



APHA Animal Health Conference 2010

**Animal Health Ireland**

Taking up the animal health challenge

Joe O'Flaherty, CEO

A scenic photograph of rolling green hills under a cloudy sky. The hills are covered in lush green grass and scattered trees. The sky is filled with soft, white clouds, and the overall atmosphere is peaceful and rural.

1. Animal Health Ireland
2. The challenges
3. The response

A scenic photograph of rolling green hills under a cloudy sky. The hills are covered in lush green grass and scattered trees. The sky is filled with soft, white clouds, and the overall atmosphere is peaceful and rural.

1. Animal Health Ireland

The slide features a small version of the AHI logo in the top left corner. The logo consists of a green arc, a cow silhouette, a pig silhouette, and the text 'AHI Animal Health Ireland.ie'. Below the logo, the text '1. Animal Health Ireland' is written in a green, sans-serif font.



## Values

- Partnership
- Science-based
- Independence
- Continuous improvement – best practice
- Transparency – “come visit us”

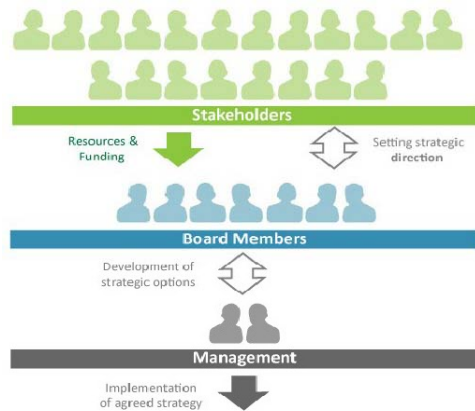


## Goal

To improve the profitability, sustainability and competitiveness of livestock producers and related industries.



## Structure



## 2. The challenges



### Structural issues

- Livestock movements – 1.6m through marts (2009)
- Fragmented holdings - 50% herds > 1 fragment
- Fragmented services
- Fragmented information
- Poor vertical integration
- High prevalence/ubiquity of certain diseases
- Expansion imperative



### Culture

- Responsibility unclear – ‘orphan’ diseases
- Collaboration a challenge – “co-opetition”
- ‘Islands of production’ – linking ‘farm’ to ‘fork’



### Trading environment

- Competitor initiatives
- Changes to the rules of trade
- Consumer – information vs. knowledge



BVD control / eradication in Europe





### Valuing disease control

Hidden cost of subclinical disease

Absence of Irish cost models

Capture of benefits

Sociological aspects

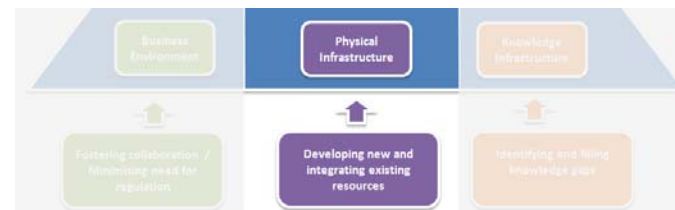
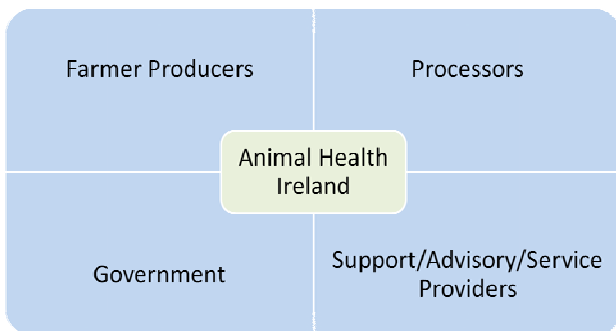
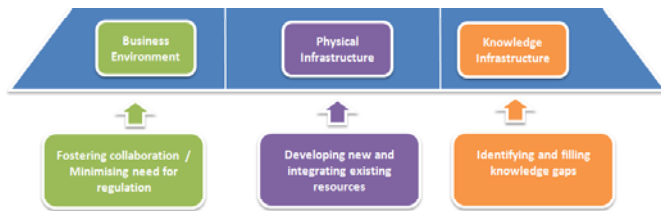


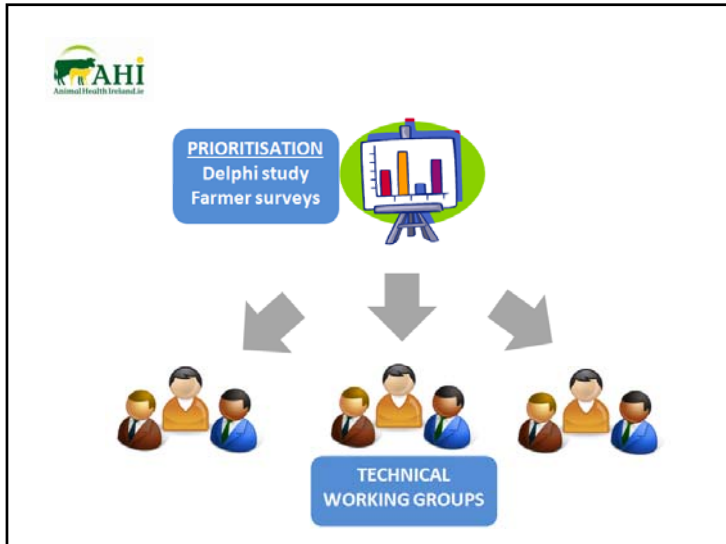
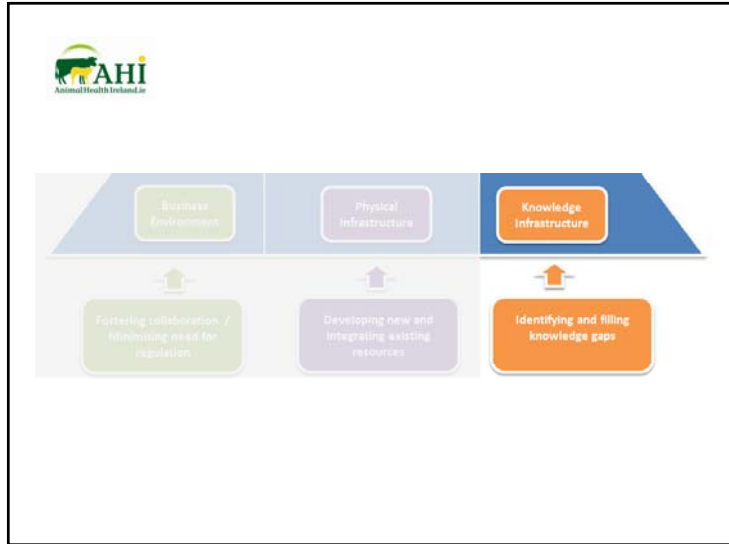
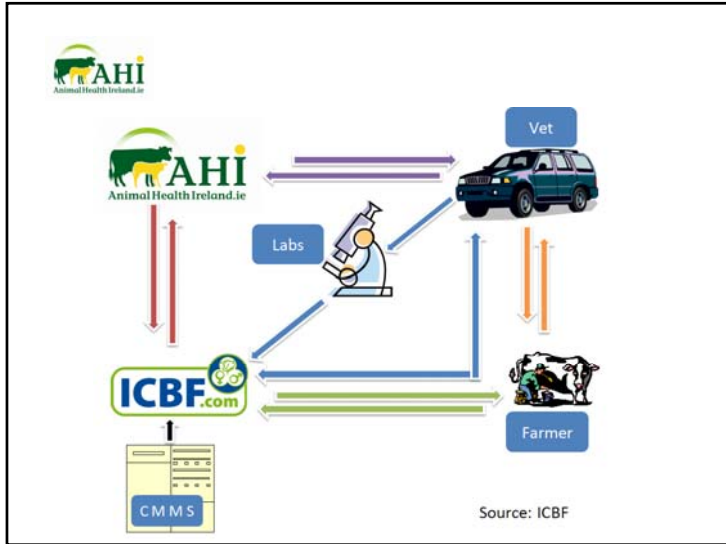
### 3. The response



To improve the profitability, sustainability and competitiveness of livestock producers and related industries.







	RANK ORDER		
	Delphi	ICBF Dairy	ICBF Beef
Infertility	1	1	4
Udder health/milk quality	2	4	
BVD	3	2	1
Lameness	4	5	
Diseases of young calves	5	3	2
Weaning pneumonia	6		3
Johne's Disease	7		
Parasitic diseases			5
IBR		6	6
Salmonellosis		7	7



TECHNICAL WORKING GROUPS

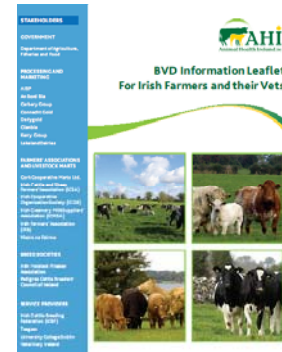
- Factual resources
- IT solutions
- Identification of areas for R&D
- Performance indicators
- National policy



## BVD

### Resources for individual farms

BVD Information Leaflet



## BVD

### Resources for individual farms

BVD Information Leaflet

Frequently Asked Questions

AHI/ICBF web-based BVD programme

Video clip

Roadshows

### The national dimension

A consultation paper for farmers and the industry



## Mastitis control

Dairy Australia releases *Countdown Downunder* programme IP and materials to AHI without charge

Teagasc Milk & Product Quality Forum agrees AHI to lead SCC initiative

Teagasc agrees to provide Programme manager to lead the programme

Initial meeting of the Technical Working Group

Detailed project planning in progress

