



Welcome back all, the month of March was another busy one for all of us again & we have loads to share.

**Features this month include:**

Our Ireland & UK Trade Show attendance -  
**The Society of Dairy Technology Spring Conference,**  
A great health and wellbeing initiative from our customers, mental health goes mobile on milk tankers and as always in our newsletter,  
**The Monthly Moo-tivation -**  
to make your month that little bit easier!

## Monthly Moo-tivation!

Happiness is a direction, not a place  
- Sydney J. Harris

## 'Milk tankers to be used in rural mental health campaign'

Milk tankers and feed trucks from our customers; Arrabawn, Aurivo, Carbery, Dairygold, Glanbia, Kerry, Lakelands, North Cork, Ornua and Tipperary co-op are all included in the campaign to raise awareness for the Samaritans free phone number.

The campaign was launched by the Minister of State at the Department of Agriculture, Food and the Marine on the Hynes dairy farm in Aherla, Co. Cork. The campaign aims to target farmers and others located in rural Ireland, those who have a higher risk of isolation and loneliness.

The **SoftTrace** team would like to applaud our customers for getting involved in this initiative



## St. Patricks Day

From all of us here at **SoftTrace**, we hope you enjoyed the St. Patricks day festivities with family and friends over the extra long bank holiday weekend, and more importantly stayed safe.



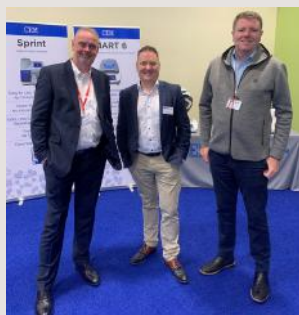


## SoftTrace @ STD 2022 Spring Conference

CEO Anthony Connolly, Dairy Process Technical & Compliance Manager Lynn Harte and Marketing Intern Hannah Barry made the trip up to the CAFRE Loughry Campus (just outside Cookstown in Northern Ireland) on Wednesday for the **Society of Dairy Technology Spring Conference with the theme being 'Shaping the Dairy Industry for Tomorrow'**.

An excellent day was had with talks from Tom Lock (NFU), Charlie Hyland (INTL FCStone), Patty Clayton (AHDB), Professor Mark Fenelon (Teagasc), Judith Bryans (Dairy UK), Claus Birkemose (Tetra Pak) and Devin Darrell (CEM).

Overall, we had a great day of networking and meeting some familiar faces as well as gaining insight from the various industry speakers about the future of Dairy. We would just like to say thank you to the Society of Dairy Technology and CAFRE Loughry Campus for organising this successful event. Keep an eye out on our LinkedIn for more pictures from the day!



## Tip of the Month

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Further keyboard shortcuts to further optimise your time!

- Add - F4
- Edit - F8
- Delete/Undelete - F3
- Filter - Alt + F
- Copy - Ctrl + D

## Dairy Ingredients Market Size Worth \$105.29Bn, Globally by 2028 at 3% CAGR

The Insight Partners published latest research study on the Dairy Ingredients Market Forecast to 2028 with Covid-19 Impact, Global Analysis by Product Type and Application. The dairy ingredients market was valued at 85.68Bn in 2021 and expected to amount to 105.29Bn in 2028.

The Middle East and Africa is expected to grow at the fastest CAGR in the dairy ingredients market and according to FAO Saudi Arabia and UAE are two of the largest importers of whole milk powder, butter and cheese

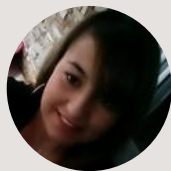
As a result of Covid-19, there was a demand for products to boost immunity and as dairy ingredients have various nutritional benefits there was an increase for dairy ingredients. However due to the shutdown of many manufacturing plants, supply was unable to meet demand which affected the profits of many manufacturers.

Read the full story [here](#)

## Employee Spotlight

In honour of International Women's Day on March 8th Meet Denise!

Denise is one of our amazing customer care technicians and has been working with us for the last four years.



When asked what her favourite thing about her role is, she said she loves all aspects! 'From interacting with customers, resolving customer problems and the continuous learning of the system as it continues to grow and change to meet customer requirements, no two days are the same'. Denise's goals for the future are to progress in her career and role at **SoftTrace** and to continue to help achieve our business goals.

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

## 'New Stabiliser/Emulsifier System for Dairy Manufacturers'

Danisco announce the launch of Elevations 200 - and claim the system to improve the texture of standard or traffic brand products and provide them with the same creamy mouthfeel as premium ice cream. Read the full article [here](#)