



Photographed at the Shannon Meat Retired Staff Members Social which took place at Rathkeale House Hotel on 18th March were in front L to R Retired Members Tim Cunningham, John "Coffey" Farrell, Jack Buston, Paddy Royce and Tom O'Connell. at back are some members of the Staff Social Committee who organised the function L to R : Donie McEnery, Dan Neville, Sean Guiry, Paddy Sheehan and Liam Ahern.

## TRADING DIFFICULTIES

"Newsletter" the fortnightly publication of CBF - Irish Livestock and Meat Board, in the edition of 8th March gave a very objective assessment of the marketing situation prevailing in the meat industry. In its lead article it states :

" Beef marketing has never been a particularly easy field of activity but it is true to say that it is now more difficult than it has been for some time. A lot of capital was invested in the industry and a lot of costly buildings erected in order to cope with the influx of cattle in 1974 and 1975. Now, however, with the cattle herd declining the industry is left with a surplus capacity and a poor return on the capital invested. As cattle prices escalate and consumer demand drops it is becoming increasingly clear that only the fittest will survive. Retail butchers, too, are finding the going difficult as the price of meat rises beyond the limits of the housewife's purse.

### REASON

What is the reason for the present gloomy picture and how long can it go on? Many people in the industry would argue that the Common Market's policy of isolating the beef trade from world supply thus allowing prices to move ahead faster than consumers could afford is responsible. Certainly there is some measure of truth in this and although both farmers and processors have benefited from intervention there is nevertheless something faintly absurd about a system that puffs up the price of beef to a level where people find it increasingly difficult to afford it while at the same time over 260,000 tonnes are held in cold storage and will probably find its way, in due course, onto the world market at give-away prices.

By its very construction - high

prices based on import levies and support buying - the Common Agricultural Policy has been biased towards farmers. This is not surprising as it was the price demanded by France for opening her market to German industrial goods and the price that had to be paid by the European housewife for the guarantee of food in the supermarket shelves each morning.

### PRICE INCREASES

But there is now every indication that the tide is turning. For example, the price increases proposed for farmers this year have been moderate; the French who have arrogantly fought for higher prices year after year now seem more disposed towards moderation; the Agricultural Commissioner, by his own admission, is almost totally consumer orientated as indeed is the President of the Commission, Mr. Roy Jenkins who stated shortly after his appointment that "consideration must be given to those who eat food as well as to those who grow it." It is becoming patently clear that the spiral of beef price increases cannot be allowed to continue. There is ample evidence that price resistance is already having drastic effects on consumption. In the U.K. for example, demand for beef in 1976 is estimated to have fallen by 9 per cent, and it is currently estimated that demand in Italy is 20 per cent below the normal for this time of year. Similar patterns are reported from other major beef consuming countries.

On the premise that there is no point producing food that people cannot afford to buy we could well see some major changes in the intervention system and perhaps its replacement, to some extent at least, by a deficiency payment scheme when the review of EEC support mechanisms is published next July."

## BEEF TARGETS

By Maurice F. Cowhey, Managing Director.

Official predictions of the number of animals to be offered to the Meat Plants for slaughter for beef over the period to 1980 show only minor variation through the years. These are as follows :-  
1977 - 1,000,000. 1978 - 950,000.  
1979 - 1,000,000. 1980 - 1,150,000.

The actual slaughtering in 1976 were 1,040,000. These are extremely modest targets and one wonders if target is a misnomer as the figures show what looks more like a static position. It is difficult to see what the state can do to make a further substantial leap forward. The previous beef Incentive Schemes undoubtedly made a big contribution. Such schemes cannot now be repeated due to E.E.C., regulations and Brussels seems adamant on this point.

Targets that are desirable may not be attainable. The beef plants, with their more up-to-date technology, would like to see targets much higher; say, 1,500,000 which they could easily handle. A lower one, pitched say, at 1,250,000 by 1980 may be attainable.

### PRICES

Prices of livestock and livestock products have never been higher and reputedly producers incomes. So it would seem that the necessary monetary incentive should be there. Are these high prices an impediment to increasing stocking rates, particularly the prices of calves and stores?

When prices jumped sharply in early 1976 it was noticeable that quite a number of feeders changed their normal requirements to a lighter type animal. As prices go higher and higher, does the feeder reduce his number? The purchasing of calves for Europe also showed the home rearer was outbid, when prices went beyond his level. Now that we near the final step into Europe, the last reduction in duty coming on the 1st April, and also the adjustment of the internal European Taxes any further large jumps in price structures will end and the feeder will be back to a margin between purchasing and selling with some aid from the Annual Price Review. This will put pressure on the man who finished cattle to beef. It also poses a question on the price of calves and young store stock. Is their price structure too high? It is my opinion that the beef finisher will have to face up to breeding a percentage of his store stock, around 20% to 25%. Otherwise, he will be squeezed for margins as he was in the '50's and early '60's, when the Fatstock Guarantee Scheme was being operated in the U.K. At that time store cattle cost 15% to 20% more than they realised as beef. The margin available from such type trading would be unrealistic in these inflationary days.

### LIVE EXPORTS

One cannot write about targets for the beef industry without referring to live cattle exports. Boat loads of live cattle and freight aeroplanes of live calves seem an anachronism in the year of 1977. It is agreed among all economic and financial commentators that such a trade is one of the largest hallmarks of an undeveloped country. It will not last as it is being supported by huge subsidies and intermittent shortages in some foreign abattoirs.

One cannot ever think in terms of production solely without increased consumption, as both should go hand in hand. Consumption of beef in the nine, is highest in Belgium at 24 Kilos per head, per annum and lowest in Denmark at 14 Kilos per head, per annum.

Over the four year period, 1967-1970, total beef and veal consumption in all the E.E.C., countries, except the Netherlands showed some increase. In Italy, consumption of beef was more than trebled between 1950-1970 and is still increasing rapidly. In the U.K. Denmark and Republic of Ireland on the other hand, consumption has been fairly static over the same period, at around 20 Kilos per head, per annum. Recently however, there has been a tremendous resistance

to high prices all over the E.E.C., and a drop in consumption. In the U.K. the drop in consumption is so large that it is causing alarm.

A large part of the beef supplies in the E.E.C. of nine is obtained from relatively small holdings. Increased specialist beef production will be influenced by the relative profitability of beef production and dairying; by the high capital requirement of beef production and the long production cycle. Particularly, for small farm businesses, the problems posed by foregoing regular returns from milk providing the necessary capital required for the beef enterprise and achieving an adequate income from less intensive forms of production, may discourage farmers from switching into beef. In the future, therefore, an increasing share of beef production will be derived from larger units.

### INFLUENCES

In all the countries of the E.E.C. the size of the beef sector will be influenced by prices which depend on the level of domestic production and third country supplies and on its profitability relative to the other competing enterprises. Any changes in CAP will influence targets. It would seem as if there is a large movement towards the U.K. system of Variable Premiums. Undoubtedly, any system that can give a fair return to the producer and avoid the building of beef mountains of devalued meat would be welcomed. Another advantage of the U.K. system is that the beef moves into consumption and E.E.C., consumers would get the benefits of the cheaper product. We must also not forget that our Agricultural Scientists are constantly reminding us that with proper management, our grasslands can easily carry twice the present stocking level.

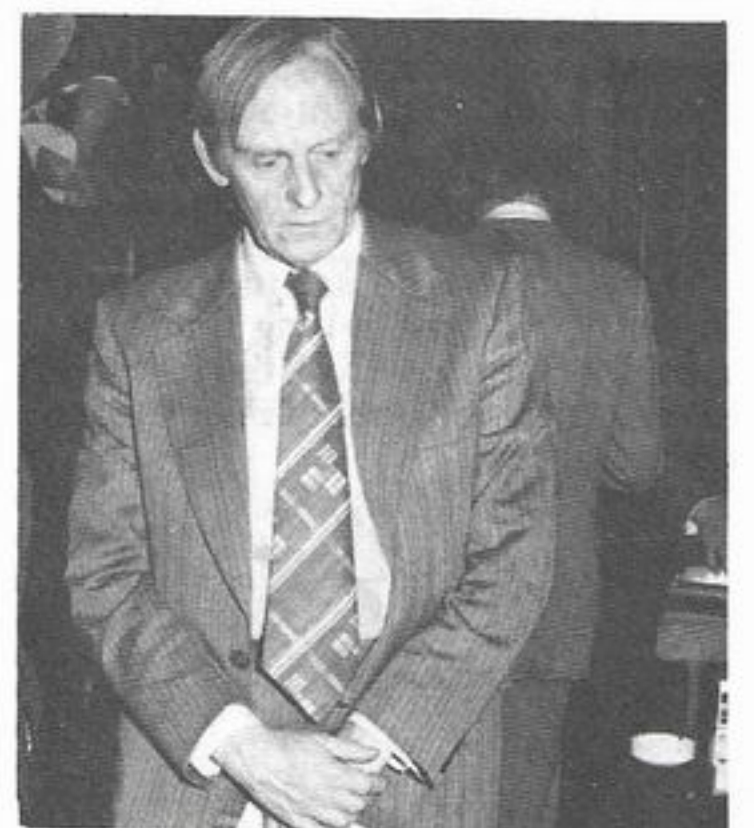
I would certainly be more optimistic about targets than the official line and would predict that there would be 1,300,000 animals per annum, available to the meat plants for slaughter by 1981 and this would rise to 1,400,000 to 1,500,000 by the mid-eighties.

### FACTORS

The main factors which I believe will ensure such targets being reached are :-

1. Sharp contradiction in the live export trade.
2. The huge investment being made in various size feeding units.
3. The necessity for the owners of these units to breed a percentage of their store stock, to retain some kind of reasonable margin.
4. The pressure on all farmers to maintain their standard of living.

Just as in industry, the only way it can be done in these inflationary situations is, increased throughput and increased efficiency. These two latter must add up to increased stock numbers.



M.F. Cowhey.



# I.T.G.W.U.



## NEWS

The Annual General Meeting of the Irish Transport and General Workers Union took place on Friday 11th March. This was one of the best attended annual meetings for a number of years and this is particularly pleasing to the newly elected committee members. Prior to the meeting, the outgoing chairman, Patrick O'Shaughnessy gave us this message: "Now that my term as chairman is at an end, I want to say a particular 'thank you' to my committee members and all factory employees for their careful understanding and gracious contribution towards making my job a success. Similarly, I want to thank the members of management in Shannon Meat Ltd., not forgetting the Federated Union of Employers (F.U.E.) and members of our own branch office in Limerick." Patrick did not go forward for office this term. The following are the officers elected :-

**Chairman** : P.J. Jones (Slaughter Hall); **Vice-Chairman** : Patrick Hennessy (Slaughter Hall); **Secretary** : Christy Jones (Boning Hall);

Also elected to the committee were the departmental spokesmen :-

**Boning Hall** : S. Murphy.  
**Cannery** : John Meehan;  
**Slaughter Line** : Patrick Shiels  
**Casing/Red Offal** : Bernard Daly (jnr); **Tripe** : John Fitzgibbon;  
**Home Sales** : Moira Daly;  
**Lairage** : Timothy Shiels.  
**Females** : Peg Curtin.

# ANNUAL GENERAL MEETING

## EXPERIENCE

Looking through the above list, it is clear that it contains some very experienced union members. In attendance at the A.G.M., also, was Mr. Joe Skerritt, Branch Secretary. He paid tribute to the outgoing committee for their dedication and good work during the year. He was confident that the newly elected officials would carry on where their predecessors had left off.

An interesting point has come to my notice after the election of officials. The newly elected chairman and secretary, Pat Joe Jones and Christy Jones are brothers. The Casings/Red Offal Spokesman Bernard Daly is a brother to the Home Sales Official, Miss Moira Daly. Finally, Timothy Shiels, Lairage Spokesman is the father of Patrick Shiels, Slaughter line representative.

## TRIBUTE

The month of January left an everlasting imprint on all company employees. During this month of exceptionally cold and bitter weather, two of the firms most noble and respected workers, departed from this life, in the persons of Frank Dinnage and Dick Woodroffe. Behind them they have left steadfast memories of their respective capabilities. Frank as a mechanically minded genius; Dick as a very distinguished artist, both on the stage and on the sports field. Both were gentlemen of nature. To the respective members of their families and friends our deepest sympathy is extended. May they rest in peace.



P.J. Jones.

## NEW ELECTED CHAIRMAN

The newly elected chairman of the Irish Transport and General Workers Union is Patrick Joseph Jones. This is Pat Joe's second term in the chair in three years. In fact, last year, he held office as vice-chairman. His close friend Patrick O'Shaughnessy was then chairman.

Pat Joe commenced work with Shannon Meat Ltd, in the early 1960's. His stay was intermittently disrupted on a number of occasions when he went across the water to England. Since 1970 Pat Joe has been employed in the slaughter hall.

Union involvement for the Jones family is obviously a way of life. Pat Joe's two brothers, Christy and Gerry have been closely allied to the I.T.G.W.U. In fact, Christy is the newly elected secretary. Christy has, also, been a past chairman, collector and spokesman. Their brother Gerry has been shop steward. Their father, the late Patrick Jones was one of the people instrumental in the formation of the I.T.G.W.U. in Shannon Meat. During his time in Shannon Meat, Patrick (snr.) was chairman, secretary and collector.

Pat Joe admits that he derived a great wealth of experience from his father. During 1976, Pat Joe attended an Industrial Relations Course organised by the Irish Transport and General Workers Union. This helped to further broaden his intellect on Union Management procedures. He is very confident that both the experience learned from his father and the union course will assist him in understanding and solving the problems that arise.

## G.A.A.

Pat Joe is very closely associated with the Shannon Meat G.A.A. club. Because of the clubs continuing success, the players are always highlighted. Seldom, if ever, do the back-room boys, like Pat Joe ever receive a word of praise for their unselfish contribution to the running and organising of such a club. Pat Joe was, also, a very active member of the festival committee. It is interesting that both Pat Joe and Patrick O'Shaughnessy, last year's chairman should share similar interests.

## THANKS

Pat Joe wishes to thank all those that voted for him. He wishes to congratulate all his committee members on their election. To them he has this message: "Let us work in co-operation, with endeavour towards our goals." He relates that the committee of last year were a great body and is delighted to see that some of those individuals have been returned to office. The new chairman is confident of full co-operation from John Mulcahy, Dan Neville and other members of Management.

To Pat Joe, let us say the best for 1977.

## ADAPTING TO AMERICAN STANDARDS

By Larry Kelly,  
Production Supervisor.

For many years now Ireland has been exporting boneless beef to the United States. Since the advent of E.E.C. membership the importance of this market has lessened.

Economically, the U.S. market has been a great boost to the Irish Meat Industry as it provided a steady market for our boxed meat at a time when we were changing over from the old conventional type carcass form of beef exports. This enabled factories to go out and pay better prices to the farmers for their cattle as certain quotas had to be met in order that we could maintain our position in the league.

Gaining acceptance to this market meant a lot of restrictions had to be overcome. Firstly, all Meat Plants had to be inspected before a permit was granted. This meant a lot of hardship to factories during that time as additional capital had to be sought in order to modernize plants to the standards of those in the United States.

Americans who are in the Meat Industry for quite a long time now, are always conscious of the fact that meat of inferior quality might reach their markets.



Mr. L. Kelly.

## INSPECTION

As far back as 1906, the Federal Meat Inspection Act was passed by Congress, (which is the legislative body in the United States). It set up the present system of inspection, administered by the Animal and Plant Health Inspection Service to the U.S. Department of Agriculture of all meat shipped across state lines or sold to the Government. In general, the act provides for examination of food and animals prior to slaughter and the elimination of any that are not suitable, supervision of the preparation of meat and meat food products to assure their cleanliness and wholesomeness, approval of the use of all non-meat ingredients being used in meat food products, supervision of the labelling and prevention of the use of false or deceptive claims, certification of meat food products for export and inspection of meat and meat food products offered for importation into the United States.

In order to comply with that act, the U.S. Dept. of Agriculture have arranged with the Irish Dept. of Agriculture for their Chief Meat Inspector to visit each meat exporting factory at least twice a year for a tour of inspection and to see that all standards are maintained.

We here in Shannon Meat have, down through the years, adopted a policy to maintain those standards and we are always in a position to offer our high quality meat products which are produced under ideal hygienic conditions to customers around the world.

## "LUCK TO THE SOUTH"

Our attention has been drawn to a recent article in the "Toronto Globe", which may or may not have interest to many of our readers. Apparently in England an Mr. Roald Dahl has formulated a theory that if a cow faces south when she is being inseminated, she has a better chance of producing a heifer calf. The basic premise of the Dahl theory is; that in the 'sort of swimming race' that follows insemination, the sun pulls the bulls female sperm to the cows egg faster than the male sperm. Why this should be is not known, but authenticated records of one breeder were that in following the 'face the sun' technique for 32 years, one English farmer got 2,516 heifer calves against only 56 bull calves.

In 1975 a herd owner named Bradley had dreadful luck. His breeding programme produced only 14 heifers from 44 inseminations. The Bradleys had a crusher that faced north. Before reading of the Dahl theory the Bradleys had inseminated six cows facing north in the crusher. Also, they had turned out another 17 to run with the bull, of which Mr. Bradley said: "I don't expect he minds which way he and the cow are facing. "Following their reading of the Dahl theory, the Bradleys uprooted their crusher and turned it, so that a cow held there faced south.

## RESULT

The result? The six cows inseminated while facing north

produced three bull calves and three heifers. The 17 who ran with the bull (no records kept on which way they faced, except, of course, that it was away from the bull) 11 bulls, six heifers. The 24 who faced into the sun during insemination produced 20 heifers. Agricultural scientists can talk of little else!

## Near Accidents

What does a near-accident mean to you? Do you simply say "Boy, was I lucky!" and let it go at that or do you do something to make sure it won't almost happen again?

Check for the habit or hazard that was the cause and do what you can to correct it.

That near-accident might be the real thing next time.



"Pop's accident isn't all bad. He won't be able to spank us for weeks."

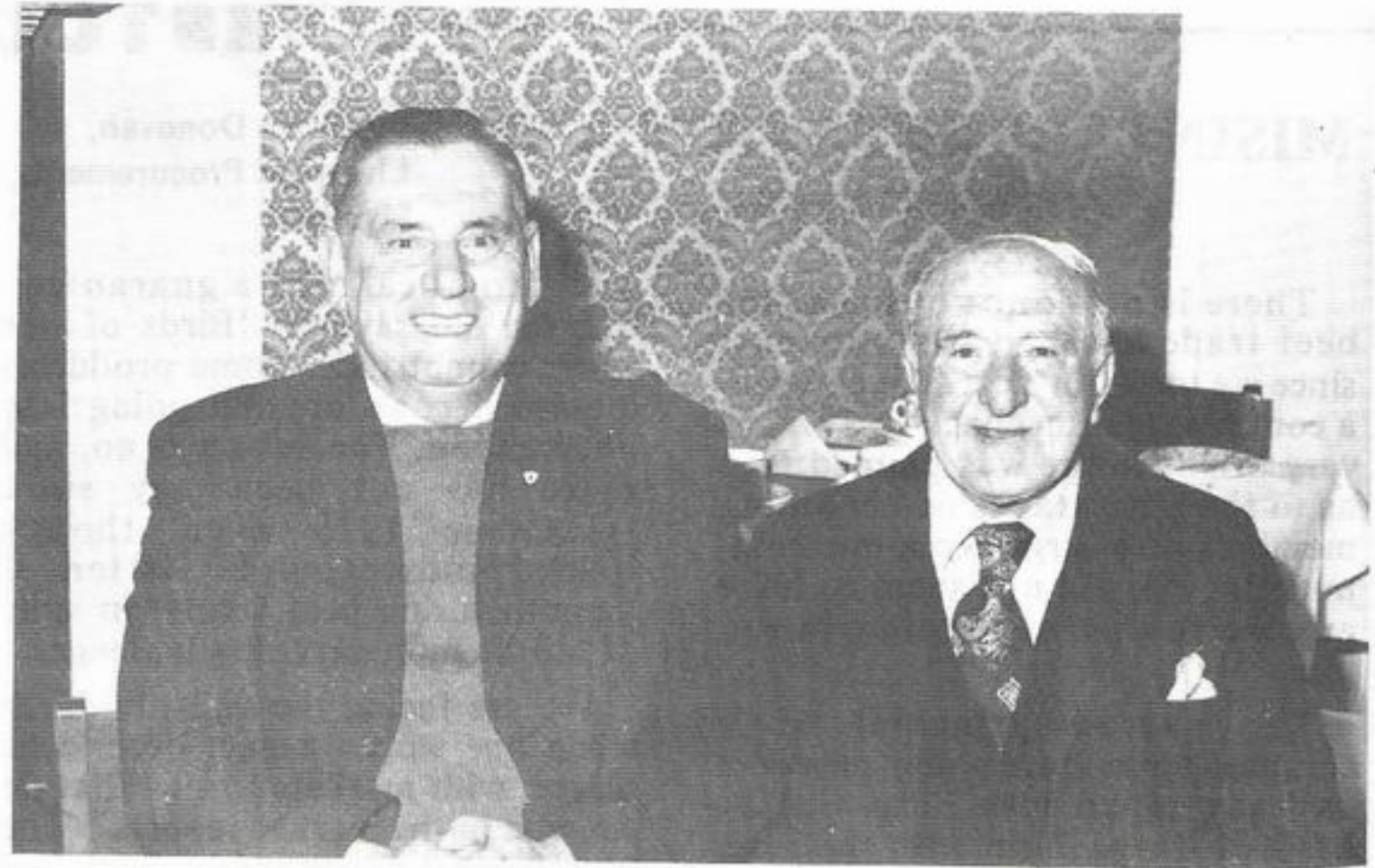




**PICTURE PARADE**



Looking relaxed at the Retired Members Social at Rathkeale House Hotel are Mr. and Mrs John Farrell.



Enjoying themselves at the Rathkeale House Hotel on 18th March are Paddy Royce [left] and Tom O'Connell.



Mr. & Mrs Jack Buston [above] at the Social organised by the Shannon Meat Staff Social Committee.



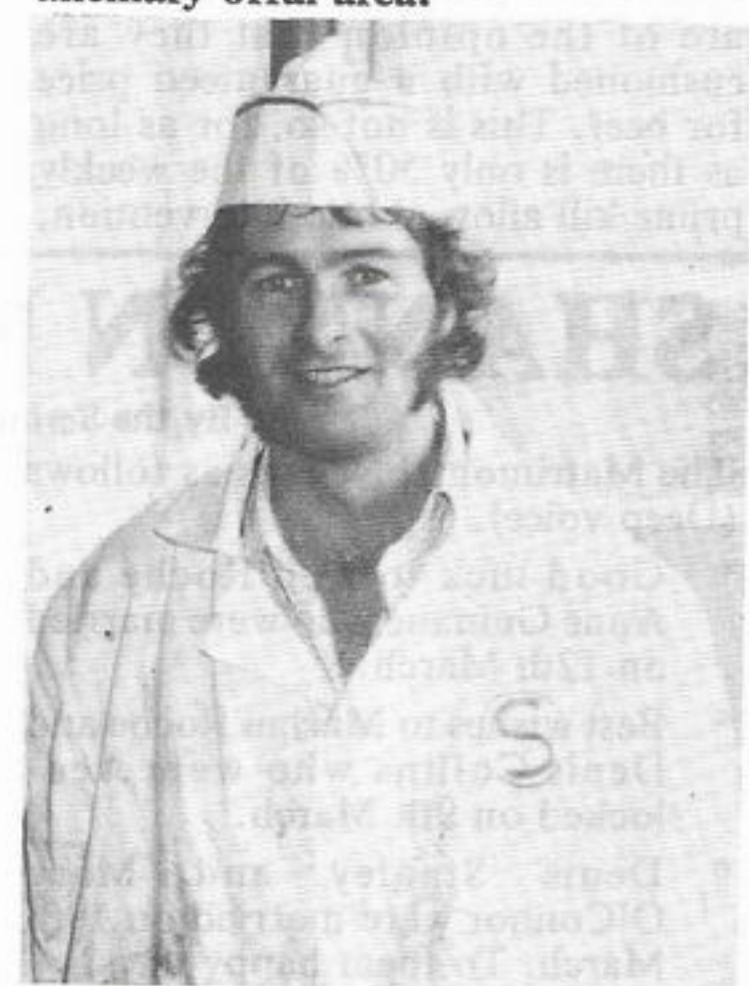
Ned Roche of the Home Sales Department and Anne Guinane who were married on the 12th of March.



Mr. Sean Mulcahy, long serving member of Shannon Meat Ltd, has for many years been managing the ancillary offal area.



Miss Margeruite Power who recently joined our Home Sales Staff in Shannon Meat Ltd.



Mr. James Power [above] of the Boning Department is a native of Ballyagran.



In a party mood at Rathkeale House Hotel on 18th March were Mr. and Mrs Tim Cunningham.



Con McNamara [Quality Control] and Paddy O'Carroll [Chiller Dept] taking a break from their duties.



## MISINTERPRETATION AND CONFUSION

By Donie Donovan,  
Livestock Procurement,  
Manager.

There is no doubt but that the beef trade has had it's moments since we took our first step closer to a common market, back in 1973. A very bright future was painted then as to the advantages of becoming members of a large economic community. We did not seem to have any alternative at the time but to join.

The overall principal of a common agriculture policy seemed a basically sound idea. The C.A.P. has had it's problem with the rules being bent. At times it has been misinterpreted and abused. Whenever there was a price review at International level, the precise information was very slow in being fed back to the producer. As a result, one finds a fair share of guess-work going on as to what the price of beef would be in say, two to three months hence. This is nothing short of irresponsible journalism. The experts, when long term forecasting in the media, fail to realize that when referring to beef, they are talking about a perishable product and showing little regard, for the supply and demand situation. A typical example of this, was back in 1974 when we had a bad situation which, no doubt, was brought about by abnormal weather conditions. This was enlarged out of all proportion, with the amount of coverage given it by the press.

### GUARANTEED PRICES

Another aspect of the situation at present, where a certain amount of confusion exists, had to do with guaranteed prices. Some producers are of the opinion that they are cushioned with a guaranteed price for beef. This is not so, for as long as there is only 50% of the weekly prime kill allowed into intervention,

one cannot call this a guarantee like the old saying, "Birds of one wing, cannot fly". Some producers inquire if cows are still going into intervention. The answer is no, and there has not been any since December 1975 even though Ireland produces over 50,000 tons of manufacturing beef yearly, in spite of all the monetary disadvantages.

We are facing the end of March when one would expect beef to be scarce, with markets firm. What do we read in the market reports? The beef market is very depressed and store cattle trade booming. So much for free trade. If prices are to ease, be it seasonable or otherwise, the media has it's say again. This time it is not blaming the market, but the people marketing the product, accusing them of dumping. Are the C.A.P., rules too straight laced? Why not have the percentage of prime to Intervention varied seasonally? In the month of March, less than ten years ago, the producer received 9p per lb. for prime steers compared with today's price of 55p. That same producer knows that the limit is not far off.

### MARKET TIT BITS

New Zealand lamb has fallen 10p per lb. in one week on the U.K. market. The demand situation is so poor that the New Zealand Government has decided to set up it's own little lamb intervention board in the U.K.

Pork and bacon has experienced a huge drop in price on the U.K. market due again to poor demand. Several U.K. meat firms are recording a 30% drop in both purchases and sales. A similar demand pattern has appeared in Europe for the past three months.

## SHANNON MEAT CHAT

By the Scribe

The Matrimonial News is as follows (Deep voice).

- \* Good luck to Ned Roche and Anne Guinane who were married on 12th March.
- \* Best wishes to Marian Roche and Denis Collins who were wed-locked on 9th March.
- \* Denis Stanley and Mary O'Connor were married on 19th March. To them happy days.
- \* Nora Dalton and Jim Shields were linked on 26th March. Congratulations.
- \* Cupid in Shannon Meat again! Joe Lynch of the Canning Department and Mary Dalton of the Boning Hall are getting married on the 30th Arpil.
- \* Neill Hogan got engaged recently. Congratulations.
- \* A special cheer for Shannon Utd. soccer club, who are presently leading the Desmond League.
- \* The Scribe is glad to see Sean Guiry back at work after his recent illness.
- \* Best of luck to Jamsie Lenihan in his new position in the Refining plant.
- \* A welcome is extended to Marguerite Power who has joined our Home Sales Department as a Clerical Officer.
- \* The Scribe has noticed that Tom Shaughnessy is presently receiving first class information from a very close friend on how

to make beefburgers. It isn't Seamus T. Cawley.

- \* Congratulations to Donal Costelloe, formerly Training Instructor with the firm, who has landed a position with C.I.M. in Waterford.
- \* "Shannon Meat 2-5, Cement Ltd. 1-3" famous words of Sean O' Ceallachain in Sports Round-Up, on Sunday 6th March.
- \* Noel Harnett has joined the Accounts Department as Trainee Accountant.
- \* A special well done to Pat Marron on winning a badminton cap at under 21 level.
- \* John Lynch and Dan Cagney are enjoying a great season with Newcastle West Rugby Club, despite all the bruises.
- \* Hope Jim Griffin enjoyed his trip to Holland, even if he didn't bring back any twolips. (Tulips).
- \* Rumour has it, a certain 21st birthday was celebrated very discreetly recently.
- \* A noticeable absentee from the recent retired Staff Social was Mrs Mary O'Rourke, owing to illness. We wish her a speedy recovery.
- \* The Scribe wishes a quick return to health to Patsy O'Donnell of the Boning Hall and Denis O'Connor of the Freezers Dept.
- \* Congratulations to Mr. and Mrs Liam Hanley on the birth of their daughter (no. 2.).

# BREEDING FOR BEEF

By Liam Ahern Livestock Field Manager.

Farm size and climatic conditions have resulted in dairying being the main farm enterprise in Ireland. However, the rate of surplus calves for beef has always made a valued contribution to income on all but the few specialised dairy farms. Thus, the majority of our cows are required by their owners to be capable of producing high quality milk efficiently and at the same time, calves which will command good prices from calf rearsers. This is reflected in the composition of the national cow herd which now numbers around 2 million cows. Of these, more than 2/3rd are of dual purpose type. Now that the size of the national herd has reached it's near maximum, the ideal breeding plan on dairy farms would involve the breeding of replacements from the best 40-50% of cows and the mating of other cows to top class bulls.

### GOOD REASON

When however, expansion and disease eradication are taking place together, there is good reason to increase the proportion of cows mated to dual purpose bulls. In either situation only the best dual purpose bulls should be used. Irish cattle have occasionally attracted criticism in respect of quality on the mainland of Europe but the outcome of trials supports the view that any deficiency in Irish cattle should not be of genetic origin. The majority of our farmers certainly use good bulls either through A.I. or natural service but a small proportion of our stock may be sired by bulls of lower than acceptable standards. Extensive selling of calves has the effect of making a small proportion of stock owners less than careful about breeding but discrimination by buyers against poor quality is the best remedy against careless breeding.

Calf prices are now good and likely to remain so and it is in these circumstances that discrimination in respect of quality is most apparent. Several mating patterns may be distinguished in cattle breeding in Ireland.

- A. Dual purpose cows to dual purpose bulls.
- B. Dual purpose cows to beef bulls.
- C. Beef cows to Beef Bulls.

Owners of dual purpose herds have excellent choices in the matter of bulls. Approved A.I., sires - both F.R. & S.H. are of dual purpose type. Most dual purpose bulls now offered for sale are the sons of top A.I. bulls. To a lesser extent the same may be said of Beef Bulls. Breed choice is now fairly settled in dual purpose cattle, S.H., F.R. x S.H. crosses and Hereford dominate with an ever increasing proportion of the national herd tending towards the latter breed. In the case of crossing which is carried out so extensively on many Irish farms, and largely reflects calf prices, there is real scope for choice in the matter of breeds. Market demand is an obvious one, so also are freedom from calving difficulties and systems of rearing.

### DESIRABILITY

The desirability of comparing Irish cattle with that of other countries is recognised. Besides the traditional beef breed, many of the European breeds including, Charolais, Simmental, Blonde d'Aquitaine and Limousin, are very popular with Irish producers. As is well known these breeds produce cattle which have rapid growth and very lean carcasses. While choice of breed is difficult to make it is however of great importance to appreciate that wide variation exists between bulls of the same breed in respect of quality.



Mr. Liam Ahern.

## COOK'S CORNER

Here are a few more recipes you might like to try.

### SWISS STEAK SPECIAL

**Ingredients :-**  
2 ozs. Butter, Clove garlic (optional)  
1 Pkt. Onion Soup Mix, 1 lb. Rump Steak, 1" thick.  
Little black pepper. 3 tables spoons Red Wine. 4 ozs. Mushrooms.

### METHOD :

Spread 1 oz. of the butter over the centre of a piece of foil 15" x 15", double thickness, halve the garlic, rub over foil. Sprinkle 1/2 pkt. of soup mix. After shaking well over the butter, place steak on this. Sprinkle a little black pepper on the steak, then the remainder of soup mix & butter. Pour the wine over this. Slice mushrooms and arrange

round the steak. Fold the foil and make into a parcel to prevent juices running out. Bake for approx. 1 1/2 hours in centre of hot oven. Serve with boiled rice and green veg. Serves 4. - (425°-450°)

### STEAK & POTATO PIE

#### Ingredients :-

1 lb. Raw potatoes.  
1 lb. Minced steak.  
2 ozs. Marg.  
4 ozs. finely chopped onion.  
2 tablespoons flour.

#### METHOD :

Cook onion in marg, add minced meat. Stir until lightly brown. Add flour, mix well. Add salt & pepper, pinch of celery salt and mix well. Slice potatoes thinly. Put them in cold water. Grease fireproof dish. Put a layer of potatoes in the bottom, add some meat, continue and finish with potatoes. Sprinkle grated cheese on top. Cook for 1 1/2 hours in moderate oven, covered with foil. Remove foil to brown.



## FRANK DINNAGE AN APPRECIATION

By R.J. Wood.

On the 21st of January, 1977, a friend and a colleague departed. What he left behind was a memory of a man who was able to overcome day to day problems with a determination and a skill which left most people dumbfounded.

In his hands one could see that there was a touch of genius. In the way he worked and in the way he played; to hang a treble twenty or his favourite double ten was no bother to a man who enjoyed his life both at work and at play.

During his life he carried out his duties with a sense of humour, always cracking the odd joke or two, leaving side splitting results. Even with his pleasant disposition, he was always serious on matters of safety around the factory. He was a strong member of the safety committee and represented the company on two occasions, answering questions on safety in competition with other companies; very few questions eluded him. A credit to his ability.

He earned the reputation of being able to fix anything in fact, nothing was too much trouble for him.

Frank, you are sadly missed by your friends and colleagues at Shannon Meat May you rest in peace.



The late Frank Gazett Dinnage

## INTERNATIONAL CAP

Pat Marron, Stores Assistant, was a member of the Irish Team that defeated Scotland in a recent Under 21 Badminton International. Pat has been previously capped at under 18 level. However, this was a great achievement for him, as he was the only player from Southern Ireland in the team. Assisted by Ronnie Barker of Ulster, they defeated the Scottish pair to equal the series at 3-3. Ireland went on to win the International 4-3. This was the first occasion in seven years that the Irish had overcome their Scottish counterparts in this series.

### IMPRESSIVE

Pat's performances to date this season have been very impressive. He has defeated the top five seeded players in the country. Such noteworthy players as Harry Allison and Brian Harris have fallen to the powerful play of the Adare boy. Some of the tournaments won outright by Pat to date are the Roscommon Open, The Munster Senior Championship and the Munster Under 21 Championship. The aforesaid list of achievements explain why he was selected for the Irish Trials in Lisburn and later to represent his country against the Scots on March 5th.

## PROFILE - PEG CURTIN

It was more by coincidence rather than design that led to Margaret Curtin, (amicably called Peg), joining Shannon Meat Ltd. For one day, she jokingly said to Paddy Sheahan, (present Red Offal charge-hand), that she intended to seek a position with Shannon Meat Ltd. The thought never entered Peg's head again until Paddy returned to her a week later with the news that she was to start with the firm on the very next day. Clothed in an apron and working attire, plus her own wellingtons, feeling a little bewildered, amazed and frightened, she commenced work in the Casings Dept., at 8.00 a.m. on the morning requested. Since that initial morning neither Peg nor the Company have looked back.

Peg spent her first four to five months working in the Casings Dept. After this she worked for a period in the Canning Dept. The product being processed in this Dept. at that time was Stewed Steak and Gravy. However, one day, Production Manager, John Mulcahy informed Peg that he was making her permanent in the Packing Section of the Boning Hall. From that day onward, Peg has proved to be a first class packer and is equally conversant with all operations in this section.

### DIFFICULT

Though the throughput was nowhere as near as the present day, the work was much more difficult and heavier. At that time, it was no crime for a female to be seen operating in the capacity of a male. However, Peg has this to say of Production Manager, John Mulcahy, "A great organiser of work, fully understanding and appreciates the meaning of work." Of Paddy Cawley, her Production Supervisor, she says, "A very good natured individual."



Miss P. Curtin.

Peg Curtin has during her time with the Company, been very closely allied with the Irish Transport & General Workers' Union. Annually, she is automatically nominated spokeswoman for her Department. In this capacity, her unselfish commitments to her members is clearly to be seen, which explains why she is an automatic selection each year.

### HIGHLIGHTS

One of the major highlights of Peg's life was when she co-starred with the late Dick Woodroffe and our Personal & Training Manager, Dan Neville, in a locally produced play, "The Workhouse Ward." In the Festival Committee, Peg has always played an active role. In the Company's Social Committee, Peg is one of the leading workers. In fact, if you met Peg today, it is possible she will ask you to buy a ticket for the Company's Annual Dinner-Dance. Peg Curtin is a certificate holder in First Aid, having successfully passed the required examinations.

Peg Curtin has shown herself to be a model worker and sets a very high example for all to follow. In conclusion, I wish Peg the very best for the future both inside and outside of Shannon Meat Ltd.

## 14th MONTH NATIONAL PAY AGREEMENT

In February, the Irish Congress of Trade Unions voted in favour of the 18th Round National Wage Agreement. The duration of the agreement is for fourteen months beginning with a three-month pay pause from the termination date of the Interim Wage Agreement. Under the terms accepted, workers will receive from minimum £4.05 a week to total maximum of £8.36. The monetary terms under the agreement are as follows :-

### First Phase :

This phase shall operate for a period of 7 months and shall be for whichever of the following two amounts is the greater.

1. 2½ per cent of basic pay : plus £1 a week subject to a maximum increase of £4.13 a week

OR

2. £2.00 per week.

### Second Phase :

The second phase increase shall be applied to the basic rate of adult employees as and from the end of the first phase and shall operate for a period of 4 months, except where other arrangements have been agreed between the parties, in accordance with the provisions of this or earlier National Agreements. The amount of the second phase increase shall be for whichever of the following two amounts is the greater.

1. 2½ per cent of basic pay : plus £1 per week, subject to a maximum increase of £4.23 per week

OR

2. £2.00 per week.

The agreement incorporates a ban on any "special" labour cost increasing claims from November 1st last.

Present Pay	1st Phase	2nd Phase	Total
£ 40	£2.00	£2.05	£4.05
£ 50	£2.25	£2.31	£4.56
£ 60	£2.50	£2.56	£5.06
£ 70	£2.75	£2.82	£5.57
£ 80	£3.00	£3.08	£6.08
£ 90	£3.25	£3.33	£6.58
£100	£3.50	£3.59	£7.09
£125	£4.13	£4.23	£8.36

## ON THE MOVE



JAMES  
LENIHAN

James Lenihan, above, of Graigue, Croagh, has successfully applied for the position of Assistant in the Refining Plant. He commenced work in this Department on 7th February, 1977. Since June, 1974, when he commenced employment with Shannon Meat Ltd., he has worked in the Slaughter Hall under John O'Connell. In his new position, his supervisor is 'Glantine' man, Michael Liston.

Jamsie, has quickly learned the complex operations of his new department. The fact that he has worked as relief operator in this department on numerous occasions during the past twelve months, was a decided advantage to him. His work consists of the operating of fat and bone refining. Jamsie is fortunate to have Michael Kelly as a workmate.

### CONTENTED

Jimmy is very contented working with the Company. He has a very high regard for all his colleagues.

Away from work, Jamsie Lenihan is an active G.A.A. follower. Since, 1966 he has been secretary of Croagh/Kilfinny G.A.A. Club. He has also been active with our Inter-Firm hurling team, both as an organiser and player. Jimmy is also a keen follower of cross-channel soccer.

James Lenihan is married to Anne Reilly, also a native of Croagh. They are the proud parents of three children.

## TRIMMINGS

By the Trimmer

- \* Some folks are so busy being good, they forget they should be busy doing good.
- \* An expert is an expert only as long as he guesses right.
- \* One way to put your boss in good humour is - do the dishes for her !
- \* Hatred is like acid, it will eat into your soul and kill you before you die.
- \* Tact is the ability to see others as they see themselves.
- \* Sign on a church - "This Church is Prayer-conditioned."
- \* Alimony is the take from a mistake.
- \* Soaking a wedding ring in dishwasher three times a day makes it last forever.
- \* Raving beauty :- The girl who finished second in a beauty contest.
- \* I regret often that I have spoken, never that I have been silent.
- \* A bore is someone who, when you ask him how he is, tells you.
- \* We're for the United Fund; We're putting all our begs in one ask-it.
- \* Instead of giving yourself a pat on the back, try giving yourself a good shove.
- \* If your wife wants to learn to drive, don't stand in her way.
- \* Consider how hard it is to change yourself and you'll understand what little chance you have of trying to change others.





The end of the 1976-'77 season is drawing to a close. I am very pleased to report that our hurling team has reached the semi-final of the county championship once again. This is a game that everyone connected with the club is looking forward to with great anticipation. The opposing team in this game will be our old rivals Castlemahon. One can always be certain of a very close and evenly contested game when Shannon Meat and the lads from Castlemahon clash the ash.

## QUARTER-FINAL

Our quarter-final game against Cement Ltd. was a match that will live in our memories for a long time to come. This game was originally fixed to be played in Adare on Saturday 5th March. Due to a county under 21 trial match being fixed for the same venue, we had to find an alternative ground. We tried in vain. Cement Ltd. were willing to wait a further week to play this memorable match. Having consulted each member of the team individually and getting their feelings on the matter, the selectors decided to take a gamble and play Cement on their own ground, in Mungret. The result of the match speaks for itself. Shannon Meat : 2-5. Cement Ltd : 1-3.

Some people might consider this a shock result. While we were short some of our regular panel (5 in all), it is also fair to point out that Cement Ltd. were also minus one or two of their players. Their most noticeable absentee was L. O' Donoghue. In all fairness to Liam, I doubt if his presence would have made any great difference. Our lads hurled with great heart and enthusiasm.

From the commencement of play our players dominated all sections of play. Our defence had a vice-like grip on affairs. In fact, I doubt if the fastest deer on foot could have got past them on that day. Tom Hannafin in goal made some very fine saves and could not be faulted for the one that got away. The full back line of T. Shiels, M. Williams and P. Sheehan put the shutter and no entry signs up at a very early stage of the game. Our half back line of B. Lynch (Capt), D. Cagney and J. Kavanagh was a revelation. Their clearances, turning defence into attack would have to be seen to be believed.



Michael O'Neill newly elected chairman of Shannon Meat G.A.A. Club.

The centre-field pairing of F. Dalton and J. Jones worked like a charm.

## ATTACK

The attack forcibly led by Wm. Sheehy, D. Kenneally and D. Noonan taking what chances came their way. They received great assistance from N. Harnett, N. Hogan and B. Flavin (later replaced by L. Woulfe). I am sure no one will condemn me if I single out Wm. Sheehy for special mention. His two first half goals were a great tonic to the team. The boys from Shannon Meat proved that on their day, they can beat the best of teams. I am sure you will all join with me in wishing them the best of luck in the semi-final against our arch rivals - Castlemahon as stated earlier.

## MEMBERSHIP

There is one point that I would like to mention before I finish. It was decided at one of our committee meetings to introduce a system of membership to Shannon Meat G.A.A. club for the coming year. Membership cards can be had from any member of the committee.

The membership fee is £1. The club needs all the support it can get. I am sure that anyone who has ever been involved in running a club, will appreciate the expense involved. Our expenses for last year amounted to £432. I would like to thank everyone for their kind and generous support in the past and look forward to your continued support for the coming year.

Slan agus Beannacht.

## HISTORY IN THE MAKING?

With the league now entering the final stages, we find ourselves in the very strong position of being 4 points clear at top of the table. Some of the teams below us have games in hand, but points in the bag are better than games in hand. We are all very optimistic that this could be our year to lift the title. We have five more games to play, but the team is playing so well that we must fancy our chances. At the time of writing, Kilcoleman and Glin would appear to be the main dangers. So to the match report :

**Shannon Utd : 5 Broadford : 2.**

What a sensational game this turned out to be. Things seemed to be going our way when Bill Chawke gave us an early lead. Then a flare up in the middle of the field, resulted in the sending off of Johnny Jones and Bill Chawke from our side and Joe Shea from Broadford. Being a man short seemed to inspire the rest of the lads and for the rest of the game we were treated to some great football. Goals by P.J. Wall, John Coleman and Mario Zoncado gave us a comfortable 4-1 lead. An early goal by Frank Lynch in the second half killed off Broadford and we ran out easy winners in the end. Man of the Match : Mario Zoncado.

**Askeaton : 0 Shannon Utd : 1.**

This was a very close fought game all the way through and it was obvious from the start that one goal could decide the game and that was the way it was. Bill Chawke got the only goal, when he was on hand to knock the ball in after the Askeaton keeper could only parry a shot from John Coleman. Man of the match : Johnny Jones.

**Shannon Utd. 2 Ballysteen : 1.**

This was a very lack lustre display and we were very fortunate to collect both points. Bill Chawke gave us an early lead, but Ballysteen were level by the interval. Mike Gallagher kept us in the game by saving a spot kick. With time running out there was a scramble in the Ballysteen area and John Coleman managed to force the ball over the line. Man of the match : Mike Gallagher.

**Castlemahon : 0 Shannon Utd : 2.**

We continued on our winning ways despite the absence of Bill Chawke who could be out for a few weeks, because of a bad leg injury. Goals by Johnny Jones and new signing Brendan Culhane gave us the points. Man of the match : Noel Harnett.

**Shannon Utd : 1 Glin : 2.**

This was our first defeat for several weeks and we were beaten by a better side on the day. A lead goal by Brendan Culhane failed to give us a lift and two second half goals by Glin gave them the points. Man of the match : Brendan Culhane.

**Pallaskenry :2 Shannon Utd : 4.**

What a way to bounce back after our poor display last week. The main talking points of the game were the two great goals scored by Frank Lynch. Both were struck with great force from outside the box. The other goals were scored by Brendan Culhane and P.J. Wall. Full marks also, to the rest of the lads in what was a great team effort. Man of the match : Noel Harnett.

**Shannon Utd : 2 Breska Rovers : 1.**

We consolidated our position at the top of the table despite a very scrappy performance. Frank Lynch had us in front mid-way through the first half, but Breska hit back immediately and tied the game up with a surprise equaliser. The winning goal came in the second half when Frank Lynch crossed low in the box and P.J. Wall blasted the ball home from six yards out. Man of the Match : Timmy Mullane.

Watch it grow : Jones (7), Coleman (6), Chawke (6), Wall (5), Lynch (5), O'Grady (4), Culhane (3), Hayes, Gallagher, Harnett, Daly, White, Lavin, Zoncado, one each.

Michael Dunne.



Mr. John O'Sullivan, Dispatch Dept. captain of New-castle United F.C. who compete in the Limerick District League.

# ABBAY PITCH & PUTT

Abbey Pitch & Putt Club.

## 300 CLUB

The club are presently in the infancy stages of organising a 300 club. It is intended that the first draw will take place on Friday 29th April. It will be a monthly draw and will run for twelve months. Prizes each month will amount to £150. The purpose of this fund raising scheme is to purchase machinery (mowers etc.) for the maintenance of the course. This lottery, may I forcibly point out, is not intended to act as competition to any other lotteries, or fund raising activities in the locality.

The club were sorry to see the departure of Donald Costelloe (Pitch & Putt fanatic) from the payroll of Shannon Meat Ltd. Donald commenced working with a Waterford Meat Firm, C.I.M. in early March. To Donald, his wife and child the very best of success in the future.

## SEASON COMMENCEMENT

The course re-opened on Saturday 12th March, for the 1977 season. Intensive work has, again, been put into the course by the committee members. The course is now superior to what it was last year and few complaints were to be heard then.

The following are the membership fees for the coming season :-  
Family £6, Individual £4, Juveniles £2, Green Fees £0.30.

I have been specifically asked to point out that a family consists of husband, wife and all children under seventeen years of age. Any member who wishes to be registered will be asked to pay a further 50p. This registration will enable him to play in various competitions throughout the area.

## OPEN WEEK-END

I am delighted to relate that the dates for our Open-Week-End are in late May. The days and dates of this open are : Friday 20th, Saturday 21st and Sunday 22nd. The committee of the Abbey Pitch & Putt when applying to the County Board for this event, expressed desires of having these dates. I am glad to say that the County Board have honoured our request. The trophies for this Open Competition have already been purchased, or as the case may be, donated. Regular readers of this column are aware that the club were presented with two very valuable perpetual trophies. Joe Cuddy presented the club with a very beautiful trophy. The second perpetual trophy was received from Cronin-Barry Ltd. Hence, nearly all is in readiness for this, the first major event in the history of the

Welcome to Tommy Steele who was recently co-opted onto the Pitch & Putt committee.

The Abbey Pitch & Putt celebrated its first birthday on 12th March.



Two Pitch & Putt enthusiasts who are to be married on 30th April - Joe Lynch and Mary Dalton.

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