

# SHANNON MEAT GAZETTE



Volume 4 No. 1 December, 1978/January, 1979.

Telephone : Rathkeale 49/50

## NEW APPRENTICES



Mr. Brendan Kennedy, (above) has just started with Shannon Meat Ltd. as an Apprentice Electrician. Brendan is the fourth son of Mr. and Mrs. Johnny Kennedy, Bank Place, Rathkeale. His father, Johnny, is a very noted and respected gentleman in G.A.A. circles. Brendan's uncle, Paddy, was a one time employee of the Company.

Born on the 20th May, 1960 Brendan attended the local primary schools and furthered his education at St. Munchin's College, Limerick where he acquired a very good Leaving Certificate this Summer. During his schooldays the Bank Place man was very interested in Electronics - so you could say opportunity knocked for him.

He once served on the Juvenile Football and Hurling teams of the parish but now states that he has since retired from active duty on these fronts. We are also informed that he played Rugby at College - only because it was compulsory - I think the same may happen here.

## FITTER

Pictured below is Richard Hayes. Richard also started recently with this Company and is the newly appointed Apprentice Fitter. Born on the 20th January, 1961, Richard hails from Ballinoe West, Castle-mahon. Many of our readers may recall his sister, Catherine (Rena), being featured in a similar article previously. For your information Rena is a student teacher at the Mary Immaculate Training College, Limerick.

Richard received his primary education at Ahalin National School, Knockaderry. After this he attended the Secondary School, Newcastle West, where he succeeded in his Leaving Certificate this year.

Richard is particularly interested in sport - he plays Soccer, Hurling and Football. He made his debut recently in the Shannon Meat colours and his display was marked with accomplished style and some very clever touches. The slender Richard is also interested in speed sports - who in the Maintenance Department is not? He observes with great interest the happenings in the speedway world.

To both boys let us wish the very best for their respective futures.



## GROWTH DESPITE DIFFICULTIES CHAIRMAN'S REPORT

The Annual General Meeting of Shannon Meat Ltd. took place on 30th November, 1978. The following is the statement of that meeting made by the Chairman of the Company, Mr. Frank Wall.

"Competition in the Industry reached an all time high during the year under review particularly during the second half when livestock prices made it impossible to make any profit. Indeed it is no secret that these were loss making months.

The meat industry has been criticised for not having developed the manufacturing side to its fullest extent. In this Company over the years we have invested substantially and have expanded our canning operations and built up this added value side of our business slowly and successfully. The M.C.A.'s anomaly vis-à-vis the United Kingdom whereby a processor there gets his raw material at 15p per lb. cheaper than our Company has virtually extinguished the export side of our canning operation and has also posed a grave threat to our home market sales because of competition from cheap imports. The criticism of the trade by individuals and in Reports sounds hollow in the light of the feeble efforts being made to remedy this serious anomaly which threatens a very important value added process and which is capable of further extensive development.

Similarly it is only after many months of waiting that the chilled

co-efficient has been altered to give some relief to the vac pac operation. It seems incomprehensible that our industry has not been brought into the Brussels discussions on matters of vital concern to it even on a consultation basis.

There has been some slight upsurge in live exports but a huge increase in the controversial calf exports. Unfortunately, the best calves are being exported and the damaging effects on supplies of livestock will surely be felt in a few years time. All these live exports whether to Europe or Third World countries would not be possible without the various refunds and anomalies created by E.E.C. regulations.

Further substantial Capital Expenditure has been incurred by the Company during the year including new cold store, increased chilling accommodation, new lairage and livestock offices.

The outlook for our industry is still obscure against the background of over capacity in the meat plants and uncertainty about adequate supplies of livestock. Competition for the available supplies will continue to be severe and margins difficult to maintain.

Our management and staff are deserving of our grateful thanks and appreciation for their devoted service to the Company during the past year."

FRANK WALL,  
Chairman.

## NEW CBF APPOINTMENT



As we go to press, the announcement has just been made that Mr. M.F. Cowhey, Managing Director of Shannon Meat Ltd., and a prominent member of the Irish Fresh Meat Exporters' Society, has been appointed to the Board of C.B.F. - the Irish Livestock and Meat Board.

## PARIS EXHIBITION

In November, the SIAL International Meat and Food Fair took place in Paris at the Porte de Versailles Exhibition Centre. The Irish Meat Industry was well represented by C.B.F. and a number of manufacturers from the Industry.

On the first day of the Fair the Irish Livestock and Meat Board (CBF) were awarded the Order of Agricultural Merit. The presentation was made to the C.B.F. Chairman, Mr. Oliver Murphy, Mr. John Corr, General Manager, and the C.B.F. Paris representative, Mr. Michael McCreal, by the French Minister of Agriculture, Mr. Pierre Mahaignerie.

The French are very discerning customers and demand a consistently high quality product for which they are prepared to pay an attractive price.

The French beef market is second only to the U.K. market for Irish exports with beef exports to France totalling £73 million in 1977. Last years exports increased to 41,600 tonnes of frozen meat, and the trend is continuing this year with 12,000 tonnes of hindquarters exported in the first half of 1978.

## SHANNON Quality Meat for your Home Freezer

- \* Home Freezer Special Prime Beef Packs
- \* Prime hind and forequarter heifer beef
- \* Your own stock processed to your specification
- \* Top quality Lamb Packs and Lamb Carcasses
- \* Specialist advice on Home Freezer maintenance.

Get full value from your Freezer. Meat supplied by Shannon Meat Ltd. is processed under modern hygienic conditions. This ensures top class quality, proper maturing, best cutting and packing methods and blast freezing to ensure meat is frozen solid in the shortest possible time. We are proud of our Home Freezer Service.

For full particulars contact :-

The Home Sales Manager,  
Shannon Meat Ltd.

WE WISH ALL OUR READERS A  
HAPPY AND PEACEFUL  
CHRISTMAS AND A PROSPEROUS

1979.



Guess Who?

The Holiday arrangements for the Company are as follows:-

Slaughtering operations will cease on Thursday, 21st December and will resume on Wednesday, 3rd January. Livestock will be accepted up to and including Tuesday, 19th December. Livestock will not be accepted after this date unless pre-advised to do so. The Livestock Department will re-open for enquiries and bookings on Tuesday, 2nd January.





# PROFILE

## PATRICK O'SHAUGHNESSY BRIDE



To some he resembles both in appearance and character Tommy Cooper (famous for "not like that, just like that"), to others Leslie Dawson (of Ses Les fame). However, to us in Shannon Meat Ltd. he is our very own original Patrick O'Shaughnessy. In his own peculiar way (sounds like a song), though not universally acclaimed, this man can stand shoulder to shoulder (and hasn't he big shoulders) with the two aforementioned celebrities.

The extremely popular Patrick, was born in Kilcoole, Rathkeale, as he himself states, many moons ago. His father is an acclaimed character also. I am sure many of you have seen him pushing his obsolete bicycle over the railway bridge on many occasions calling after somebody or other as he goes. Paddy's mother, the late Mary Royce, was a sister of the now retired Paddy Royce. The latter was once featured in this Profile section as many of you may remember. Paddy O'Shaughnessy's one and only sister, Kitty, is married to Boning Hall staff member, Pat Costelloe.

### YOUNG FELLOW

When Paddy was a young fellow, his popular pastime was viewing Nature's beauty. He spent nearly all his spare time at his grandmother's (Nanny Royce) in Church Street where he and his gang (reminds you of Brendan Grace's characters, Bottler, Whacker, Rashers, Razor and Company) landed themselves in all sorts of fixes frequently.

All you married readers, intendeds and others remember the first night you met himself, or herself (or at least you should). Well, Patrick is no different. Off with the boys Paddy did go to hear Mick Delahunty playing in the hall in Foynes and it was there the trap was set, like a snarling bear he was caught in the awaiting net. Funnily, he beared the trap, didn't even snarl and went home that night smiling like a Cheshire cat. You all know the feeling. The outcome reached its climax when Paddy O'Shaughnessy and Mary Frawley (sister to employee Sonny) were married on May 3rd, 1957. They are the very proud parents, and well they can be of six sons and one daughter. Their eldest son, Thomas, is a Training Instructor with the Firm and like his dear father, the recently engaged adolescent is a very popular staff member.

On leaving school, Paddy got a job with a number of dog owners (one of them a butcher) as a trainer. As he was making mince out of the poor dogs, his butchering boss decided he might as well become a butcher altogether. He served his time (not in jail) for three years. After completing his service, Patrick and his new bride spent a number of years in England. Homesick, they returned a couple of years later and Patrick started working here in Shannon Meat Ltd. He soon left, feeling the job to be very insecure. This observation showed his high I.Q. level. Paddy returned again on 24th August, 1970 and we are glad (??) to relate has been here since.



Undoubtedly enjoying the occasion are Mr. and Mrs. Patrick O'Shaughnessy.

### TROJAN WORK

In 1976 Patrick became Chairman of the Shannon Meat Branch of the I.T. & G.W.U. He was previously in 1974 a Shop Steward. Patrick was also involved in various parochial festivals and carnivals and their Trojan work raised many a shilling for the different community projects. In Shannon Meat Ltd. he was active also, particularly in the early years of the G.A.A. Club. He tells us he hurled for Rathkeale as a Minor and retired gracefully after nearly killing an opponent in his first match. I have cherished memories of Patrick standing in goals (note: he was very far from a Minor at this stage) in playground matches. His antics and comments were the cooling powers in those very friendly neighbourly fixtures. Patrick also has fishing for a hobby, but we all know the only thing he kills are the worms he requires as bait.

The O'Shaughnessy family reside in Abbeylands, Rathkeale and we are sure their respective futures will be blessed with every possible happiness.

### SYMPATHY

Sympathy is extended to Mr. Martin Williams on the recent tragic death of his daughter, Patricia. Condolences are also extended to the other members of her family.

May her soul rest in peace.

### PADDY'S TEASER

Paddy Nash, the well-known employee, was weighing out meat in the Home Sales Department for his counter display. He weighed out 12 kilos in total of four different meats and every quantity was a whole number of kilos. The rib weighed more than the sirloins. The sirloins and the round put together weighed more than the rib. The rump and the sirloin weighed more than the rib and round.

How much of each did Paddy display?

SOLUTION PAGE 8.

### NEW STAFF

Our very best wishes are extended to the following people who have joined our payroll since the last edition of the Gazette:-

Gerard Ryan, Graigue, Croagh; John Heffernan, Tullaha, Broadford; Denis Woods, Clonleharde, Ballyhahill; Patrick Condon, Dohile, Rathkeale; Pat Liston, Glenastar, Ardagh; Thomas O'Donovan, Killoughy, Ballygarry; Vincent McCormick, Rathronan, Ardagh; Michael Guiney, Dunmoylan, Shanagolden; Brendan Kennedy, Bank Place, Rathkeale.

# LIVESTOCK TOPICS HIGH PRICES NOT

## NECESSARILY HIGH PROFITS

By Donie Donovan,  
Livestock  
Procurement Manager.

A certain gentlemen whom I met one night recently in a place called Shanagolden introduced the subject of livestock prices to the conversation and he made it quite clear he did not like the tone of the articles in our "Gazette". My friend maintained we are forever trying to depress prices. From one of the most intensive milk areas in the whole country what else could one expect?

Since it takes two and a half years for a factory animal to develop to a stage where it can be processed economically, it matters little to the dairy farmer if his bull calf is white with black spots, or black with white spots as long as he gets a fair return.

The important point which my friend failed to see was that when prices are high, it does not necessarily mean the beef producer has any more money in his pocket after replacing his heavy cattle. Time alone will only settle the argument, when we are full members of the E.E.C. for long enough, and we are left with fading memories of green pound days.

### CALF EXPORTS

With all the controversy these days about live calf exports, one very important point which does not seem to be aired and which should not go unnoticed is that the thousands of producers of livestock in this country would have far more

room for margins and a greater throughput if their raw material was not being air lifted from under their noses.

Having read that much, one would be inclined to say that it was a typical factory viewpoint. But, we also know there is no joy in herding stock if one can't see a bit of value in them. It's inevitable that we will see more stability in the cattle trade in the years ahead.

Today's producers have every reason to be more and more cost conscious, times are changing and that alone would be sufficient to base assumptions on.

### NEW OFFICES

Since the last edition of our Gazette, the new livestock offices adjacent to the new lairage have been completed, the change was necessary to keep pace with production and should make things easier for both staff and producers as well as taking some of the heavy traffic away from the main entrance. In the old office, where we spent more years than we would care to admit, we made contact with many new faces, while we were limited in our production, it was often difficult to keep everyone smiling. Now that we have seen the whole plant remodelled on a much larger scale which gives twice the capacity of a few years ago. We look forward to increasing our services to a larger number of producers.

# ONE ASPECT OF CHRISTMAS ATHEA STYLE

By Pat Walsh,  
Boning Hall.



main topics of conversation. The most topical subject being the fear of immediate redundancy. However, Tim O'Sullivan is very much in favour of this as work, it seems, interferes with his drinking.

For some, Christmas presents itself to the staunch pioneer - that loyal Lucozade drinker to abandon his morals and drink the Devil's drink. As was the case last year with my dear and trusted friend, Neillie Cahill, who sees the light just once a year. After spending most of the evening pining for the girl who was soon to leave for England (?) and part boasting what he would like to tell Mary Hogan, Eileen O'Connor, Theresa Cregan and Lilly Collins, he decided he wanted (or had) to go outside. Unfortunately, he found himself unable to walk. Two ladies, who were later awarded the Victoria Cross, kindly agreed to escort him outside. Months later, when they were able to talk, they reminisced their traumatic experience, Neillie will be delighted, I'm sure, to learn that their story is unprintable, but that, of course, speaks for itself.

### DESTRUCTIVE

Alcoholics, semi-alcoholics and aspiring alcoholics do their utmost to ensure that Arthur Guinness retains his position as the most destructive inventor since Alfred Nobel discovered Dynamite. Christmas is a very forgettable event in Athea, mainly due to the fact that after the 20th pint the mind boggles.

As for myself, well the chances are I'll be barred after this article being printed. Anyway, I am sure the boys will drink to that.

### ALL THE GREATS

Early in the night, while they still have the use of their vocal chords, Sean Mahoney and his "Heavy Gang" give a touching rendering of such all time greats as "Boys of Fairhill", "Twice Daily" and "How Great Thou Art" (referring to the liquor, presumably). Shannon Meat Ltd is inevitably one of the



**PICTURE PARADE**



John Stack, Laboratory Assistant, and Maureen Fitzgerald are obviously in a festive spirit at our Annual Dinner Dance.

**PICTURE PARADE**



Pausing for our Photographer are, Back Row (L to R): Patrick Sheahan, Jim Gorman, Pat O'Connor and Paddy Naughton. Front Row (L to R): Mrs. Jim Gorman, Mrs. Patrick Geaney, Mrs. Patrick Sheahan and Mrs. Paddy Naughton.



Pas' Wives — Kitty Guinane and Anne Dunne, looking relaxed at the Annual Social.



Brothers-In-Law John Hughes and Ml. O'Grady enjoying a drink after an excellent meal on the 18th.



Willie and Anne Sheehy pictured above at the Shannon Meat Ltd. 10th Annual Social.



Smiles all around! L. to R. Mr. Patrick Costelloe, Mrs. Kitty Costelloe, Miss Carmel Glenn, Mrs. Theresa Frawley and Mr. Sonny Frawley.



At the Devon Inn also were Anthony Frawley of Rathkeale and his pretty fiancée, Mary Costelloe of Ballygarry.



Cecil Haskett of the Maintenance Department, pictured above with his wife Elizabeth, at the Devon Inn.



Pat Lynch of the Slaughter Hall Staff, pictured above with his wife, Mary, at the Annual Social on November 18th.



Enjoying the Shannon Meat Dinner and Dance are Billy Lynch, Gerry McNamara and Gerry Molyneaux.



# SHANNON MEAT CHAT

By The Scribe.

- \* Congratulations and jubiliations to Tom O'Shaughnessy who got engaged in Dublin lately to Miss Breeda Flynn, (Croom).
- \* Pa Dunne's article on the Cold Store (last edition) has led it to be christened "Dunne's Stores".
- \* Recently married was Bertie Flavin. Every success to himself and the Missus for the future.
- \* Bionic Woman! A certain woman in the Canteen, knits while watching football matches.
- \* Congratulations to Mr. and Mrs. Sonny Frawley on the recent birth of a son.
- \* "Diamonds are forever" says new employee, Gerry Ryan, who got engaged recently.
- \* Cute fellows - Martin Costelloe is a great friend of Tom White, while Charlie Power is the same with Martin. You scratch my back and I'll scratch yours.
- \* Proud man these days is Liam Ahern who has become a father.
- \* I must say the old bit of bird (Turkey I mean) was tasty at the Dinner Dance.
- \* "My own Lovely Lee" (or is it Margaret) sang Jim Power as he fitted the best diamond Cork could produce on his fiancée's finger.
- \* Congratulations to the local Junior Footballers on a very successful Season.
- \* Also a father for the first time recently was Davy Dalton. Congratulations to you both.
- \* I am very suspicious as to why everyone is exceptionally friendly with Murt Dillon all of a sudden.
- \* Steve Silversmith rules no more; it is now Steve Wrangler. Ask Anna of the Canteen.
- \* Married on the 30th November will be that quiet, angelic little girl of the Accounts Department, Breed Sheahan to John Collins of Croagh. You never can tell with these quiet ones.
- \* The name Collins will be in such frequent demand in the General Office now, it will sound like a Dáil sitting.
- \* Congratulations to Mr. and Mrs. Michael Dooley on the recent birth of a daughter.
- \* I must say Neillie Cahill, Helen Lynch, Pat Walsh and Mary Hogan make a very nice quartet. This is a great place.
- \* I must say at this point in time, that Denis Duggan looks as if he is Murt's best friend. We'll ask Maura.
- \* Rumour has it that a love match is in progress in the Cannery - (P.S. It isn't a game of Tennis).
- \* Bookings are now open for late 1980 (earliest available date) for guitarist supreme, Mikie Reidy alias R. Gallagher.

## NEW FACES

Hereunder, is another close-up of four members of the Shannon Meat Staff, who have joined the Company recently :-



Helen Lynch

Name : Helen Lynch  
 Address : Cappananty, Ballyagran.  
 Age : 19 Yrs.  
 Marital Status : Single  
 Department : Cannery  
 Hobbies/Interests : Television (Stations 1 & 2); and Reading.  
 Favourite Actor/Actress : Robert Redford.  
 Best Friend : My sister Nuala and Neillie Cahill.  
 Biggest Influence in Life : Jim Power of the Boning Hall and Neillie Cahill.  
 Life Ambition : To live to be 100 years old.  
 What Person would you most like to meet ? Leon Spinks.



Patrick Condon

Name : Patrick Condon  
 Address : Dohile, Rathkeale.  
 Age : 17 Yrs.  
 Marital Status : Single  
 Department : Home Sales  
 Hobbies/Interests : Motor Cycling, Football and Bird(s).  
 Favourite Actor/Actress : Anne Shiels.  
 Best Friend : Same as above.  
 Biggest Influence in Life : Favourite Actress.  
 Life Ambition : To get married.  
 What Person would you most like to meet ? Phil Reid in a race.



Bernie Sheahan

Name : Bernie Sheahan  
 Address : Templeathea, Athea.  
 Age : 19 Yrs.  
 Marital Status : Single  
 Department : Boning Hall  
 Hobbies/Interests : Gaelic Football & Soccer.  
 Favourite Actor/Actress : The Incredible Hulk.  
 Best Friend : Jimmy Collins - Athea.  
 Biggest Influence in Life : Nobody in particular.  
 Life Ambition : To become a Mechanic.  
 What Person would you most like to meet ? President Jimmy Carter.



Frank Kelly

Name : Frank Kelly  
 Address : Coole East, Abbeyfeale.  
 Age : 19 Yrs.  
 Marital Status : Still Single - (despite tempting offers).  
 Department : Despatch  
 Hobbies/Interests : Country Music and Driving ('62 Anglia).  
 Favourite Actor/Actress : John Wayne.  
 Best Friend : Michael Newton (hope he thinks the same).  
 Biggest Influence in Life : My Supervisor - Pa Dunne.  
 Life Ambition : To go to America - (out of the way).  
 What Person would you most like to meet ? John Wayne in a Cowboy and Indian Film.

## WELCOME



Welcome to Michael Guiney (above) who has joined the Company recently as a Maintenance Fitter. Twenty-nine-year-old Michael hails originally from Kiskeam, County Cork, an area familiar to other members of the staff. He and his bride of three and a half months reside presently at Dunmoylan, Shanagolden. The new Mrs. Guiney is the former Ursula Burke - a Limerick lassie.

In his leisure time Michael is a very keen handballer and he spends a share of time reading also.

Firstly, let us wish Mr. and Mrs. Guiney every bliss in their marriage. Secondly, let us wish Michael a successful and prolonged stay with Shannon Meat Ltd.

## HELMETS

The head contains the nerve centre which controls the body, and damage to that centre can wreck your whole life. That is why it is so important to wear a safety helmet whenever and wherever there is a risk to your head being injured.



"For Cause of Accident I'd appreciate something more definite than, 'It was just one of those days.'"

# I.T.G.W.U.



## NEWS

The Union Committee are very concerned about the present position with the canned meat trade. This is due to the non application of Monetary Compensatory Amounts (M.C.A.'s) to cooked meat products. Under these circumstances, the British Beef Canner under the present Brussels regulations has his beef going into the can at 15p per lb. cheaper than the Irish Beef Canner. Under these circumstances, the Irish Beef Canner has been shoved out of the market place. We have seen the effects of this in a drastic fashion in Shannon Meat Ltd. in the past month. It is seriously affecting our members and is a big worry for the future of this department. Our Union at official level are fully aware of the position of the Irish Canning Industry and have left no stone unturned to right the situation. We hope their efforts will bear fruit in the near future.

### SYMPATHY

We wish to sympathise with Mattie Williams of the Slaughter Hall on the recent tragic death of his 6-year-old daughter, Patricia. Sympathy is also expressed to our Branch Secretary, Mr. Joe Skerritt, on the recent death of his sister in England.

### CONGRATULATIONS

We would like to send our congratulations to Barry Hickson of our Development Services Division who was recently called to the Bar. Barry has for many years been associated with our section in Shannon Meat Ltd. We wish him every success in the future.

### HAPPY CHRISTMAS

We wish to express to all our members and all the people involved with Shannon Meat Ltd. a very happy Christmas and every blessing for the New Year.

## DIM WIT

- \* Before they were married, she promised to knit for him. Now she needles.
- \* Marriage for him is like a road sign. When he first saw her, he stopped, then he looked - now he listens.
- \* When they have an argument, they soon patch things up - his nose, his jaw and his head.
- \* The last time she said "yes" to him was when he proposed.



Miss Christina O'Brien is seen here at the Dinner Dance with John Ryan of Adare.



# COMMON MARKET CHANGES IMMINENT?

The Franco-German plan for monetary stability in the E.E.C., the European Monetary System (EMS), is the subject of much discussion and comment throughout the community at present. The proposed system is due for implementation on January 1st, 1979, but may be much later as agreement has not been reached on participation, or operational details.

At the moment there are two systems of exchange rate control operating in the E.E.C. and the EMS is an attempt to rationalise exchange rates and provide for more European monetary union. The floating rate within managed limits has been in operation since 1972 and is influenced by market forces with Central Bank intervention in times of excessive deviation from acceptable limits. The other system is the European snake in which several currencies have a common rate against other currencies. The 'snake' allows exchange rates to deviate within fixed limits from an agreed level and in this respect performs one of the functions of the proposed EMS.

The EMS is expected to help stabilise trade and, by promoting more integration within the E.E.C., could help in securing a more equitable economic development among the countries in the Community. The British Premier, Mr. Callaghan, highlighted the "lack of equity" in the E.E.C. agricultural budget allocations in his speech at the Lord Mayor's Banquet in London in mid-November, and again criticised the working of the Common Agricultural Policy (CAP). Mr. Callaghan's criticisms gave a distinct feeling of déjà-vu and some commentators see the present situation as part of a campaign to renegotiate Britain's terms of membership with the E.E.C., making the comparison with 1975, when a document entitled "The Unacceptable Situation and the Correcting Mechanism", effectively changed the conditions of British budgetary contributions. Britain's participation in the EMS may well be used as a bargaining counter in a review of CAP, or a renegotiation of British financial involvement in the agricultural budget. Mr. Callaghan's criticisms cannot be summarily dismissed as sour grapes, or mere placation of a section of the British electorate and the counter arguments in defence of present E.E.C. mechanisms do not seem to get the same attention in the media. Undoubtedly, Britain is disappointed that all the hoped for industrial advantages of E.E.C. membership have not yet materialised, but it can be strongly argued that the reason for this is not wholly attributable to E.E.C. policies. Quite how im-

plementation of the suggestion that food from non-E.E.C. countries should be available to Britain and Italy at world market prices, would rectify anomalies in CAP is not clear; the most likely outcome being a rise in world market prices.

In criticising the E.E.C. budget allocation of 70% for farm support it must be remembered that the CAP is still the only major policy in operation. Promotion of division on any E.E.C. policy will not help to remedy the defects which inevitably must arise when so many interested parties have to be satisfied. A consistently positive attitude to solving problems is the most hopeful method of achieving real integration within the E.E.C. and of fulfilling the original objectives of the Community.

The biggest advantage of the EMS would be monetary stability and its stabilising effect on E.E.C. trade. Sharp fluctuations in interest rates would also be much less likely with their attendant effects, usually detrimental, on expansion and development programmes both in agriculture and in the meat industry.

Ireland's position will depend on whether Britain decides to participate in the system. A break in the link with sterling would have some advantages, not least a cessation of the slavish following of British interest rates. Indeed some observers fear that should Britain decline to participate in the EMS, Ireland would become totally dependent on the German economy, instead of the U.K. economy. The stronger currencies would also have to be supported by the weaker economies should the necessity arise.

On the other hand, since the U.K. is our major trading partner for traditional and geographical reasons, a currency exchange variation would constitute a trade risk, which could be reduced by operation of the present M.C.A. system. The beef processing industry, already operating at a considerable disadvantage, would probably be in a worse position should exchange rates between the two countries fluctuate with no M.C.A.'s to correct the situation. Administrative and financial difficulties would also arise due to currency conversions and rules governing exchange transactions.

The cost of involvement in the EMS would be considerable and the Irish Government has approached its E.E.C. partners with a request for £650 million over the next five years. Ireland has proposed a transfer of resources and 'soft' loans, or grants to enable us to join the EMS, but this suggestion has met with some resistance, particularly, from Germany.

# ON THE MOVE

On the move on this occasion is Mr. Liam Hanley. Liam is the newly appointed Retort Operator in the Canning Department. He assumed his new duties in early November. Liam was formerly Canteen Operator with the Company. In his new rôle, this sophisticated exponent of gentle subtle wit will be responsible for the cooking of our canned products. Liam pledges (jokingly I hope) that he won't burn these, like he does the toast and beans at home.

Liam first joined Shannon Meat Ltd. in August, 1970. Since his official inauguration, Liam has spent two years in both the Boning Hall and Tripe Departments. In 1975, he became Canteen Operator with the Firm and remained in this position until his successful applica-

tion for the Retort position.

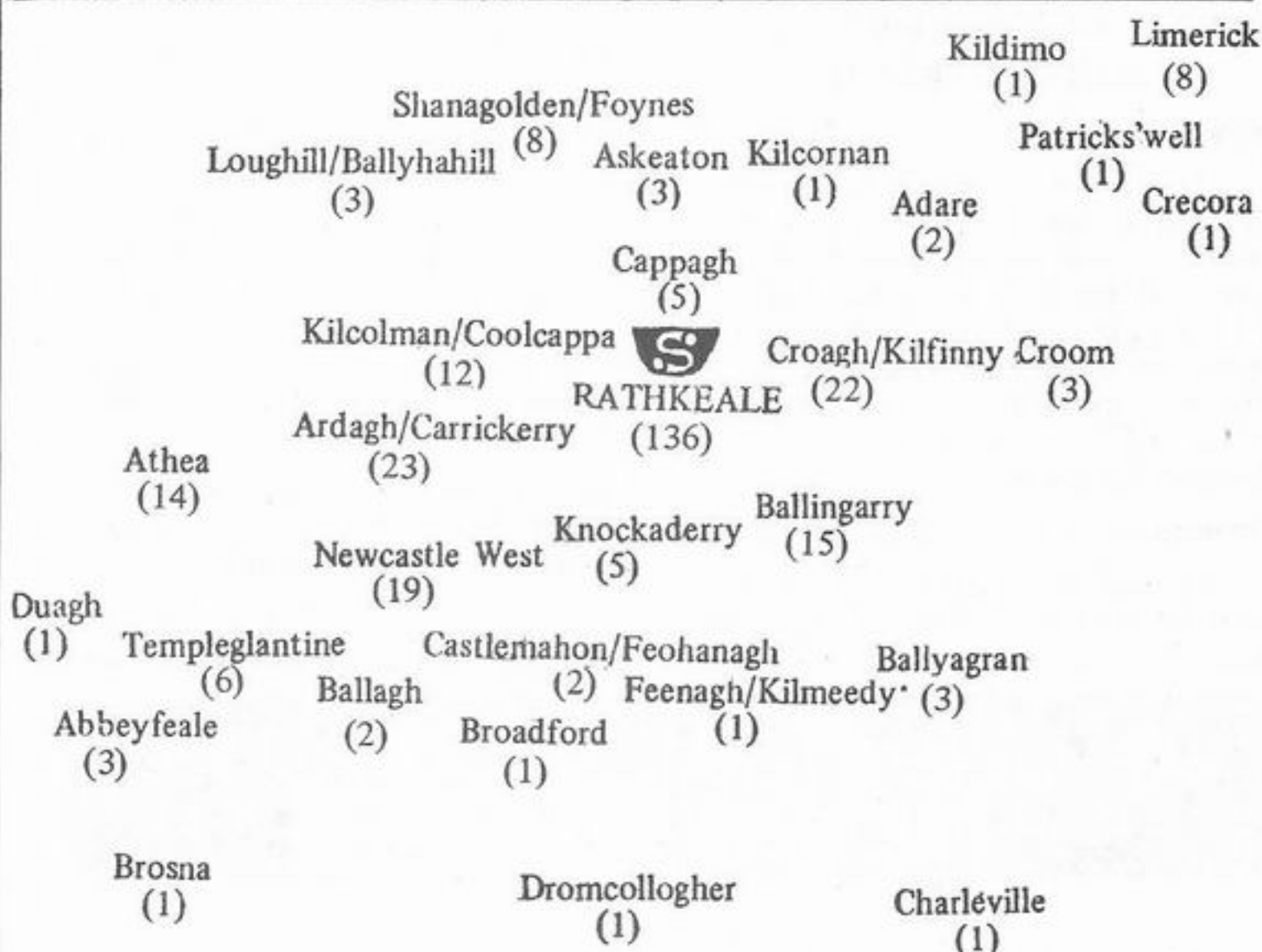
## FAMILY

The new Retort Operator is the second member of a family of three. The clearly-distinguishable, famed and ever active Mike being the eldest and sister Catherine the youngest. Liam Hanley is married to Croagh girl, Pauline Ryan, who is a sister to recently employed Gerard. Mr. and Mrs. Hanley have two young daughters, Fiona and Patricia. They reside in Castlematrix where they have a newly built house, neighbouring Liam's family home.

Every success is extended to the Hanley's and especially to Liam in his new position. P.S. : There's no truth in the rumour that he isn't allowed to cook at home.



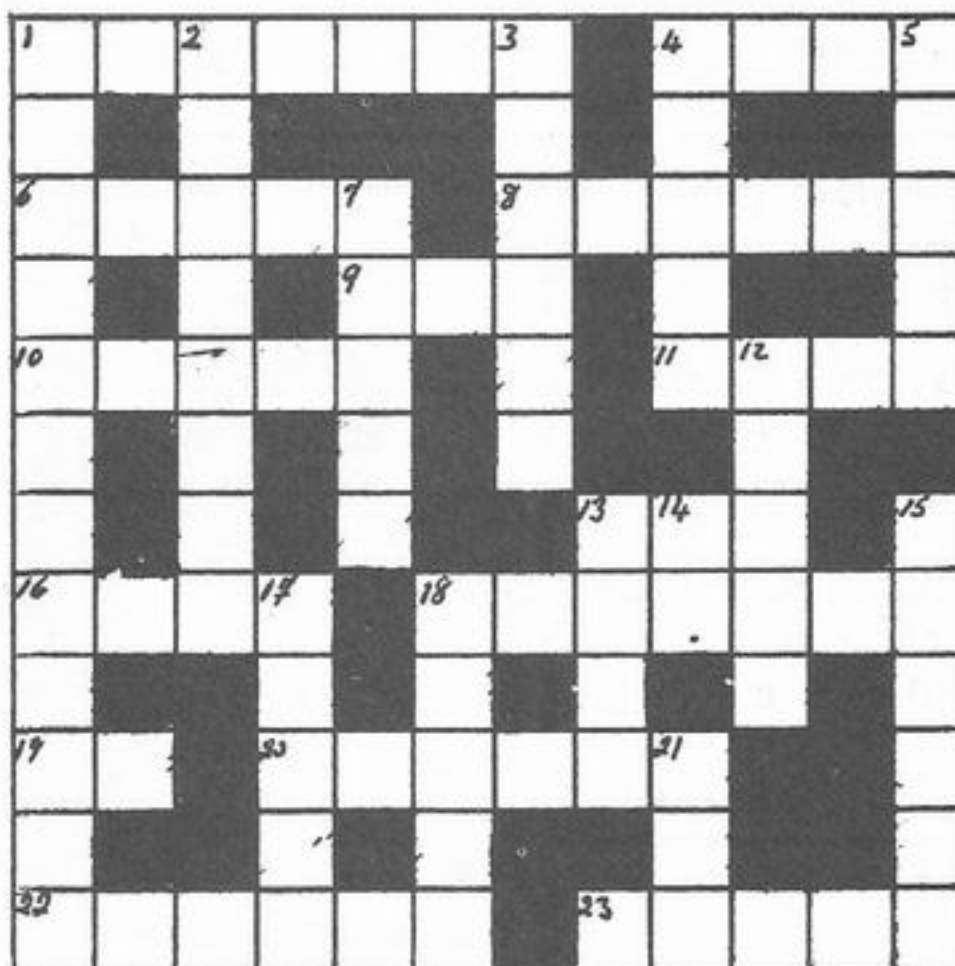
Liam and Pauline Hanley



The above chart analyses the areas from which the Company draws its total workforce of 304 employees in November, 1978.

# CROSSWORD

By F.M. O'Brien,  
Cost Accountant.



## CLUES ACROSS :

- Derision.
- Far Eastern Dress.
- Something pointed in attacks.
- Atoned. (Anag.)
- Before.
- Friendly Expression.
- Cloth you might find in sailor.
- Exclude.
- Set of characters.
- Hammered out to the loser.
- Belonging to.
- Stays clear of.
- Submits.
- Outline.

## CLUES DOWN :

- Fair result, but not 5 down.
- Rests comfortably.
- Fashions a replica.
- Nasal complaint.
- Perfectly suitable.
- Slowly soaks through.
- Pungent.
- Ancient Poet.
- Situated.
- Set alight.
- Follow the tracks.
- Footwear.
- Respectful Address.

[Solution on Page 8].



# SOCCER SCENE



## KILCOLMAN SETTING THE PACE

Once again we find ourselves trailing Kilcolman in the League. We both have maximum points, but they have played two games more, and are thus 4 points ahead. We have yet to meet in the League and what a game that promises to be.

### DUAL PLAYERS

We made our exit from the F.A.I. Junior Cup beaten 3-2 by Celtic, not because Celtic were such an outstanding team, but because we fielded a very understrength team on the day. This arose because of G.A.A. commitment by some of our players. This has been a problem for some years now; both for us and the local G.A.A. Club. We can't tell a player what game to play, or indeed have we any intention of doing so. I'm glad to say our relations with the G.A.A. Club are very good and we help each other out whenever possible. The G.A.A. Season has now drawn to a close, so the problem is gone for this year, but if a solution could be found for the future, it would be a great help.

### MATCH REPORTS

**Shannon Utd. : 3 Kileany : 1**

After a very sluggish start, Utd. settled down to play some fine football. Kileany rocked the home side with an early goal, but Johnny Jones equalised just before half-time. Second-half goals by Sean Harnett and Bill Chawke got Utd. off to a flying start in the present League campaign.

**Shannon Utd. : 7 Pallaskenry : 2**

For half this game Pallaskenry were in with a fighting chance, but

were swept aside in the latter stages by a rampant home side. Utd. had 2-1 at half-time, and indeed Pallaskenry equalised shortly after, but then the flood gates opened. The Utd. scorers were: **Chawke (2), Butler (2), and Harnett, Sullivan and Meade 1 each.**

**Breska : 2 Shannon Utd. : 0**

Two early goals by Breska killed off an understrength Utd. team. Utd. fought hard all the way, but just could not break down the home defence. Bill Chawke hit the woodwork in the first-half as did Sean Harnett in the second and that was the nearest Utd. came to scoring.

**Celtic : 3 Shannon Utd. : 2**

Utd. bowed out of the F.A.I. Junior Cup, but what a tremendous performance this new look team put on. This game clashed with the West Junior Football Final and we were short 6 regulars. Pa Sheehan spent the week before the game getting a team together and they certainly didn't let him down. Three players stood out above all others - Frank Lynch, Tom Butler (scorer of both goals) and Bill Chawke.

**Shannon Utd. : 8 Creeves : 0**

This game was over as a contest after 15 minutes when Utd. raced into a 3-0 lead. This is Creeves first year in the League and they are finding the going pretty rough. The game was no more than a stroll for the home side who ran out easy winners. The scorers were: **Harnett (3); Butler, Daly, Meade and Sullivan 1 each.**

**Watch It Grow: Harnett (5); Butler (5); Chawke (3); Meade (2); Sullivan (2); Daly and Jones 1 each.**

**Michael Dunne.**

# SUCCESSFUL SEASON

St. Mary's - Sean Finn's, Rathkeale (whichever you would like to call them) Junior Football side are just after completing a very successful Season. Western Champions, they were most unfortunate losers in the County-final against a fine Patrickswell team. Some bad luck and some mysterious refereeing decisions robbed the locals of a well deserved and long awaited title.

Shannon Meat was well represented by the following:-

**Tom White, Don Gallagher, Liam Woulfe, John Lynch, Noel Harnett, Sean Harnett, Patch Markham, Anthony Frawley and Denis Kenneally.**



Tom White

In goal was Tom White, who is noted particularly for his long relieving deliveries and gigantic kickouts. He has on occasions played corner-back for the Inter-Firm side.



Don Gallagher

The No. 4 Shirt was 'donned' (notice the excellent pun) by a certain Mr. Gallagher throughout the campaign. Don performed many heroics in front of goal and is an excellent reader of the game.



Liam Woulfe

Liam Woulfe - known affectionately as "The Dad". Many were the victims of this character's wit in the dressingroom prior to the big games. A dedicated Clubman whose heart and soul were geared towards a County Medal.



John Lynch

Early this Season, John Lynch asked for a free transfer from his customary mid-field role to a defen-

sive position. The wisdom of this move was never questioned. His play simply was brilliant.



Noel Harnett

Noel Harnett proved a very capable mid-fielder and an exceptionally good fielder of the ball. Noel got many a vital score during the Championship and he can feel very pleased with himself.



Sean Harnett

Sean Harnett occupied all three of the half-forward positions during the Season. This slender lad was the side's free taker and excited in giving many a heart attack. The two aforementioned are brothers.



Patch Markham

Unlucky not to be in the team was Patch Markham. Dogged by a mysterious muscle injury, this football brain specialises in being employed as a target man; similar to the once great Leeds centre forward, Mick Jones.



Anthony Frawley

Anthony Frawley must get a special mention. Tony spends more time in a blue white lined track suit than he does in togs. However, it is people like Anthony that make a good Club great.



Denis Kenneally

Last, but not least, is Denis Kenneally. This great warrior has served the Club with dedicated loyalty and flamboyant play. A great fielder, he plays on the left side of defence or mid-field.

They can look forward confidently to next Season. The ability is there, the dedication is there, and this year's experience will surely stand to the younger members of the team.

## G.A.A. CLUB NEWS

By Noel Harnett, Secretary.

### TOURNAMENT FINAL

**Shannon Meat/Scanglo : 3-5 Southern Chemicals : 2-6**

This was a historic win for us as we finally beat our bogey team. It was a thrill a minute game which we dominated for the most part and deserved to win. I am sure all our players will cherish the beautiful trophy for the rest of their lives. The

game itself however, ended on a sad note when Mike Reidy, in making one of his many great saves, broke a bone in his hand. However, I am glad to say that Mike is now back to work again and all is well. Thirdly, a word of thanks to our Sponsors, Jeremiah and Theresa Fitzgerald, Rathkeale House Hotel.

**Scorers: N. Hogan 3-0, S. Harnett 0-3, J. O'Grady 0-1, B. Fallon 0-1.**

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DOWN :

ACROSS :

Solution : Paddy's Teaser.

Rib: 3 Kilos; Stirlings: 2 Kilos; Round: 2 Kilos; Rump: 5 Kilos.



Finding time to pause for our Cameraman from the Dance Floor are Mr. and Mrs. Denis Noonan of Newcastle West.

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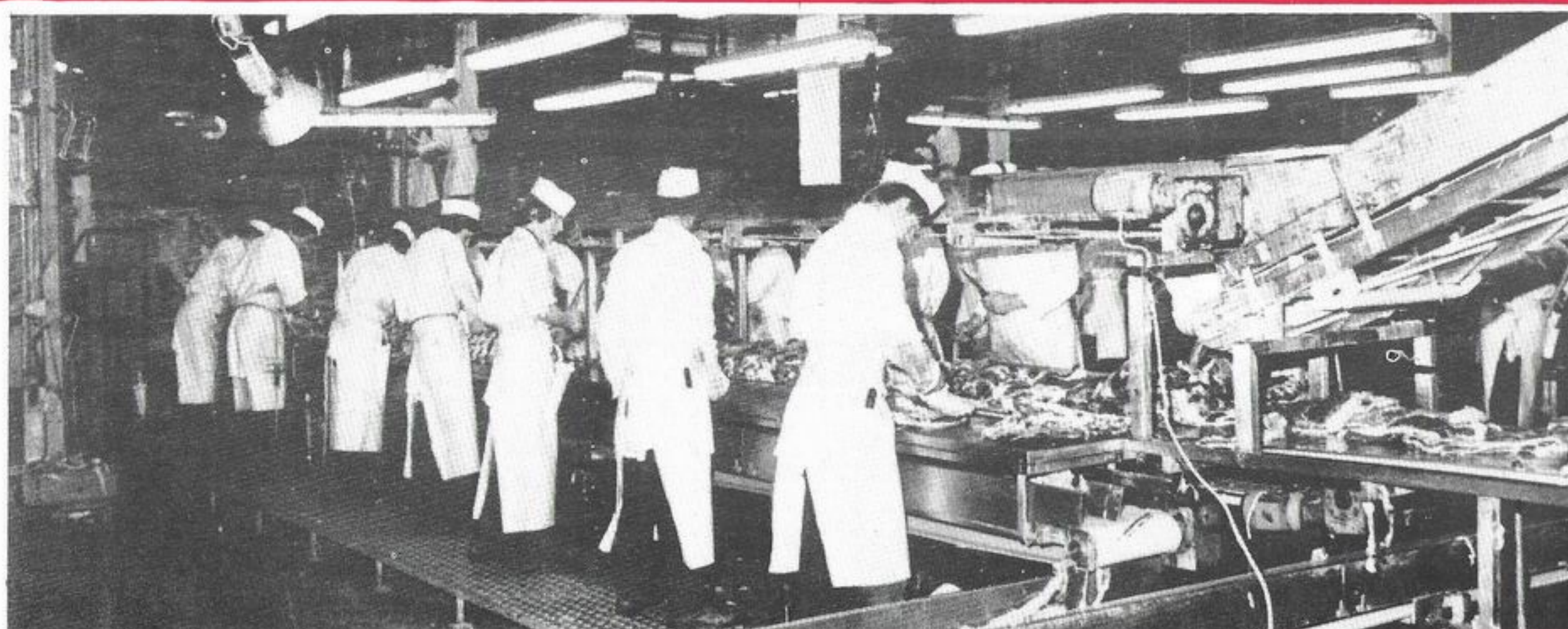
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# CALENDAR 1979

## JANUARY

SUN	MON	TUES	WED	THUR	FRI	SAT
+	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

First Quarter 5th Full Moon 13th

## FEBRUARY

SUN	MON	TUES	WED	THUR	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

First Quarter 4th Full Moon 12th  
Last Quarter 20th New Moon 26th  
Ash Wednesday 28th

## MARCH

SUN	MON	TUES	WED	THUR	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

First Quarter 5th Full Moon 13th  
Last Quarter 21st New Moon 28th  
Bank Holiday 17th Ireland



SUN	MON	TUES	WED	THUR	FRI	SAT
+	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	First Quarter 5th Full Moon 13th Last Quarter 21st New Moon 28th Bank Holidays 1st Great Britain & Ireland 2nd Scotland Epiphany 6th		

## APRIL

SUN	MON	TUES	WED	THUR	FRI	SAT
First Quarter 4th Full Moon 12th Last Quarter 20th New Moon 26th Ash Wednesday 28th				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	+	+	+

## MAY

SUN	MON	TUES	WED	THUR	FRI	SAT
First Quarter 5th Full Moon 13th Last Quarter 21st New Moon 28th Bank Holiday 17th Ireland				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## JUNE

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	First Quarter 4th Full Moon 12th Last Quarter 19th New Moon 26th 13th Good Friday Bank Holiday 16th England, Wales & Ireland				

## JULY

SUN	MON	TUES	WED	THUR	FRI	SAT
Bank Holidays England Wales 28th Scotland 7th & 28th		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	First Quarter 4th Full Moon 12th Last Quarter 19th New Moon 26th Ascension Day 24th	

## AUGUST

SUN	MON	TUES	WED	THUR	FRI	SAT
+	+	First Quarter 2nd Full Moon 10th Last Quarter 17th New Moon 24th Corpus Christi 14th			1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## SEPTEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	First Quarter 2nd Full Moon 9th Last Quarter 16th New Moon 24th			

## OCTOBER

SUN	MON	TUES	WED	THUR	FRI	SAT
First Quarter 1st/30th Full Moon 8th Last Quarter 14th New Moon 22nd Bank Holidays Scotland & Ireland 6th England & Wales 27th		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	+

## NOVEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
+	Full Moon 6th Last Quarter 13th New Moon 21st First Quarter 29th					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24	25	26	27	28	29

## DECEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
+	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	Full Moon 5th Last Quarter 12th New Moon 21st First Quarter 28th		

SUN	MON	TUES	WED	THUR	FRI	SAT
+	Full Moon 4th Last Quarter 11th New Moon 19th First Quarter 26th All Saints 1st			1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	+

SUN	MON	TUES	WED	THUR	FRI	SAT
+	Full Moon 3rd Last Quarter 11th New Moon 19th First Quarter 26th Bank Holidays 25th & 26th Great Britain & Ireland				+	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24 31	25	26	27	28	29