

Shannon Meat GAZETTE



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Telephone : Rathkeale 49/50 & (061) 40700.

WILL THE BEEF FATTENER SURVIVE?

By Donie Donovan, Livestock Procurement Manager

The Irish feeder who down the years has had to compete with his English counterpart for forward stores finds himself caught up in ever increasing cost. It matters little to the Factories where the Irish stores finish up; a certain amount will leave the country every year. Where the Irish feeder is getting a raw deal at present is with the Disease Eradication Regulations. Fair play is fine play, but thousands of stores are leaving the country without a 30 day test for Third Countries, and he cannot even bid for them. One must accept these tight regulations if we are to improve our Herd status but it's crazy if we are to drive the farmer to the brink of bankruptcy in doing so. Since the new regulations came into force we have seen small sales everywhere making it very difficult and most expensive to put any number of stores together, with many feeders chasing too few cattle. If the Irish feeder didn't lose sight of the average intervention price when purchasing his stores there might be some chance for him.

Those who are not anxious to test their cattle have a way out, thus prolonging the stringent regulation for those who comply with the scheme. Talking of exporting brucellosis reactors to Third Countries makes a real farce of the Disease Eradication Levys. The man with a herd free of disease has every reason to be sore.

AND

ADDENDUM

The survival of the beef feeder and his capacity to make a reasonable profit must be of the utmost concern to the Irish beef plants. Indeed it must be of concern to all the Irish people as beef is still a Kingpin of the economy.

Many feeders will remember the bad old days of the U.K. Deficiency Payments Scheme to support its farmers, but totally discriminating against the Irish beef finisher. It was quite common in the fifties and sixties to pay £6 to £7 a cwt. for stores and sell either to the factory, or the live exporter at £5 a cwt., or less. The Anglo Irish Trade agreement which partially tied the Irish beef animal to the Deficiency Payments Scheme was the first breakthrough and, of course, entrance to the E.E.C. put the Irish beef feeders on an equal footing. The sad thing about the present developments is that they are being pushed back to square one. It is a depressingly serious situation for the man, or woman who has invested in feeding systems whether simple, or sophisticated, and particularly, for those who have been in beef fattening for long years and have

If Mr. McSharry is not prepared to change the regulations then he should insist on a 30 day test for all and give the Irish feeder a chance to buy his stores at a realistic price. If the Minister is not prepared to close the back door, then he should open it for everyone. Things are difficult enough for the Irish feeder having to operate against a refund of £22.00 per cwt., liveweight to Third Countries, especially when one looks back to the time when that same live trade was banned from this country. Cattle are not allowed to go from Britain live for this trade on animal welfare grounds, yet we are further still from the market and see things differently.

UNREALISTIC PRICES

There is nothing wrong with beef prices at 73p per lb., if the price of stores were more realistic and not artificially jacked up as is the case at present. Surely we need to get our own house in order before we can start giving heavily subsidised cattle away to the Arabs. It looks as if the support system is in competition with itself; with intervention on one hand and a £22.00 per cwt., live refund on the other. The farmer is the victim of circumstances caught up in the middle and it's little wonder the consumer is also grumbling.

By : Maurice F. Cowhey
Managing Director.

made it part of their lives. If present trends continue, there must be a deterioration in beef stockmanship and husbandry.

The whole beef chain needs serious examination. The artificial aids should be critically examined viz. intervention and export refunds and their likely effects on future price trends and consumer demand. The E.E.C. beef administration set up also needs in-depth examination. They continually bellyache about the quantity of beef going into intervention. They, and the politicians, who also have a habit of making similar foolish statements, know full well that the only alternative is to drop the price to the beef feeder. Why not have a hard look at Export Refunds?. Quoting a recent statement made by one Irish beef man, "the E.E.C. are exporting the meat they require and importing the meat they do not require." As Donie Donovan says the E.E.C. are disastrously competing with themselves and threatening any stability in the trade. What beef plant management, in their sober senses, would make a worthwhile investment in more sophisticated marketing such a trading climate.

st. Patrick's Day Parade



The Shannon Meat team who did the Company proud on the 17th of March were (L to R), Bob Crombie, Billy Lynch, Pa Guinane, James Meehan and Ned Roche. The float emphasised our world-wide export markets and demonstrated our extensive range of canned Meat Products. Home Freezer Products were also to the fore on the float.



The Shannon Meat Ltd. section of the 1980 St. Patrick's Day Industrial Parade in Limerick won 1st. Place in the local entry section. The Parade this year was one of the most successful to date. It took 1½ hours to pass the reviewing stand. In excess of 25,000 people watched the parade.

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.

NOTICE - BEEF CLASSIFICATION

It is our intention to hold a discussion on Beef Carcase Classification in conjunction with the Department of Agriculture in Shannon Meat on May 20/21st. Times to be arranged later. Interested parties should contact Livestock Office.

WILL THE BEEF FATTENER SURVIVE?

[Contd. from page 1]



Donie Donovan

Over the past few years we have done a similar exercise to the one following. There is little point looking back at what we achieved or how near the mark we have been on other years. The big question one has to ask is what difference is there this season from the one just past. On the credit side we seem to have a lot more favourable weather with prospects of an early Spring and the 2% levy is no longer there. On the debit side the changes which have taken place and cannot be ignored are :-

1. Levies of £3.50 per animal.
2. Drop in Offal values of 5p per lb. dead weight.
3. Dearer oil meaning more expensive transport.
4. Interest Charges up 4%.
5. Fertilisers up 20%

To offset the five points listed above it would be necessary to put on at least an extra 75 Kg. liveweight (equivalent to approximately 8p per lb. deadweight) to start from the same base as we did last year. The amount of money that stores are back this year from last year is written off in increased cost. Beef has a value which is determined by the consumer in the market place with intervention acting as a prop. What should be paid for Store Cattle is entirely up to the farmer himself. It's difficult to understand why stores reached the price levels they did in 1979 and why their value did not remain somewhere nearer the average intervention price remains a mystery. The conversion rate of grass to beef with or without meals is not all that different to what it was twenty years ago. If anything the conversion rate could be less to-day as we see less of these big agey, roomy stores which were a common sight in Springs of years past. Pressure for better returns is having its effects on the old system. Tradition dies hard.

The producer to-day seems to be moving towards producing a younger animal which will undoubtedly grade better and pay better. The biggest blunder of the seventies in the Beef trade was the fact that the feeder who was prepared to produce winter beef was not given any recognition for his efforts. If he is still in business he would badly need a scaling intervention price to give him some incentive towards his high investment. Failure by Brussels to recognise how important the winter beef man was in adding stability to trading is already obvious with the swing back to more grass beef. With the fear hanging over producers of intervention being dropped for a few months goes to show how little the policy makers know about the economics of the situation. No production plan could survive in that kind of climate.

The targets we have set in the chart shown below lend themselves more towards the traditional type of beef production when one was buying a big framed animal short of flesh.

We have based our chart on the assumption that intervention remains in its present form. However long it takes to get your cattle to beef in 1980 remember you are 8p per lb. back from 1979. From that 8p deduct any increases obtained in the annual prices review in 1980.

NOTICE - TO DEEP FREEZE CUSTOMERS

- I Only Prime Animals will be accepted for Home Freezer use.
- II If in any doubt about the Quality or the finish required on such animals it is advisable to have the animal seen by a member of the Livestock Department.
- III When presenting a Home Freezer animal the owner or Lorry Driver must declare his animal for Home Freezer use.
- IV A separate delivery Advice Docket to be used specifically for Home Freezer animals.
- V Receipts issued must clearly state that the animals presented are for Home Freezer. Failure on the part of any owner to go through the normal procedure will result in the Company not being responsible for animals not properly documented.
- VI Animals intended for Home Freezer use must be presented in the Yard before 4.30 p.m. on the date specified.

ANALYSIS OF THE PROJECTED LIVE WEIGHT GAIN -

PROFIT AND LOSS ON A STORE BEAST WEIGHING 8½ CWT. IN MARCH 1980.

Live Weight Mid-March 1980	Cost	Live Weight daily gain	Live Weight Mid-November 1980	Kill Out @ 59 Lbs. per Cwt.	Gross Margin Profit or Loss		
					@ 70p	@ 68p	@ 66p
Cwt. Qrs. Lbs.			Cwt. Qrs. Lbs.				
8 2 0	380	0.75 Lbs.	9 3 20	587	+ £ 20	+ £ 9	- £ 3
8 2 0	380	1.00 "	10 2 26	633	+ £ 53	+ £ 40	+ £ 27
8 2 0	380	1.25 "	11 1 4	664	+ £ 74	+ £ 61	+ £ 48
8 2 0	380	1.50 "	11 3 14	669	+ £ 99	+ £ 85	+ £ 71
8 2 0	380	1.75 "	12 1 7	731	+ £121	+ £107	+ £ 92
8 2 0	380	2.00 "	12 3 24	762	+ £145	+ £128	+ £112

The above chart analyses the projected live weight gain and Profit/Loss on Store beast weighing 8½ Cwt. in mid-March 1980.

ON THE MOVE



Michael O'Neill

Michael O'Neill is no stranger to regular readers of the "Gazette". Mike is our G.A.A. columnist and does a similar job for us as Mick Dunne does for R.T.E.

Michael joined Shannon Meat Limited on 6th October, 1975. Originally he worked in the Despatch Department. After a short few

months he applied successfully for a position in the Industrial Engineering Department. Mike remained in this position until last October, when he assumed his responsibilities as Production Clerical Officer.

Mike hails from Enniscorthy and was educated at the local C.B.S. and St. Joseph's College, respectively. He spent three years as a male nurse in St. Brendan's Hospital, Dublin. In 1968 he set sail for England where he worked for a number of years as Warehouse Supervisor with J. Lyons & Co.

What brought him to these parts? The answer to that, probably, is in the fact that he married the former Miss Margaret Sexton of Athea. Michael and Margaret have two sons, John and David.

ROAD IMPROVEMENT DIFFICULTIES

In a recent letter to local County Councillors the County Engineer refers to the road improvement plans from Reen's Pike, Ardagh to Croagh. In this letter he states - "The existing route along this 5 miles section of the Limerick-Newcastle West road is so twisted that it is impossible to get any straight sections approaching the various sharp bends, of sufficient length to permit preparation of a road design to meet minimum acceptable standards such as non passing sight distance of 800 ft., transition lengths to lead drivers on to the curves and minimum standards of bend radii.

In addition, due to the layout of Rathkeale town, the number of roads leading to it and a bridge crossing over the Deel, there is no way in which a short clear relief road could keep through traffic clear of the town. Consideration must also be given to new develop-

ment, minimum disturbance to existing buildings and farm developments. A major portion of the new route is required to keep Rathkeale clear of traffic congestion.

There is no suitable alternative proposal which could be designed to give short term relief. Any work on the existing road would involve the whole road, be wasteful of money and increase present driver frustration with delay, making the road even more dangerous and giving no return for expenditure incurred.

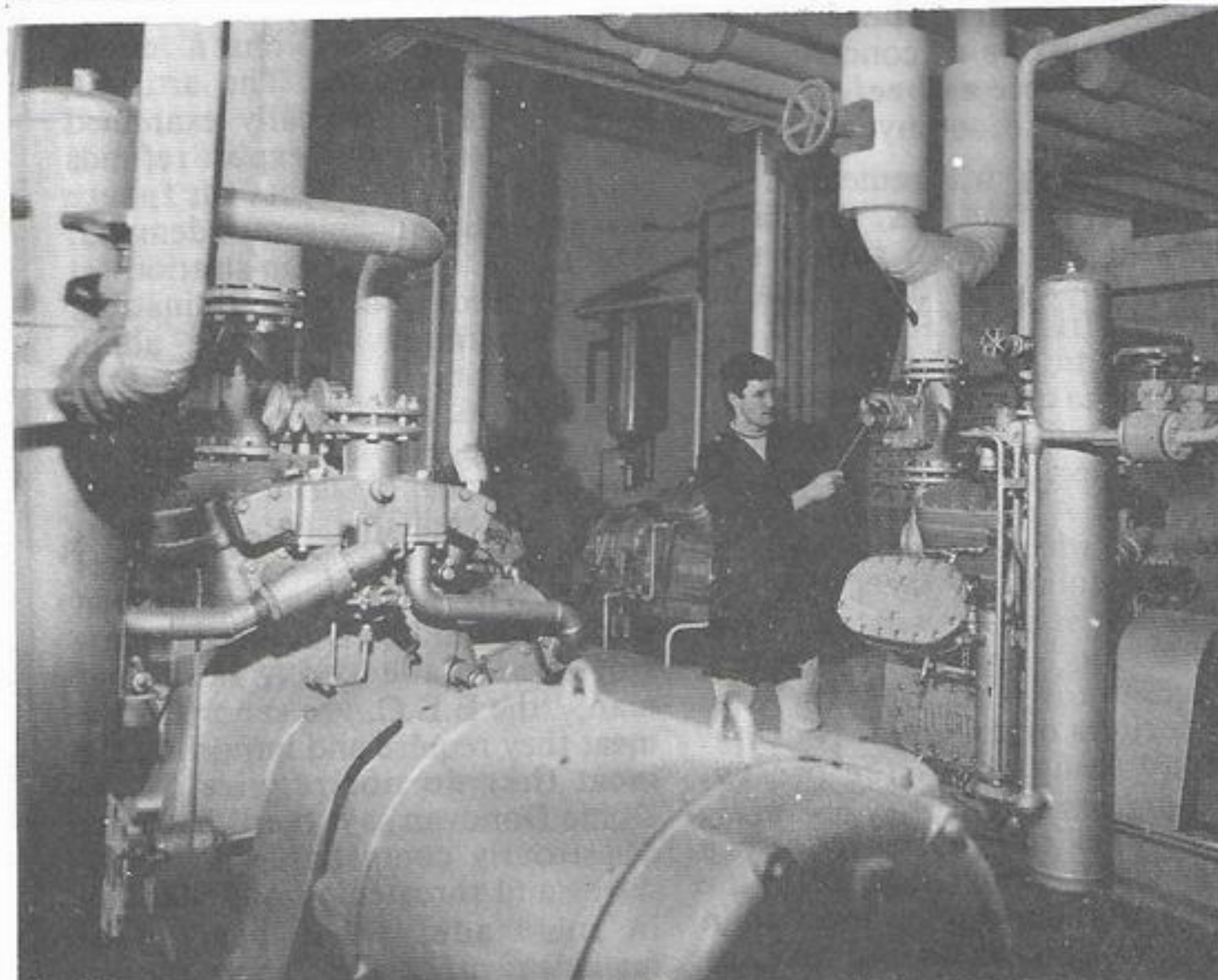
I am well aware of the major task of obtaining finance for the Scheme. However, I am also aware that no money would be made available at National Level for a road project which could not meet minimum design standards. The Government has included improvement of this road to an acceptable standard in its Road Development Plan for the 1980's".

SYMPATHY

Several members of the staff suffered bereavements since our last issue. To these and their families we express our sincere sympathy, to Kevin Hannafin of Carrickerry whose wife died at a very young age, to Ned Lawlor whose father, Patrick, died, to Michael O'Donnell's father, a native of Ballyhea, Rathkeale has died.

father also died. Sympathy is also expressed to Donie Donovan whose father, Daniel, died at his home in Rathkeale, to Jim Giltenane also of Rathkeale whose wife died at a comparatively young age. As we go to press we learn that Michael O'Donnell's father, a native of Ballyhea, Rathkeale has died.

May they Rest in Peace.



Mario Zoncada Jr., Refrigeration Craftsman, photographed in the Refrigeration Compressor Room.



PICTURE PARADE



Photographed at the Staff Social Committee Retired Staff Social on 7th. March were (Front, L to R) Tom O'Connell, Paddy Collins, Paddy Sheehan, Tim Cunningham, (Back L to R) Sean Guiry, Treasurer of the Social Committee, Paddy Bustin, Bill Meade and Bernard Daly.



PICTURE PARADE



The Shannon Meat team who represented the Company in the recent NISO Safety Quiz were, Back Row (L to R) Michael Guiney, Michael Stackpoole, Batty Collins. Front Row (L to R) Pat Coleman and John Stack.



Photographed in the canteen are Shannon Meat employees, James Lenihan, Croagh and Tim Donovan, Kilfinny.



My Boys! Jack Lyons poses with his Manchester United Heroes, Kevin Moran and Joe Jordan to the exclusion of Ross Poldark.



Batty Collins, who with Frank Costelloe and Pa Guinane supplied the music for the retired Staff party at Shiels Arms Hotel on 7th. March.



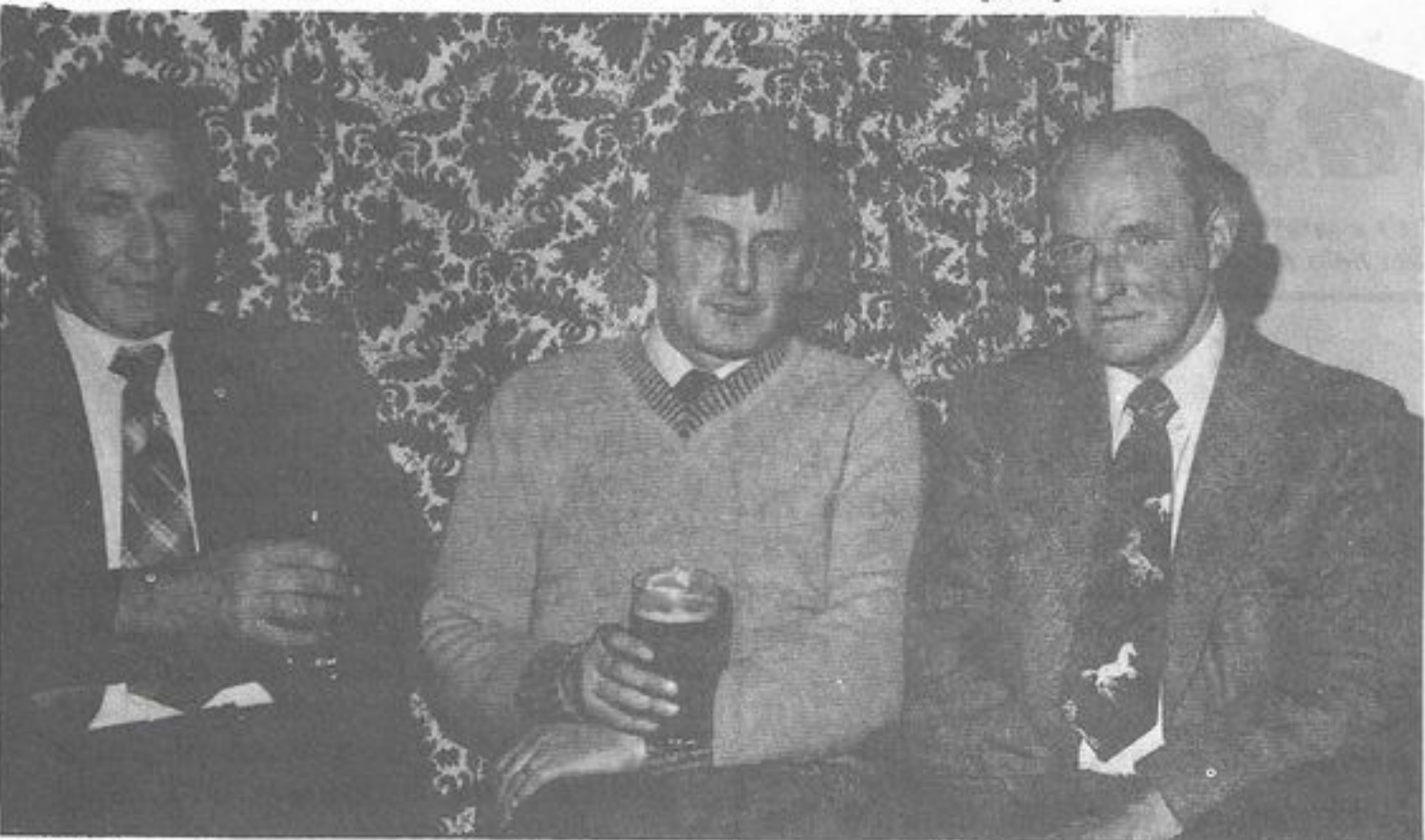
Peggy Curtin of the Social Committee entertained the attendance at the Retired Staff party.



Shannon Meat's answer to Danny-La-Rue, with a mouthful of winning tickets, Guess Who?



John O'Connell, Supervisor in the Slaughter Hall giving a 'Mario Lanza Special' at the Shiels Arms Hotel on 7th. March.



Members of the Social Committee at the Retired Staff Party above are Sean Guiry and Donie McEnery, Joint Treasurers and Paddy Sheehan, Vice-Chairman.



Enjoying the Social on 7th. March are Mr. & Mrs. Bernard Daly, Mr. & Mrs. Bill Meade, Mr. & Mrs. Tim Cunningham and Mr. & Mrs. Paddy Collins.



Paddy Cawley photographed receiving his 25 year service badge from Chairman of the Shannon Meat Ltd., Frank Wall, in April 1979.

At the end of February this year two of the most popular Members of the Company retired. Both Paddy Cawley and Paddy Sheehan have been with our company since it's earliest days. Their retirement fills those of us who have been with the Company for some time with a sense of loss. It is as if contact with past times in Shannon Meat Limited has been severed. Maybe we feel a little less secure because of this. This is not to say that we have broken the link with these two esteemed Colleagues or regard them now as anything less than Colleagues because of their retirement, but we will miss their daily presence within our Factory.

Paddy Sheehan started with the Company at the commencement of it's operations. A native of Kilsannell, Ardagh, he was Charge Hand in the Red Offal Department at the time of his retirement. Company loyalty and a determination that fair play for everyone be the norm dictated Paddy's approach to his position as head of his Section. This approach to his work made him one of the most respected and popular member of the Company. He was looked upon as a father-figure by many of our younger colleagues.

Before his retirement Paddy Cawley was Production and Hygiene Supervisor with the Company. A native of Cogaula, Co. Mayo, Paddy also joined the Company in 1953 as a Butcher. In 1960 he was appointed Supervisor of the then fledgling Boning Hall. For fifteen years he was in charge of this Department and contributed in no small way to its development over that period of time. He always speaks of the co-operation he received from the Staff in this Department and of the great working atmosphere prevailing there.

In 1975 Paddy was given responsibility for the Hygiene of the Plant while still retaining his involvement in production supervision. As you will appreciate the Hygiene Area is very important in a Food Plant. Paddy Cawley carried out his duties in this area with his usual sense of commitment and an inquisitive sense of good humour.

On their retirement we again remind both Paddy Cawley and Paddy Sheehan of the high regard with which we will always hold them. We wish you every enjoyment in the years ahead. We look forward to meeting both of you on your frequent visits to the Company.



Chairman, Frank Wall Presenting a 25 year service badge to Paddy Sheehan in April 1979.



DEATH OF SEAMUS B. KELLY

On Tuesday, 22nd February our Union lost one of its leading Officers. On that day Seamus B. Kelly, was tragically killed in a car accident. Mr. Kelly was National Group Secretary with responsibilities for the Food Industry for 16 years. The Committee of the Shannon Meat Section are very conscious of the assistance he has given us over the years and the contribution he has made to the Meat Industry in general. We would like to add our sincere sympathy to his wife and relatives.

In the course of his oration at the graveside, Mr. Michael Mullen, General Secretary said "The loss of Seamus B. Kelly is a tragic one for us all. He was a man in the prime of his life with a great deal to give the Trade Union Movement, just as he had already given a great deal to it. He was a steadfast worker, a loyal comrade and a good friend.

Jimmy entered the Irish Transport and General Workers' Union no less than 32 years ago. In 1954, he became a Branch Official and then served for a while in Head Office before taking up the post of Secretary of Dublin No. 7 Branch in 1957. In 1964, he assumed the position of National Industrial Group Secretary for the Food, Drink, Tobacco and Chemical Industries.

IMPORTANCE

This was a job of the utmost importance with responsibility for about 25,000 workers. Anybody who appreciates the significance of the Food-Processing sector in the Irish economy will know that Jimmy was therefore dealing with the heart of Irish Industry. He took his job with the utmost seriousness and made steady gains in wages and conditions for all his members.

Moreover, he had the widest view possible of the members' interest and that is why he sat on the Executive of the European Foodworkers and Agricultural Workers'

Unions, as well as on several E.E.C. Advisory Committees. In fact, at the time of his death he was leading an international campaign against a proposed reduction in Ireland's sugar quota, which would endanger employment in the Irish Food Industry.

The passing of Jimmy has left a gap which will not be easy to fill, given his qualities and his dedication. It was typical of him that he was coming back from a Union Meeting at around mid-night when the tragic accident occurred.

The National Executive Council of the Irish Transport and General Workers' Union wishes to record it's deepest appreciation of Seamus B. Kelly's unstinting work of the Union in more than three decades. He will be missed by his many colleagues and friends and the thousands of Trade Unionists to whom he gave unsparingly of his time and effort. The Union extends it's sincerest sympathy to his wife and relatives on this occasion of deep sadness".

SYMPATHY

The Committee would like to express their sympathy to Kevin Hannafin on the recent death of his wife, to Jim Giltenane whose wife also passed on recently, also to Ned Lawlor, Michael O'Donoghue, Michael O'Donnell and Donie O'Donovan whose fathers departed this life since our last column.

COLLECTION

The Union wishes to thank all concerned with the collection for the relief and distress in Cambodia. £639 was collected in total. We were glad that all Members of the Company rallied to our suggestion for a donation to be made to this excellent cause. The money was forwarded to the R.T.E. Distress Fund.

We would like to congratulate all who got married recently. We also wish Paddy Sheehan and Paddy Cawley a long and happy retirement.

TEMPERATURE AND TIME AFFECTS BACTERIA GROWTH

The October/November, 1979 Edition of the Gazette contained an article, "Microbiology Explained". This was an introductory article to Microbiology. It was an extract from Mr. Dick Griffith's talk on Hygiene at the Institute of Industrial Research and Standards Hygiene Course which took place in Shannon Meat Limited last year. In his talk Mr. Griffith referred to the effects of temperature and time on the growth of Bacteria.

Bacteria in the vegetative or growing state are fairly easily dealt with. Some Bacilli will be killed off fairly rapidly at temperatures as low as 70°C, and very quickly at boiling point. It is important to note that refrigerator or even deep-freeze temperatures often have very little effect on Bacteria. Some Bacteria grow quite readily at refrigerator temperatures while others go into a form of "suspended animation" and begin to grow again as soon as higher temperatures are restored. Storing a food product at -20°C may reduce the number of Bacteria present slightly over a prolonged period, but if the product is allowed to thaw out and lie around at room temperature, the Bacteria will commence to grow rapidly again.

Sometimes Bacteria form what are called Spores. A Spore is simply a bacterium in a resting, and unfortunately, very resistant state. Spores are very resistant to heat, and are most difficult to destroy. Furthermore, when the adverse conditions are removed, the Spores change back into growing Bacteria. The destruction of Spores is very important and in fact the whole Canning Industry revolves around the use of heat processing techniques normally referred to as "retorting". Retorting involves heating canned foodstuffs at a sufficiently high temperature and for a sufficiently long time to destroy *Clostridium Botulinum* Spores. If these Spores survive in the can, they vegetate and produce a particularly deadly toxin or poison. It is estimated that one gram (1/28 oz.) of this toxin is sufficient to kill one million people.

TIME

Time is very important in Microbiology. Micro-organisms are very small in size but this is more than offset by their ability to grow very rapidly. At a temperature of 25°C, certain Bacteria double every 20 minutes. So, if we start off with one Bacterium at nine o'clock in the morning, we will have two by nine twenty, four at twenty to ten, eight at ten o'clock and so on. If this process is allowed to go on for seven hours, we'll end up with 2,097,152 Bacteria at four o'clock. By five o'clock, the figure will have risen to 16,777,216!

It is quite clear that TEMPERATURE and TIME is a deadly combination. If foodstuffs are carelessly handled after cooking, and are then allowed to lie around in warm conditions for hours on end, they will become contaminated with massive numbers of Bacteria, which can easily lead to food poisoning or food spoilage.

DIM WIT

- * He was born on April 2nd - one day too late.
- * His neck reminds you of a type-writer - Underwood.
- * He's crossing a cow with a mule so he can get milk with a kick in it.
- * He's getting a B.A. Degree. He's finally mastered the first two letters of the alphabet - and backwards at that.
- * He parts his hair in the middle because his head isn't well balanced.
- * A Lifeguard told him "I've resuscitated your daughter" He roared "Then by God you'll marry her!"
- * When the Librarian asked him if he wanted a heavy book or a light one, he answered "It doesn't matter - I have my car outside".
- * He shot his wife while buying a house, because the Contract read, "Execute all three copies together with your wife".



"It's a safety poster. Translated, it reads: 'Get help for heavy loads!'"

X word Answer's

Down

1. Hockey, 2. Keeper, 3. Cross, 4. Grain, 8. Sty, 9. Tap, 12. Acorn, 13. Loser, 14. Scab, 15. Swing, 16. Score, 17. Rugby, 19. Eel, 21. All.

Answers

Across

1. Hooker, 3. Court, 5. Cape, 6. On, 7. Post, 10. Stain, 11. Yearly, 15. Shoots, 16. Soccer, 18. Inner, 20. Bang, 22. Goal, 23. Penalty.

THE REVIVAL

By William Madden,
Accounts Department

It is widely accepted that Rugby originated in this country in 1954 in Trinity College, where Limerick's Sir Charles Barrington was to play a major role in the advancing of the game. Sir Charles dedicated himself to a work on the Laws that were passed in 1868.

As Rugby gained in popularity, it was inevitable that a Governing Body be founded and quaintly, Rathkeale was the first Munster Club to be represented at a Meeting of the Irish Rugby Football Union, (then the I.F.U.) on March, 3rd 1874. The delegates were Captain Bowyer and T.B. Bolton, Rathkeale, the area's first Rugby Club, Limerick County came into being in 1876. They issued a challenge to the I.F.U. at a Meeting in March, 1877, and this led to the first meeting of Leinster and Munster in College Park on March, 26th 1877. Leinster won by a goal to nil.

During the nineteen thirties Rugby was again flourishing in Rathkeale, under the Captaincy of Maurice Fennell. Among the large panel of Players were :-

Maurice Cowhey, who led the side when Maurice Fennell, went to Civil War in Spain, James McGrane, Paddy Carlon, J.J. Lynch, David Wall, Mick Healy, Bernard Madden, Michael Giltenane, Mick (Tyler) White, Jack Killackey, Jimmy Ahern, Martin Treacy, Dan Johnson, Larry Walsh, P. Stephenson, Denny Reilly, Jimmy Traynor, also Askeaton Men, John Culhane and Jack O'Mahoney.

Amid strong local opposition the team was formed by John O'Connor, Principle of the Secondary School and Jack Killackey, as Trainer. Although lacking in the basics of the Game their strong point was the robust pack of forwards. The team trained in the Library and for a time were like a nomadic tribe, unable to locate a permanent playing field. Among the many locations used were, the old race course, the site of the present Soccer Pitch, a field in the Mount at Church Street and the field opposite the Church in the New Road. Following a door to door collection in the town, sufficient funds were secured to purchase a field. This was in Enniscouche, opposite the present Coursing field. A set of Jerseys (red and black hoops) were also purchased.

FIRST GAME

The first game played by the side was against Newcastle West. At this time Newcastle were at the peak of their performances for many years and were also hosting two international players - R.J. Cussen and Jerome Mullane. Before the game began it was agreed to swap the back-lines at half-time if Newcastle West were winning easily. However, much to the amazement of all present, Newcastle were trailing at half-time. At full-time the situation was reversed but the performance given made it clear that the basis was present for a Rugby team in Rathkeale.

In the mid-thirties the team was strengthened by players from the Newcastle Club, which went into abeyance for several seasons. These included, Mossey Dee, Larry Curtin, Mossey Curtin, Tom and Maft McCoy who played regularly with the side. This laid the base of a cherished Rugby alliance between the two towns. Rathkeale Rugby Players down through the years have given sterling service to Newcastle West.

Bill Mulcahy, the immortal "wigs" of international fame played his first ever Club Rugby with Newcastle West. John his brother, who won a Munster Senior Cup Medal with Bohemians, played also in the fifties for them. In more recent years players like Tom and John Lynch, Sean Goodwin, Tom Daly, Brendan Kennedy, David, John and William Madden and Dan Cagney from Ballingarry have supported Newcastle West.

DISBANDED

With the beginning of the war in 1939, the Rugby Club was forced to disband. The demise of the Rathkeale Rugby Club was a source of sorrow to all in Rugby circles.

The foundations have long since been laid for a team from Rathkeale to play Rugby. This position is now held by the Shannon Meat Inter-Firm Rugby team. Although beaten in the '78 Final with a Shannon Meat/Scanglo combination, the '79 competition proved more successful. With the shadow of last years defeat still present, the team went for an outright victory. The path was not an easy one to tread but sheer determination and will power by all involved made the task easier.

Castlemahon, having earlier been beaten by the side, were strong and skillful opponents. So the scene was set for what proved to be an exciting and entertaining eighty minutes of Rugby. Full of magnificent thrills, in it's entire passage, reputations were made; some already made, further enhanced. It was a clean, manly, strenuous encounter with our boys sometimes in irresistible forward rushes, with the rearguard snapping up the opportunities that came their way.

PENALTY

The score was opened by a penalty from Sean Harnett. Castlemahon soon replied with a drop goal. Then James O'Grady went over for a fine try. This score did not seem to upset the opposition who pressed hard for the last ten minutes to get a score, stopped time and time again short of the line. Each scrum was faced with the same determination and vigor as if it was the first in the game. The support on the side-line was tremendous and much credit goes to those who enthusiastically supported the team throughout the competition. Finally, the full-time whistle blew and the worthy victors were the beaten finalists of '78.

Outstanding performances were given on the night by Patch Markham, although new to the game proved to be a great attacking forward, James O'Grady, Dan Cagney, David and John Madden who dominated line-outs and were always involved in loose-play and mauls. John Lynch and Sean Harnett play well together, with the rest of the back-line tackling and handling well. For full-back Turlough McDonald it was his first game of the competition, but he soon made his presence felt with trustworthy fielding of the ball and accurate kicking for touch. One person who deserves special credit for his participation is Mickey Reidy, while unfortunate to miss the Final, his earlier performances were a source of inspiration to all the players.

The last two seasons saw the revival of Rathkeale Rugby under the Captaincy of Dan Cagney after a lapse of forty years. The team can now face the Eighties with confidence and the future may bring good fortunes and plenty of success.

SOCCER SCENE



The following are a list of the league games played to the time of going to press:-

Askeaton	1	Rathkeale Utd.	0
Rathkeale Utd.	2	Kilcolman	2
T. Wilmoth			
N. Harnett			
Rathkeale Utd.	0	Kileaney	2
Rathkeale Utd.	4	Ballysteen	1
Ml. Meade (2)			
N. Harnett			
S. O'Doherty			
Pallaskenry	3	Rathkeale Utd.	0
Kilcolman	1	Rathkeale Utd.	0
Rathkeale Utd.	1	Glin	2
Ml. Gallagher			
Rathkeale Utd.	0	Askeaton	1

From the table below analysis, it is apparent that the local side are not having a very successful season. In fact, the opposite holds true.

To date, we have lost six games in the league. Four of these were by a one goal deficit. Arguably, some of

A summary of our League showing is as follows:-

Played	Won	Lost	Drawn	For	Against	Points
====	===	====	=====	===	=====	=====
8	1	6	1	7	13	3

these games could have finished in our favour, but for a series of "if's" and "but's". The latter, however, don't win games.

Presently, the Club find's it-selves in the lower reaches of the League, - the threat of relegation hovers. With six matches remaining, time and points are running out. Our home and away games with Broadford could well decide who stays in the first division and who descends to the second..

What is equally important at this point of time is that our present panel of players and club officials keep a level headed approach and if the club are to lose their first division status, well, at least the status and respect of the club will not be lost but maybe increased.

Watch it Grow:

Harnett, Noel; Meade, Ml., O'Doherty, Seamus - 3 each. O'Grade, James (2); Wilmoth, O'Sullivan, Mike; Harnett, P.; Jones, Johnny; Gallagher, Mike; own goal one each.

G. A. A. CLUB NEWS

By Michael O'Neill,
Secretary.

Our Annual General Meeting was held recently in the Staff Canteen and despite numerous appeals the attendance was very poor. It is really heartbreaking for the genuine people who are doing their best to try and keep the flag flying. It was decided to hold a players meeting the following week to investigate why the interest had suddenly vanished. Again the end result was the same, only the same old reliables turned up to discuss the matter. At this meeting it was decided that we would only enter a team into the hurling competitions organised by the County Board. While this decision will be criticised, the officials of the club had no other option as the interest of the footballers has seemed to vanish altogether.

Officers elected at our A.G.M. were as follows :-

Chairman	-	G. Molyneux
Vice-Chairman	-	M. Williams
Secretary	-	M. O'Neill
Treasurer	-	D. Noonan
Selectors	-	M. Williams, M. O'Neill, Bill Lynch.

At the recent County Convention of the Inter Firm G.A.A., M. O'Neill was elected chairman and D. Noonan was elected Registrar. There

was a large attendance at this gathering of the Gaels, which was held in the Community Centre, Rathkeale. Over twenty teams have been entered in both hurling and football. After an absence of a year, Cement Limited have again decided to compete in this years competitions. We have had many a very exciting confrontation with the Mungret based team and look forward to meeting them during the year. Alcan have entered three teams, two in football and one in hurling.

LEAGUE

Shannon Meat Limited play in the Western division of the league where our opponents will be Castlemahon, Wyeth (Askeaton), Alcan, Paul and Vincent and Kilmallock. Two teams go forward to the semi-finals. We have a very good chance of qualifying for the later stages of this competition.

In the first round of the hurling championship we have been drawn against, "yes" our old rivals, Castlemahon. This promises to be the best game of the series. The first round of the league will be played within the next two or three weeks. I sincerely hope we have a successful season this term. I would like to wish our hurlers the best of luck.



William Madden, Accounts Dept. himself, plays at Hooker for the Company and Newcastle West.



Martin Williams newly elected Vice-Chairman of the Shannon Meat Inter-Firm G.A.A. Club.

NEW APPOINTMENT



Mr. Sean Goodwin (above) joined the Company recently, as an Assistant Accountant. Sean is a native of Rathkeale. For many years his father, John was on to Rathkeale's leading traders operating from his grocery in the corner of the Square.

Sean received his Primary Education at the local boys National School. Thereafter he attended St. Munchin's College and the National Institute of Higher Education, Limerick. At the latter, he graduated with a Degree in Business Studies (B.B.S.) specialising in Accountancy. After graduating he spent a period of time with Burlington.

Sean Goodwin is married to the former Miss Margaret Magner of Knockaderry. They have one son Barry who can be frequently seen in combat in front of the Office Block after five.

HOBBIES

Sean's hobbies include, Soccer, Rugby, Golf and Squash. In his school-days he served in the centre three-quarters position with St. Munchin's. With Celtic Rangers, he was regarded (and still is) as one of the best centre-forwards to have played in the Desmond League. I am sure our Inter-Firm sports masters will be coaxing Sean into action again.

We wish Sean every possible success in the future and hope his stay with Shannon Meat Limited will be a long and happy one.

SHANNON MEAT CHAT

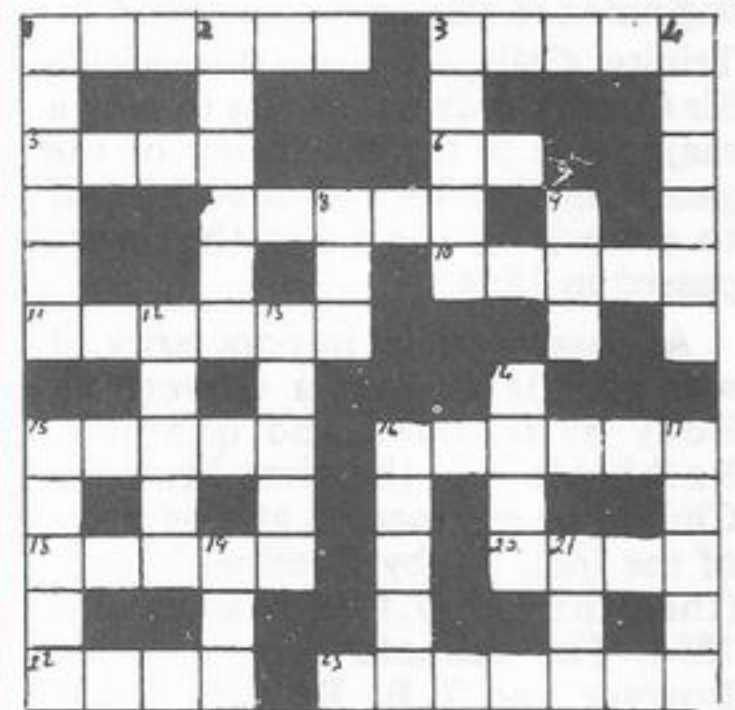
By The Scribe

- * Congratulations to Michael Keating (Livestock Department) and Margaret Moloney who announced their engagement recently.
- * My last publication of Chat didn't sell very well. However, as a result I got to very high places.
- * In conjunction with Brendan Shine, the Personnel Department have released a new record "Catch me if you can"
- * Having occasionally had cause to come through the Office Block, I can't help but compare 'the voice of Shannon Meat Ltd.' to Angela Rippon.
- * I must say Geraldine and her Nolan sisters had a very nice record out recently. I especially like the part "I'm in the mood for dancing, romancing". I'm sure there were plenty of offers.
- * Joe Lynch (Travolta to his friends) danced his way through the Manchester Utd. Dinner Dance lately. The Utd. players were most impressed by his nimble footwork.
- * One man who won't be buying a copy of the Personnel Department's new record is Dan in the Home Sales. Instead he has purchased Gallagher (not Don) & Lyle (Loyal) "I wear my heart on my sleeve" or should I say her finger.
- * I must say our floats looked most impressive at the St. Patrick's Day Parade in Limerick. So too did our boys.
- * Two employees on a recent soccer pilgrimage to Dublin criticised the fact that no waitress attended to them in a famous self-service restaurant.
- * Best wishes to Bernie Byrnes who got engaged recently.
- * The musical group Minus One are not Frank Costelloe less Pa Guinane or vice-versa. No they spend a "bunch of time" together.
- * Hannah Mulcahy and Teresa Lynch underwent a training programme in England lately. I presume they enjoyed the experience.
- * A most popular employee on Valentine's Day was Lancer. How come he is such a big hit with the girls? must be the overalls.
- * Seamus Kennedy enjoys working with the Cannery and Office Staff. He boasts proudly of his motor bike with the reclining seats. Talk of "Chips".
- * I must say "that" lad from Cappananty, Jim Power timed his wedding most precisely. Talk about tax evasion.
- * Staff from the Boning Hall find it particularly embarrassing passing the Cannery Section with Pat Walsh as they are ignored in preference to the latter. Henceforth, Pa is saluted by everyone with an English accent - "Hi Paw"
- * The Scribe is informed that Karen Condon has recovered from a "Stack of emotion" although she still frequents Dromcollogher.
- * All will join with me (especially the Cannery girls) in wishing John Meehan a speedy recovery.
- * The Despatch Gang under the directorship of Christy Costelloe gave a warm (if scary) send off on holidays to AO. Tom Keane.

A Man and his dog sat in a cinema watching a film. When it was over, the dog applauded vigorously. At this sight, a man sitting nearby said in amazement, "How astonishing". "Yes, it is", said the dog's owner. "He hated the book".

CROSS - WORD

by S.M. O'Brien



Clues Across

1. Good time girl who won't miss a pass.
3. A Place to rest your case
5. A good man to throw a shot
6. You will find that this is not off
7. Positions of responsibility
10. A mark you would not like to blot your character
11. Annually
15. Not always on target
16. A game for twenty three
18. On the inside
20. This is something to be off with
21. Target
23. Could be the result of an appearance before 3 above

Clues Down

1. A sticky game for either sex
2. Between posts
3. Angry intersection
4. Practices on the railway perhaps?
8. Could be an eyeful
9. Light touch
12. Nut in a case
13. On the wrong side
14. This black veg has a hard crust
15. An essential for a good golfer
16. Musical theme
17. English public School with a sporting History
19. Easily slips through
21. Everything inclusive

Answers Page 4

KNOWING AND DOING

Most of us have the necessary knowledge and experience to do our jobs and most of us don't want to hurt ourselves or others.

But how often do we fail ourselves by not putting our knowledge into action.

1. A circular saw can cut off a finger — but we go right ahead and operate a saw without a guard!

2. There is a safe way to climb a ladder, which we use here at work — but we take a chance and fall from a ladder while painting our house!

3. Radioactive fallout is dangerous — but we think nothing about leaving household poisons around where our children can get at them!

4. It is dangerous for children to run out in front of cars — but we drag them across the street even when the pedestrian light is against us.

5. It is important for teen-agers to learn safe driving habits — but we violate a traffic law with our teen-age son or daughter right in the car with us!

6. A loose board on a stairway can trip someone — but we don't bother to report it!

7. Grease and oil spills can cause a nasty fall — but we "forget" that we should cover these spills with oil absorbent materials!

8. Tools and parts can become falling objects or we can trip over them — but we fail to put them back

where they belong!

9. We know an unsafe act when we see one — but we oil, adjust, or try to fix a machine without even bothering to stop it!

10. We shouldn't take a chance when operating equipment — but we drive a fork lift truck with a load carried high and try to turn a corner while going too fast!

11. We can't fool safety devices — but we remove or fasten a machine guard so it won't give us the protection we need!

12. It is dangerous for us to block fire-fighting equipment — but we pile boxes and cartons in front of fire extinguishers and store material right up to the underside of sprinklers.

13. We should wear protective equipment — but we wear our goggles around our neck and leave our hard hat in our locker, our car, or on the shelf while at work.

None of us, hopefully, is guilty of all the misdeeds listed above — but it may be worthwhile to check whether we are slipping into any of the habits mentioned — and to take the appropriate action!



Liam Ahern, Chairman of the Social Committee and Bill Meade, retired Staff member photographed at the retired Staff party on 7th. March.



Photographed at The Sheils Arms on 7th. March are Joe Kenneally, Bill Meade, Tim Cunningham, Dan Neville and Bernard Daly.