

Shannon Meat GAZETTE



VOLUME 5 No. 6 October/November, 1980.

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

VALUE OF FIFTH QUARTER DROPS

The parts of the bovine animal which make up the so called fifth quarter are:-

Edible Parts:

Tongues, Hearts, Kidneys, Livers, Skirts, Tripes, Casings, Edible Fat and Tallow.

Inedible Parts:

Hides: used for Leather Manufacture
Greaves: a by-product of Bone & Tallow Rendering used in manufacture of animal foods.

Inedible Bone & Fat, etc. used in manufacture of animal foods.

Cirrhotic Livers, Lungs, Melts used in Pet Food Manufacture.

Medicinal:

Various Glands
Gallstones

The price realised for the total parts of the so called fifth quarter are just as important to the Meat Plant and consequently to the Beef Feeder as is the price realised for the parts of the bovine carcass. The Financial Controller and Plant management refer to this realised price as the Offal Credit. During the past twelve months, the prices realised for the fifth quarter have dropped drastically. This has been the most significant factor in holding down beef cattle prices.

Taking a few examples:

| | |
|-----------------------------|----------|
| Hide prices in August, 1979 | £36 |
| Hide prices in August, 1980 | £ 9 |
| % Drop | 75% |
| Tripes 1979 | 90p |
| Tripes 1980 | 30p |
| % Drop | 67% |
| Edible 1979 | £390/Ton |
| Edible Tallow 1980 | £200/Ton |
| % Drop | 49% |

Fresh Edible Offals sold in Paris dropped on average 10% in the past twelve months.

In some by-products, notably, Casings and Tripes a more serious situation has arisen. Both are marketed in Europe. The realisation prices and costs in Europe have not moved with the inflationary spiral which has hit this country and the U.K. As a consequence, Shannon Meat has had to cease processing Casings.

Tripes are continuing to be processed mainly because of a long standing trading relationship with our French customers and with the hope that French prices may rise in the not too distant future. That portion of the tripe which is exported to Japan viz. the 'MOUNTAIN CHAIN' has had a disastrous drop of 60% in value. Hopefully, again there may be a recovery in price for this product. If these hopes are not realised, the outlook for processing tripes is bleak with a consequent permanent reduction in the value of the fifth quarter.

E.E.C.—ADDED VALUE EMPLOYMENT

By: Maurice F. Cowhey,
Managing
Director.

The reference to the live trade to Libya by Donie Donovan in his article raises one very important point. In the Farmers Journal of the 13th September a statement by Mr. Seamus Purcell, one of the principals in this trade, was reported, as follows:

"Leading live cattle shipper Seamus Purcell is very annoyed with the meat factories at present. He told me that the Irish Fresh Meat Exporters Society has been in touch with the Minister for Agriculture asking for a curb on live exports to Libya."

"Instead of going whinging to the Government over live exports the factories should get out and sell their product at better prices," Seamus Purcell argues.

The live shipper alleges that weak selling and poor marketing is endemic in the Irish beef industry and that instead of asking the Government to put pressure on live exports the meat factories should get out and fight for better priced outlets and fight the live shippers by paying better prices for cattle.

"The export refunds to Third Countries are the same on chilled beef as on live cattle so that the factories can also exploit North African and Middle Eastern outlets. Yet the only North African outlets won for Irish beef have been obtained by a German company based in Ireland."

UNTRUE

This statement is untrue. The I.F.M.E.S. has never asked for the ending of live shipments of any kind. It has requested the facilities to trade on an equal basis. Recently we understand some cows have been included in these Libyan shipments. The type of animal shipped as Donie says is mainly one which would normally go for further feeding but also there must be a large proportion which are suitable for deboning.

If Shannon Meat were to attempt to exploit the Libyan market by deboning, freezing and packing these suitable animals, how would it stand competitively? As mentioned in a previous article, refunds are the amount paid by Brussels for shipments of cattle, or beef to what is known as third countries, viz. countries outside the E.E.C. either in North Africa, or Europe. This is one of the devices used to keep up the market price of cattle. The export refund to Libya on live shipments is £22.80 per cwt. live weight. Take an animal typical of the Libyan trade of 9 cwt. live weight:

| | |
|--|-----------------------|
| 9 cwt. live weight animal export refund at £22.80 per cwt. | = £205.20 |
| 9 cwt. animal killing out at 60 lbs. to 1cwt. | = 540 lbs. carcass wt |
| deboning at 70% carcass weight. | = 378 lbs. |

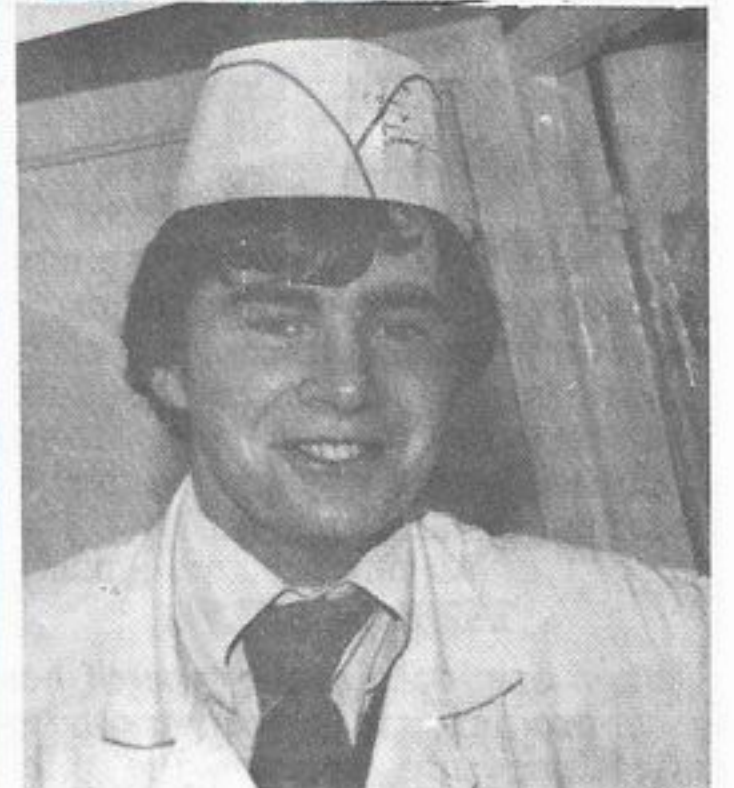
The E.E.C. refund on Boneless Beef Frozen and Packed as per Shannon Meat systems is 32p/lb. Return to Shannon Meat on refunds on 378 lbs. at 32p/lb. per animal boned = £121
Refund on live animal = £205
Difference in refunds favouring live animal = £ 84

The present E.E.C. refund system is geared to the export of live cattle and chilled carcasses. Deboning into various cuts of meat which take different market roads has been traditionally carried out by the Meat Plants who were involved in the Boneless Beef Trade to the U.S.A. Canning became a necessary corollary to this operation. Deboning just cannot compete on third country markets and is struggling to maintain its share in the E.E.C. market. All preaching about added value ignores this situation. At present in Shannon, we are exporting Pistola hinds from Boning Cows to a third country. It is necessary to do this to remain competitive for the purchase of the cows with the plants which are not deboning. These hindquarters carry a refund at 47p per lb. This third country is canning a large portion of this beef and re-exporting the canned product to Germany. It is impossible to compete against this type of economics. Several other anomalies can be quoted to show that adding further value is being damaged by current E.E.C. refund systems. If this continues, there is a grave threat to employment in Boning Halls. Even at present except for four or five plants, the only beef being boned is intervention beef. Inhibition of Boning is also a militating factor against further added value such as canning, or promoting any new added value products whether in canning or other lines. Expendiency is being applied to the support system for cattle and beef in the community. This has led to grave impediments to the further processing of beef in Ireland. The future health of the cattle and beef industry as well as the general national interest make it imperative for all interested parties in our country to help sweep away any such obstacles to intensive processing.



M.F. Cowhey

NEW APPOINTMENT



Corkman Edward O'Dwyer (above) has recently joined the Staff of Shannon Meat Limited. His position will be that of Quality Control Officer. "A function very important from a Company point of view, and everyone's function within the Company should have a quality aspect to it. It should be realised that we are not only 'sellers' of goods but that we are also large purchasers of goods" - a view expressed by our Chief Chemist, Mr. Turlough McDonald.

While it would take a full Gazette page to outline Eddie's duties, a brief resume is as follows:-

- incoming inspection of raw material to meet specifications.
- in process controls i.e. ensuring products are produced under proper hygienic controls.
- finished goods: see that products completed meet our quality specifications, or in other words fitness for use.

Eddie O'Dwyer hails from the noted tourist resort of Courtmacsherry. He has three brothers and three sisters of which he is the baby. Eddie is a brother of the famed Maire Ni Duibhir who had charge of the choir in Galway for the visit of His Holiness Pope John Paul II. Maire has her own school of music.

DAIRY SCIENCE

Eddie attended the National School, Courtmacsherry where his late father was Principal. After acquiring a successful Leaving Certificate at Hamilton High School, Bandon, he studied for a Degree in Dairy and Food Science. I am glad to relate he acquired this Degree this Summer. In U.C.C. Eddie was Secretary of the Dairy and Food Science Society in the Academic Year '78-'79' From this piloting position he organised a tour of Belgium, Holland and Germany. A note of interest is that Students who study Dairy and Food Science are known as cow punchers in College.

Being from Cork (please don't hold that against him) it is only natural that sport holds a keen interest for him. His main interests are Badminton, Hurling, Squash and Soccer - believe it or not he follows Manchester City - never mind.

Every possible success is extended to Eddie in his career with Shannon Meat Limited - the real cow punchers.

BEEF FARMER PROBLEMS

By: Donie Donovan, Livestock Procurement Manager

One of the most common questions we are asked is, why are Irish Cattle prices so far behind the rest of Europe? Firstly, there is no comparison between the type of cattle produced at home and that produced on the Continent. Classification introduced by the Department of Agriculture bears this out. While only 10% of our Irish Steers could be offered on the Continent and of that 10% only 1% are really suitable. Secondly, the distance from the market with ever increasing transport costs is a major burden on the producer. Transport for carcass steers to the Continent is presently costing over 3.5 pence per lb. dead weight.

TYPE OF BEEF

When one looks at the type of beef we are producing in this country today, and taking into account the prices reached as a result of our entry into Europe with the aid of Intervention and the Green Pound, one would find it difficult to identify any other real effort by any party concerned in improving the income of the producer, be they rearers or finishers. Too much emphasis has been put on the scales and little or none on the conversion rate. At the best of times, beef farming was difficult. In these times with so much emphasis on rearing your own replacements, it is not so easy to put a nice bunch of stores together. There is the odd "speak-easy" bull around yet, and with these foreign milky ones coming in, who knows what kind of stock we will have in a few years from now. The beef farmer had to live with these problems always. He has had two very rough years. How many more can he survive? The new regulation of the present Disease Eradication Programme which came into effect in October, 1978, has cost him a lot of money. Those who have survived to date will know. Beef at its best was never worth more than £44.00 per cwt., yet the beef man in the past Springs has given from £50.00 to £60.00 per cwt., live weight for cattle. This may never have happened if the normal flow of cattle to the market had not been interfered with.

In the mid-sixties half a million stores per annum were purchased by English feeders in fair competition with the Irish farmer when our total cattle population was only half its present number. The Irish factories will suffer little in comparison to what the Irish beef producer will suffer in the long term as a result of these live exports to Libya. Come next Spring, are we going to see store prices at a level which we have never experienced before? How many farmers realise that the live exporter collects £22.80 per live cwt. from Brussels when exporting to Third Countries. The farmer cannot win, he is depending on the C.A.P. for his livelihood and yet it is capable of putting him out of business. It is time the Department of Agriculture saw the light and gave the Irish farmer a chance to buy his stores and stand at the ringside in fair competition with everyone else. With the present regulations, he cannot do this and as long as stores continue to leave the country without a thirty day test, he will be at a big disadvantage.

NO ANOMALIES

In identifying the problems one is not advocating cheap cattle for the factories or the finisher. There should be no anomalies or back doors for untested cattle. By all means have live exports and let it be the survival of the fittest. What may be fashionable in the short-term could be detrimental to the Irish farmer in the long term.

The Irish feeder has little chance of staying in business if he continues taking £38.00 per cwt. for his untested cattle and going out next day and paying £40.00 to £41.00 for tested replacements. One would think that after nearly thirty years, the farmer would not have such a dread of testing. What are the Disease Eradication Levies there for, one must wonder?

Hereunder is the result of the Classification scores for animals exhibited live at the Department of Agriculture Classification Demonstration on the 20th May last :

LIVE/CARCASS EVALUATION

| LIVE EVALUATION | | | | CARCASS CLASSIFICATION | | | |
|-----------------|-----------------|-------------|-------------|------------------------|-----|---------------------|---------------|
| Factory Number | Breed Type | Age (years) | Live Weight | Conformation | Fat | Carcass Wt. in lbs. | Killing Out % |
| *3 | Friesian | 3 | 10-2-0 | A | 2 | 632 | 53.79% |
| 6481 | Friesian | 3 | 12-2-0 | L | 4 | 731 | 52.27% |
| 6412 | Friesian | 3 | 12-0-0 | E | 3 | 736 | 54.78% |
| 6413 | Hereford (Red) | 3 | 12-1-0 | E | 4 | 772 | 56.30% |
| 6415 | Hereford (Red) | 3 | 12-0-0 | E | 4 | 736 | 54.78% |
| 1 | Limousin | 2 | 12-0-0 | R | 4 | 758 | 56.41% |
| 2 | Limousin | 2 | 13-2-0 | E | 5 | 810 | 53.71% |
| 9 | Simmental | 3 | 13-2-0 | E | 4 | 803 | 53.44% |
| 5 | Charolais | 3 | 13-3-0 | E | 5 | 829 | 53.81% |
| *6176 | Shorthorn (Red) | 3 | 10-2-0 | L | 3 | 681 | 57.91% |
| *6173 | Shorthorn | 3 | 11-1-14 | E | 5 | 734 | 57.99% |

* Rested overnight, prior to being weighted live.

May 19th Liveweight Scales. Serviced and Certified correct by AVERY'S. Comparisons should not be made between breeds on the killing out percentages as the distance over which the stock travelled varied as also did the actual time of weighing live.

NATIONAL AGRICULTURAL CENTRE FOR ADARE ?



Jim Houlihan, Deputy President, I.C.M.S.A.

By Jim Houlihan, Deputy President ICMSA.

Farmers are constantly accused of achieving very low productivity. Various estimates are given of what is and is not achievable. There can be no true assessment of what the potential of farming is since there is no base against which the family farm can be gauged. The establishment of a National Agricultural Centre would show exactly just what the family operated farm can achieve.

Our organisation is still vigorously pursuing the project, and an interesting aspect of it, is that it has drawn urban and rural interests together. Discussions have been held between ICMSA, Limerick County Council, Shannonside Tourism, interested groups from Adare and the Mayor of Limerick.

We would like to think that the setting up of an agricultural centre would enable urban people to see how the farmer lives and problems he has to constantly tackle. Perhaps then the urban dweller will come to a better understanding of the hazards of farming and be more sympathetic to his viewpoint.

It is hard to believe that a country such as ours, so heavily dependent on the fruits of the soil, does not yet have a National Agricultural Centre - an agricultural showpiece where the best in Irish agriculture can be displayed.

Other countries such as England and Holland, both of which are heavily industrialised, have their agricultural centres. The U.K. which has only 3 per cent of its population engaged in farming, has its showpiece at Stoneleigh in Warwickshire, and the Dutch have what they describe as their permanent agricultural show at Flevohof.

In recent weeks the ICMSA General Secretary, Donal Murphy, came up with a blueprint for a National Agricultural Centre in this country, and his plan was endorsed by the ICMSA National Council. A special sub-committee was set up to explore the idea, which has had widespread public acceptance, especially in the Limerick region.

The question arises as to where this centre could and should be located. It would take about 700 acres for the type of outlay envisaged by the ICMSA, so the Murphy plan recommended that Adare Manor and its estate, currently on the market, would be the ideal location.

The estate has a lot of good arable land, some in need of development, which in itself is an asset for educational purposes. Every aspect of farming could be carried on and even fish farming as a river runs through the estate.

FARMLETS

It is envisaged that farmlets representative of the different size farms and run by farm families, would be part of the complex. There is not a true comparison to be made between the family farm and the institutionalised farms, which are operated by An Foras Taluntais.

The State-sponsored farms can employ as much or as little labour as they like at any particular time of the year and capital is readily available for any undertaking they wish to pursue. The farm run by the family on the other hand, can only plan according to availability of labour and capital.

The farm units could consist of farms of 40 to 70 and 100 acres or more, or indeed anywhere in between these sizes. All the various farming enterprises such as dairying, beef, tillage and market gardening could be carried on as well as other branches of farming like pigs, sheep and poultry.

MODELS

These farms could be used as models for farmers to copy if they considered a particular type of farm would be to their advantage. The economic results achieved on the agricultural centre farms could be used as guidelines for production targets.

DIM WIT

- * The way he handles the truth, he should work for the Weather Bureau.
- * He's such a liar, when he has to feed his pigs, he has to get someone else to call them for him.
- * They call her "Lilac" - she can lilac crazy.
- * Once he dislocated both shoulders describing the fish he caught.
- * He never hits a man when he's down - he kicks him.
- * He's so cold-blooded, if a mosquito bit him it would die of pneumonia.
- * Once a rattlesnake bit him. It was a terrible sight, watching it curl up and die.
- * Where there's smoke, there she is - cooking.

SHANNON MEAT LIMITED

STAFF SOCIAL COMMITTEE



Twelfth Annual Dinner Dance at THE DEVON HOTEL TEMPLEGLANTINE on SATURDAY, 15th NOVEMBER, 1980.

Music By:-

Maurice Mulcahy Orchestra.

Subscription.....£8.



CLOON, CASTLECONNELL, CO. LIMERICK.

29/8/80.

Dear Sir,

We like "Shannon Meat's Corned Beef" at our house. We opened this to take on holidays with us. The cats got the empty tin before we put it in the bin, so I thought it would make a nice photograph. They certainly seem to like corned beef too.

Sincerely, Deirdre Tuohy, Aged 10.

PICTURE PARADE



On the 10th. September the above members of the Belgian Farmers Union visited Shannon Meat Ltd. Included are Andre Dequae President, Robert Eeckloo, Secretary and V. Van Rompuy who is Managing Director of the purchasing and Marketing Company of the Belgian Farmers Union.

PICTURE PARADE



Team 1 : Ladies Soccer Challenge. Back Row(L to R) Gerry Molyneaux (Manager), Breed Woulfe, Margeruite Power, Breed Keating, Mary Ahern, Karen Condon, Pauline Flaherty, Anna Fitzgerald, Angela Frawley, Front Row (L to R) Margeret O'Brien, Tricia Enright, Maureen Cronin, Ann Kenneally, Teresa Meehan, Joan Greaney, Teresa Lynch.



Photographed at the outing for the Belfast Children on holiday at Rathkeale organised by Shannon Meat Ltd. are Dan Neville, Breda Morrissey, Richard Hayes and Peggy Curtin with two of their guests.



Enjoying themselves at the Shannon Meat G.A.A. victory dance in Adare on 30th August are Christy Costelloe, Michael O'Neill, Matty Williams and Jerry Molyneaux, all from Shannon Meat.



At the outing in Galway for the Belfast visitors Kathleen Burke gets "Bumped".



Everybody tries to get into the photograph at Leisureland with Liam Hanley, Batty Collins, Breda Morrissey and Richard Hayes. Thumbs up for Belfast!



Dan Neville on behalf of Shannon Meat Ltd. presents Frank Dalton with his trophy following the tournament victory in Adare. On left is Gerry Molyneaux, Chairman of Shannon Meat G.A.A.



Peggy Curtin above also got "bumped" in Galway on 23rd August.



Photographed at the presentation of trophies to the winners of the Croagh-Kilfinny G.A.A. Parish League for under 16's are L to R, Eamon Cregan, Jimmy Lenihan and Maurice O'Connor.



The winning team in the recent Croagh-Kilfinny under sixteen hurling league are: Charles Hanley, Secretary Croagh-Kilfinny G.A.A, James Sparling, Denis O'Connell, Michael Piggott, Seamus Hannon, Pat Shinnors, Pat Carmody, Michael Burke (Captain), Mark Morrissey, Stephen Morrissey, Sean Flaherty, Tony O'Donoghue, Richard Boyce, Liam Sheehy, Sean Donnelly and Gerard O'Brien. On right is Jim Sheehy team manager.

FATHER CASEY OF ABBEYFEALE AND THE TEAPOT PLEDGE

By Padraig O Maidin, Cork County Librarian

One day in December, 1937, I was standing in the Square in Abbeyfeale, looking at the great bronze statue of Father William Casey when I noticed a tramp standing there and lifting his battered hat as he gazed at the statue. He turned away and came towards me and asked me for a handout, "a bit of help" as he said, and so I found it easy to talk to him. When I asked him why he raised his hat to the Memorial of the Priest, he said it was an old custom, "we always did it". "I was thinking of him as I came along the road and wishing he was alive, if he was I'd be sure of the New Year". By then Father William Casey, Parish priest of Abbeyfeale had been dead for thirty years. He died on December 29th, 1907 probably the best known Priest in Ireland at the time. Then in 1937, almost forgotten, except for that Bronze Memorial and this old rambler wishing he was alive. When he saw that a few of us would not be said or led by him, he let us into his heart and he never said a word, a cross word against us, only poured out his pockets.

STUDIES

Born at Castlequarter, near Kilbenny outside Mitchelstown, in 1844, William Casey's early studies were at Mount Mellery from where he went to St. Coleman's in Fermoy and from there to Carlow where he was ordained on July 2nd, 1868 for the Diocese of Cloyne, but was immediately lent to Limerick. He ministered first at Banogue and then went temporarily to Abbeyfeale in January, 1869. After a short stay, he returned to Banogue, then went to Manistir and from there to Abbeyfeale on November 18th, 1871. There he remained for the thirty-six years left to him.

Soon he organised a Branch of the Land League, a Brass Band and an Athletic Club. All were to become famous, but his most satisfying achievement, in that first year in Abbeyfeale was the Temperance Society which became the Social Centre of the Town and District. It was run by a devoted Committee, of whom Mickey Walsh was the most famous. The annual Temperance Pledge of the Society expired each year on December 31st and all the members were expected to renew their promise the very next day.

It was Mickey's duty to see that all the members had their names entered on the new register and when some sought to prolong the days of grace, as they called it, Mickey would round them up and report them to the president, Father Casey, who had his own way of dealing with the backsliders. It was in this way that we got the phrase "The Teapot Pledge".

The few who availed of "The Old Calendar of Columcille" could not, of course, celebrate in any public place, rather they adjourned to one of their houses, there to drink tea in happy company before Mickey Walsh could get his grip on them one by one and haul them before the President. On one occasion, Father Casey, himself, surprised a company of four who were having their tea party. In truth, it was mulled porter they were having out of the big teapot and lacing it with milk in their dainty cups, when in came the President.

After a little chat, the four of them had to get down on their knees and take the pledge again for another twelve months. Having got back on their feet, one of the clients of a Columcille, more waggish than his brethren, asked Father Casey if now having taken the pledge, they could finish what was in the teapot. "Finish poured out his pockets."

it up, of course" he said, laughing at them. "You can drink all you like in the teapot, that won't break the pledge." So they finished it and what remained of the gallon as well and it was a long time before Father Casey became suspicious of the "Teapot Pledge".

After his death, many tributes were paid to him, but perhaps none more eloquent than Cardinal Mannings definition of the good Pastor. "The flag of his hall door was worn by the feet of the poor." Worn indeed by all in trouble. Above all he was the Priest of the people, ministering to them in their needs, both spiritual and temporal, leading them to true happiness in many amusements and self education.

It was his knowledge that the tenant farmers could not afford to pay the exorbitant rents for their lands and live a life of frugal comfort even. So he became their defender. He became famous for his work for the tenant farmers, but he was not, as was often implied, an enemy of landlordism. He lent his support to the farmer who was being oppressed by unjust rents and brutal evictions, but he was the first to urge a fair settlement.

PASTORAL CARE

His enthusiasm for the Irish language and for games as for the temperance movement stemmed from his pastoral care for his people. He saw them as capable of the most heroic endeavour and of reaching and sustaining the highest standard of moral conduct. He saw too their weaknesses, that below the surface there bubbled an inherited resentment of their circumstances that would break out in violence, or intemperance, or cruelty. The Irish language was necessary to give them a cultural identity and access to the rich treasure of thought and expression of their tradition and literature. Games were necessary to give them self control, while the pledge was to give them an opportunity to discover true happiness for themselves.

When the occasion warranted it, he could be brusque, even harsh, but at all times he maintained a quiet dignity. When he came into company, men would put their pipes away until he would say to them "smoke away men." In hotly contested football matches, he would control the excited supporters by a display of horsewhip, or riding crop largely in pretence, but with sufficient menace to prevent incursions on to the playing pitch. This control was also used off the playing field, as well. He held back thousands in Abbeyfeale, in 1882 who wanted to come to grips with the troops holding the Dromtrasna prisoners.

The Brass Band was his pride. first under Tom Dennison and then under Jack Scully when Dennison went to London. The band travelled to Land League meetings, football matches and to feiseanna. It was a moral booster, but it was also an example of how young men could be taught to master an instrument and to enjoy and acquire the skill.

His zeal in the confessional was wearying and his charity was boundless. In fact, he was often blamed for encouraging the tramps of Ireland to make Abbeyfeale their longest stay. No wonder they raised their hats to his statue after he was gone. True it was for that old rambler in 1937, "when he saw that a few of us would not be said or led by him, he let us into his heart and never said a cross word against us, only finish poured out his pockets."

PROFILE

WILLIAM LENIHAN



William Lenihan

If a popularity poll was to be conducted in Shannon Meat Limited at any given time, Willie Lenihan would be a name sure to figure high in the order of ranking. Without doubt, there is a magnetism of some unknown quantity attached to this most amiable of employees, as he is continuously the centre of attention with his fellow employees.

William Lenihan was born on 16th July, 1960, a half twin. He reasons emphatically, although he is a half twin, he is very much a full person - and who is going to doubt him. His other half Joe was also on the Company payroll at one time. Both were paid full individual pay. Willie comes from Ballyfolin, Kilfinny. He is joint second youngest of the Lenihan boy's who in all number six. He also has seven sisters. His father is a farmer. Willie tries to avoid as much of this work as is feasibly possible. We all know this applies to only farm work, as we are all aware that he is a different person with regard to work in Shannon Meat.

GRAVE

Willie spent nine years at Kilfinny National School. Not alone did he acquire a basic education, but, also, a name that will accompany him to his grave and will in all probability outlive himself. What a morbid thought. It is accurate for me to say that there are many of his friends who really don't know his christian name. When asked how he derived his popular nick-name, he told us the following tale:-

"When I was at School in Kilfinny, I used to be always playing cowboys and indians. You see I used to be there running around the yard pretending I was riding a horse, just like Lester Piggott, hitting my left hand off my rear end, while my right hand, held both a reins and a gun, and I used to shoot everyone. At the same time on TV there was a Western series which had a character by the name of Johnny Lancer. So, you see, my school-friends christened me "Lancer" and since then it has stuck". Although Willie tells us he has stopped playing cowboys and indians, and we believe him, the name "Lancer" has become more common than his christian name. Despite the fact that he has little choice in the matter he doesn't mind such a nick-name, once it isn't derogatory.

At the Vocational School, Croom Willie received three Honours in his Group Certificate and accepts that he did "fairly well". He was then ready for the big outside world, a mystifying terrifying image, created in second level education, as if all Schools were within the guarded confines of compounds.

CHARACTER

Lancer joined Shannon Meat Limited on 23.7.1979, where he was employed in the Effluent Plant. His miniature narrow frame, clad in a bright blue overall and matching cap

presented a picture representing that of a Japanese guardsman. Combine this with a name such as Lancer and a ready made character, it impressed upon the human eye. Willie is presently employed in the Loading Department and is a member of the famed heavy gang.

Willie's favourite pastime is Soccer. He eventually visualises himself playing regularly with some prominent team. He is tiring of togging out with Kilfinny Rovers in the Croagh and District League. Surely, Eoin Hand will not let talent on his very own door-step pass him by. Lancer tells us he likes girls - now where in tarnation have we heard that before? Much as he likes girls, ("blondes in particular") it seems they just as much idolise him. It is believed he has a fan mail equal to that of Cliff Richard which is much envied by his two worst enemies the jealous Frank Costelloe and the annoyed Gerry Molyneaux.

SOUTH PACIFIC

Lancer tells us he is very ambitious. He would like to travel world-wide and he envisages settling down in a foreign country and we thought Kilfinny was the end of the world. This I am sure will come as a grave disappointment to thousands of Irish girls. But, think of the joy and ecstasy it will bring to those poorly deprived beauties in such far away places as the South Pacific, Hawaii etc. I am sure Frank, Gerry and a few more will pay his air fare to enjoy this same feeling.

Whenever or wherever "Lancer" decides to go he would prove equally popular with the Siberians or other such remote foreigners as with his co-workers in Shannon Meat Limited.



Richard Boyce of Croagh is presented with his hurling trophy from Eamonn Cregan on 25th August at The Croagh Tavern.

GALWAY-OUTING

In August, the Rathkeale Social Services Committee arranged for nineteen children from the troubled areas of Belfast to holiday in Rathkeale. Families in the Parish provided accommodation and various entertainments were organised for them. This worthy exercise brought the innocent victims from the political divide together and gave them a recess from the pressures and fear of daily violence which they have experienced all their lives. On 23rd August Shannon Meat Limited sponsored an outing for the group to the Leisureland Complex in Galway. Staff of the Company organised the trip and accompanied the children to Galway. This proved a very enjoyable day for all, the weather was even good. Summer came for that day this year! Credit for arranging this outing must go to the organisers of the outing and especially to Breda Morrissey who initiated and supervised the arrangements.

The week prior to the All-Ireland year. The one good thing that we Hurling Final our own Inter-Firm learned from this match was, that we Team had a very encouraging win over have a panel of players as good as any Eurofabs of Limerick. This game was other Club in the County. The County a Tournament Final and was played in Championship title of next season is Adare on Saturday, 30th August under well within our capabilities.

The Adare pitch was in excellent form and Tommy Reidy was the official in charge. We were very fortunate to have been able to stage this Final. Castlemahon should have been our opponents for this game. The officials of the Castlemahon Club contacted us on the day before the game to say that they could not fulfill the fixture. As all arrangements had been completed for the occasion we had no other option at that late stage but to seek other opponents. We are all very grateful to the Eurofab Club, for coming to our aid, and they must be congratulated for their sportsmanship.

The game itself was a rather one sided affair as our lads seemed to have reserved their best hurling of the year for this particular encounter. What a pity they had not displayed such determination and skill earlier in the

DANCE
A very enjoyable presentation dance was held in the Adare Hall. The music was supplied by "Blue Moon" from Mallow. The Trophies, which were sponsored by Shannon Meat Limited were presented to the winning team by our Personnel Manager, Mr. D. Neville. At this stage I would like to thank the Company and Dan Neville for all their help. I would also like to thank everyone who supported us at the function and also those people who bought tickets. It is only fair that I single out James Kavanagh and Gerry Molyneaux for special mention. without their help this function could not have been organised.

I have one bit of advice for our Hurlers and Footballers, get training as the girls are threatening a take-over. Well done Ladies!

The scene, the Bog Garden, a damp misty September evening. The occasion, the first time a ladies football team represented Shannon Meat, as was the case with Desmond Creations. A great crowd had gathered, people of all positions had come to witness the undoubted abilities of our ladies. Come to think of it many of these never saw their male counter-parts in action. I wonder what the ladies have, that the males haven't.?

The above scoreline doesn't indicate an actual match score, but the results of two games. Yes, two games despite a compliment of only fifty females - cheers for our Personnel Department and their selection.

It was supposedly ladies football. Sure enough, the ladies were present and for part of the time so was a football. However, the games varied from football to rugby, soccer to basketball and from volleyball to wrestling; especially in the case of Teresa Cregan who took care of her sister - you know she really feels for her.

In the first game, Desmond Creations were admittedly, the better side. The main difference between the sides was Josephine Meehan who gave an accomplished performance for the opposition.

CLOSELY CONTESTED

The second game proved a most exhilarating encounter, closely contested with the Beefers winning with virtually the last kick of the game. The winning point was initiated by Jacqueline Lyons known to friends as Jack.

To enlighten those of you who were unable to get a ticket, the following is a brief resume of our stars on this historic occasion.

In the early stages, Teresa Lynch gave a major contribution, but eventually, the "major" contributed to here lack of stamina.

In the defence, Joan Greaney and Marguerite Power were magnificent. Joan, for her part, played with determined aggression, combined with subtle skill, highlighted by never-ending swearing at her foes and at the ball. Marguerite Power confounded the opposition and team-mates alike by continuously laughing at the thought of kicking the ball, or marker, or whatever else she might have had reason to kick. Angela Frawley gave a powerful display in mid-field, In fact, her rallies resembled those of the great

forward, Ger Power.

At full back in the second game, was Bernie O'Dea, who left nothing past her, ball, or opponent. At times, she stood head and shoulders over the opposition and you can accept that literally. It's a pity Noreen Murphy was not corner back on All-Ireland Sunday, I am certain she would have "punched" the Galway forwards. Lily "Bomber" Collins had the score of the game, wellington efforted from all of fifty yards.

Kathleen Burke must have thought the ball was alive, as she kept running away from it. Mary Ahern, a slippery forward - an eel - and Maureen Cronin both showed fine footwork, and contrary to opinion, they do have knees.

What about Anna Fitzgerald and Breed Woulfe? if they treat the canteen crockery like they treated the ball, it must cost the firm a fortune in replacing the cups and dishes.

COACHED

Due to lack of match fitness, Kathleen O'Brien decided against playing. Teresa Meehan, coached by a certain white boner, proved an able deputy in goal. Didn't Karen Condon do well, by no means a floppy performance - a bun she deserves. Hannah Mulcahy gave a tigerish display, she too thought cursing was a compulsory rule. Teresa Cregan could now be described as Rocky 111, and her fond sister, Breeda, known as Punch bag.

I am sure Geraldine Nolan, Pauline Flaherty and Ann Kenneally created a sort of record by not even touching the football - it amazes me why they weren't shown one before the game started.

Late withdrawals from the matches were Noreen and Patricia Linnane, Christina and Patricia O'Brien and Marcella Curtin. The reason given it was raining and they forgot, uncustomarily, their hair dryers. How unusual!

Manager, Gerry Molyneaux, must be proud of his forces. Continuously in the midst of his adoring players - an envious position - his brilliant coaching and tactical know-how stood good. In an aftermatch interview, the breathless manager said this was only the beginning (although the end looked in sight for Gerry).

In his first refereeing engagement, Seamus Cawley, handled everything rather well and despite the circumstances, kept abreast of all the rules.

VIEWPOINT

To outsiders and in particular people not familiar with Soccer in Rathkeale, the formation of a second Soccer Club, namely Deel United must have come as a great surprise, moreover, when one thinks of Rathkeale United's dismal performance of last Season.

Personally, (for all it's worth) I firmly believe a second Football Team in town is for the good of the game. However, I am slow to accept a second Football Club can prosper the sport or it's objectives. This at the outset may appear like a contradiction, however if you bear with me I will elaborate.

My biggest fear, with two distinct Clubs is that animosity and poor sportsmanship could develop. Reasons for this apprehension are:-

Both Clubs are local and players concerned know each other, as do officials, and hence rivalry could become very deep-rooted.

Eventually, both Clubs will want the more talented players.

I am sure everyone will agree, there is only room for one under-age Club, it is therefore unnatural to conceive a second local Club picking the ripe apples from the other sides

tree. Regardless of public opinion I

wonder if there is a sufficient quantity of quality players to take two such Clubs through an enduring season.

While it may appear that I am knocking Deel United, far be it so. I have already stated that I agree with a second team in town. Deel United to their utmost advantage possess a great Club-man and organiser in Jack Lyons, let us hope he is supported.

My ideal would be to see a Rathkeale United B side, comprising members of Deel United and Rathkeale United. I would envisage a promotion, demotion system from B to A and vice versa, as exists with certain Clubs in Limerick. This B side could have it's own officers and really would be a Club within a Club. The big advantage being that everyone is working under the one umbrella, for the one goal. This would create a unified approach from Players and Officials and Supporters and would surely be for the betterment of soccer in Rathkeale.

I would very much like to see the aforementioned becoming a reality, however, being a realist, I feel people, regardless of inward beliefs might be too proud to accept such changes.

Sean Harnett

SOCCER SCENE

The lead up to this Edition of the Gazette, as is customary, was relatively quiet on the Soccer front.

Two events stood out - the Annual Rathkeale United 5-a-side Tournament and the formation of a second Club in Rathkeale - Deel United.

5-A-SIDE

The winners of this year's event were Pumas who defeated Weatabix in a sporting if not memorable final. The sides were:-

Pumas:-
Oliver Harnett, Mike O'Shaughnessy, Noel Harnett, David O'Brien, P. Harnett. Reserves:- John Fitzgibbon and Barry Dillon.

Weatabix:-
Mike Gallagher, Johnny Jones, Liam

Geary, Mike Neville, Mike Meade. Reserves:- Billy Neville and Noel White.

RATHKEALE UNITED 2
BRESKA 1

A great kick-off to the season for United when they took two points off a fine Breska XI. Great wing play by David O'Brien and P. Harnett helped manufacture a two goal lead for the homesters. David scored the opening goal, (probably the quickest goal of the current season, after 90 seconds) and P. Harnett laid on the second for Seamus Doherty. Feature of the game was the return to form of Frank Lynch and Edmond Dollery and behind these Denis Harnett had a good game in goals. All in all a most satisfactory team display, but in need of some stern training.



The Wellington Mob.

Back Row (L to R): Gerry Molyneaux (Manager); Tricia Enright, Kathleen Burke, Mary F. Ahern, Helen Magner, Karen Condon, Noreen Murphy, Eileen O'Connor, "Bomber" Collins and Bernie O'Dea.

Front Row: Teresa Lynch, Geraldine Nolan, Mary Murphy, Rocky III Cregan, Angela Frawley, Hanna Mulcahy.

SPACE ADVENTURES RECALLED

The dream of manned flight into space is as old as astronomy. Once man learned that the lights in the night sky were actual bodies, he felt an urge to travel to them. Tales of fanciful flight to the moon may be traced back to the 2nd century A.D. when Lucian of Somosata wrote an account of such a fanciful Journey. It was not until the 17th century that Galileo's use of the telescope added greatly to contemporary knowledge of the universe.

It was not surprising, therefore, that as the first efforts were being made to explore outward space, the focus of the whole human race was directed towards it. On October 4th 1957, the Soviet Union Launched Sputnik 1 and later in that year, November 3rd, the first inhabited space capsule was launched. This contained what was to become the most famous dog since Lassie, Laika. Laika grabbed banner headlines throughout the world. At that time such an event was regarded as a major step for mankind. It was predicted that man would not enter space until the 21st Century. With the advent of the space race, when the United States launched "Explorer 1" on January 31st, 1958, the technological progress in this area advanced quicker than was thought possible. Yuri Gagarin went into space on April 12th 1961. His photograph appeared on the front of almost every newspaper in the world. Everybody was following on radio the entry of the U.S. astronauts beginning with Alan Shepard on May 5th, 1961

MOON

The finishing post in the space race was reached by the U.S. at around 3.45 a.m. Irish time on July 16th, 1969 when Neil Armstrong made mans first step on land other than earth when he stepped on to the moon. His first words were "That's one small step for a man, one giant leap for mankind."

All the excitement and adventure of that period was recalled in the Shiels Arms Hotel on the evening of the 26th July of this year when an illustrated lecture on the history of space flight was delivered by Jarleth Connerney. Mr. Connerney is an Aeronautic Engineer with the Irish Air Corps.

He holds a fellowship from the Royal Interplanetary Society and is one of Ireland's leading experts in his field. He was invited to give this interesting lecture by enthusiasts from Shannon Meat Limited and the large crowd that attended were very impressed.

ADVENTURE

For many of us, it was with nostalgia that we recalled the sense of adventure felt in watching the progress of the race to the moon. It was interesting to learn that, at present, the U.S. are developing a shuttle service to outer space which will involve a rocket powered craft that will take off and land on similar lines to an aeroplane.

Credit for an interesting evening must go to the staff who organised the evening; especially to Michael Guiney and Richard Stack who organised the programme. Michael is a friend of Mr. Connerney's, who has indicated that he would be happy to make further contributions in the area in this "Gazette". We are looking forward to this.



Michael Guiney

NANTES AND ST. ETIENNE - A PERSONAL TRIBUTE

BY DOMINIQUE MATHIAS

My name is Dominique Mathias. I am a French Student of a School for Food Industry Engineers.

The Courses are going for four years after the Secondary School, I have already completed three years. We are learning Chemistry, Chilling and Freezing, Technology, Microbiology, Mathematics and Statistics, Economics, Marketing, Accounting, Computers and Food Technology. So, we are supposed to be able to work everywhere in a Food Factory.

NANTES

My School is located in Nantes, South of Brittany. Nantes was the main town of Brittany's Dukes when the province was still out of France. So, one can find many old Houses, a Castle and Cathedral from the 14th and 15th Centuries. The following Centuries were also great for the town as it was one of the main centres for the Slave Trade. But now, these times are over and Nantes is a great Industrial and Scientific town. It has more than 400,000 inhabitants.

Many High Schools and Institutes are situated there; Veterinarian School, Agricultural Schools, one University, Fish Research Institute, School for Sailing Officers, Food Research Institute. There are many types of Factories; Ship Markers, Can Makers, Vegetable Canneries, Cake Makers etc. Nantes is the town where I am living for three years, but I spent my youth in St. Etienne 700 kms. further to the south - close to Lyon. St. Etienne is well known for her Soccer team which went in the European Cup Final against Munich in 1975. St. Etienne is a town of 200,000 inhabitants, which was growing only since the last century. Her development was at first

based upon coal discovery, but five years ago the last mine was closed and although some new industries came the unemployment is nearly 15%. Nevertheless, people can hope for a better future as the production of arms, bicycles and machine tools are well known.

FINE PLACE

Despite her surname of Black Town it is a fine place to live as its countryside is mainly constituted of wild mountain covered by snow in Winter. People go there to their summer house, as many of them came from the surrounding Counties some year ago. The Farming is quite difficult because of the slope, the soil and the duration of Winter and for a long time the people were unable to live there as the farming income was too small. Sometimes villages are isolated for more than two months. Now, the mountain is devoted to tree plantation and Winter Tourism and people can ski at 20 Kms. from the town.

Before I leave you I want to express my acknowledgments to all the people of Shannon Meat who helped and greeted me during these two months.



Dominique Mathias

SHANNON MEAT CHAT

By: The Scribe

- * Congratulations to one of the dearest sweetest little girls in Shannon Meat, Maureen Cronin, who got engaged recently. A great loss indeed.
- * If a glaring red track-suited figure passes you, jogging on the Rathkeale - Croagh road, it's not Eamonn Coughlan, but Neddie Roche. It's the figures that are similar. Neddie's + 46 and Eamonn's 36
- * Thanks be to God! the Leeds contingent of Patch, Pa and John smiling again due to "Sniffer" Clarke being appointed manager. But, the nearest they'll get to a trophy is a sniff.
- * Buns in the Boning Hall has altered her image, she has now been christened Kizzy. Talking about keeping it dark.
- * Great Company, just great! New employee, John Roche spends £800 on a motor bike after four days. I suppose after four years, we will all be working for John.
- * By the time you read this, Tom White will be 21. Also I expect he'll be "ringed" into preparing for the centre aisle - Pallaskenry.
- * They're back! Sean D. Mulcahy and John Meehan are both back to work after periods of incapacity. The future of the firm is now assured.
- * Secret: Gerry Molyneux has applied for the Guards. Honestly, I think nobody believes me. How does this sound; "Good day Sergeant Molyneux" Oops awful! Don't go Gerry.
- * Dominique Mathias' view of the Irish scene: "Girls stand around. Boys walk around, very funny." He wouldn't think it was very funny if he was left walking around for a few years.
- * Wanted: One detective Columbo to investigate car bashing incident. Victim - Supervisor who recently bought a new car. Damages blue paint on mustard car.
- * Attempting to become the first lady of Newcastle West is Angela Frawley, as her 'good friend' is 'powering' his way to becoming Mayor.
- * Christina in the Cannery really enjoys her dinner hour. P.S. It has nothing to do with what she eats either.
- * Michael O'Grady recently won a rocking chair. Picture Mick supervising his line from the chair, he would be like Grandpa Walton.
- * Willie O'Brien of the Loading Gang is applying, we believe, to become a citizen of Rathkeale, otherwise he'll be lynched.
- * Tom Lyons is getting married in October and if that's bad, wait for it; Seamus Cawley is best man.
- * If anybody wishes to make a thousand pounds, or so, they should contact football pools expert Frank Roche.
- * Mattie Williams mothered his team like lambs in the recent 5-a-side tournament.

OPINION

Absenteeism on a National scale costs Irish Industry more each year than Industrial Disputes. A conservative estimate of Absenteeism in Ireland is that we loose, on average, three week's per employee year.

Viewed nationally, strikes and Industrial Disputes are trivial irritations by comparison.

The marked increase in Absenteeism observed in Europe in latter years has been co-incidental with improvements in Social and Social Working conditions. The Irish experience is following a similiar pattern.

ADVERSE EFFECTS

Absenteeism is essentially a human problem and as such does not lead itself to easy analysis. Yet, its effects are felt throughout Industry. Disturbance of the normal flow of production, with consequent adverse effects on output, sales and profits, combined with a lowering of morale among employees, who, while attending regularly at work see the problem of absenteeism apparently, ignored by some Management, creates a vicious circle which can eventually place jobs at risk.

Employees stay away from work for one or two reasons - they have to because they are ill or incapacitated or - they choose to. The latter normally takes the form comparatively short, unpredictable periods of time.

In either of the two aforementioned, it is part of Management's job to understand which kind of absence is occurring and to try to devise effective methods for getting the employee to return to work as soon as possible.

CONTROL

A certain level of Absenteeism is unavoidable whether caused by Sickness, Accident or Bereavement. Absenteeism due to such causes is obviously not susceptible to a great degree of control by employers. There are, however, certain elements of the problem of Absenteeism which Management can exercise control or influence.

Sean Harnett

SOCIAL COMMITTEE

The Annual General Meeting of the Shannon Meat Staff Social Committee took place on Friday 19th, September 1980. The following officers were elected.

| | |
|--------------------|---|
| President : | P. Lynch |
| Chairman : | L. Ahern |
| Vice-Chairman : | B. Collins |
| Secretary : | D. Neville |
| Joint Treasurers : | S. Guiry, D. McEnery |
| Committee : | P. Guinane, P. Curtin, P. Dunne, M. Dunne, J. Lenihan, and G. Molyneux. |

The Annual Social is arranged at the Devon Inn on 15th November. Music will again be by The Maurice Mulcahy Orchestra. The Committee decided to have a Beef Dinner on this occasion.

RATHKEALE-LONDON REUNION

AT

LONDON RYAN HOTEL

ON

22nd November, 1980.

Special Travel arrangements available. For further information contact Rev. Fr. Elliott, C.C. Rathkeale or Pa Guinane, Ballywilliam and Shannon Meat Limited.