

## APHA Conference 04/10/16



Mike Magan

## Never had it so good



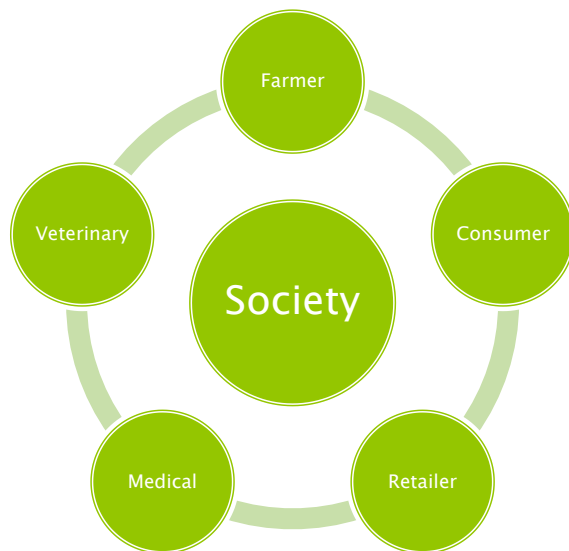
- ▶ Food
- ▶ Poverty
- ▶ Sanitation
- ▶ Longevity
- ▶ Infant mortality
- ▶ Personal liberty
- ▶ Violence

# Rapidly changing food world



- ▶ Variety
- ▶ Seasonality
- ▶ Choice
- ▶ Cost
- ▶ Safety
- ▶ Regulation

# Stakeholders



# Smart agriculture



- ▶ Environment
- ▶ Health
- ▶ Economy
- ▶ Society
- ▶ State

# Antibiotic use



- ▶ Change how we think
- ▶ Respect antibiotics
- ▶ Understand / educate
- ▶ 12.5%
- ▶ Complete use
- ▶ No “gifting”



A non-profit, public-private partnership providing the leadership, knowledge, education and coordination needed to establish effective control and eradication programmes for non-regulated diseases of livestock (cattle)



### MISSION:

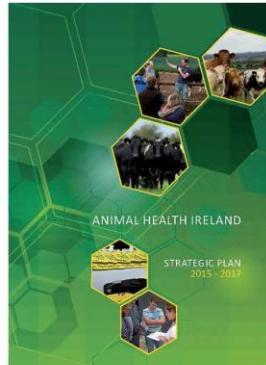
To contribute to a profitable and sustainable farming and agri-food sector through improved animal health

### REMIT:

To pursue effective control strategies for economically important diseases of livestock which are not subject to international regulation

ANIMAL HEALTH IRELAND

## OUR PROGRAMMES - OVERVIEW

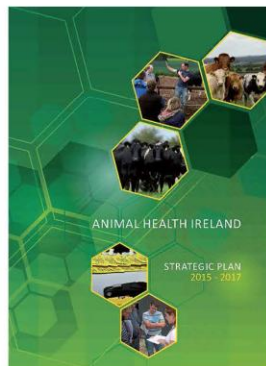
**AHI: STRATEGY (2015-2017)**

## Core Programmes

- BVD
- CellCheck
- Johne's Disease
- Beef HealthCheck
- IBR

ANIMAL HEALTH IRELAND

## OUR PROGRAMMES - OVERVIEW

**AHI: STRATEGY (2015-2017)**

## Other work areas

- Biosecurity
- CalfCare
- Parasite Control
- AH Economics



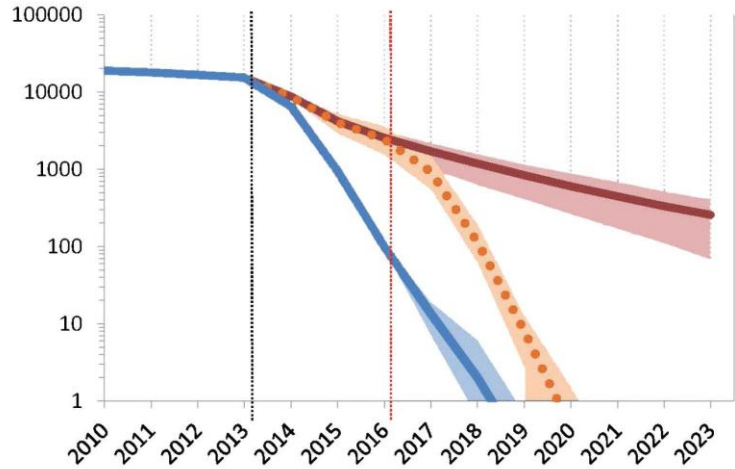
**OBJECTIVE**

To eradicate bovine viral diarrhoea virus (BVDV) from the national cattle herd by year end 2020

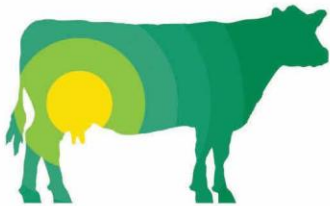


## ANIMAL HEALTH IRELAND

## CHALLENGES AND ACTIVITIES 2016



## ANIMAL HEALTH IRELAND



**CellCheck<sup>TM</sup>**  
 AnimalHealthIreland.ie



## ANIMAL HEALTH IRELAND

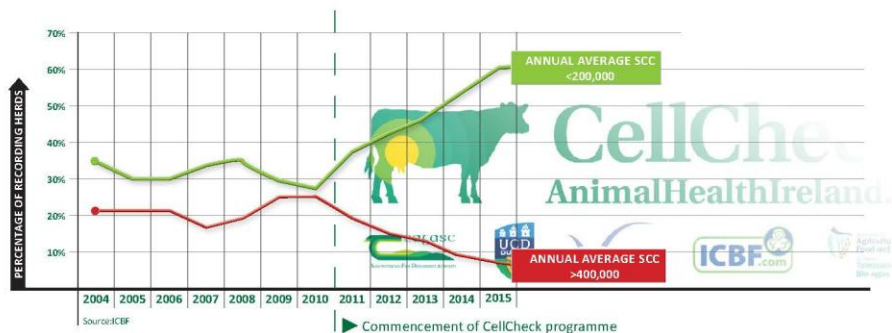
## PROGRAMME OBJECTIVE

To 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.



## ANIMAL HEALTH IRELAND

## EVALUATING CHANGE - MILK RECORDING HERDS





# Prophylactic use



- ▶ Dry cow antibiotics
- ▶ Use of records
- ▶ Setting standards
- ▶ Changing mind sets
- ▶ Knock on benefits

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INCREASING PREVALENCE





To establish a voluntary national programme for Johne's disease which

1. enables participating herd owners to have increasing confidence in the absence of infection in their herds and to achieve significant control or elimination where present



2. underpins the quality of Irish dairy and beef produce in the international marketplace.



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## PROGRAMME OBJECTIVES

1. To develop tools to assist farmers and their veterinary practitioners to control losses due to liver fluke and pneumonia through capture, analysis and reporting of abattoir data.
2. To contribute to the development by ICBF of economic breeding indices that incorporate health and disease data.



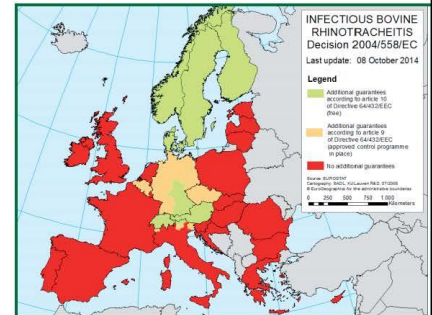


- Capture of liver fluke and lung lesions using touchscreen technology
- Target coverage of at least 75% of the national beef kill by year-end
- Close coordination with DAFM on AM-PM system development

# IBR



To eradicate infectious bovine rhinotracheitis (IBR/BoHV-1) from the national herd, subject to a positive cost-benefit analysis and a mandate from AHI stakeholders



- Recognise importance of:
  - Active collaboration with key stakeholders
  - Economic analysis
  - Comprehensive communications strategy





- Strengths and challenges of industry-led model
- The AHI model shows the potential for industry-led programmes built on consensus to deliver real progress.

