

Shannon Meat GAZETTE



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INCREASING CATTLE NUMBERS

In March, 1981 a steering committee drawn from all sectors of the Cattle and Beef Industry prepared and had published "A STRATEGY FOR THE DEVELOPMENT OF THE IRISH CATTLE AND BEEF INDUSTRY." This is a historical document and we propose to publish extracts from the study from time to time. This week we include from page 342 extract No. 19.3 - INCREASING CATTLE NUMBERS.

"The target to be achieved in the future strategy for the industry is an expansion of the beef cow herd by 250,000 cows in the Disadvantaged Areas over the next three years. All the same incentives are needed to encourage the expansion of the beef cow herd in the rest of the country. This can be achieved by a combination of means including headage payments, special loan packages, tax incentives, Government price guarantees to producers, the availability of incentives to part time as well as full time farmers, reduced calf mortality, continued research into the commercialisation of artificial twinning and close liaison between AFT and Acot in developing profitable beef production systems.

Before outlining each of these proposals in more detail it is important to note that special loan packages and incentive schemes have been very effective in the past in increasing cattle numbers and intensifying systems of production. Mention has already been made of the impact of the Calved Heifer Scheme (1965-66) and the Beef Cattle Incentive Scheme (1969) on increasing the size of the beef cow herd in the late 1960's and early 1970's.

The Pilot Area Scheme which operated in the 12 Western Counties from 1964-1970 was based on physical planning at farm level combined with an intensive advisory service. Under this scheme cattle numbers in the 12 counties showed the following increases; Cows, 32.2 percent; Cattle over one year, 26.9 percent; and cattle under one year, 31.6 percent.

The Small Farm Incentive Bonus Scheme operated from 1968 to 1973 and was based on giving financial bonuses to farmers who developed farm plans and achieved set targets. A study of results in farms in Mayo, Roscommon and Sligo showed that between 1968-73 grazing livestock units increased by 57.5 percent and stocking rates were reduced from 2.05 to 1.41 acres per livestock unit.

The World Bank Loan Scheme which ran from 1973 - 1976 made money available at subsidised interest rates on the basis of an acceptable farm plan. During that period total cattle numbers decreased by 7 percent whilst

participants in the scheme increased their numbers by 47 percent.

It is evident, therefore, that livestock numbers are very responsive to incentive systems which encourage expansion. In the following paragraphs the combination of incentives now required to increase the beef cow herd are outlined.

a. Headage Payments.

A variety of headage payments need to be introduced in order to encourage expansion and stem any further decline in beef cow numbers. This is the main priority area for immediate action by the Irish Government in conjunction with the EEC. The schemes that must be introduced immediately include a calf premium, and headage payments in both the Disadvantaged Areas and non Disadvantaged areas.

Calf Premium:

The calf premium of 43 ECU (IR£28.35) which is payable in Italy on all calves which reach six months of age should also be paid in Ireland. The scheme was introduced in Italy to encourage the retention of calves and to encourage the general build up of Italian cattle numbers. The same priority now exists in Ireland and is even more urgent due to the serious decline in the beef herd since 1974. As in the case of Italy, the full cost of the scheme should be financed by FEOGA.

Headage Payments in the Disadvantaged Areas.

In the Disadvantaged Areas the present EEC Beef Cow Grant Scheme provides for payment of 20 ECU (IR£13.19) per cow. Member States have the option of paying the equivalent of a further 20 ECU or IR£13.19 per cow. This comes to a total of IR£26.38 per cow which could be paid throughout the country with no upper limit on herd size. In Ireland, the amount contributed by the Exchequer is IR£12.00 and is payable on extra cows only.

Under the Disadvantaged Areas Directive (75/268/EEC) an additional 80 ECU (IR£63.76) can be paid per head and 50 percent of this amount is payable by FEOGA. As already seen in Chapter 12 this scheme is not being used to maximum advantage in Ireland. The result has been a continuous decline in the beef cow herd since 1974.

If the maximum grants permitted by the EEC i.e., the IR£26.38 beef cow grant plus the IR£63.76 payable under the Disadvantaged Areas Directive were paid then the total Grant Aid payable could amount to IR£90 per cow in the Disadvantaged Areas. The Beef Cow Study Commissioned by the I.F.M.E.S. and carried out by AFT indicated that a level of aid in the region of IR£90.00 per cow would now be required to make suckling as attractive in relation to



"Miss Rathkeale" employee, Angela Frawley who represented her Parish in the recently held Lady of Desmond. Selected as "Miss Loughill" was Ann Cronin, Church St., Rathkeale.

other farm enterprises as it was in 1972. This level of Grant Aid must be made payable on all existing cows in herds of over two cows in the Disadvantaged Areas to get expansion.

In order to avail of the maximum grant aid the expansion of the beef cow herd by 250,000 cows should take place in the Disadvantaged Areas. At IR£90 per cow the total cost of financing the expansion would be IR£22.5 million, 50 percent of which would be financed by FEOGA. The net cost therefore to the Exchequer would be IR£11.25 million. Failure on the part of the Irish Government to invest the required IR£11.25 million would result in an immediate loss of IR£11.25 from FEOGA plus the loss in earnings from the additional 250,000 cattle. The Agricultural Institute in their Beef Cow Study estimated that the increased output from 250,000 cattle would result in an increase of IR£104. million in gross margins at farm level and would increase exports by IR£110 million. These figures assume no change in the breed structure. If 50 percent Continental Blood was used in the extra beef cattle then the value of output of finished cattle could be increased by a further estimated IR£33 million.

The benefits of this scheme to the National Economy are so worthwhile that it should be commenced immediately.

Headage Payments in the Non-Disadvantaged Areas.

In the Non-Disadvantaged Areas the full IR£26.38 should be made payable on all beef cows. In addition the Irish Government should get the support of the EEC to introduce a special incentive package to encourage an immediate expansion in the number of high quality Continental Type beef animals being produced in the non-Disadvantaged Areas. The objective would be to produce

animals with at least 75 percent Continental blood. Each of these calves would be eligible for the FEOGA Calf Premium of IR£28.35.

The Irish Government should seek an additional grant from the EEC of up to IR£35.00 per head. This IR£35.00 would be used to pay a premium on the cattle at slaughter based on their carcass classification and weight. Only cattle which score high on both carcass classification and weight would obtain the full IR£35.00. Cattle that score low on both carcass classification and weight would receive no premium.

This scheme would be expected to bring about a very rapid improvement in the quality of beef cattle produced from the beef herd. Furthermore it should lead to a rapid expansion in the beef herd outside the Disadvantaged Areas.

In the event of the Irish Government being unable to convince the EEC to provide this finance then it must be financed by the Government from its own resources. This scheme would cost the Exchequer a maximum of IR£244.00 per animal subsidised. By any standards this is a good investment.

The Scheme should be guaranteed to run for five years after which its further contribution could be reviewed.

b. Special Loan Packages.

In the case of farmers participating in programmes to expand their beef production, special loan packages should be introduced by Financial Institutions to help finance the expansion in cow numbers and the required facilities. The interest rates on the loans should be subsidised by Government to maintain interest rates equal to those available to farmers in other member states. The Financial Institutions should give moratoria on repayments geared to the cash flow projections in the expansion programmes.

Contd. Page 2.

MANISTIR ABBEY

Near Croom

By Pádraig Ó Maidín
Cork County Librarian

One of the most quiet places in Ireland, even today is the little Camog River under the walls of the ancient Mainistir an Aonaigh about two miles to the east of Croom. I find that my diary tells me that one of my many visits there was on February 29th, 1940, when the devastating World War Two was yet in its "phoney" stage and the armies of France and Germany stood behind their seemingly impregnable fortresses. The quiet music of the stream as it ran under the ancient stone bridge and leafless trees, were as they had been, no doubt, for many centuries as Winter died and a new Spring was stirring in the rich soil. Soon the fields would be heavy with grass and the hills golden with furze, and even up to the walls of the abbey, cowslips and daisies would begin to appear. But the grey of that February day was in keeping with the pale ruins that had been empty and silent for over three hundred and sixty years.

Around the walls of the Abbey a fateful battle was fought on October 3rd, 1579 when the forces of Elizabeth met the armies of the Geraldines under Sir John of Desmond. The Earl of Desmond, not yet permitted to join his brother in arms, watched the course of the battle from the top of Tory Hill.

Contd. from Page 1.

c. Tax Incentives

To encourage the expansion in livestock numbers, stock relief at the 100 percent level should be introduced. In addition, there should be free depreciation on cattle housing, land improvement and machinery for farms participating in expansion programmes.

d. Government Price Guarantees.

In the case of Producer Groups which are committed to producing high quality cattle the Government should guarantee the price paid to producers as the case of ONIBEV (The French Cattle and Meat Development Board). The guaranteed price to French Producers is 96 percent of the Guide Price and if the market price is lower at time of sale the difference will be paid.

e. The Availability of Grants and Incentives to part-time Farmers.

All Grants, Interest Subsidies, Moratoria and Tax Incentives should be made available to all land owners whether full time or part-time farmers. Much of the expansion can be expected to come from part-time farmers where other income provides the cash flow and where work can be programmed. In previous expansions part-time farmers figured as major contributors.

f. Reduction in Calf Mortality.

The current high level (12 percent) of calf mortality can be significantly reduced through and by improved husbandry practices. Bulls containing the trait for easy calving should be identified through surveys, performance tests and progeny tests. Their use should be encouraged by Acot through the use of nationwide publicity. Acot should also set up a major programme to educate producers in modern methods of husbandry and nutrition of calves with a view to obtaining a major reduction in post natal mortality.

The Irish Army came up as reported by Sir Nicholas Maltby "as resolute minded as the best soldiers in Europe", but in the wild hand to hand encounter, Queen Elizabeth's forces won. Many of the Irish sought refuge in the abbey, but Maltby brought up his cannon and turned them against the South Wall and the refugees and the monks were cut down and the great abbey shuddered in the silence that has never been broken since then.

Long centuries before the abbey was built, one of the splendid fairs, or assemblies of ancient Ireland was held on its site. Here, as well as the usual buying and selling and merriment, courts were held and laws enacted. The ancient fair, Oenach Culi, must have lasted for many centuries when Turlogh O'Brien decided to build a monastery there for the Cistercians in the middle of the twelfth century. It was to become the mother house of a number of Cistercian foundations, including the famous Holy Cross, in Tipperary, where the chapel has recently been beautifully restored and is now the parish church.

It is odd, to say the least, to find the site of a fair selected as the location for a house of the Cistercians. The Cistercian Order was founded by a few men who attempted to get back to the strict observance of the rule of Saint Benedict. The day of the monk was divided between prayer and work and study and the restoration of manual labour to a place of such importance in the life of the monk is regarded as one of the great achievements of the Cistercian Order. For one thing, it denied the concept of Serfdom, or slavery. It contradicted the idea that there were some men who should work and slave in the fields and there were others who should not. For another thing, it meant a great advance in scientific farming. The contribution of the Cistercians to the development of Agriculture in Ireland is something that has not been fully studied. But above all things, the rule of Saint Benedict demanded silence.

So we can only conclude that when Turlogh O'Brien decided on the site here by the Camog river as the location of the new monastery, the fair and assembly there had ceased to be held.

The monks from here founded a number of daughter houses, each of which itself became imminent in the life of the church, at Holycross as I've stated at Middleton, at Abbeyfeale and at Odorney, in Kerry before the disruptive effect of the Norman invasion was to hit their monastery. There was trouble in some of the daughter houses of Mellifont, of which Mainistir an Aonaigh was one in the year 1222

onwards when racial differences between Irish and English monks, particularly, within the monastery gave rise to the so called Mellifont Conspiracy. One of the results of an enquiry held into irregularities in the monastery was that it was withdrawn from its mother house at Mellifont and attached to Margam, in Glamorganshire in Wales although the Norman, King John of England had, in 1201 confirmed to the abbey, lands originally granted to it by Turlogh O'Brien. The abbey seems to have been unable to hold on to them. In 1302, for instance, we learn that the abbey was in poverty and yet two years later, we find the abbot named Issac leasing one of the monastic farms to a local farmer named John Fitzsimon-Bathe at a rent of forty crownogs of white corn, twenty crownogs of peas and beans and twenty crownogs of oats, all properly threshed and willowed, which would indicate to us the kind of crops being produced there in the early 14th century. As the abbot had no legal authority to give anybody the lease of the lands, nine years later his successor as abbot succeeded in getting back the lands on the grounds that they had been alienated illegally. In 1540, when the property of the abbey and the abbey itself was claimed as the property of the English crown, an investigation showed that it then held sixteen townlands as well as other rents from the water course with eel and pike wares on the Camog river. This, in fact, was only about a quarter of the lands originally granted it by Turlogh O'Brien and later confirmed by King John. In 1576, Queen Elizabeth granted the entire estate to Sir Warren St. Ledger at a rent of twenty pounds seventeen shillings per annum. The monks were still there, however, and the grant was only a paper one. Until three years later, when Maltby's cannon as we have seen turned against the south wall and all who resided there and had taken refuge were wiped out in the total slaughter of that October evening, in 1579.

On the North bank of the Camog stream are the outlines of considerable earthworks suggesting that there was a large habitation there. The earthworks may have had some connection with the Great Fair and its associated pagan ceremonies. It is tempting to think that one of the great assembly halls of ancient Ireland stood there and is now awaiting excavation by some devoted archaeologist. The faint traces in the earth may, however, be the sight of an early church. We are told that the old Irish name for the place would appear to have been Kilnanekin a name by the way which suggests that here by the Camog as elsewhere an early Irish monastic establishment was the nucleus of the new later Cistercian foundation.



The ruins of Manister Abbey near Croom, Co. Limerick.

PEG CURTIN

An Appreciation



Peg Curtin photographed with Patricia Dunne daughter of Supervisor Pa Dunne at the outing for children from Northern Ireland arranged by staff of Shannon Meat Ltd. last year.

On 3rd July, our colleague and friend Peg Curtin suddenly departed from us. The shock of such a sudden death is all the more felt when a person of the calibre of Peg is involved. Peg joined Shannon Meat Limited in 1961 and for the past 20 years had made a considerable contribution to our company. She will be sadly missed by all her colleagues in Shannon Meat for her honesty and good humoured approach to life and work. She was ever anxious to help out a colleague and there are many in the company today who will remember the kindness shown to them by Peg on their first day with Shannon Meat. The company, on many occasions, recognised this quality in her and placed young recruits in her care.

In her twenty years with us, Peg worked in most production departments, starting with the casing by-product section, then to canning area. For many years, she has been working in the boning hall at packing and her work in this area has always been above reproach, a fact that she was very proud of.

Peg was very interested in everything to do with our company. For many years she acted as a shop steward. She was a leading light in the social club and she will be missed very much by her colleagues on this. The success of the annual social, down through the years, was, to a large extent, due to her hard work. It was not unusual for Peg to sell in the region of 150 tickets for the annual social.

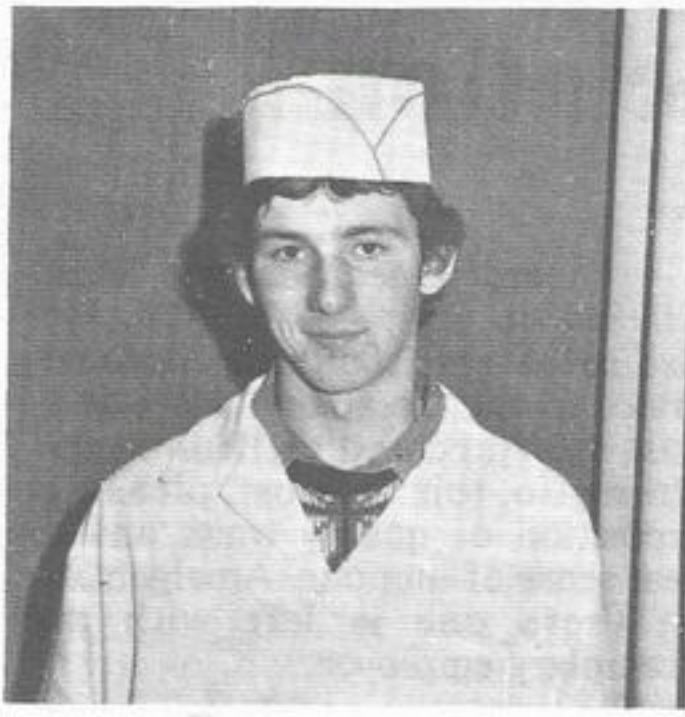
I would like to recall, many years ago, when an amateur dramatic group was formed in Shannon Meat. Peg Curtin, Dick Woodroffe and I, on one occasion, produced a one act play, 'The Workhouse Ward' by Lady Gregory. During the Course of the performance of this, the bed in which Dick was lying collapsed. This proved the most popular section of the play with the audience - which says something for our acting (Dick (R.I.P.) would disagree).

The suddenness of her death (she was at work with us the day before she died) was a reminder to us all that our time in this world is short and uncertain. Let's look forward to renewing acquaintances in another happier place.

Solas na bFlaitheas do Anam

Dan Neville.

ON THE MOVE



Joseph Morrissey moves into his new position with a first class pedigree. If he was a race horse he would be classified as a thoroughbred, a classic certainty. Joe's Father, Mick has been a carpenter with the Company since 1967. His Aunt, Breed is responsible for credit control in the Accounts Department. Both possess the finer characteristics of mankind, that make them stand out from the crowd. It is apparent that these quality traits are instilled in this new Retort Operator.

Joe's Mother (the former Mary Meade) hails from Glin, but, we won't hold that against her. He has two brothers and two sisters of which his is the first heir to the Morrissey throne. Joe resides in the family home at Holycross, Rathkeale.

Glorious

Primary School for Joseph meant five glorious year's at St. Joseph's Boy's National School. The quietly spoken Joe acquired a successful Leaving Certificate at the local Secondary - Scoil Bhanrion na hEagna.

On 25th September, 1979, Joe first set foot in Shannon Meat Limited as an employee. Since he joined the Firm he has worked in the Cannery Department. Prior to his appointment to the responsible function of Retort Operator he was Service Operator to the Canning lines.

Joe's hobbies include soccer, fishing and dancing. If Joe uses the right bait in the Cannery, who knows he may have a work mate to take dancing with him.

Every success and best wishes are extended to Joseph in his new capacity.

Just a Minute

A large portion of the accidents which occur every year could be avoided if only more attention were given to the observance of Safety Rules; preventing the unsafe acts of those injured.

The world, as we know it today, is modern, complex and geared for the mad rush to conserve and facilitate the use of time. Things are happening around us now that were never dreamed possible a few years ago and, as new handicaps arise, they are overcome by time, effort and money and our modern world continues to move forward.

A minute saved at the price of an accident is no bargain! Correct the unsafe acts of others — report all defective equipment — be alert — obey safety rules. REMEMBER — a minute for safety is better than a month for recovery!

PROFILE — JOSEPH GAFFNEY



Ballingarry man - Joe Gaffney works as a butcher in the Home Sales Department. The use and meaning of the word "work" maybe challenged, but, it appears better than "is employed". We'll apply the former which though less accurate creates a more impressive picture.

Joe Gaffney joined Shannon Meat Limited in September, 1973. Since that first day he has "worked" exclusively for the Home Sales Section. On that first day, he teamed up with Paddy Nash and James Moone. The latter had only joined the Company two days previously. The trio "worked" (that word keeps appearing) with utmost diligence and concern for their Manager, Billy Nestor and the community which they served.

Joining a Company, Joe maintains can be like getting married - "For better or worse,, For richer or poorer, For sickness and in health, Until death does part."

You know something, he may have a point, although joining a firm maybe the better of the two evils. At least, there you get paid for your troubles.

Since those early day's Joe has seen his Home Sales Section, like the rest of the concern, grow, in size.

Resides

Joe Gaffney was born on January, 25th., 1953. It could be said it was a Christmas present a month late. He still resides in the family home in Ballyinaha, Kilfinny. It mystifies me why he then pronounces himself a Ballingarry man. We all know about the Kerryman jokes next we'll have "The Kilfinny man jokes", (Did you hear about the Kilfinny man who considered himself a Ballingarry man).

Onto the serious side. Joe has two brother and three sisters, of which he is the second youngest. His brothers Seamus and Willie are both farmers. His sisters, Elizabeth, Alice and Marian on the other hand are nurses. All the Gaffney's are married with the exception of Willie and Joe, although, we are reliably informed by Thos O'Donovan that Joe is seeing to it that elder brother Willie will be the last single member of this Gaffney generation. Judging by a new signet ring on Joe's finger, maybe, Thos is right.

Joe resides in Ballyinaha, with his Mother, the former Mary Lenihan from Croagh.

Garsún

As a garsún Joe attended the

Convent and Boy's National School in Ballingarry. After this he attended the Diocesan College of St. Munchin's in Limerick. Some famous school mates of his were David John Madden - Member of Limerick County Council and John Lynch, Assistant Production Manager with the Company.

Though St. Munchin's is a noted rugby College Joe's prime concern was in the direction of water sports. To this very day he holds "the college's all-comers record" for the longest sleep in a bath. He modestly points out that this was merely an accident and now in hindsight he thinks it was a dream, although we are inclined to believe the opinion it may have been a 'cold nightmare' as nothing hid the bare facts.

After three year's, Joe parted company with his famous scholastic surroundings. This was in '68. For twelve months Joe remained at home, farming. In the fall of '69 Joe commenced serving his time as a butcher with Timmy Madigan in Lower Main Street, Rathkeale. On the completion of his service he "worked" for another twelve months in a Butcher Stall with John Bourke in Newcastle West. Then on the 3rd. September, 1973 Joe joined Shannon Meat. He hasn't looked back since except to see if Billy Nestor is standing behind him.

Out of this world

Joe's favourite pastimes include Television. His heroes on the small screen include "Mork and Mindy" and "The Hulk". He claims there is a touch of Mork about himself in that he too is out of this world. Like the 'Hulk' I suppose he considers himself green.

Fishing is another of his favourite occupational hobbies. He does a share of fishing in the Olympic Ballroom, where he is a very well known figure. In the dancing scene he applies himself as bait where his swashbuckling style is much admired by his adoring female fans. Having had a 'prized' catch (a mermaid) this technique is now abandoned.

My earliest memories of Joe relate back to '74 when on my inductory day with the Company, I overheard this continous ridiculing and bantering upon this certain individual namely, Joe Gaffney. To the Alien (in this case, Yours Truly) it seemed in effect victimisation of the "poor soul" who in turn, replied with continuous utterances of swear words with simultaneous shaking of the head and the hands.

Ball-Hopping

Seven years henceforth, it is still the same, the micky-taking, ball-hopping of 'poor old Joe' continues, led by "micky-takers" supreme Pa Guinane, Jack Lyons and Tom White. Joe's reactions remain the same, though, the swears a little more modernised.

One thing I have also observed since my first day is that Joe Gaffney enjoys this buffoonery. Because in reality it is harmless and just good fun.

In effect it manifests the enchantment of Joseph Gaffney who works for Shannon Meat Limited.

ON THE MOVE



Sean Condon was born on the 7th July, 1962. His birthplace was Derby, in the mid-lands of St. George's land, England. Sean has two sisters and one brother. His sister Karen is also an employee with the Company. In fact, Karen will go down in the Company history annals as being the first female to be trained in the trimming process of de-boned beef. We are sure that Sean will be awaiting the opportunity to get his name inscribed also in the book of "all imortality."

Sean received his secondary education at Littleova in the outskirts of Derby. After completing his schooling Sean joined a Car Sales Firm where his "responsibilities and duties were in Parts."

After this he 'parted for Ireland on holidays. He is still here, but, we hasten to add not on vacation. This is contrary to the normal emigration process. As a rule people egress from Ireland to England and not the other way around, as Sean did.

Engagement

We are suspicious as to what prompted Sean to stay. We are in unanimity that it was not the scenic beauty, expecially when one realises there is nothing beautiful about or in Croagh. A clue maybe that Sean, last year announced his engagement to Christina O'Bries (Cannery Department).

Sean Condon joined Shannon Meat Limited in August, 1980. His initial period was spent in the Loading Department where he was a member of the now famous "Heavy Gang".

Along with Joseph Morrissey, Sean was appointed to the position of Retort Operator last April.

We are sure Sean will be a success in his role. What is more we will write Sean into the history annals as the first Englishman to be a Retort Operator. Sure come to think of it, Liam Hanley is a socialist from Russia.

SYMPATHY

Commisseration are extended to Thomas O'Donovan (Home Sales Department) on the recent death of his father, Tom, late of Killoughy, Ballingarry. Condolences are extended to other members of the O'Donovan Family.

To other members of the staff who had bereavements in their families we offer our sincer sympathies.

LIVESTOCK TOPICS

Trends, Swings, Ups and Downs of The Cattle Trade

Looking back over twenty-six years of cattle exports both live and dead one can see the various trends, the swings, the ups and downs of the cattle business both live and dead.

Numbers alone can be misleading unless one takes weight into account and undoubtedly in latter years the stock have had more weight for age leaving the land. This is due to the development of silage and better winter accommodation. One of the biggest changes which has occurred in the quarter century past is the amount of money tied up in livestock, land and winter accommodation.

The processor has invested to the extent of over capacity and this is something which is not only common to the beef industry, but, to other agricultural enterprises also.

The cost of redundancies today are carried by the producer in the long term, while the short term policy of to-day seems to go for high third country refunds on live exports regardless of the consequences. It's really a vicious circle creating jobs and making redundancies. Where further processing looked a reality two year's ago, any plans for down stream production could be safely

shelved for another decade at least, unless Ireland as a Beef Exporting Country start importing manufacturing Beef. Otherwise our representatives in Brussels are not with it.

The quality and quantity of winter feed plus the weather conditions always played an important part in the seasonal throughput of the cattle trade which is an accepted fact. But, short term gains can disrupt production and have very serious long term effects. This is obvious as the total exports of the first half of 1981 are down over 50%. A lot of guess work is put into analysis of stock numbers.

Some may argue that the short-fall will be made up by the end of the year. This is unlikely. Total production in 1981 will more likely be down as much as 35% on 1980.

Looking at percentages of live exports against total slaughtering over the past twenty-six years, live exports amounted to 41.9% of total. To take a shorter term from 1971 to 1980 the live trade slipped back to 29.17% with total slaughtering increasing by 12.73% to 70.83%, while total production increased in the ten year period by an average of 238,000 cattle annually.

YEAR	% LIVE EXPORT	CATTLE % SLAUGHTERED	TOTAL
1955	63.2%	36.8%	978,000
1956	65.2%	34.8%	1,035,000
1957	67.9%	32.1%	1,223,000
1958	61.3%	38.9%	1,064,000
1959	48.4%	51.6%	1,007,000
1960	49.0%	51.0%	1,105,000
1961	51.0%	48.2%	1,393,000
1962	48.8%	51.2%	1,176,000
1963	51.9%	40.1%	1,277,000
1964	60.9%	49.1%	1,303,000
1965	53.6%	46.4%	1,113,000
1966	49.5%	50.5%	1,261,000
1967	40.7%	59.3%	1,645,000
1968	42.2%	57.8%	1,478,000
1969	38.9%	61.1%	1,421,000
1970	36.0%	64.0%	1,466,000
1971	39.3%	60.7%	1,567,000
1972	42.3%	57.7%	1,410,000
1973	31.5%	68.5%	950,000
1974	21.8%	78.2%	1,280,000
1975	25.7%	74.3%	1,750,000
1976	27.4%	72.6%	1,280,000
1977	27.0%	73.0%	1,590,000
1978	32.0%	68.0%	1,710,000
1979	21.0%	79.0%	1,469,000
1980	25.0%	75.0%	1,840,000
	14,578,699 (Head)	20,212,301 (Head)	34,791,000

The above chart shows the percentage break-down between cattle exported live and those slaughtered between 1955 and 1980.

UK demand for consumer sizes has been slowed by the higher price levels

With UK imports slumping from the 1978 peak of 64,268 tonnes to 44,736 tonnes in 1980, it is clear that the "bonanza" in consumer size corned beef has long since passed. In less than two years, the public has had to adjust from a low of 43 pence retail for 12oz., to today's levels of around 75 pence per can.

The market is governed by two main factors:

- [1] The economy of the South American and other "third" country suppliers.
- [2] The rate of the US dollar against the £ sterling.

GERARD HEAPHY - An Appreciation

Though holidays and festival occasions bring with them much rejoicing and resulting happiness, they can also leave behind much grief. The recent tragic death of Gerard Heaphy brought this message home to us.

The sense of shock occasioned by Gerry's death is still very much on our minds and I feel totally unprepared and inadequate in writing an appreciation to a colleague and friend.

Gerard Heaphy, late of Knockfierna, Ballingarry, was fatally injured in a car accident at Castlemahon on 8th July.

On behalf of Shannon Meat Limited, I tender to his Parents, Brothers and Sisters, Family and Friends and also to his Financée our very sincere sympathy.

**"In God's care you rest above,
In our hearts you rest with love.
No longer in our lives to share.
But, in our hearts you are
always there."**

Gerard joined Shannon Meat Limited on June, 17th 1974. He gave seven year's of truly devoted service to the Company. He was a most esteemed and skillful boner adding to this a most pleasing disposition of quality traits and a great sense of humour. Amalgamating these one is left with an exemplary employee.

My earliest recollections of Gerard were as a fifteen year old recruit in the summer of 1974. An amazing feature of the popular juvenile was the speed in which he mastered his trade as a Boner. His ability in his work was par excellence.

The esteem in which twenty-two year old Gerard was held was evident at the church and Funeral services where the vast attendance included a wide range of relatives and friends.

Solas na bFlaitheas do Anam

Sean Harnett.

SUPERVISORY COURSE



In May of this year the company introduced the Shannon Development Advanced Supervisory Course. The Course took place within the company and was conducted for Shannon Development by Mr. Denis Murphy, Training Officer in conjunction with Frank Coyne and Associates. Among those taking part were: back row, John Lynch, Larry Kelly, Michael Guiney, Pa. Dunne and Michael O'Donnell, Front row' John O'Connell, Denis Murphy Course Leader; Donie McEnery and Michael O'Grady.



Michael McNamara who has recently taken over as secretary of Shannon Meat section of the IT and GWU.



Quality Control officer with the company is Tom Keating of Rathkeal.



Happy with their work are John Hughes, Billy Lynch, Kevin Barry and Michael Collins.

SHANNON MEAT CHAT

By the Scribe

- * The "Curtin" will come down on Maureen Cronin on 11th September when she walks up the middle aisle with Frank Curtin. Our "Lady Di."
- * Teresa Lynch enjoys motor-biking and, by coincidence, it is also Dan McCoy's favourite pastime. So Dan lets Teresa share his bike. Isn't that true chivalry.
- * Getting "hooked" on 19th September is Mary Ahern. I'm old it's going to be a "whale" of a wedding.
- * Rumour has it that Michael O'Neill, who is growing a most trendy moustache, doesn't intend shaving it until Wexford next win the All Ireland. By then it should be some drooping moustache.
- * It is some "fiat" for an apprentice to land a friend (female) with a car. But, our chippie P. has the technique.
- * An injury is likely to rule Joe Lynch (didn't he score a great goal against Denis Kenneally in the 5-A-side) out of the R.T.E. Marathon. Ronan Collins will be disappointed.
- * Taking flying lessons is Pat Asfred. They talk about our roads being unsafe, but now our "Red Barron" will guarantee the airways to be in a similar state.
- * Pat Sheahan (Livestock) is captain of County Title pretenders, Tournafulla. Thos. Donovan (Home Sales) is hoping Granagh will upset his dreams.
- * The Scribe is led to believe that Sean Condon is a superb G.A.A. performer in his adopted parish of Croagh. He plays in goal and also is a pouplar linesman.
- * "Make your mind up time" for John O'Connell takes about six months of continuous probing. The result, on this occasion, is his purchasing of the latest model escort.
- * Sources from the Boning Hall tell me that Maureen Cronin is a noted weed picker; especially at cross roads.
- * Our coloured friends in the Accounts, I am told, are Helen and Kathleen, home from Greece, not imported refugees.
- * They started off working in the same factory, then, the same department, then, the same line, then next, working next to each other. Now, Tom Murphy and Karen Condon are husband and wife. Congratulations.
- * Kitty Boyce and Marguerite Power had a great time in the States. They, particularly, enjoyed Disneyland, where they felt very much at home.
- * Shannon Meat Ltd. was very well represented in the recent Lady of Desmond in the person of Angela Frawley.
- * Married on 25th. July was Catherine Meehan (Canteen) to Joe Healy. Catherine will now have 300 + 1 mouths to feed - the staff of the factory plus her husband.
- * I am led to believe Joe Morrissey had a "terrifying experience" with some ladies in Dublin lately. However, he handled his situation most admirably and, in fact, kept abreast of a sticky situation.
- * Congratulations to Ned & Kathleen Lawlor on the Birth of a son on 9th. July.
- * Denis Murphy who resides in Abbeyfeale and who was recently at a wedding in Castleisland, came home by Cork.

"THE INVALUABLE PINT"

By Seamus Kennedy
Work Study Department



Seamus Kennedy

The pint I am going to talk about is not a pint of Smithwicks, Guinness, or Harp, but a pint money-wise which is 24 times more expensive. This is a pint of blood that you may need urgently to preserve life in the body.

The Blood Transfusion Service Board travels around to every parish about every six months. It hopes that as many people as possible will voluntary donate blood. Often this is not enough to cope with the great demand for blood in hospitals, where most of it is used in surgery. The rest of it is used in emergency cases, accidents, etc. So it is very important that any person that CAN DONATE blood, does so to cope with this great demand.

Talking to people about donating blood, I get the feed back that there seems to be a lot of apathy about donating. There is no need to be nervous or afraid of donating blood, for it is a simple and painless process and there are no side affects whatsoever.

Eligibly to become a Doner, you must be 18 and under 65 years of age and in good general health. You must weigh over 8 stone and, in the PAST, HAVE NOT suffered from certain diseases. A simple test is carried out at the clinic to ensure that the Donor has enough blood to spare for others. The Donor's body replaces all fluid lost in 72 hours and

it takes up to 8 weeks for all red blood cells to be replaced. However, the normal individual has a reserve of these cells which is more than enough for ordinary requirements. To donate a pint of blood is a very simple procedure and an invaluable contribution. It is collected in a plastic PACK which contains a certain fluid that stops the blood from clotting. Donors relax for about 20 minutes, over a cup of tea, or coffee, there is also some stronger beverage if the individual wishes.

Then, this plastic PACK is stored in a refrigerator at 4°C. and a sample is taken to laboratory to determine the blood group and is checked for any anti-bodies, etc. If this blood is not used in three weeks, it is broken down and used in other medical forms, for after this time, it cannot be used for transfusion.

There are four main blood groups - A, B, AB and O. In Ireland, approximately 55% belong to group O, 31% to group A, 11% to group B and 3% to group AB. Each of these blood groups are either RH Positive, or RH Negative. All of these blood groups have to be matched for transfusion, except blood group O, RH Negative, which, in case of emergency, can be given to a patient of another blood group. There are 15 other blood groups, which are not very common, and most of them do not need matching for transfusion.

So a blood donation is a great act of charity. Any donor, and its dependants are entitled to Blood Transfusion free of the B.T.S.B. service charge which is about £20 a pint. The next time you hear of the Blood Transfusion service calling to your area, give it your serious consideration for it is the commitment of your life to preserve life in another person without knowing colour, politics, or social standing of the patient concerned. So support 'Giving for Living'.

PICTURE PARADE



Photographed in the laboratory are John Stack, Tony Mulcahy UCC student on work experience and Jim O'Connor.



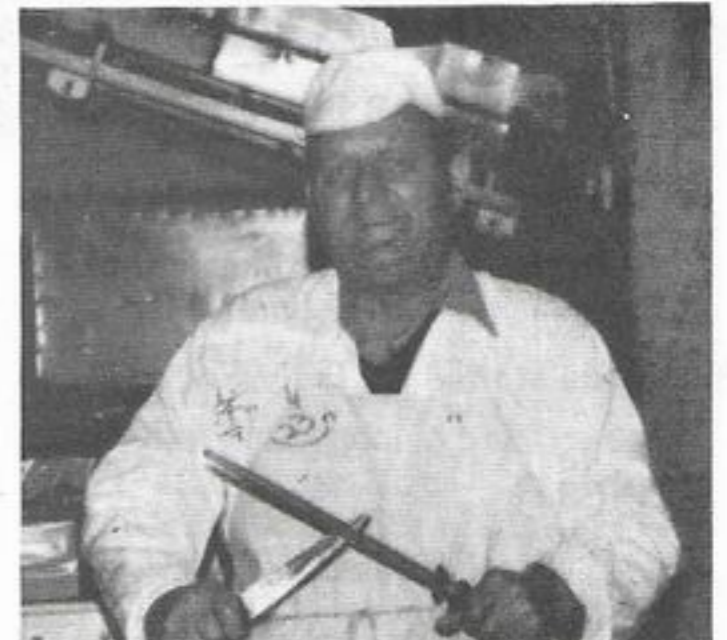
Brendan O'Connor above, a native of Abbeyfeale also returned to work with us.



Returning to Shannon Meat on 27th. July was John Dundon of Patrickswell..



Photographed acting as telephonist is Mary Ahern, above.



Long serving employee Thomas Glenny, demonstrates how to steel a knife.

SHANNON Quality Meat for your Home Freezer

- * Home Freezer Special Prime Beef Packs
- * Prime hind and forequarter heifer beef
- * Your own stock processed to your specification
- * Top quality Lamb Packs and Lamb Carcases
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Get full value from your Freezer. Meat supplied by Shannon Meat Ltd. is processed under modern hygienic conditions. This ensures top class quality, proper maturing, best cutting and packing methods and blast freezing to ensure meat is frozen solid in the shortest possible time. We are proud of our Home Freezer Service.

For full particulars contact :-

The Home Sales Manager,
Shannon Meat Ltd.