



### Monthly Message From Anthony

Happy New Year! As the festive season has been and gone, we look forward to a new year, I hope it brings success and endless amounts of positivity for you. At **SoftTrace** we have a packed calendar of events in 2022 as we celebrate 20 years in business, to make sure you don't miss out, we are kicking off the celebrations with the launch of our new monthly newsletter "The **SoftTrace** Scoop" Take 5 minutes out of your day to relax and catch up on some news!



### Local Dairy News

The AHI has appointed a new chair of the board - James Lynch a dairy farmer from Clare! CEO David Graham says his experience in the industry will benefit the sustainability efforts to improve the sector. James was a member of Dairygold Co-op for 10 years and during his

time there made an impact as vice chair and chair in supporting the strategic direction for the co-op preceding and the post EU quota abolition. He also represented Dairygold Co-op on the Irish Cooperative Organisational Society (ICOS) and later went on to become a

member of the rules committee in Ornuia. James says the AHI is the ideal position for delivering promises to stakeholders and ensuring the agri food and farming sector remains profitable and sustainable in the future. <https://www.farmersjournal.ie/news/ahi-chair-is-dairy-farmer-from-clare-673349>

### Company News

As the Covid 19 government guidelines and restrictions have eased following the announcement from the Taoiseach on the 21st January, the team at **SoftTrace** are more than happy about the return to office. The team will operate on a phased return to work program and by the end of February will see an end to the program with full attendance in the office. Returning to the office in a safe manner will hope to see a boost in morale for employees and an overall great was to start the year.



### Customer Spotlight

The **SoftTrace** team would like to congratulate North Cork Creameries, a long term and valued customer, on the launch of their new brand of butter 'Ór Real Irish Butter'. The new butter is made of the highest quality milk, produced from local certified grass fed cows. Ór Real Irish Butter can be found nationwide in Super Value stores.

<https://www.corkbeo.ie/news/local-news/north-cork-creameries-officially-launches-22243775>





## EVENTS



**SoftTrace** has kicked off 2022 to a great start with 2 conferences lined up in April. The team are making the long journey up the North to the Society of Dairy Technology 'Shaping the Dairy Industry for Tomorrow' Spring conference, while CEO Anthony makes an even longer journey across the pond to the Wisconsin Cheesemakers Association 'CheeseExpo' conference. The team at **SoftTrace** are over the moon to be able to connect with others in the industry again as the last conference we attended was BC (before Covid!)



## Monthly Moo-tivation!

'Either you run the days or the days run you' - Jim Rohn

## Employee Spotlight

Meet Kieran Quinn, our Chief of Software Operations. Kieran has been working with **SoftTrace** for 18 years.

When asked what his favorite aspect of the job is, he had this to say. 'I love everything! From dealing with customers and facing new challenges everyday, having a good working environment and atmosphere always helps. Kieran's goals in the company were met when moving up to management level and the promotion to CSO was an extra bonus achievement.



To celebrate 20 years in business we look back to some facts and figures from the year 2002, where it all started for

### SoftTrace

'Europe's leaders hail new currency'

<http://edition.cnn.com/2002/WORLD/europe/01/01/euro.reax/index.html>

The euro is also celebrating 20 years this year!



## Global Dairy News

The Port of LA has teamed up with the International Dairy Foods Association and container shipping company CMA CGM and announced the launch of a dairy exports working group to solve supply chain disruptions. American dairy exports have faced challenges with supply chain and trade policies have posed great difficulties for getting goods to market. The Executive Director of the Port of LA is looking forward to the collaboration which will benefit the dairy industry as well as American exports. US exports amounted to \$6.4 billion in 2020 and in 2021 continued to follow suit, however dairy exports could of amounted to more if there were no difficulties surrounding logistics. Supply chain issues are costing the US millions of dollars as exports are being sent on planes which can cost 20 times more than by boat.

<https://www.nbclosangeles.com/news/local/port-of-la-teams-up-with-dairy-industry-to-address-supply-chain-disruptions/2805490/>

## Tip Of The Month

The tip of the month is given to you to help optimise your time when using the **SoftTrace** software.

This months tip is dedicated to keyboard shortcuts.

|                              |                              |                                    |
|------------------------------|------------------------------|------------------------------------|
| History<br>= Shift + F5<br>  | Comments<br>= F6<br>         | Statistics<br>= Shift + F9<br>     |
| Print report<br>= Ctrl+J<br> | Jump to test<br>= Ctrl+J<br> | Cursor Direction<br>= Alt + F9<br> |