

# Shannon Meat GAZETTE



Vol. 6 No. 2 February/ March 1981.

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## ODDS STACKED AGAINST BEEF FARMING

By Donie Donovan  
Livestock Procurement Manager.

The survival of the beef farmer in 1981, no matter how big or small he is, has the odds stacked against him. The following reasons, to list but a few, show why :-

- [1]. There is no way that agriculture can wear current high interest charges.
- [2]. Poor choice of stores to select from. Animals which take too long to mature - the average slaughter age in this country is five months higher than in Britain.
- [3]. Excess use of bulls with high milk records proving disastrous from a beef point of view.
- [4]. Irish farmers cannot compete with store prices for cattle destined to jump the border.
- [5]. Levies equivalent to 1%, plus soaring transport costs.
- [6]. What the beef farmer received from Brussels in 1979 and 1980, fell short of 4%, showed little comfort when he realised his cost had increased by over 20%.
- [7]. The uncertainty of intervention for 1981 - if it goes, what will replace it?
- [8]. What chance has the Irish feeder of competing against third country refunds this Spring at £22.80 per live cwt. at the point of export, if he has the courage to buy his stores and the refunds are not there next Autumn to cushion his exercise?

There is little point talking about further processing if the raw material is allowed to be picked off before it is ripe. Millions of pounds are being spent every year trying to import jobs while there is little protection, or consideration for those producing a valuable raw material from a natural resource.

Listed below are the total exports of cattle live and dead including their percentage of total over the past eight years; showing a total increase of almost 100%. Irish meat plants handled 8.75m. animals while the total live exports were 3.2m., a further 300,000 would be absorbed on the home market annually. Taking the average over eight years - beef exports: 73.7%, live exports: 26.3%.

With such a turnover of stock and money, how is it that the farmer is not able to get a proper living out of beef production? What the farmer does not see is that he is being forced out of business as he cannot compete with third country live refunds of £22.80 per cwt. - the price of his stores going in are jacked up to the extent that he cannot even hope for a margin.

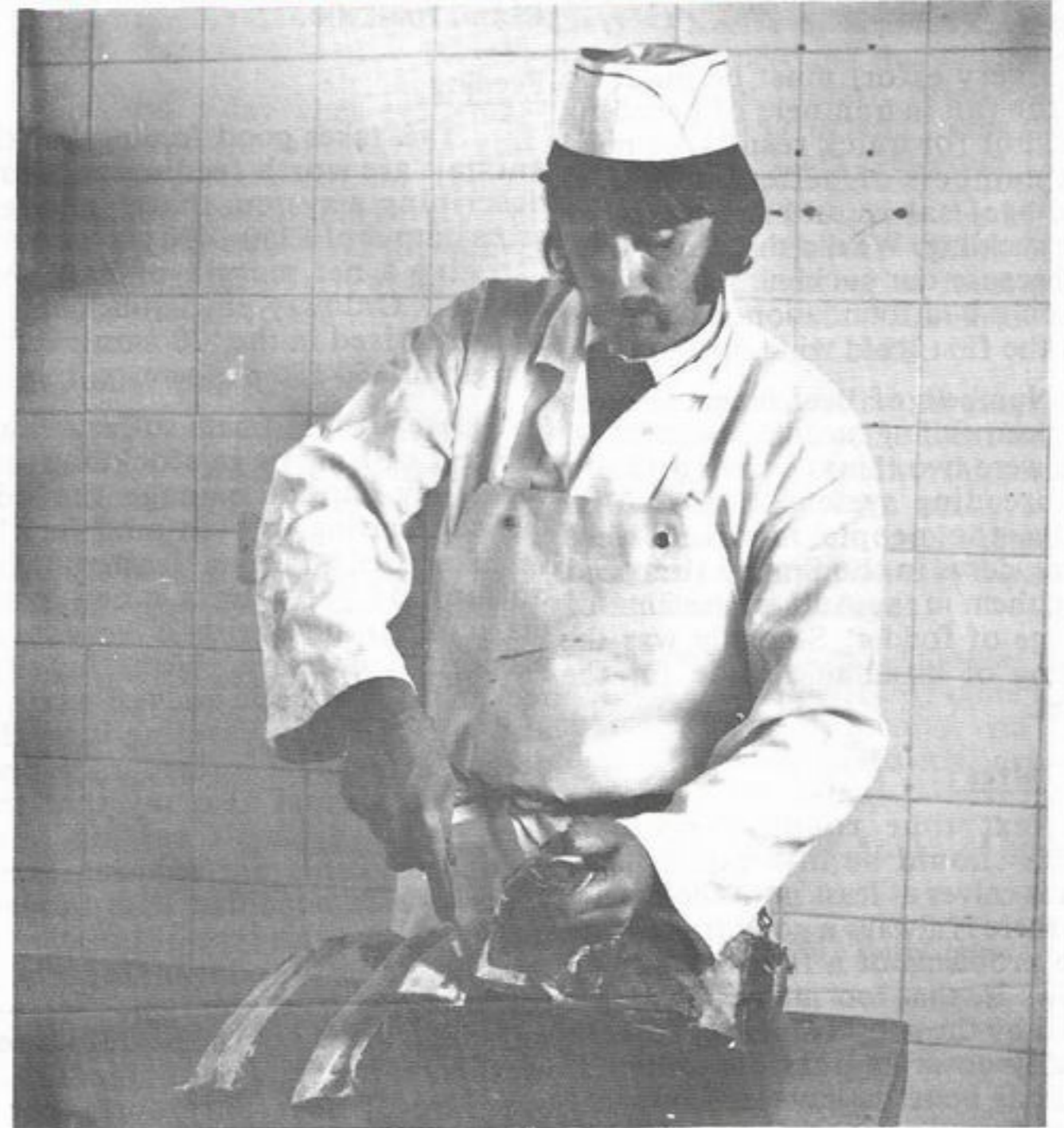
The factories are not in the market for stores, yet 75% of the cattle in the country finish up in the factories. Their store value, when the farmer is purchasing them, is dictated not by factory prices, but by an artificial price paid for stores exported to third countries, subsidised to the tune of 50%.

With 25% of our total exports live, about 43% of these animals are going to third countries. When one adds the total live exports and total slaughterings at home, about 8% of our total cattle produced annually are exported to third countries in live shipments. This 8% is holding the balance (over 92%) of our stores purchased for feeding to ransom. To add further insult to injury, these third country stock do not need to be 30 day tested. The average farmer going out twice or three times a year to purchase a few cattle is very much in the dark as far as these anomalies go. But those that are back and forth to Brussels on his behalf must surely know the score; if not, it is a sad day for Irish farmers. If those responsible, in Brussels, for updating the regulations are not with it, then the Irish farmer, as a beef producer, is a thing of the past.

YEAR	LIVE EXPORTS	TOTAL SLAUGHTERED FOR EXPORT	OVERALL TOTAL
1973	300,000 or 31.5%	650,00 or 68.5%	.950m
1974	280,000 21.8%	1,000,000 or 78.2%	1.280m
1975	450,000 27.7%	1,300,000 or 74.2%	1.750
1976	350,000 27.4%	930,000 or 72.6%	1.280m
1977	430,000 27%	1,160,000 or 73%	1.59 m
1978	540,000 32%	1,170,000 or 68%	1.71 m
1979	309,000 21%	1,160,000 or 79%	1.469m
1980	460,000 25%	1,380,000 or 75%	1.84 m

Exports of live and slaughtered cattle over past 8 years

## A MAN AND HIS WORK



Jack Lyons Training Instructor

## COMMENT

Donie Donovan's article has raised very disturbing thoughts on the present position in the beef industry and indeed in the entire Irish economy. Is it possible to separate one from the other? Donie's has been one of the few voices pointing out for the past eighteen months that a continuation of our cattle and beef policies would lead to disaster primarily for the beef farmer and consequently for the Beef Plants.

Surprise! Surprise! the Beef Plant managements are not being blamed for the present situation. For the past seven years, it has been fashionable to blame all the ills of the beef industry on what was termed the poor marketing operations of the plants. Have all these critics of past performance any suggestion as to how beef farmers can now stock their sheds and grasslands? What will they say next Autumn when store cattle, now costing £50 per cwt., will be realizing a price which will result in a loss to the feeder. Poor Marketing? Yes? In no way will beef prices at the back end repay the current prices for store cattle of up to £50 per cwt. Where do Farming Organizations and indeed Trade Unions fit in to the present scenario? Will they always endeavour to plug leaks by asking for more water.

### Lay Offs

The implementation of lay offs and short time working is one of the most distasteful duties a management is obliged to perform. In the present climate, their hands are forced by the search for savings in the struggle for

survival. On a similar vein, there must be massive savings to be made in the company called The Republic of Ireland (Unlimited)? Is this not the way to find the finance for the necessary injection needed to give us a stable and prosperous Beef Industry? It certainly is the NUMBER ONE place to look for it.

Whatever the size of the world recession, or emergency in the country's finances, is there to be no savings, no lay offs, no short time working, no productivity criteria in the state sector, semi state sector, or local authority sector? We look across the water for so many of our leads and initiatives. The colour of the employees collar in these sectors does not deter the British Prime Minister in her efforts to cut out waste and march towards efficiency.

Farming and, particularly, Beef Farming needs a massive monetary injection. We who live in the heart of the Dairy Industry have seen the benefits flowing over the few years of prosperity of this industry. It permeated our factories, our small towns, villages, and provincial cities. In our country, industry, however dispersed, will not substitute for farming prosperity. It can only complement it. The present farming downturn has brought this point home to all who live in rural Ireland and is almost totally acknowledged. Firm dedicated leadership with such a vision is needed to take us out of our present lethargy and depression.

M.F. Cowhey,  
Managing Director.

# BREEDING BETTER BEEF

By Liam Ahern  
Livestock Field Manager

Cattle numbers are down and will continue to fall unless something is done immediately to check the reduction of cow numbers. This is a very serious matter for the whole country because the cattle and meat industry play such a big part in our economy.

Every effort must be made to stop the fall in numbers of breeding cows, but for quick results we need large numbers of heifers in-calf to breed beef calves and rear them by single suckling. We did this previously, but, because our suckling scheme was built on a bad foundation it collapsed when the first 'cold wind blew'.

Numbers of Beef breeding cows have been falling steadily since 1974. There were two things wrong with our beef breeding system in the '70's. Firstly, the people involved were calving cows in the Spring time and selling them in the Autumn because of shortage of fodder. Secondly was the breeding of unsuitable cattle for the market.

## Hold calves

Next time round every calf breeder should be in a position to hold his calves at least until the Spring when there is always a good trade. One of the problems of a flat rate subsidy on cows is, that too many people get blinded by the subsidy and try to keep as many cows as possible, when it would pay better to have less cows and keep their calves right onto finishing. The most important factor of all in beef cattle breeding is the quality of the calf. The breeding cow and her calf can be carried on one acre of land with winter feeding provided for both. While the National importance of the suckler herd is clear cut, it is essential that the producer obtains acceptable returns for his suckling system, because the cost of keeping a cow is so high it is necessary to spread this cost over as much saleable beef as possible. This would suggest that the animals should be sold as beef rather than at the weaning stage.

I firmly believe that the foundation of our new beef breeding herd should be seven/eight continental cattle. The main advantage of continental breeds is -

- [a] They will improve the confirmation in crossing.
- [b] They will give heavier carcass weight.
- [c] They will have a much lower fat content.
- [d] They will have a higher per cent of saleable lean meat.

The heifers bred from the continental breed should be bred back to produce three/four bred calves and those heifers again should be bred back to pure breeds to produce a 7/8 bred calf. This is the kind of animal that the cattle feeder cannot get anywhere else and there is no competition from the cross breeds out of the dairy herd. All calves bred from this type of animal are very saleable. The heifers can be fed intensively and finished at fifteen/ eighteen months of age if desired or run into much heavier weights and still produce very lean beef. This is particularly true in the case of the 7/8 bred heifer. The bull calves can be fed

to reach very heavy weights at twenty-four months and will always be in the highest categories in the Beef Classification Scheme and will fetch top prices in the continental markets. The breeder producing 7/8 bred continental calves can think in terms of yearling bullocks worth from £450-£500 per head and heifers £350-£400 whilst two year old bullocks will fetch from £700-£900.

## Feeding

This takes good feeding but the animals are worth feeding and I am describing a system that can give a gross output of £350-£400 per acre and can give a net margin of half that amount. Ordinary single suckling as was practised in the '70's only left a margin of £50-£80 per acre.

Are Irish Farmers so far behind the rest of Europe in stockmanship that they cannot manage the odd difficult calving or even send for the vet if needed? Belgian farmers make nothing of breeding a much more difficult animal with a very high proportion of Caesarian births, but they reckon that the cattle are well worth it and in fact Dairy Farming is on the decline in Belgium in favour of Beef breeding. I must also say that the dangers of difficult calving with continental cattle are reducing every year. I would hope that Irish farmers would see that this type of breeding is the only solid foundation for a beef cow herd. I would also hope that any subsidised breeding scheme introduced in this country would encourage breeding of near pure continental cattle.

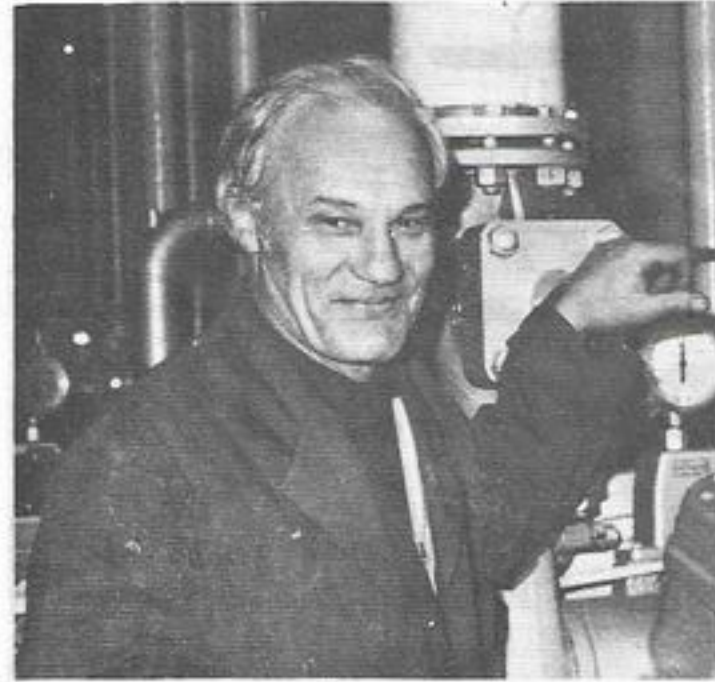
If good quality continental cattle were available, a market could be created and maintained. At the moment there is no chance of getting a premium for individual carcasses in the market as a small number of good class continentals in a mixed load will only get the average price. I would urge farmers to join together to market continental type animals in order that sufficient numbers could be offered at the same time. This would be very important for the future as the Beef Classification Scheme will become the basis on which all cattle will be paid for. Shannon Meat Limited fully support the Beef Classification Scheme as it is administered by the Department of Agriculture and has the trust of the farmers.



Mr. Bart Monaghan, President of the Charolais Breeders Society of Ireland attended the classification demonstration organised by that Society in October last year at Shannon Meat Ltd.

# PROFILE

MARIO  
ZONCADA



Mario Angelo Zoncada was born in Italy in 1924. He hails from Milan, a city that is noted for its wealth, industry (including Fiat cars) and it's two football clubs - Inter and A.C. Milan respectively. In the gay old 20's the population of his native city was just one million, to-day it's census reads two million people.

Mario tells us that Milan in many ways resembles Limerick. Having had our ego boosted, on the latter point, we decline to develop the similarities in case of possible eventual embarrassment, however, we all believe Mario.

Mario was the second youngest in a family of five. To-day Mario has two brothers living - Geatono and Guisepe and one sister Teresa. He lost a brother Pietro in the second World War.

After leaving School, the young graduate joined the Milan based Engineering Refrigeration Company D'Ell 'Orto, in a capacity similar to apprentices joining a firm to-day. In 1942 his studies were interrupted by World War II.

## Drafted

Unlike, Ireland, Italy was very much involved in this great war and it came as no surprise to Mario, when he was drafted into the army. In 1943, Italy surrendered to the Allies. After this, Mario joined the underground movement and remained with them until the war concluded in 1945.

Once the skirmishes were over and done with, it was time for work and books again and also back to D'Ell 'Orto. Mario went to Milan University 'Institute of agriculture' and there studied successfully for a degree in technology for refrigeration.

The completion of this degree brought Mario to the cross-roads of his career. In 1952, he received an assignment that would take him to Argentina or Ireland, he choose the latter, wisely of course. Little did he realise at this point of time, the major impact this decision would have for him on his future career.

Mario's assignment brought him from the atropolis of industrialised Milan to the rich fertile pastures of Rathkeale in the county of Limerick. The change was probably dramatic as experienced by Guilliver on his travels coming from the land of the giants to the Lilliputtians. His task was to introduce the refrigeration plant in Shannon Meat Limited.

While Mario was installing the refrigeration plant, it wasn't a case of all work and no play. He met his wife to be, American born Teresa Gleeson, who was also employed in Rathkeale, away from her home in Nenagh. Mario and his bride were married in Rathkeale in 1955.

Immediately, afterwards the Zoncadas returned to the land of the lira, where they lived for a year. They, then came to reside in Dublin where they spent seven years. While in Dublin Mario worked with Palm Grover (ice cream company) and Sterne. After seven years, they returned to Milan, again.

## Returned

Three years thence, in 1966 Mario and his family returned to the place where it all began, Shannon Meat in Rathkeale. I am glad to relate they are here ever since. The Zoncada's have two sons Mario and Robbie. Junior is also employed with the Company in a similar capacity to that of his father. Young Mario has also carved out for himself a fine name in local soccer circles where his is held in high repute. Robbie is still studying at school and he too, shows promising ability on the playing fields.

Mario Zoncada is a most popular member of the staff. The helpful, friendly, jovial and ever smiling gentleman with base Italian accent is always good for a laugh and a cheerful salute as he passes by.

NOI AUGURIAMO UN CONTINUO SUCCEJSO È FELICTA A' MARIO E FAMIGLIA.

# DIM WIT

- \* She says she's just reached 32. Everyone is curious to know what detained her.
- \* Once on the witness stand she was instructed by a gallant judge "Madam, state your age - then take the oath to tell the truth".
- \* She's not lying when she claims she just turned 23 - she's 32.
- \* When he was born, they fired twenty-one guns. Too bad they missed.
- \* He's known everywhere as a VIB - a Very Insistent Bore.
- \* Even as a child, he was such an insufferable bore that when he was nine years old, his parents ran away from home.
- \* He's made an art of not picking up the cheque. You've really got to hand it to him.
- \* He saves a lot of money on holidays. He keeps cool all Summer by sponging.

## WEST LIMERICK AC DINNER DANCE

MARCH 20TH  
RIVER ROOM HOTEL  
NEWCASTLE WEST

MUSIC BY: - "THE BOYS IN BLUE"  
£100 IN CASH - SPOTPRIZE

## MUNSTER OPEN MARATHON 1981.

(26 miles 385 yard)  
on  
SUNDAY, APRIL 26th.

Numerous prizes for individuals and teams.

# CHRISTMAS RATHKEALE STYLE

For many, Christmas starts, like the year on January 1st. and concludes on December 31st. So, you can extract from the opening statement that New Year's Eve is also Christmas Eve and come to think of it is celebrated in similar fashion.

Alas, for myself and some few others, it comes but once a year. Parallels can be made to our Government, who similarly think every day is budget day, yet, our media tell us in capital letters that Budget Day, supposedly, is one particular day in January. So, henceforth, when I use the term Christmas, I am referring to those of us who celebrate it (if that's the appropriate phrase) but once a year.

For the average working man - that's me - hope the Equality People won't take exception - the feast (such an appropriate word) of Christmas starts with the commencement of the holiday except for the intermittent trip to the local shopping centre.

Alas, for the poor frustrated housewife, it has started as far back as September. This is when she started compiling her shopping list, wondering what she should buy her fourth cousin, whom she sees every tenth year and presently resides in far off rural Indonesia.

After this she has to decide whether she should send a Christmas card to her next door neighbour, whom she can't remember sent her a card or not last year. Such problems! no wonder the world is in such a state.

## Advent

So, come Advent (I must state our clergy are excellent with such apt names) the unsuspecting husbands are whisked away from the comforts of their routines (pub and television rate very highly) into the womanly world of shopping, where they walk around in total oblivion, as if the world was falling down around them. More scurry around pushing trolleys before them in "Walter Mitty" type trances pretending to be Derek Daly (crashing if you prefer). Or finally, some have the job of taking the children to see Santa Claus, a job they take very much delight in as they pretend for this period they are infants again. To see a father coming out of Santa's store with gleaming water-filled eyes smiling as he comes, like a Cheshire cat, would bring tears to the eyes of the observer.

Anyway, for the average man it is too early to do his Christmas shopping at this point of time (i.e. present for wife or girlfriend). The reason behind this is simple, if the present is below standard, below expectations or doesn't fit he can pipe up "Gee Love, it took me until Christmas Eve to think of something, especially for somebody as special as you" and then the real crattiness can be brought to fore, in cases of necessity "anyway dear, you had the Christmas budget spent" (probably twice over). I am lead to believe that the use of such words as 'love' and 'dear' are particularly important. In the final analysis it's the thought that counts.

## Holiday

The day of the holiday break-up from work is a really great day (especially if you happen to be the local publican). It's also a day when many of our staunch pioneers are pressurised by their many colleagues to down spirits rather than express the spirits of the occasion. They believe profoundly that when you are well 'spirited' you are in more spirits to enjoy the spirit of Christmas - if you know what I mean. However, such is the spirit of our pioneers that they reject the offered

spirits or free flowing bitters.

## Local

If you happen to live in the town, all is very well. You can walk to your local and 'can crawl on bended knee home at a later hour - much later. However, those from the country and other areas, generally end up being given shelter by an understanding colleague.

But, what about these people that happen to have been at a Christmas Party on holiday eve. Well! (no way are they well) they generally don't know much about the day of the holidays as they wearily manoeuvre via heavy eyelids through their day's chores. But the wiser people have their parties on 'break-up day' acknowledging that their money and time is better spent on such a night.

Christmas Eve in the town of Rathkeale is like getting out of the Gaelic Grounds, after a Munster Hurling Final, such is the traffic situation. They say, Rathkeale isn't a great business town, but the shopkeepers make enough money on this day to carry them forward to the following Christmas Eve.

Nothing is purchased individually, it is a matter of "three Turkeys, two Hams, three Christmas cakes, one and half stone Brussel Sprouts, them small cabbages, Sir, and if you don't mind, Sir, here's the four pages of groceries I'll be needing and by the way will ye be open on Stephen's Day, Sir". Prosperity - I love it.

After everyone has drank his share (enough for a week) less is heard, the ham is half boiled, stuffing and trifles made, the time has come for the grand old man - Santa Claus - who never seems to age with time - to reliably visit all the children across the nations from his home in the North Pole.

Presently, our historians are working diligently to trace the genealogy of Santa. They are inclined to believe that he was one of the Arthurs from Saint James' Gate and because of this a bottle of Guinness is placed at his disposal on his arrival at every household. Come to think of it I wonder how he escapes the 'bag'.

Then, the day we have all been waiting for arrives. The children wake anytime from 4.30 a.m. onwards (that's if they have slept). They in turn awake the not too healthy father, who after some uncertainty rejoices on the sitting room floor with toy and child, frequently behaving himself in childish fashion. The wife or cook awakes to the thought of what lies ahead, after a few choice words she sets about her task in a most professional manner. And, so the morning slips by, mother in kitchen, father and child breaking the sound barriers in another room.

## Dinner

After a monstrosity of a dinner is consumed, the annual housewife's quote "What's all the fuss about, never again will I put myself out for this darned Christmas" Ware is washed and then everyone moans and groans about the condition of their stomachs.

The evening is spent lazing in front of the television, which if you are lucky you will see one good programme and that includes the cartoons.

It is after Christmas Day, that the holidays really start, that is if you happen to have holidays. If you haven't well then you have my sympathies, for all that's worth.

# NEW APPOINTMENT

## DENIS MURPHY



where he acquired a very successful Leaving. After this his scholastic ambitions took him to the capital of the south. In 1976, he graduated from University College, Cork with a B. Comm. degree.

In the intervening period he has worked with a Firm of Chartered Accountants (Grehan Quinn & Dodd) in Dublin.

Twenty-six year old, Denis is a keen sports enthusiast. Rugby and Gaelic football particularly appeal to him. I am sure, many of our readers are saving "coming from Abbeyfeale and not interested in sports, sure that would be a mortal sin".

He is active in the rugby front at the moment, as he assists Abbeyfeale in their search for honours again this season. Every Monday, he has the marks (black eyes, a speciality) to prove it.

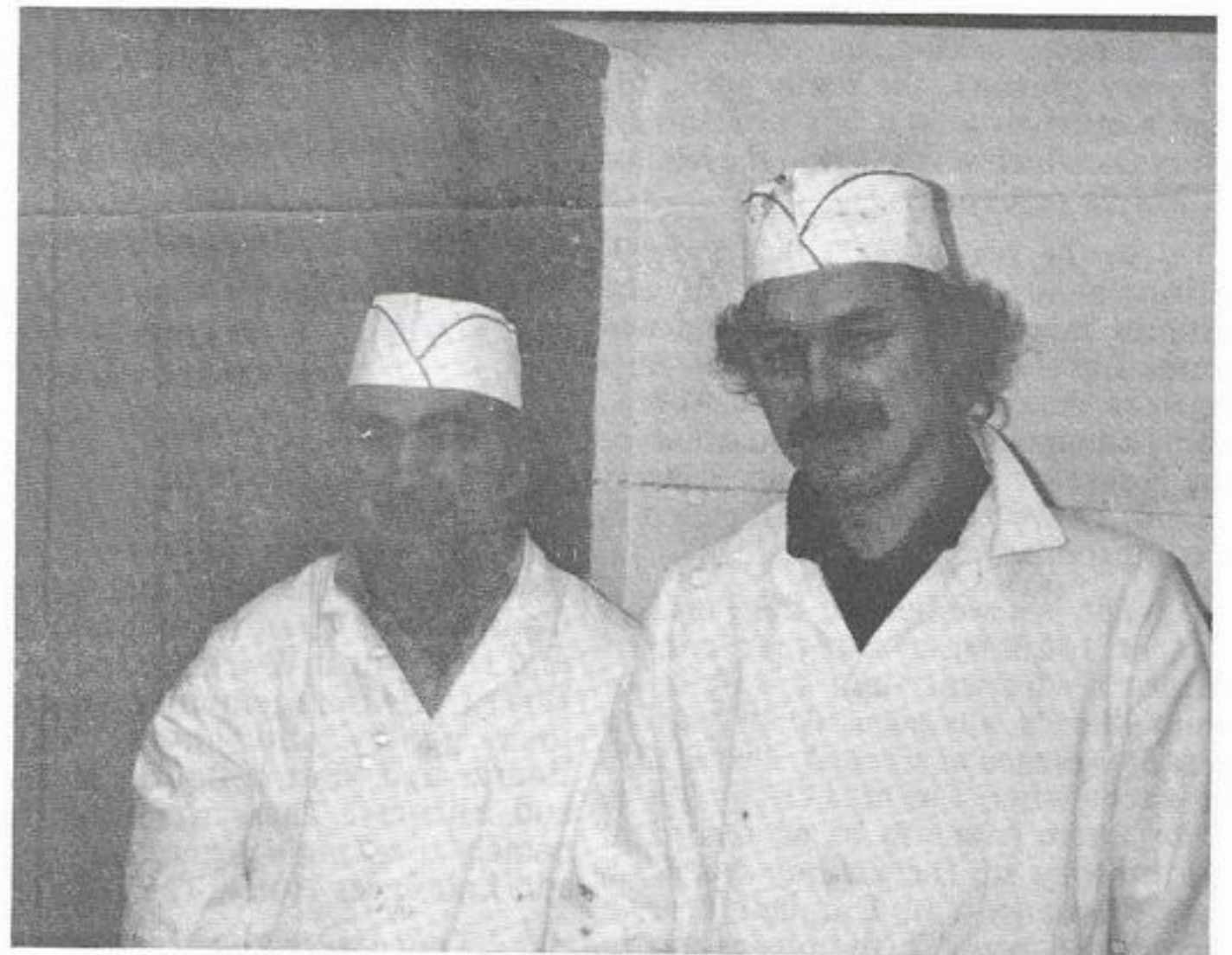
From under-age to senior football he has shown himself a very capable footballer in the traditional mould and down through the years was a thorn in the side of many a Rathkeale team.

We would like to extend to Denis a happy, successful and prolonged stay with the Company.

Denis Murphy, hails to us from Abbeyfeale, that noted market town on the Limerick/Kerry border. He took up his appointment as Assistant Accountant with Shannon Meat Limited on 18th. December, (what a nice Christmas present).

Denis resides in Church Street, Abbeyfeale. His Father is a Newsagent and combines this with an Auctioneering business. He is the second eldest in the family of four men.

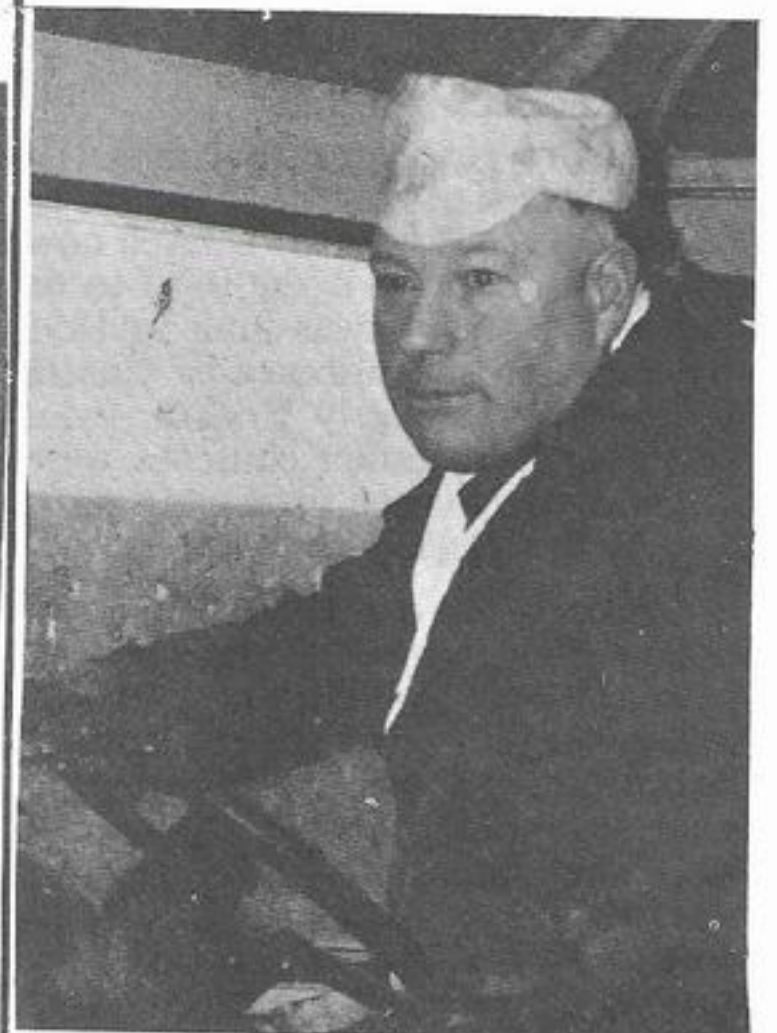
He was educated in the National School, Abbeyfeale and spent three years in the local Secondary. He concluded his second level education in the Diocesan College - Saint Munchin's



Abattoir staff above are Paddy Small, Ballingarry and Denis Noonan, Newcastle West.



Also working in the Abattoir is Joe Kenneally, Rathkeale.



Michael Meehan photographed driving the companys J.C.B. Michael was not driving this on his first day with the company on the first day of operation in February 1953.

# RATHKEALE - AN HISTORICAL LOOK



Batty Collins

I recently came across a page of newspaper which was written by Rita Hartigan in June, 1932 which gives some information on the Abbey and past history of Rathkeale which I am sure some of the younger people of the town are not aware of. I also have an account of the trade and industrial position of the town from around 1810 which I am sure would be very interesting to the readers. Rathkeale was originally a Corporate town and was much more important than it is to-day. Around the year 1280, the Abbey was founded by Gilbert Harvey for the Augustinian Canons of the "Order of Arosia".

Elinor Purcell, Harvey's niece promised to give the monks the tenth loaf of every baking, the tenth flagon of every brewing, the tenth pork, the tenth mutton and a big portion of every Ox which was killed in the Manor of Mayer or Croagh.

In the year 1290, Hugh Purcell, Elinor's son failed to fulfill the promise made by his Mother and was immediately involved in a law-suit between Benedict, Prior of the Abbey, and Thomas Le Chapelen, Guardian of the House of Saint Senan on Scatterry Island. However, the law-suit ended in a compromise.

The last we hear of the Purcell's was in 1318 when another son of Elinor's who was then the Prior of Saint Mary's was accused of various acts of violence at Croagh. From 1513 onwards when Thomas Offayff was Prior, there seems to be no record of the history of the Abbey until an Inquisition, held in Elizabeth's reign recorded as being in the possession of Gerald Baluff of "Balfe". He was killed during the Desmond Rebellion and the Abbey was then granted to Sir H. Wallop.

## Original Church

In pre-reformation times the original church of the Holy Trinity was built where the Protestant Church now stands. This Church is the third to be built on the site. It was built in 1831 very close to the old site of Castle Southwell in the early English style. Most of the Protestant churches were built around that time from a big grant given by the English Government.

Most of the churches of this style are now gone. The Protestant church in Croagh went to build the stables at Adare Hotel. The first Roman Catholic chapel to be built after the Penal days was in Chapel Lane and I believe the stone piers and archway still remain. It was closed around 1830 when the first church was built in Thomas Street. This church later became the old Convent School when the present church was built.

## Thomas St.

When the first church was built in Thomas Street the then Parish Priest, a Father Clarke went to the

Foreman of the Grand Jury a member of the local gentry to have a road built to the Church. He was immediately refused. He then appealed to the townspeople and over a thousand of them with shovels, carts and spades went to work on it. The road was ready for Mass on the following Sunday. When Father Clarke had thanked the people he said that there would be a road in Thomas Street when no member of the grand jury Foreman's family would be in the locality.

In 1841 the population of the Parish was 8,293 including 4,201 townspeople. The Post Office, then in Main Street was run by a Mr. John Hammond. There were two cabinet makers in Main Street - Henry Norman and George Morgan. We had six carpenters in the town then - Con Dore Thomas Street, Denis Hickey and John Miller, Main Street, James Johnston and his brother of New Road and John Moran of Pound Lane.

In Main Street there were four coopers who used to make those old timber barrells. They were - James Connors, James Hayes, Daniel O'Connor and Michael O'Connor.

Here is a list of Academies and Schools in operation at the time:-

- Bridget Butler Roche's Rd.
- Timothy Conway Well Lane [now Bank Place]
- John Donovan The Square
- Fergus Casey Thomas St.
- John Miller Thomas St.
- National School Thomas St., Joseph Casey was Master and Annie Cloyne was Mistress.
- Rev. O'Neill Thomas St.
- Ellen O'Neill Main St.

There were only two public institutions in the town, one being the Constabulary Station in Main Street and the Union Workhouse run by a Board of Management made up of local gentry and having William Bourke and Martha Bourke as Master and Mistress. There were two hotels namely the King's Arms, Main Street and Laurences Hotel, The Square.

There were four Ironmongers, three leather cutters, three pawnbrokers, twelve public houses, five corn merchants, five flour mills, seven painters and glaziers, six dressmakers, six nailmakers, five wheelwrights, three tallow chandlers, four tailors, two surgeons, five attorneys, four bakeries, six blacksmiths, seven shoemakers, thirteen butchers and eight dealers in spirits one of whom would have been the great-grandfather of our present Managing Director - a Mr. Timothy Cowhey who had a grocery shop in Main Street.

## Lists

There would not be room to list the names of all the people who ran small shops and trades in the town at that time, but a lot of those names can still be traced to present day merchants in the town and I think it would be very interesting to form an Historical Society to do some research into the complete history of the town. There are many interesting stories to be written about our immediate locality. It would be interesting to know more about such places as the "camp-field" the site of the new power station at Stoneville where, it is reported, English troops were camped before they laid siege to Limerick.

By Batty Collins  
Civil Maintenance Department

There is also a communal grave near the Deel Hall where the bodies of the "Whiteboys" who were hanged at Cappagh Hill were burned in quicklime.

Ironically, during the seige of Limerick by Ireton's troops the Mayor of Limerick was taken prisoner, then hanged, drawn and quartered on Ireton's instructions. His head was set up on a pole over one of the city gates as an example. All the family fled to Aughinish Island and from there one of the sons with his Uncle made their way to Saint Malo, where the Uncle died a few days after landing. The son reached the Irish College in Rome where he was ordained in 1666. A short time later he returned to Limerick and soon after became the Parish Priest of Rathkeale and Vicar General. He was of course the famous Father James Stritch.

This is only one of the many stories to be told about our town and I am sure there are many more to be told. Who knows maybe someone somewhere will write a book of History on our locality and we should all approach the older people of our town for their stories and memories as each story lost means that a little bit of our History is lost also.



Lairage staff photographed above are Willie Cleary of Athea and Jack Lyons Sr., Rathkeale.



Pat O'Shaughnessy and Jerry Molyneaux take a break from work to pose for our camera.

## SYMPATHY

Sincere sympathy is extended to Michael and Tom Keating of the Livestock and Quality Control Departments respectively on the recent sudden death of their father James, who was held in high regard in sporting circles.

Condolences are offered also to Michael Keating brother of the deceased and other members of the Keating Family.

I am sure everyone will join with us in extending sincere sympathy to James Kelly [Freezer Department] and his family on the recent tragic death of his son Michael.

## "Beef is Best"



### OLD-FASHIONED SHIN OF BEEF CASSEROLE

This is very simple to prepare and is an extremely tasty dish.  
\*1 kg (2 lbs) shin of beef, cut into bite-sized cubes \*2 onions, sliced  
\*3 carrots, scraped and cut into large chunks \*2 sticks of celery, cut into large chunks \*2 cloves of garlic, crushed \*375 ml (1 1/2 pt.) water  
\*2 tablesp. tomato puree \*salt and pepper \*1 tablesp. of cornflour dissolved in a tablesp. of water

**Method**  
Put the meat into a flame-proof casserole. Add the onions, carrots, celery and garlic. Mix the water and the tomato puree together and pour it over the meat and vegetables. Add a good shake of salt and pepper. Cover with a tight fitting lid and simmer over a very low heat for about 2 hours or until the meat is tender. It could also be cooked in a very low oven for about the same time. Fifteen minutes before the end of cooking time stir in the cornflour and bring back to the boil. Serve with jacket boiled potatoes.

**Of Interest**  
When you use shin of beef in a casserole it is best not to brown the cubes of meat first as you would with rib steak because the rapid heat involved in browning the meat would cause the sinews to contract and harden so much that no amount of gentle simmering would produce really tender results. It is also left unthickened until the end of cooking time. This means that the liquid can penetrate meat fibres more easily and tenderize the meat. The advantage of course is, it is a very simple method and it will give you a delicious rich gravy.

**To freeze:** This dish will freeze very well. Cool quickly. Pour into freezer bag or box. Label and freeze.  
**Storage time:** two months



## RINGSIDE NEWS

[By Fisticuff]

Good news for sports enthusiasts is that the Boxing Club has been revised in Rathkeale. Down through the year's, many fine boxers have been produced by the Club, so now the Sean Finn Boxing Club hopes to continue the trend.

Following are the Officers of the Club:-

- Chairman: Jim Byrnes
- Vice-Chairman: Mattie Williams
- Secretary: Joe Roynene
- Assistant Secretary: Martin Dillon
- Joint Treasurers: J. Williams and P.J. Jones
- Committee: Tim Connors, Denis Harnett, J. Tierney, Johnny Jones and Johnny Daly.
- Trainers: U - 17's Johnny Jones, Mattie Williams and Timmy Connors.
- Juniors and Seniors J. Roynene and J. Williams.

One of the first functions of the Club was to organise a confined Under - 11 tournament. Following are a list of lads who participated -

M. Brynes, M. McCarthy, E. Steele, S. Williams, S. Dollery, D. Keefe, S. Collins, B. Riordan, D. Dillon, M. Williams, S. O'Shaughnessy, B. Mullins, J. McCarthy and D. Hogan.

The County Juvenile Championships (11 - 17 years) will be held in the Community Centre, Rathkeale on 8th. March, when a strong and fit Rathkeale representation will be hunting for honours.



In November Denis Duggan left the Company's employment. Our club presented him with the above trophy in appreciation for his dedication during his time with Shannon Meat Ltd. Our photograph shows Jerry Molyneux chairman of Shannon Meat G.A.A. Club presenting Denis with his trophy. On the left is Michael O'Neill Secretary of the club.

The start of the 1981 Inter-Firm G.A.A. season is once again just around the corner. Firstly, we must look back on the past twelve months and ask ourselves, could we have done better? The answer, of course, is yes. We finished off the year by winning our own tournament against Eurofabs of Limerick. This was a very convincing win and, in fact, the team gave a display of hurling that evening which can only encourage the officials of the Club and the players to make an all out effort this year to try and win that elusive County Championship title. On the night in question we had our best team in action, and I can assure you that if we show the same determination that was witnessed in Adare on that occasion then we can look forward to the 1981 campaign.

The unfortunate thing about 1980 is the fact that we have lost the services of great players like Dan Cagney, Dennis Duggan and William Donegan. These players were very loyal clubmen and always gave 100% performances on the field (to quote my counter-part John Giles). On behalf of the club I would like to wish them the best of luck and thank them most sincerely for their contribution to the Shannon Meat team during the years.

Last year we did not enter a team

in the football competitions. I, personally would like to see Shannon Meat Limited enter the hurling and football series this coming season. We had been very unlucky in the football championship down through the years. There is no reason why we cannot make a comeback. We have in my opinion arrived at a crossroads. It is time for each member of the club, players and officials to make up their minds and decide once and for all, where do we go to from here? Why not make an all out effort this year to win a county title! We can do it, so, come on lads lets get cracking and show everyone what we can achieve.

### ANNUAL GENERAL MEETING

I hope we will have a large attendance at our Annual General Meeting this year, which will be held early in February. It is not fair to expect the same people to try and keep the club going from year to year. It is time for a change of faces on the Committee. We need new people, with new ideas.

At this point I would like to thank everyone who helped the club during the past twelve months and look forward to your continued support in 1981.



Ned Roche of our Home Sales Department [third from left] with Garda Pat Lavin left were the victors of the Pool tournament for the Sean Hayes Perpetual trophy. Also in the photograph are John O'Dwyer Sgt. Joe Dunleary, Rev. Fr. Elliott C.C. and Tim Shiels.



Two members of Deel United Soccer Club are Boning Hall staff Thomas White and Charles Power.

# SOCCER SCENE

## Match Reports

### League:-

Askeaton 4 Rathkeale United 2  
O'Doherty S.  
O'Keeffe D.

A game that could have been won, but, Askeaton as always are difficult to beat especially on their own pitch.

### Munster Junior Cup:-

Rathkeale United 2 Glin Rovers 7  
O'Keeffe D.  
O'Dea D.

This was a day when everything went right for the opposition and nothing came right for an under-strength home outfit. However, full marks to a Glin side playing positive football. Edmund Dollery, at left full, gave a five star performance.

### F.A.I. Junior Cup:-

Broadford 3 Rathkeale United 4  
O'Keeffe, Fitzgerald,  
O'Doherty, Harnett N.

This was a cup tie that had everything, good football, excitement and drama, highlighted by the winning goal being scored in extra time. It would be unfair to choose anyone in particular, as this was an exceptionally good team performance.

Newmarket 7 Rathkeale United 1  
Harnett N.

The local sides trip into Clare was really a futile exercise, as the home side demonstrated a quality of football superior to the Desmond League representatives, who were very much below par.

### Munster Youth's Cup:-

Listowel 2 Rathkeale United 3  
O'Doherty R. [2]  
Dillon B. [1]

Another drama packed game, played in front of a large contingent of supporters. After conceding an early soft goal, United fought back to win this fine encounter with goals by Ray O'Doherty (2) and Brian Dillon - penalty.

Glin Rovers 0 Rathkeale United 2  
Dillon B.  
O'Doherty R.

This was a game with a dual purpose, firstly, it was the second round of the M.F.A. (proper) and secondly, it was the area final of the Youth's competition. As Miko Dunne, pointed out in the last edition of the Gazette, this was the sixth or seventh successive final (minor) that Rathkeale were involved in. This time, the Rathkeale side advanced to the quarter final of the Munster Cup.

The game itself was exciting, though the standard never reached the expected level. It was only in the latter stages of the game that United had dominance and if Glin had scored from one of their many chances, it would have well and truly tested the character of the Rathkeale boys.

At the end of the day, Noel Harnett had won his first 'notch' as a Manager. He can thank for this the Dillon Brothers, whose fitness and determination was a vital factor and Oliver Harnett, who gave an inspired performance in goals. Others to catch the eye, were the Conmy brothers, Vincent and John in the heart of the defence.

### Team:-

Oliver Harnett, Pat Jones, Ml. O'Shaughnessy (Captain), John Conmy, Vincent Conmy, Barry Dillon, David O'Brien, Brian Dillon, John Fitzgibbon, Ray O'Doherty, Liam Casey.

### Reserves:-

Thomas Meehan, Gerard O'Connor and Stephen Muckle.

### Watch it Grow:-

Davy O'Keeffe 5, Seamus O'Doherty 4, Noel Harnett and Ray O'Doherty 3 each, Vincent Conmy, Brian Dillon 2 each, David O'Brien, Liam Casey, Denis O'Dea, Liam Fitzgerald 1 each.

August, 1980 saw the birth of Deel United Soccer Club. It was formed by a number of local players who felt the town of Rathkeale could facilitate two such clubs.

Thanks in no small measure to the generosity of some local business people, by way of sponsorship, notably Mr. Mort Daly who made a field available to the Club, Deel United were then ready to participate in Division II of the Desmond League.

The first league game was played at home and witnessed by quite a large crowd. The opponents on that memorable and historical occasion were Bally Rovers.

Hereunder, are the results of games played to date :-

Deel United	4	Bally Rovers	4
J. Lyons	3		
P.J. Wall	1		
Broadford	3	Deel United	3
		J. Lyons	2
		P.J. Wall	1
Deel United	2	Athea	2
P.J. Wall	1	Neilie Cahil,	
Miko O'Shea	1	Pat Walsh	
		(No Score)	
Ballyguilteneane	0	Deel United	1
		E. Daly	
Deel United	2	Adare	5
J. Lyons,			
Ml. Gallagher			
Creeves	2	Deel United	3
		P. Mullins	
		J. Lyons	
		J. Jones	
Kildimo	1	Deel United	2
		E. Daly	
		P. Mullins	
Deel United	2	Villa Rovers	0
P.J. Wall			
J. Lyons			
Bally Rovers	3	Deel United	3
		J. O'Grady	
		J. Lyons	
		N. Hogan	

### Munster Junior Cup:-

Park 6 Deel United 1

### F.A.I. Junior Cup:-

Killeaney 2 Deel United 0

### Scorers:

Jack Lyons 9, P.J. Wall 4, Peter Mullins 2, Eamonn Daly 2, James O'Grady 2, Mike Gallagher, John Jones, Neily Hogan, Milo O'Shea 1 each.

After the first game in the second series, Deel United are joint leaders with Adare (much to Christy Costelloe's horror) with twelve points from nine games.

### League Tally:-

Pld.	W.	D.	L.	F.	A.	Pts
9	4	4	1	22	20	12

# "ON THE RUN"

[Not By the Fugitive]

Hereunder, is an extract, taken from Michael Hanley's forthcoming best-seller "Noel fiddled while the athletes prespired and Mike accelerated" or "The goings-on at the Pike".

All characters in this article are fictitious and any relation to anybody living or deceased is completely coincidental.

Copy-right and any criticism to Michael Hanley.

## How did it start?

Well, in 1979 we did a run from Dublin in aid of Charleville and District Mentally Handicapped Children's Fund - we collected £2,179. On Friday, September, 5th. Rathkeale Community Radio was on the air and Noel (John Duffy) Harnett announced that we would run again at Christmas for a local Charity if they needed funds. Miss C. O'Rourke that dynamic worker for our Senior Citizens accepted the offer and so did the "right arm" of the law, Sergeant Joe Dunleavy of the St. Vincent De Paul Society. Our next step was a visit to our "head-quarters" - Dillons of Killaheen. "O my God" says Addie "ye must be mad, but sure we will do our best, where are ye going to run from?" "Castlebar" says Mike Hanley - "No" says Mike Dillon "it is too near home". "Sure it does not matter to you you won't be running", says Seamus Cawley. "Who says so" says Mike Dillon "I am as good a marathon runner as you if I trained," Mike Dillon replies. "Your on" says Cawley. "Who else will run?" pipes up Noel Harnett.

Cyril Higgins was sitting in the corner reading his book as usual when up pops Orla, "Will you run Cyril?" "Who, me I can't walk let alone run". "Come on Cyril, if you run I will make the tea". "Right then" says Cyril "If my running isn't better than your tea, I will stuff myself with "potatoes"". Barry and Brian Dillon, Pat Jones and the "kop" Michael Buston, Keegan, Hayes said they would run. Next to volunteer was Andrew David's eldest daughter - Marie O'Dea. The 'little boy' of the Johnson's 6'-3" Neil was drafted into our small 'army'. Brendan O'Shea another 'quiet' boy from Church Street and the Biscuit and Chocolate man from Boherbuoy - Seamus Tierney was next to enlist.

It was then decided to run from Wexford to Rathkeale a distance of 150 miles.

A programme of six miles and training stunts continued during October, November and early December.

## Publicity:-

Michael Hanley got sponsorship cards printed as well as 'hand-outs' for Press, Radio and Television. It was decided to launch the run at the Red Cross Bazaar on Saturday, November 29th. We got onto Jimmy Woulfe in Limerick Leader and forwarded fifty-two press releases to the media.

At this stage two questions were left unanswered. How would we get to Wexford and where would we stay? Seamus Cawley said that Brian Geary would provide a minibus free gratis if we could arrange Insurance. Mike Dillon contacted the "Brag" and all was arranged.

Tim O'Shea said that he would drive the minibus if he could bring his wife Maureen and his daughter Angela with him, but he only wanted to keep an eye on his son Brendan. Denis

O'Dea said he would go to look after his niece. He also brought his car. Pat Geaney would drive also. Sean Harnett and his "heavy" gang would travel as would all our faithful bank of collectors. Brian Dillon said that he knew a girl in Dromcollogher with a white horse and that she would go with us if he asked her. She agreed, but she left the horse at home. Of course we had our two organisers in chief Noel Harnett and Mike Hanley who arranged accomodation in Wexford for Friday night and Cahir on Saturday night.

## Food:-

Mrs. Cawley (mother of the quiet little boy from Church Street) made sandwiches, ham for Seamus and corned beef for the rest of us. Addie made out her list -

- 12 Sliced pans
- 6 Pkts. Corn Flakes
- Barry's Tea-Bags
- 4 lbs. Butter
- 6 lbs. Ronnie Long Sausages
- 5 Doz. Eggs
- 12 Pints Milk
- 4 lbs. Sugar

and that was only for breakfast.

It was arranged to leave the Square, Rathkeale on Friday night 19.12.1980 at 7.00 p.m. (sharp) we eventually left at 8.05 p.m. But, we had an excuse, Pat Geaney forgot his pyjamas and had to turn back for them.

On the journey to Wexford it rained "cats and dogs" and the roads were flooded to such an extent that the water was flowing up the hills. We eventually arrived in Wexford town at about 12.30 a.m. and straight to sleep. (Oh! by the way Neil Johnson, Pat Geaney and Tim O'Shea "slept" in the cars).

At 9.30 a.m. on the following morning we hit the centre of Wexford to the harmonious and appropriate sound of "The Fiddlers and Company's favourite" "Grandma we love you" our adopted theme song.

## Run:-

The twelve runners ran through the narrow streets of Wexford whilst the collectors were busy filling their tins. Soon Mike Dillon was running on his own except when a black sports car pulled up beside him and its female occupant donated a £5 note to our Fund, (sympathy or charity?).

Next to take to the roads was Maria O'Dea (she said it was easier to sell papers).

She was followed by Seamus Tierney who got all the "flat hills". The sprinter Orla then hit the road, she was flying except when causing a traffic jam in Carrick-on-Suir.

The Galway men and Department of Agriculture Official Cyril Higgins was next all on his lonesome, except for hundreds of rats which were on the roadside and like all Galway men he showed his class as a footballer by kicking them out of his way. Next came "little" Neil Johnson and he strolled majestically through the open country side.

Barry Dillon who runs like his father with his head in the air was next, after that came his cousin Brendan O'Shea.

When we arrived in Cahir at 7.30

p.m. we were greeted by the Reverend Sisters of the Convent of Mercy whom the following morning presented us with a £30 donation whilst we presented them with a box of chocolates.

So, we were homeward bound the marathon man himself Seamus Cawley had an "arresting" experience when the "Boys from Henry Street" tried to put him off the road and one of our collectors was "Bundled" into the back of a squad car. But, it was only a false alarm - the driver of the squad car is a noted athlete with Reenauanna Harriers.

The "bright spark" of the E.S.B. Pat Jones "ate up" the road as did Brian "Legs" Dillon and the wonderful physique of "The Kop" Mike Buston.

At Raheen Industrial Estate we were met by the Cullinanes and Harnetts of Abbeyfeale.

When we reached Croagh we were ahead of schedule and after a delay we were on the "home straight". At Blossom Hill gates the lights of Rathkeale were in sight. The excitement, the tears and the traffic was building up.

Our scheduled arrival into Rathkeale had been heradled by our man up front, Noel, doing a John Duffy Broadcasting act.

At Abbeylands and Boherbuoy the residents were out to greet us. The crowd in the Square surpassed all our expectations. After running to Church Street it was to The Community Centre for a fine meal and a chat.



Maurice Barry of the Old Mill Newcastle West is employed as a Clerical Officer in the Abattoir of Shannon Meat Ltd.



Every picture tells a story. No, Mike Hanley is not representing Ireland in the 100 Metre sprint. But, Marie O'Dea, Mike and Orleigh Dillon are going to raise funds for the Senior Citizens of Rathkeale.



Above Addie Dillon seems to be prising money out of Noel Harnett and Co. much to the humour of Mary Meehan, that quiet angelic little girl from the Main Street and Maureen O'Shea.

# SHANNON MEAT CHAT

By The Scribe.

Every success to Donald Markham [Boning Hall] and Marcella Curtin [Canning] who are getting married on February 14th.

Poor old Tom Murphy had to take a half day off to buy Karen's present, and then she went home to England. Sad, well that's Christmas.

The James Hayes, Orchestra - After his appearance in the last Gazette, Jimmy has been asked to confront a number of bands.

Miko Dunne has taken to the highways and byways as he trains diligently for future marathon running and not as rumoured to follow Coventry City, wherever they might be going. Great stuff, Miko.

Despite scarcity in cattle supplies, the firm are not interested in slaughtering goats, despite the intentions of a certain assistant supervisor.

Narrow escape! a Work Study Official was recently got off the hook by our two well known, well liked van drivers, Pa and Neddie.

Rumour has it that Gerry Molyneaux is "guarding" a certain Rathkeale lassie very tightly for himself. A security ring I should think.

Congratulations to Lilly Collins of the Boning Hall who got engaged at Christmas, we are led to believe.

Also jogging through the countryside [down Mungret way] is a certain chemist easily identifiable by a blue track suit. [sounds like a bulletin from Garda Patrol].

Ger Lilis' 21st. birthday "absolutely flu" [-literally].

Eddie O'Dwyer and John Stack love a drop of vintage wine - for lunch particularly. Colour not particular, but particularly interested on getting it on canteen menu.

Best wishes to Mr. and Mrs. Gerard O'Connor on the recent birth of their second child.

Interested in winning in a raffle. Apply to Mrs. Patrick O'Shaughnessy. She'll fix it.

Cyril Higgins captured the imaginations of sightseers as he ran in the recent Charity Run. He is now going to attempt to run around Rathkeale in 80 Days.

Tom White got a little present of a Ford Escort with seat covers for Christmas. Talk about being spoilt.

Pat Brouder [who salutes more people than the Pope ever will and likes the song "I'll be all smiles"] and Teresa Meehan are spending a lot of time together in the Canteen, amongst other places.

This is an official warning to Brian Budd, world superstar. Larry Kelly and Billy Nestor are in training for your title.



"Pa, that long beard and floppy sleeves ain't safe around machinery".