

Shannon Meat GAZETTE



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SUPERVISORY TRAINING

Michael Hartnett who resides in Knockaderry, County Limerick has been maintenance supervisor with Shannon Meat Limited since early 1978. Liam O'Donnell of Croagh was appointed chargehand in the abattoir in mid 1978.

From 22nd to 24th of April this year, both of these attended the Shannon Development Supervisory Management Programme. This course took place at The Glentworth Hotel, Limerick and was aimed at providing people in supervisory positions with an understanding of the skills and functions of supervisory management. The course syllabus included the Role of The Supervisor, Motivation, Industrial Relations, Communications, Method Study and Operator Training. It consisted of lectures, films, case studies and group discussions where appropriate. Course leader for the course was Denis Murphy, Supervisory Training Officer, Shannon Development Company.

HOLIDAY ARRANGEMENTS

The following are the Summer Holiday arrangements for the company:-

Holidays will commence on Monday morning, 7th July. Work will resume on Monday, 21st July, 1980.

Livestock will be accepted up to noon on Wednesday, 2nd July. Livestock will not be accepted after this time.

Special arrangements have been made to maintain our Home Sales Service. This Department will remain in operation throughout the holiday period.

We wish all our colleagues in Shannon Meat Limited and all our readers a cheerful safe holiday.

Enjoy yourselves.

INTERNATIONAL BEEF SYMPOSIUM

The Seventh C.B.F. International Beef Symposium took place in Dublin on April 14th and 15th. The conference was officially opened by Mr. Ray McSharry, T.D., Minister for Agriculture. The theme of the symposium was "Beef Marketing in the 1980's" and a total of eighteen papers were presented by speakers from the United States, the United Kingdom, the E.E.C. and Ireland to an international gathering of over 400 delegates. Mr. McSharry in his opening address reminded delegates that membership of the E.E.C. precluded preferential treatment of the Irish beef industry against the interest of other member states and common policies in the E.E.C. had to cater, as best they could, for all members of the Community.

INTERVENTION

The E.E.C. Commission proposal to suspend Intervention buying of beef in the Summer months is unlikely to be implemented this year, the E.E.C.'s director for the organisation of markets for livestock products, Kay Barlebo-Larse, told the C.B.F. symposium. However, Mr. Sarsen said that the Commission would implement this proposal in 1981. Mr. Oliver Murphy, C.B.F. Chairman, also spoke of the effect of intervention and the Common Agricultural Policy (CAP) on the Irish beef industry - "It is a system that takes up a very small proportion of the CAP budget - in fact only 6 per cent. That in itself is evidence that beef is not a problem area as far as CAP is concerned, and its support system should be improved rather than put at any risk whatever." Mr. McSharry, in support of the Intervention system, said that producers had to have the assurance of a reasonable return on investment as well as the security of an adequate support system when prices were

weak. The C.B.F. chairman also mentioned the weaknesses in Intervention buying - "In Ireland's case; for example, it has tended to worsen our particular problem of seasonal marketing, so that we now have only 40 per cent of our beef in the first half of the year and 60 per cent in the second half. Another weakness is that Intervention has failed to have any impact on beef quality."

Mr. Murphy spoke also of the need to improve the position of the beef producer. "It is a fact that beef producers have fared less well in the E.E.C. than their counterparts in milk, or tillage; for example. To improve that position, beef must be made more attractive as a choice of farm enterprise. What the industry requires is a well structured incentive scheme for beef that encourages a rational approach to rearing and rewards quality output. In short, the Irish producer should be in a position to hold his cattle, to turn them out in top condition and to earn a respectable margin of profit."

OUTLOOK

The prospects for further growth in E.E.C. beef and veal consumption in the 1980's are not promising, according to Mr. R.J. Bansback, deputy chief economist with the U.K. Meat and Livestock Commission. There would be no significant increase in E.E.C. beef consumption because there would be a low growth in incomes, lower increases in the population and beef would rise in price more steeply than pig meat. E.E.C. breeding cow numbers at the end of last year were about three per cent lower than in December, 1970, but in that period beef and veal production had increased by about 17 per cent.

Mr. Paddy Moore, Manager of Market Research and Planning in C.B.F., forecast an increase in cattle supplies in 1980, but a lower level in 1981, and 1982. This decline in the next two years could not now be halted, but a long and productive future was expected for the Irish cattle and beef industry.

The problem of seasonality of supply - a difference of 28,000 cattle per week between the peak season and the slack period - was seen as a hindrance to effective marketing. Mr. Fergal Quinn, Managing Director of Superquinn Limited, stressed the importance of meeting the customers requirements and of helping the customer to use beef in the most economical way. A change in attitude to meat could take place if a more cost effective way of using meat in the family budget was not found. "The main priority is that those responsible for marketing meat get closer to the customer. They must become increasingly sensitive to the real needs of the market place,

OPINION

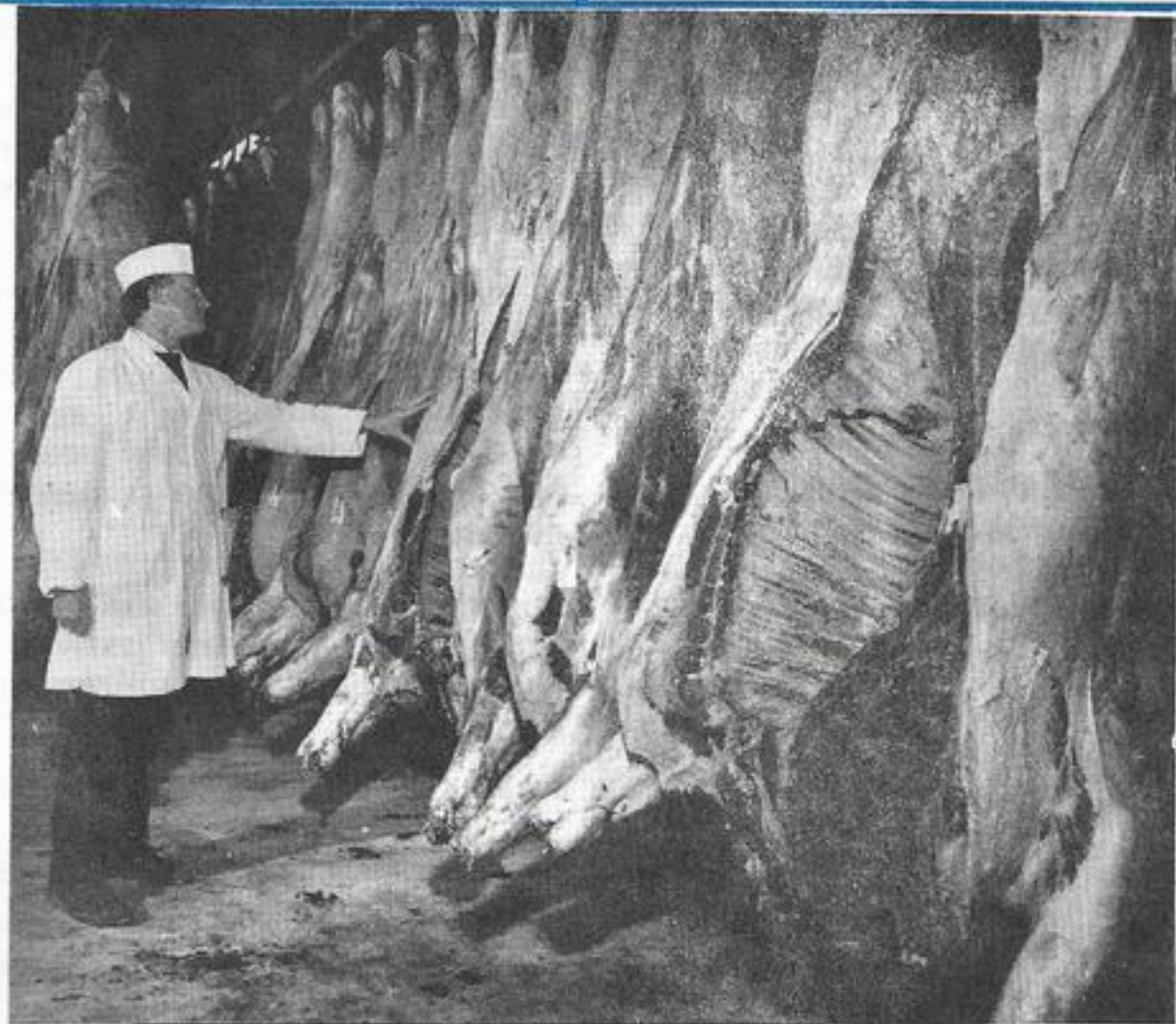
It is recognised that industry must be the main contributor to job creation for the years ahead. Only jobs in industry can be regarded as being productive and increasing the country's wealth. It is those jobs who must ultimately, through the taxation system pay for each public sector job created. Emphasis for the future must be placed on the creation of productive employment in industry. If we fail to do this, we are increasing the burden of taxation on our shoulders. In recent times we have seen the results of government policy that sought to increase public sector employment as an end in itself.

Job creation will be one of the country's primary objectives for the foreseeable future. We have the largest youth percentage of population in Europe being educated at present. These young people will form the main sector of future jobs created. How well is our educational system preparing our youth for their future life in industry? Not very well despite the changes which have taken place in the past decade or so.

Within the educational system itself, there appears to be a great deal of opposition to gearing education to the needs of industry. The argument one hears is that the objective of the educational system should be to "broaden the mind" and develop the "whole being". One would deduce from this that if education was geared towards the needs of industry, this development would not take place. This gives scant recognition to the advancement and modernisation of industry in the past few decades. The nineteenth century conditions are part of history and those engaged in industry today would not credit that such conditions existed. However, the thinking of many educationalists with regard to industry is right back at the industrial revolution. Colleges, like the National Institute for Higher Education, however, have commenced to bring education into the realities of the 1980's. Much more needs to be done.

The opportunities presented by modern technologies have created and continued to create a whole new industrial environment which eliminates the drudgery from work and allows people to do more responsible and creative work. The educational system is not responding to the requirements of this new age. It is still obsessed with producing academically minded people. Industry must research its manpower needs for the future and our educational structures must respond quickly to changed needs. Better communications must take place with the schools to improve the knowledge of what industry is about. School curricula should include inputs to enable the students to gain a clearer knowledge of what industry of tomorrow will look like, allowing them to decide if they can make a contribution.

Dan Neville.



Production Manager John Mulcahy inspecting Carcasses for the Beef Classification programme on May 20th - 21st.

THE ABRAHAM TEAM

Around the turn of the last Century interest in Hurling and Football as a sport gained considerable momentum. The eloquence of the phrases used to express the bravery and prowess of the deeds of the Sportsmen of those days leave this generation in no doubt, but that they were men apart.

Rathkeale Hurlers were active during the closing years of the last Century. Home and away matches were very much in vogue during this period and we find the Rathkeale lads crossing camans with the famous Bruff Caherline, Ballingarry, Kilfinny and Kilfinane Clubs emerging from the field nearly in all cases victorious.

Kilfinane won the All-Ireland on July 9, 1899 at Thurles. They were presented with The Croke Cup on that occasion in the presence of Dr. Croke, Archbishop of Cashel and Patron of the G.A.A. That year Rathkeale played them at Ballyagran in the County Semi-Final and were only beaten by a solitary score. The team on that occasion was captained by Jim Kelly.

Shortly afterwards, the tide of emigration began to take a heavy toll in the area and several of Rathkeale's stalwarts crossed the Atlantic and made their home in the land of the Stars and Stripes - greatly weakening their team. However, in the year of 1899 the dying embers were once again fanned by Bill Sheahan. In a very short time he placed the old team to it's original standing. In this work he was ably assisted by other great workers in -

**Mick Madigan, Ned Kennedy
Gerald Scully, Paddy and
Eddie Flaherty.**

Bill Sheahan was selected on the Limerick hurling team to play Kerry in the opening round of the All-Ireland Championship, fixed for Tralee on October, 13th. 1901. He had as colleagues on that occasion three members of the victorious 1897 team - J. Reidy, J. Catthrell, Ballingarry and J. Flood of Caherline. Also on the side was "Tyler" Mackey who, too, was wearing the Limerick jersey for the first time. Limerick were victorious on that occasion

Rathkeale reached the County Final of 1900 in Senior Hurling. This was played at the Market Field's on December, 8th. 1901. Their opponents were Sallymount, a very strong team at that period. It was a big surprise when the Rathkeale lads came out on top 2-4 to 0-3. The result was disputed and much to the general surprise the County Board ordered the game to be replayed.

More of the Rathkeale players had left by the time this took place, and they were beaten.

The Club faced a lean spell after this and they went out in the opening round of the following years Championship when Kilfinny beat them 1-4 to 0-4, at Ballingarry after a very hard fought encounter.

With that game passed the bulk of the old Abraham team. For decades afterwards their fame was handed down in verse:

**There's none of you but must
have heard
Of the boys of the Abraham
team
It's been often told in story,
It's been sung in poet's theme.
They have played all Erin over
By her mountain, dale and stream**

They've won honour, fame and
glory
Did those lads of the Abraham
team.

When championships each year
came round
Their title they'd defend,
You'd hear them cry - yes we
will go
We'll meet them - foe or friend.
They'd never whine like
cowards
Nor keep up row or spleen,
They'd strike with might for
Rathkeale's right
Would those lads of the Abraham
team.

Their followers were many
All around the country side;
They were grey haired men and
women
They were blushing youths and
brides;
Every lad and lass admired
them
From Adare to Ballysteen,
When ere they'd pass with
gallant dash,
Those lads of the Abraham
team.

Their backers were more staunch
and true
Than stood on Vinegar Hill,
They were Tom Markham-
Labourers' Chief
And Dawson - Wilton's King.
From Reens the Geary's would
come in,
They'd lound and madly scream.
Hold tight - ye're going to win
the day,
Bold lads of the Abraham team.

Our Captain was Bill Sheahan,
The bravest of the brave;
Who'd fight our right with lion
might.
And never be dismayed.
He'd give his orders out aloud
And the line would madly
scream,
Three cheers for Bill - to-day
he'll win,
With his boys of the Abraham
team.

Ned Kennedy was our forward
And poor old Scully, too,
Who'd splash at balls like
lightning,
The net to put them through;
Backed up by Quin and Griffin
From wings both left and right.
Who'd stand like stalwarts un-
assailed
No matter by what might.

In the centre was Jack Kirby
And big Mick Keating fine,
Mick Madigan and Paddy
Gilburns
Beside them on each line;
When we would get a loose ball,
Like deers we'd run you bet,
We'd nose it up-draw left or
right
To land it towards the net.

Bill Costelloe and Bill Hanrahan
helped
To charge when we were pressed,
Assisted by Joe Connors
Who now plays with the blest;
At their back was Pat and Eddie
Like a steel or concrete wall,
In our goals was poor Jack
Murray
Who could stop a cannon's ball.
We used have Nolley Casey
Who would play where ere he
liked,
Dick Naughton and Jim
Connors
Who came in from famed
Reens Pike;
Big Jim Murray and Tom
Donoghue
Who would flatter all they'd
fall,
And last, but not the least of
us,
Our right wing back-Dox Wall.

ON THE MOVE



John Hughes,

In March of this year, John Hughes succeeded Patrick Sheahan, as Charge-Hand in the Red Offal Department, the latter retiring after a long and distinguished career with the Company. Even though it is early days yet, it is true to say that John is continuing in the same vein as his equally popular predecessor.

NORTH

John Hughes was born in Downpatrick, County Down. As a child, his family moved further north to Pomeroy, County Tyrone. In this latter town, he attended the local National School. After his Primary education, he spent some time working on the family farm, where in all probability, he assisted indirectly in making profit for one of our competitors. However, we won't hold that against him.

In 1953, John set sail for England. His stay in England lasted all of eleven years. In this period, he worked with a number of different Companies. With the Venire Company in Kent he was employed as a Charge-Hand, hence, he has his apprenticeship well done for his new position.

In 1964 John Hughes returned home to Ireland, this time to the South of the country. A little place called Ballingrane was his nestling place. He tells us he didn't know

what prompted him to come to this part of the country and he still hasn't figured it out.

Initially, after returning home he worked in the buildings in Limerick and Shannon.

TIME

In August, 1966 he joined Shannon Meat Limited. In his time with the Firm he has worked in the Boning Hall, Casings, Tripe and Red Offal. During this time, has proved himself a model worker and an example for any inductee to follow. We are confident, John will be an unqualified success in his new position, where he will work under the auspices of Michael Liston.

In 1958, John Hughes wedded the former Miss Mary O'Grady, a sister of Assistant Boning Hall Supervisor, Michael O'Grady. Now, we can conclude what brought him to this part of the country. (A touch of Sherlock Holmes about me!) John and Mary met in England, Mary at that time was nursing in London. John & Mary have one daughter, Rosemary, who presently is nursing in England. Henceforth a similar cycle, as evolved with John could occur again with Rosemary.

HOBBIES

John's two main Hobbies are football and dancing. For those people who travel in the Comhaltas Ceolteori circle, John Hughes is no stranger. On the dance floor, he is a lively and entertaining polka dancer.

We wish John every possible success in his future career with this Company.

SHANNON MEAT CHAT

By: The Scribe

- * The Scribe congratulates Bernie Byrnes who got married a week, or two ago. She weighed things [not corned beef] up, obviously.
- * I believe Gerard Egan is fond of Halpins Tea. In fact, so much so that he calls the tea, Marie.
- * Congratulations to Don and Kathleen Gallagher on the recent birth of their third child.
- * During his holiday in England, Jim Power got really "toasted off" Continental breakfasts.
- * There is the story of the "Laboratorious" Technician who does a very good Punch and Judy act, occasionally.
- * Proud man these days is Michael Liston whose wife, Mary, has presented him with a daughter.
- * 'Travolta' Lynch has joined ABBA. Observe the mug in the Canteen. However, there are only four illustrations of 'mugs' on the mug in question, but it is there in writing, anyway.
- * I hear a certain Tom, Dick and Harry were not at a recent party. To be Frank, I suppose it was thought they would bring the Curtin down.
- * A turning point in Rathkeale's convincing victory over Croagh, in the football championship was Tom White's introduction to their forward line at a late stage in the game.
- * They tell us these premises were once a Work House, but who says it isn't so now.
- * Seanie Mulcahy's new fiat [must have been a great tip] should look very well in the Curragh; especially, alongside his good friends Vincent O'Brien's Mercedes and Lester Piggott's Rolls Royce.
- * Rumour has it that Ned Ahern is dazzling in a ring around Athea.
- * Justice "Have you anything to say?" Finally, after five minutes of praising the Courts and the judge, he concluded "I am guilty," came the response. Justice "I'll decide that." The eventual outcome was that our supervisor friend was acquitted of his speeding charges.
- * A Quality Control Officer from Croom's Favourite song is Anna-Marie. Having seen Anna-Marie, I would believe not alone his favourite melody, but also his favourite.....
- * Making a name for himself in the 5-a-side soccer tournament is Lancer. A goalkeeper of super reflexes, immense agility, excellent positioning and positive handling. Not to mention physique.
- * Such an impression did Willie Madden make at the festival in Croom, that the organizers are thinking of changing its title.
- * Impressed by Mary Ahern's early Summer tan, the tourist trade in Croagh could be greatly increased this year.
- * Talking of holidays, I hope all our girls will enjoy themselves in Jersey and Isle of Man.

PICTURE PARADE



John Reddin above is seen operating the Fork-lift-trick in the Canning area.

PICTURE PARADE



Above are (L to R) Billy Nester, Homes Sales Manager, Ned Roche, Driver and Don Gallagher, Plant Engineer.



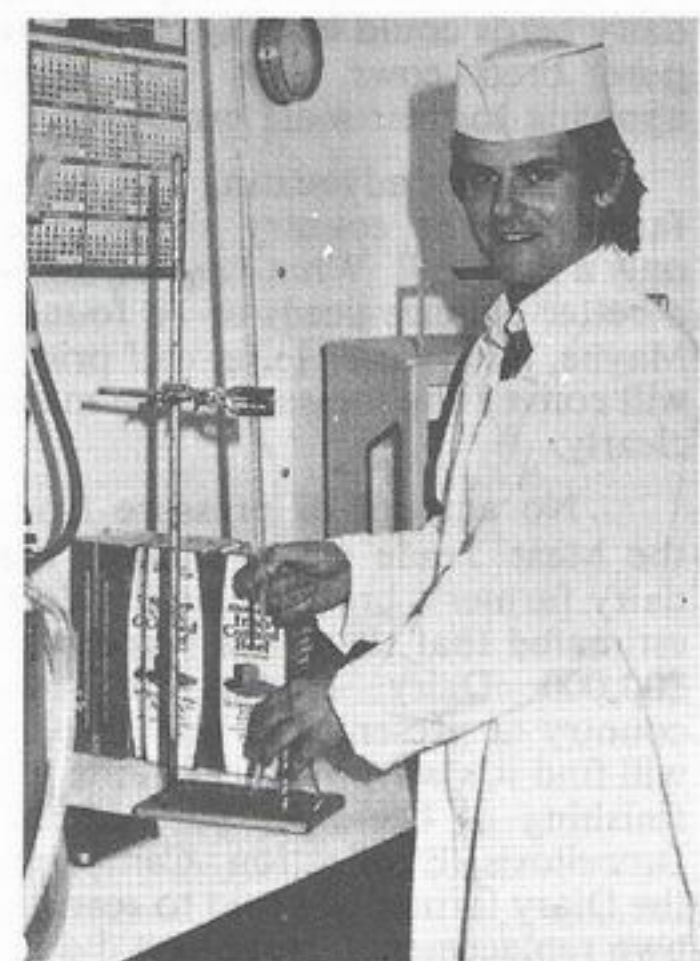
Jim Keating of Ballywilliam is employed in the abattoir.



Batty Collins was awarded a Trophy for obtaining full marks in the recent Mid-West Regional Safety Quiz.



John Dundon of Patrickswell is employed in the dry goods store of Shannon Meat Ltd.



John Stack is seen above at work in the Laboratory.



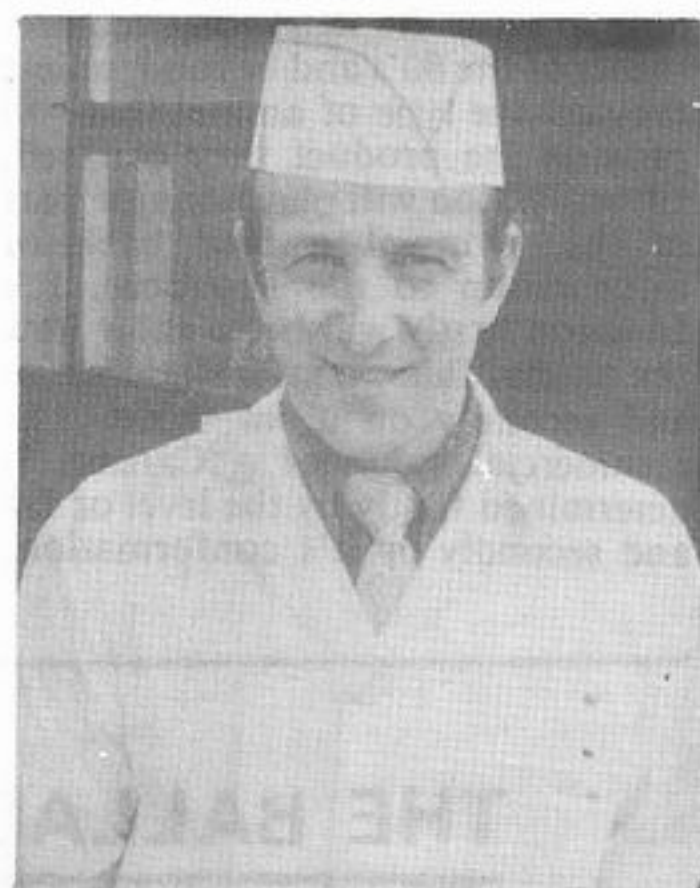
Jack Lyons above, is a training Instructor based in the Bonning Hall.



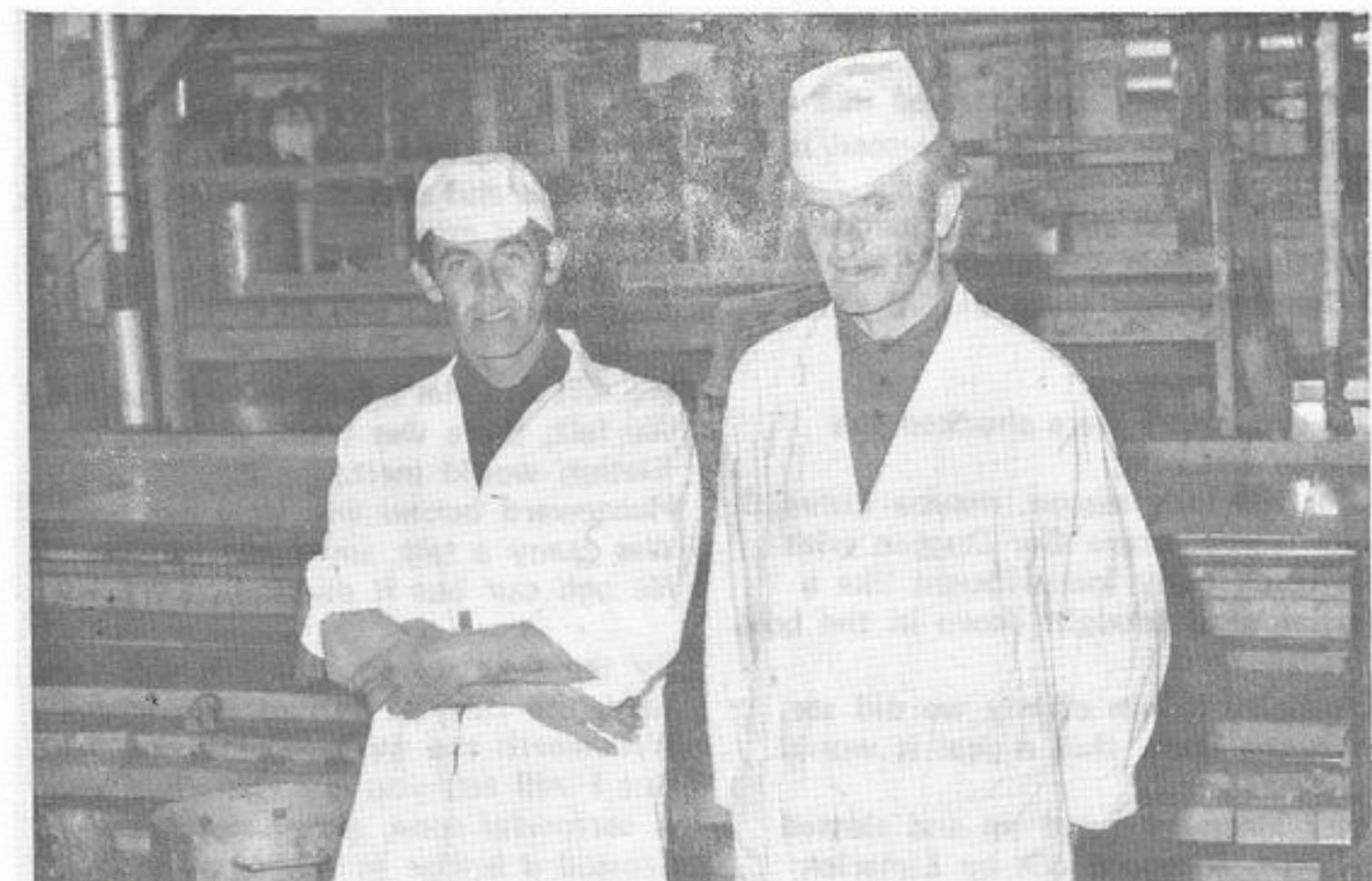
Tom Gray seen sharpening his knife in preparation for the day's work.



Thomas Donovan, from Ballygarry was recently transferred to the Home Sales Department Cutting area.



Pa Dunne above enjoyed his recent holiday downunder.



Night Cleaners above are William O'Grady and John Healy.



Photographed in the Refining Plant are James Lenihan of Croagh and Michael Kelly, Rathkeale.

LIVESTOCK TOPICS

BETTER DAIRY/BEEF BREEDING REQUIRED.

By Donie Donovan
Procurement Manager

Beef Farming is not any easier to-day than it was twenty years ago, in spite of the fact that we have prodgeny testing. We have a greater selection of Beef breeds, growth promoters, better skills at farm and factory level, artificial monetary aid. Yet there is still an amount of work to be done. With better housing and better Management, we have reduced the age of our steers at time of slaughter.

The foundation of the Beef Industry in this country comes from 85% dairy stock. As a result, the majority of steers going through the Irish Plants to-day could be described as a Beef Carcase from a pure-bred animal with excellent milk records. With all the emphasis there has been on milk, the majority of dairy herds could be now classed as pure bred cows with the same applying to their male prodgeny.

I am not advocating that every farmer in the country should use only a Beef bull. What I am saying is a better balance needs to be found. Maybe, this year's Heifer calf prices will convey the message home more clearly.

No amount of pressure from the Meat Trade would change the dairy farmer's breeding policy. It is estimated that there is a surplus of 200,000 Dairy Heifers in this country at present and this surplus will find it's way into Beef herds for finishing as beef. As part of the Brucellosis Eradication Campaign the Dairy farmer was told to rear his own replacements. Not alone did he do as he was told, he over reacted.

The Beef Plants will not be able to meet the marketing requirements of the 80's and beyond, unless they get the type of animal that will provide the product they can sell. Classification will play a major part in the form of a feed back of information to the Producer. It's function firstly will be to show how the animal fairs, conformation wise and secondly on a fat score. The commercial value of a Carcase is determined firstly by the level of fat and secondly by it's conformation.

Both of these factors are important largely because they reflect the percentage of saleable meat.

Fatness is largely a function of Slaughter weight; and can therefore be controlled by the producer. Conformation on the other hand is more a function of the genetic background of the animal - so it's back to the "drawing board"!

From a Carcase point of view it matters little what the colour of it's coat is or it's eyes for that matter. What really counts is the amount of saleable meat it's got from inside the skin.

CLASSIFICATION

Classification of all prime steers has been taking place in Shannon Meat Limited since the Autumn of 1979. The classification officers of the Irish Department of Agriculture have been working on this project within the factory and it has thrown up some interesting results.

In our view, classification should be:-

1. a tentative, but necessary step forward towards a more informed opinion on what makes up a good beef carcase.
2. as an educative process, it must be realized that it will take time to be accepted fully by the feeder and processor. This time span would be over a number of years.
3. as an arm of a commercial process, it must also take time to be in any way effective.
4. a critical examination must take place as the scheme progresses. If necessary, it must be evaluated and changed so that it does not clash with the proposed European Classification system, but rather that it fits into it in a flexible way.

PROFILE



Patrick O'Sullivan has recently joined the labour force in Shannon Meat Limited. He joined the Company on 3.9.1979. In his brief spell with the Company he has established himself as a responsible and trustworthy employee. Patrick, works in the Despatch Department, where he poses as a member of our renowned "Heavy Gang". Pat's role in this group could probably be viewed as the father-figure, since he portrays that type of image. A role that is looked upon by everybody with admiration and trust.

Patrick was born in "The Commons," Ballingarry. His father John, was a building labourer. His parents, John and Mary, reside at Doonberin, Ballingarry, presently. Pat has two sisters Maureen and Anne, both married in England. He has one brother, Sean whom many of our readers will remember as an employee with the P.B.R. or as a very fine hurler with Ballingarry.

Patrick received his early Primary education at the local Convent, where he was taught by Sister Pius. In the Boy's National School he came under the influence of Daniel O'Connell (no relation of our very own John). Some of his classmates at that time were - N. Hickey, Michael McEnery, Paddy Clancy. He left school at fourteen.



Donie Donovan

PATRICK O'SULLIVAN

On leaving School, he went to work with Paddy Healy, a local building contractor. While with Paddy, he served five years as a painter. In all, he worked for twelve years with the latter. This outfit were responsible for erecting some notable landmarks in the west Limerick vicinity. Two of these are - the Parish Churches in Ballyagran and Ardagh.

Patrick was employed in St. Munchin's College for five years. In the diocesan College, he was responsible for the maintenance of the building. While he enjoyed the work, he also met with a degree of frustration. Very little respect was shown by the students to this particular nature.

Self-Employed

For a good number of years, four or five, Patrick was self employed as a decorator. Without doubt, one of his finest hours was when he was approached by the Bishop of Limerick to decorate his palace. Patrick found our Bishop Dr. Jeremiah Newman was friendly, and down to earth.

One feature of self employment which Patrick found very troublesome was collecting money. I am sure he wished it was all palaces he painted.

In 1970, Patrick married the former Miss Teresa Flynn of Kilmee. The couple have four children two boys and a similar number of girls (just showing off my maths). Their respective names are - Catherine, Majella, John and Padraig.

Grá

Paddy has a grá for all sports. Hurling holds a particular soft spot for him, and so it should. With his native Ballingarry he won four West Limerick Junior Hurling titles. His brother Sean and himself broke the hearts of many a good team.

In his playing days, he also, hurled Junior with Limerick. For the County Senior's he got a number of trials.

Presently he occupies his spare time with greyhounds and he states he has had one or two minor successes, to his credit.

We wish Patrick and his family every possible success and happiness in the future.

THE BALLAD OF ATHLONE

PART II

By the Bard of Work Study.

The week began on Wednesday, after
Work one night,
When a message reached us from afar
That a bus was hired.
A bus to take us on a journey on a
Fine Sunday's day,
To the County of Westmeath where
The town of old Athlone lay.

There in Athlone two teams would
Meet, but only for one would victory
Be sweet,
Dear old Limerick you had better
Shake up, or if you don't
Dundalk will take the cup.

The day itself dawned clear and
Bright, we had hoped it would last
On to the night.
A great crowd had gathered in
Newcastle's great square
And much to everyone's dismay,
There was only one coach we could
Share.

We set off on our journey full of joy
And hope, no one saw such gaiety
Since the day we saw the Pope.
The Shannon Meat contingent were
Always to the fore,
Led by Johnny Sullivan you could not
Ask for more.

We arrived in Athlone with our
Banners in the air, the blue and white
Of Limerick was seen everywhere.
Mike Reidy was there and so was Jack
Lyons, Joe Lynch looked on but he
Hadn't stage fright.

The match itself soon started like a
Fire, all 22 players never seemed to
Tire.
The apocalypse struck just before
Half-time, when Athlone's Mike
O'Connor goaled from the 18 yard
Line.

The supporters were shocked the
Silence was erie,
After the long season, maybe Limerick
were weary, brave Ger Duggan with
His black curly locks fought like a
Terrier until brought down in the box.

A penalty it was clearly we did see,
Everyone knew that a goal it would
Be.
Tony Meany stepped up and slotted
It home, it would not be Limerick
To-night who would moan.

When the whistle was blown the
League it was ours.
Jubilation, merriment came down in
Showers, on to the pitch ran our
Brave band of men.
It's number multiplied reached six by
Ten.

Miko Dunne was dancing and so was
John Stack, Padge Markham thought
Of Leeds and said they would be back.
Eoin Hand grasped the cup in his
clutches, even Sean Harnett was
Seen waving his crutches.

We left St. Mel's Park in high spirits,
We felt, there was never a doubt our
Elation would melt.
Homeward bound was sung and told
Was many a tale, until just outside
Ne igh our bus it did fail.

By the time we got home it was very
Late, the League we had won it was
Well worth the wait.
But I will tell you my friends in not
A sorrowful tone, about the day we
Crossed a bridge in the town of
Athlone.

SOCCER SCENE



The Soccer Season just past, can be metaphorised as this year's viewing of the F.A. Cup Final. We were assured the Arsenal v West Ham United, game would be televised, a good game was expected. An hour before the game we were told it might be on and finally just before the off the biggest blow of all, we were informed the game was not on.

Similarly, with Rathkeale United. In the pre season, when the adrenaline was flowing a lot was expected. As the season progressed our form wained and results were slowly going against us. Eventually, the ship sank and the Club found itself "switched off" from the remainder of the First Division. Next season, Rathkeale United will play in the Second Division of the Desmond League.

Without appearing bashful, what maybe the First Division's loss could be Division Two's gain. Compared with the other league clubs Rathkeale play with more emphasis on football than most other teams. The Club also possess some of the very best footballers in the League.

One quality, however, which the players don't possess is interest and even more important dedication. Why is this missing? A possible reply to this teaser is that the same players are occupied in many and varied sports. Their season is a twelve month duration rather than the normal six. Another factor in the decline of the Club would be the emergence of Limerick United as a soccer power. Many of those concerned with the Club were also adamant supporters, naturally, of the League of Ireland Champions.

If the prominence of Limerick is to continue, junior fixtures should be played in accordance with League of Ireland games. There are probably other reasons why the Club was relegated, but these would be of lesser importance than those stated.

I am sure with a concentrated effort, early though it be to forecasting, the Club will bounce back to it's rightful position, as a prominent force in the League.

MATCH REPORTS

Rathkeale United 1 Broadford 2

Played on a very bumpy surface, the home side took an early lead through Noel Harnett.

However, fellow relegation contenders, Broadford pulled themselves back into the game, and succeeded in taking two very valuable points. Frank Lynch and Denis O'Dea tried hardest for the homesters, in a popr encounter.

Ballysteen 1 Rathkeale United 3

Last season, Ballysteen were a dominating force in the Second Division. The fact that they lost this game, will give them the opportunity to repeat this feat again, next term. Hopefully, they won't have to beat Rathkeale to achieve this dominance. Sean O'Sea (Milo), Denis O'Dea and an own goal were Rathkeale's goalscorers. Jack Lyons, P. and Denis Harnett had fine games for United.

Ballysteen 1 Rathkeale United 0

The home side got ample revenge for the previous Sunday's game, in this the first round of the Desmond Cup. Rathkeale, in fact won the Cup last term. Alas, however, the side this term has never at any stage, looked like achieving the success achieved by the '78/'79 side.

In this game, United can consider themselves unfortunate to have been beaten. For long periods, they dominated the game, but lack of penetration and fineness in the art of scoring power were stumbling blocks.

Broadford 1 Rathkeale United 3

Back to the League and a great result is achieved by taking maximum points from Broadford. Young David O'Brien makes his first appearance in the yellow and blue of the juniors, a product of Pa Sheehan's youth system. Seamus O'Doherty nets two of the goals and Mike Gallagher the third. Noel Harnett, Sean O'Sea and Joe Kennedy catch the eye for United.

Glin 1 Rathkeale United 4

From a local viewpoint, this will probably be considered the result of the year. This mid-week fixture hardly suited the Shannon sides who had difficulty in fielding a side. However, when you are in the depths of relegation two points can equal four at times, and in this case, this was so. Man of the match David O'Brien scored twice. Mike Gallagher and Mikie Meade put the issue beyond doubt. The former qualifies Seamus O'Doherty as best young player of the season, in the unofficial awards, Mikie Meade, Noel Harnett and Frank Lynch were best for United.

Rathkeale United 0 Pallaskerry 1

A goal fifteen minutes from time was sufficient to give the visitors both points. This was hard luck on the locals, who despite the fact that their football was anything but fluent, were worthy of a point. The confidence and enthusiasm is drained evidently, from the Rathkeale side. Key players have gone off the boil, all at the one time. Best for Rathkeale United on this occasion were - Denis Harnett, Frank Lynch and the tireless Denis O'Dea.

Kileaney 1 Rathkeale United 1

Rathkeale needed both points and Kileaney one, for the respective sides to avoid the drop to Division Two. Seamus O'Doherty scored a great goal after a determined run mid-way through the first half. Kileaney cancelled this score shortly after the interval, scoring from a goalmouth melee. On chances created, Rathkeale were unfortunate to loose, as both Seamus O'Doherty and P. Harnett had shots taken off the line. Mikie "Speedy" Meade was undoubtedly man of the match and must also be a leading contender for the "Player of the Year" award. Sean O'Shea, Edward Dollery and Seamus O'Doherty were prominent for the Rathkeale XI.

Final Tally

O'Doherty S. (7 goals); Harnett N. (5 goals); Meade Ml. (4goals); Gallagher Ml. (3 goals); O'Brien D..

G.A.A. CLUB NEWS

By Michael O'Neill
Secretary.

The Inter-Firm Season is once again in full swing. We have played three games in the Hurling League and had a bye in the fourth round. Out of a possible eight points we have only accumulated four. This means that, to have any hope of reaching the final stages of this competition we will have to beat Castlemahon in our last game. We also have our very important first round Championship game in the near future. This is also against Castlemahon.

First Round of League

Our first game of the League was against Paul & Vincent - Salemink of Kilmallock. They beat us on the scoreline of 4.10 to 4.5. This was a very hard game, played at Adare in excellent conditions. It would be true to say that we gave the opposition a present of two league points. We appeared to have the issue wrapped up by the end of the third quarter when we were nine points in front. We made a number of changes to experiment with players and paid the penalty when the Kilmallock boys drew level five minutes remaining. They finished with a flourish and a brace of goals for an unexpected win. The old saying "You only learn by mistakes" is certainly true of this occasion.

Second Round of League

For the second round game we travelled to Askeaton to play Aughinish Aluminium (Alcan). Fielding an understrength team we faced an uphill battle for most of the game. We were beaten once again, 7.6 to 4.3. Alcan were a very strong side and had the services of players from various counties. We made some bad defensive errors that proved very costly. With a full turnout I see no reason why we could not beat this team if we were to meet them again in the Championship. The interesting feature of our two games so far has been our forwards ability to score goals, but unfortunately we are unable to score points from long range.

The outstanding players in this game were Maurice Windle, R. Hayes, W. O'Keefe, D. Duggan, F. Dalton, Wm. Chawke and last but by no means least Ml. Guiney who made his debut in the Sannon Meat jersey and scored two very good goals.

Third Round of League

This is a game that the only happy memory one can treasure is the fact that we won and collected our first League points of the season. We fielded a very weak team. In fact, we played the first fifteen minutes of this game with only fourteen men. The opposition on this occasion was Wyeth's of Askeaton. We took an early lead and managed to hold the Wyeth team scoreless during the early period of this game. Our fourteen men battled gamely and can be very

O'Grady J. own goal (2 each)
Wilmoth T., O'Sullivan Ml.,
Harnett P., Jones J., O'Sea Milo,
O'Dea D., (1 each).

League Summary

Played	Won	Lost	Drawn	For
14	4	8	2	19
	Against	Points		
	20	10		

proud of their achievement. At half-time we were only two points ahead. Frank Dalton was ruling the centre field area and seemed to draw the ball to himself like a magnet. Every ball that came to the area Frank won it. Bill Chawke was playing his best hurling of the season at Centre back. He was getting great assistance from D. Duggan and Maurice Windle. J. Daly, Matty Williams and P. Sheehan gave Tom Hannafin all the protection he could expect to get from his full-back line. Our forwards, J. Jones, Ml. Guiney, D. Noonan, J. Kennedy, R. Hayes and Bill Lynch made use of the possession they got and managed to score four goals and five points as against two goals and three points for Wyeth.

As stated earlier we have a bye in the next round. It is very important that we have a full turnout for our remaining games if we are to achieve any success this season. A team needs more than good players, it's needs supporters, so please come along and support your team in these competitions.

RED CARD FOR R.T.E.

Those of us who looked forward to enjoying the English Soccer Cup final on 10th May and were disappointed to be told at the last minute that R.T.E. were unable to relay it were tempted to utilise our T.V. sets for something other than viewing the cartoons laid on for our enjoyment. The frustration felt is expressed in the following letter sent to the Minister for Posts and Telegraphs by Maurice Cowhey, Managing Director, Shannon Meat Limited:-

Castlematrix,
Rathkeale,
Co. Limerick

12th May, 1980.

Minister for Posts & Telegraphs,
Department of Posts & Telegraphs,
G.P.O.,
O'Connell Street,
Dublin 1.

Dear Minister,

Re: R.T.E.

I must protest in the strongest manner against the treatment of the "To hell or Connaught citizens' of this land" by Saturday afternoon's [10th May, 1980] debacle on Irish Television. My family and I had been at work arranging all our affairs since 6.00 a.m. that morning and what a let down when we sat down to look at the Soccer game. Personally, I have no interest in Late Late Shows, Frontlines, etc., or the extraordinary penchant R.T.E. have for bad news, particularly, their own. Also, of course, their own ego witness the awards session.? I do not object to people going on strike. They must have good reason to take such drastic action as pulling plugs. I strongly object to one half of the country being able to see this game and thereby laugh at the other half. Unless we get multi channel viewing, this is one family who are opting out of paying licence fees. Treat all the citizens equally and give us multi channel viewing.

Yours faithfully,

M.F. Cownev. B.E.. C. Eng.

MEAT INSTRUCTOR COURSE



Marcella Curtin.

Two members of the company recently attended the AnCO Instructor training Course which took place at Cruise's Hotel, Limerick for a two week period in April and May of this year. The course is programmed to teach the instructors the skills to train operatives in an organised systematic way. The course content included:-

- * The principles of Systematic Training
- * Shop Floor Procedures
- * Design of Training Programmes
- * Hygiene for the Meat Industry
- * Job demonstrating
- * How to plan and give talks
- * Teaching about hazards, product faults and their avoidance
- * Training for Quality
- * Practical benefits for operator training in the meat industry
- * Training Programme Planning and Record keeping.
- * Supervising practice sessions.

Each trainee was also required to complete a project in the company during the period between the weekly modules. They were visited by AnCO staff during that time. The projects involved the drawing up of a training programme on the job, thereby re-enforcing the course content by practical application.

Tutors from AnCO on the course were Aidan O'Brennan from the Cork Training Centre and Chris Gerraghty from Dublin.

Participants on the course from Shannon Meat Limited were Marcella Curtin and Gerard O'Connor.

Marcella was the successful candidate in the recently advertised position of Training Instructor with the company. She is one of the first members of the fair sex, in the meat industry throughout the country, to be appointed to such a position. A native of Rathkeale, Marcella, joined the company in June, 1977.

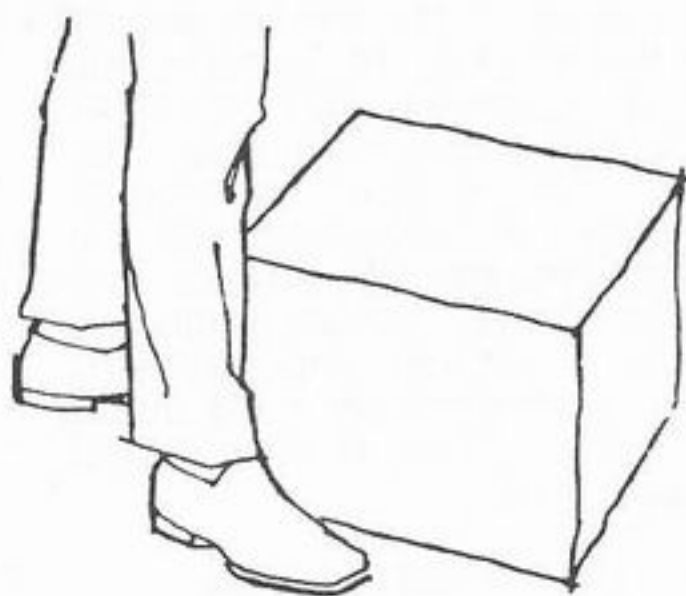
Commenting on the recent course she stated, "I found it extremely interesting. Certain areas were very complicated; especially the designing of Training Programmes, but the tuition received from the AnCO instructors overcame this. I enjoyed it immensely."

Also on the course was Gerard O'Connor. He was appointed to the position of assistant supervisor at the end of last year. Gerard, who works in the despatch section joined the company in 1974.

Gerard completed the course as part of his career development in his supervisory position. Other company's participating in the course were Bacon Company of Ireland, Castlebar Bacon Ltd., Castlemahon Poultry Products Ltd., Dublin Meat Packers Ltd., Galett Food Products, Collins Bros. Ltd., Waterford, Henry Denny & Sons Ltd., Tralee and Cahir Meat Packers Ltd.

LIFT IN SAFETY

Easier said than done, as many have discovered to their cost! But by utilising the method described here, the body is so managed as to form a perfect lifting unit. Follow the techniques shown and described below and save yourself some aches and pains in the future.



1. The Feet

Feet should be parted, with one foot alongside the object to be lifted and one behind. The feet comfortably spread give greater stability and the rear foot is in position for the upward thrust of the lift.



2. The Back

Use the sit-down position and keep the back straight. But remember that *straight* does not mean *vertical*. A straight back keeps the spine, back muscles and body organs in correct alignment. It minimizes the compression of the abdominal organs that can cause hernia.



3. The Chin

Tuck in the chin so the neck and head continue the straight back line. Tucking in the chin helps keep the spine straight and firm.



4. The Palm

Gripping with the palm is one of the most important elements of correct lifting. The fingers and the hand are extended around the object to be lifted — using the full palm. Fingers alone have very little power — the strength of the entire hand is needed.



5. Arms and Elbows

Draw the load close with arms and elbows tucked into the side of the body. When the arms are held away from the body they lose much of their strength, and because the weight is not fully supported on the spinal axis, back strain can result.



6. Body Weight

The body should be positioned so that its weight is centred over the feet. This provides a more powerful line of thrust and also ensures better balance. Start the lift with a thrust of the rear foot.

[N.S.C.]

RUGBY

By Hooker

Since Shannon Meat, first competed in the Inter-Firm Rugby Tournament, organised by the Newcastle West Club, this was their shortest season. The reason been that they made their exit in the League stages. The result of games played were as follows:-

Shannon Meat 16 Town Traders 6

S. Harnett [try]
T. McDonald [try]
J. Lynch 2 penalties,
1 conversion.

Shannon Meat 0 Castlemahon 3

Shannon Meat 0 Farmer's [they beat us]

Judging from the first game, it appeared we would be a force to be reckoned with once again. Two well taken tries and some excellent goal-kicking by scrum-half John Lynch were the highlights of a very impressive performance against Town Traders Newcastle West.

Inspired by a gusty performance from Dan Cagney and his forward pack, we were unfortunate to loose to last year's defeated finalists, Castlemahon. In a game totally dominated by the 'beef men' we were superior in every phase of the game, except in goal kicking.

In what was to be our final game we were defeated by a strong Farmer XV. I think Limerick soccer club must accept blame for this defeat. By virtue of the fact that they annexed the League of Ireland Championship the previous Sunday,

SYMPATHY

Sincere sympathy is expressed to John Mulcahy, Production Manager with the company and to the Mulcahy family on the death of their mother, Mrs. Ellen Mulcahy of Rathkeale. Sympathy is also expressed to Michael Keating, Clerical Officer in the Live-stock department and to Tom Keating, Quality Control Officer on the death of their mother, Mrs. Margaret Keating of Rathnasare, Rathkeale on May 18th. Condolences are also extended to the Keating family.

May They Rest in Peace.

THE WORST PAID

Who is the worst paid man today?
With haggard look and hair turned grey,
Who's blamed when things do not go right
Who gets no rest by day or night?
Though never having been to college
He must possess the widest knowledge
On rates of pay and hours of labour
And how to keep peace with ones neighbour.
Of income tax and how to pay it,
What's best to say, and when to say it,
The how and why and which and when
Of all the problems known to men.
If with the foreman he's agreed
He's sold the men or been weak-kneed.
When for the men he tries to cater
He's called a blinking agitator.
Who is this chap? What! Don't you know him?
Or how much you really owe him?
This chap, whose torment is assured,
Is no one else than your SHOP STEWARD!

U.K. CANNED MEAT MARKET

The Canned meat market in the U.K. seems to be declining. Consumption is down from 2.65 oz. per capita per week in 1970 to 2.17 oz. in 1978. This represents a reduction of 18%. Although the figure increased once more to 2.30 oz. for the first quarter of 1979, a drop was again recorded in the following three months. The decline is due principally to the spread of the delicatessen counters in supermarkets and the growth of chilled vacuum packed meats.

meant that many of our regulars were missing due in the main to hangovers, and many of those that were playing had a similar diagnosis.

As we have no photograph to proudly display of Cagney's heroes, this year, we'll do next best and list those that participated instead:-

Turlough McDonald (Chemist); Mikie Reidy (Slaughter Line); Joe Lynch (Boning Hall); James Kennedy (Maintenance); Charlie Power (Boning Hall); Tom White (Boning Hall); Sean Harnett (Work Study); John Lynch (Production); Willie Madden (Accounts); Seamus Cawley (Cannery); Seamus Collins (Department of Agriculture) Tom Daly (ex-Accounts); Dan Cagney (Home Sales); Brendan Kennedy (Maintenance); James O'Grady (Boning Hall); Patrick Coleman (Stores); Patch Markham (Boning Hall); Richard Stack (Work Study); Anthony Frawley (Boning Hall); Liam Woulfe (ex-Slaughter Line).

A fine bunch of men indeed.