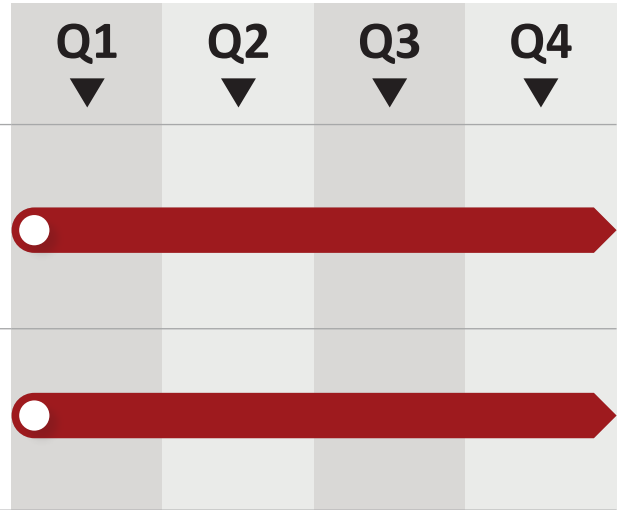
PROGRAMME DEVELOPMENT

01 In association with Implementation Group members, facilitate and document an industry exploration of the barriers to milk recording, including identification of potential solutions.	Progress bar: 75% complete (red arrow)			
02 Facilitate a discussion with Implementation Group members, to review and update industry-agreed milk quality targets (post-2025).	Progress bar: 25% complete (red arrow)			
03 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.	Progress bar: 100% complete (red arrow)			
04 Continue coordination of TASAH-funded Cell Count Solutions Consults, including updating of content as required and supporting training.	Progress bar: 100% complete (red arrow)			
05 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	Progress bar: 100% complete (red arrow)			
06 Embed evidence-based behavioural science into AHI communications, education and training, to facilitate industry and on-farm behaviour change	Progress bar: 100% complete (red arrow)			



PROGRAMME DEVELOPMENT (cont.)

- 07** 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.
- 08** Contribute to on-farm SDCT and heifer mastitis research, drawing on milk quality, behavioural science and veterinary expertise, and using AHI stakeholder channels to engage dairy farmers in designing, conducting and evaluating this new research.



PROGRAMME EVALUATION

- 01** Review udder health performance and dry period outcomes from herds that participated in TASAH dry cow consults to date and use this information to identify and inform key research areas.
- 02** Conduct detailed analysis of Cell Count Solutions qualitative and quantitative data, including udder health outcomes, behaviours and experiences.
- 03** Continue national SCC profile and trend analysis, based on anonymized bulk tank SCC data collated by AHI.
- 04** 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.
- 05** Undertake analysis of 2024 intramammary sales data, to estimate usage trends.

