



Proudly celebrating 20 years in business

Issue 2 February 2022



Welcome back all, February was quite a busy month for us all and we have plenty to share with you.

Features this month include:

Coming to a screen near you - Our brand new desktop icon!

We are very proud to introduce a new logo for our 20th anniversary

International travel is open again and I was delighted to travel to North America to visit our valued Wisconsin customers

Glanbia Wins Appeal

The Supreme Court gave the go ahead for a €140 proposed cheese factory in Kilkenny.

Planning permission for the new factory began back in 2019 by Glanbia and Royal A-ware.

Despite an appeal against the development by the national

trust for Ireland, the court was in favor on an Bord Pleanala granting of permission for the factory at Belview.

The appeal to the Supreme Court was based on the new factory increasing agricultural emissions, however the court found that the dairy farms supplying the new

factory were not an issue and therefor not liable to be assessed with regards environmental impact, giving the green light for the project

ICMSA president Pat McCormack said the decision was "a welcome boost for Glanbia and the wider Irish dairy industry".

[Link to story](#)

Monthly Moo-tivation!

Hope and fear cannot occupy the one space. Invite one to stay
- Maya Angelou

Customer Spotlight

Great news for our customers at Kerrygold on securing approval of a €40 million extension on their butter factory. The factory is located in Mitchelstown, Co. Cork and first opened back in 2016.

The aim of the extension is to boost production at the plant from 40,000 tonnes to 80,000 tonnes.

A new butter churn and cream processing infrastructure, two new packaging lines and an additional cold storage and distribution space are all included in the plans for the new extension.

Ornua have said that they foresee construction work on the extension to take around 12 months to complete.



Coming To A Screen Near You! Introducing our brand new logo and desktop icon

Working with the design team at Forza Marketing we created a new look to celebrate our 20 years in business.





Anthony in America!



CEO Anthony made the trip across the pond to visit Lynn Dairies, Nasonville Dairy, BelGiosio Cheese and Grassland Dairies who are currently in discussions with **SoftTrace**, as well as valued customers and friends at Mullins Cheese. Facilitating company introductions during this trip, highly respected North American Dairy Process Professional and friend of SoftTrace Jim Banks.

Jim Banks has worked in the Dairy Processing Industry for over 45 years and is widely known and respected within the industry.

In 2019 at the last CheeseExpo Jim was awarded the Outstanding Contribution to the Dairy Process Industry award. Jim works with SoftTrace developing leads in the North American Sales Territory

Now that travel restrictions have eased immensely, we are striving to strategically expand. These trips enable us to establish the solid foundation for our long term customer relations and demonstrate our strong commitment too customer focus.

Tip of the Month



This months tip is our

Analysis Group Copy Functionality

The main copy functionality saves time and is useful for products that are the same category and require the same test and specifications.

With this functionality the analysis group can be edited to add any additional test or remove tests after copying!

Net Zero News

This article talks about the dairy industry's continuous progress to becoming more sustainable as consumers are now concerned with how their food is produced. The Innovation Centre for US dairy has secured valuable collaborations with funding to support research, and efforts to increase adoption of environmental practices and technologies across all farms through the U.S. Dairy Net Zero Initiative

Recent efforts in sustainability include; Starbucks joining forces with a Florida dairy farm during the Sustainable Agriculture Summit, FFAR launching a Greener Cattle Initiative that donates \$5 million for 5 years in aid of research on enteric methane mitigation from cattle as well as providing \$10 million grants supporting the Dairy Soil & Water Regeneration project for the next 6 years.

It is efforts like these that will make the 2050 Environmental Stewardship Goals to achieve greenhouse gas neutrality, optimize water usage, and improve water quality more achievable.

<https://www.dairyfoods.com/articles/95491-dairy-makes-continued-steps-toward-sustainability>



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

Domestic Milk Intake amounted to 5,036.4 million litres in 2002, compared to 8,754 million in 2021

[Link to CSO Report \(2002\)](#) [Link to CSO Report \(2021\)](#)

Employee Spotlight

Introducing Eamonn O' Mahony. Eamonn was one of the original founders of the company back in 2002. Eamonn went on to retire in 2018 after dedicating nearly two decades to **SoftTrace**.

Returning in late 2019 to become a part-time projects consultant. When asked what his favourite aspect of the job is, Eamonn said 'I like devising solutions to client issues and modification requests.

