

# Shannon Meat GAZETTE



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## 1981 - A WATERSHED IN THE IRISH BEEF INDUSTRY



Mr. Frank Wall, Chairman of Shannon Meat Ltd.

The year under review, and particularly the latter half, may well prove to have been a watershed in the Irish Beef Industry. Available supplies of livestock for slaughter fell to an extremely low level and for our Company reached figured not seen since the early sixties. Our procurement staff had warned that such a situation was developing and we endeavoured to make plans to meet it. We could not and did not however avoid the worst effects of the shortages.

Many reasons have been advanced to explain this severe drop in livestock available for slaughter. They include the reduction in herds resulting from pressure on producers caused by mounting inflationary costs, the large numbers of calves exported in recent years, the export of large numbers of live cattle to European and Middle East Third countries with the encouragement and support of E.E.C. subsidies and refunds and perhaps the final blow inflicted by the E.E.C.'s regulations which have been responsible for the smuggling into Northern Ireland of very large numbers of cattle which would otherwise have been available for slaughter in the Irish Meat Plants. The effect of this extensive smuggling across the border on the supplies available for slaughter in the Republic cannot be too strongly emphasised and particularly the prospect that this illegal trade is likely to continue unabated because of the E.E.C.'s regulations.

Many of these developments have been highlighted in my remarks to the shareholders in recent years. It is true that the live export trade provides competition which is to the benefit of the producer but competition should be fair as between the live exporter and the meat plants. The present E.E.C. system of export refunds massively discriminated in favour of live cattle exports.

A considerable amount of capital expenditure on Premises, Plant and Equipment has to be undertaken each year in order to keep our Plant up to date. To sustain such expenditure, reasonable profits are essential. The outlook for our Industry at present gives no grounds for optimism. Careful planning and decision-making will be necessary in our efforts towards overcoming the unfavourable supply position.

### Chairman's Report

This Company has made solid if unspectacular progress over the years and has provided good employment for over 300 people. This healthy and happy position is now greatly endangered by the attitude of the E.E.C. and the regulations they have made. Without a drastic review of these regulations, the survival of the Irish Meat Plants must be in jeopardy.

We are indeed fortunate in the excellence of our Management and Staff whose loyalty and dedication is unsurpassed. To them and to my colleagues on the Board our thanks is due.

FRANK WALL,  
Chairman.

## GARDEN A WINNER

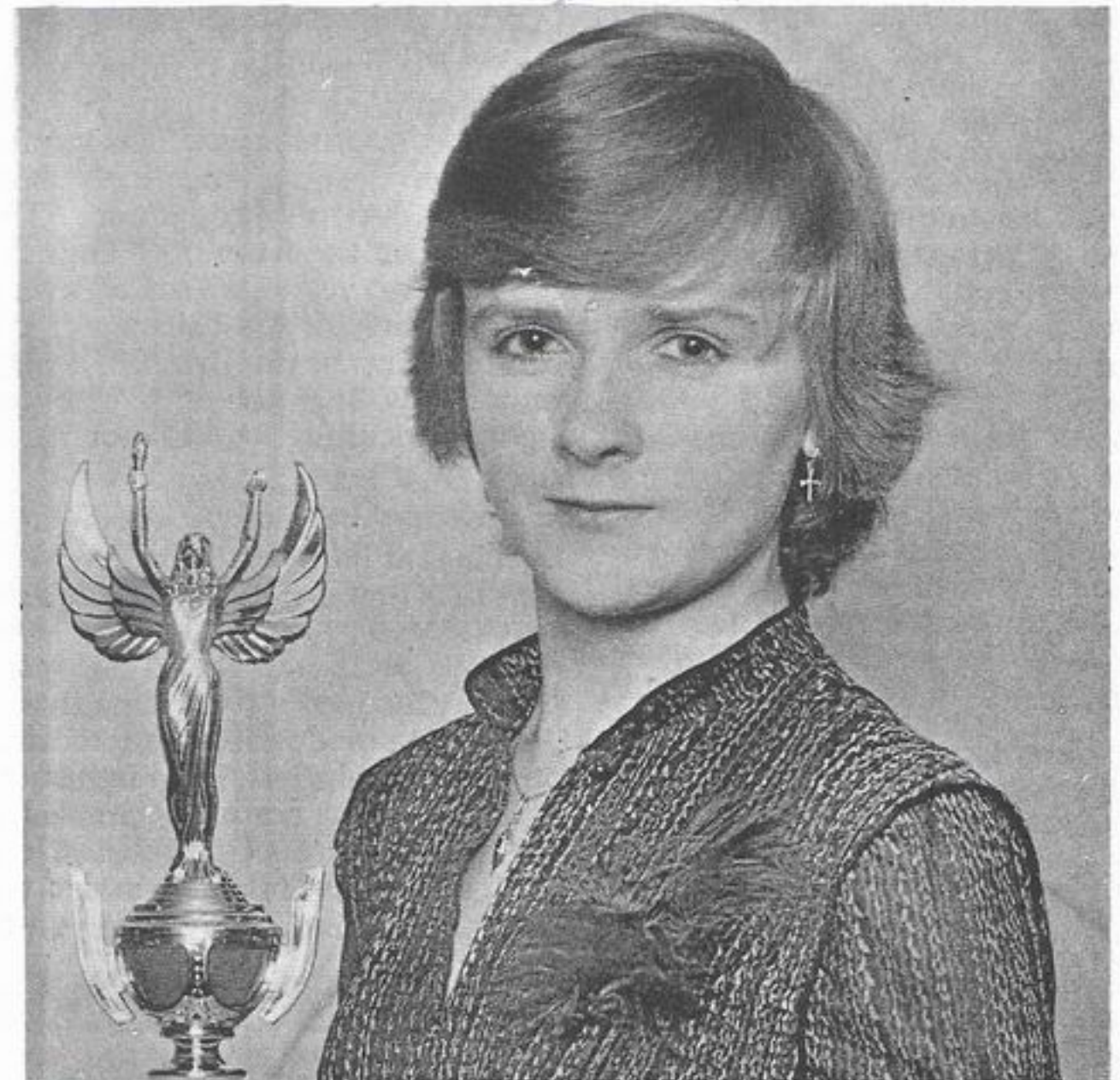
All in Shannon Meat Limited are proud of the success of the Company's Gardens which were the best in the Mid-West Region in the Industrail Premises Section of the Bord Failte National Gardens Competition. We were placed second in the National Competition and at 83 marks were just one mark behind the overall winner - Allergan Pharmaceuticals, Westport, Co. Mayo. In their comments the judges said of Shannon Meat Limited - "This is a well kept, attractive scheme in an area where very little else has been done. The treatment of the car parking area in front is pleasant and breaks up the car park satisfactorily. The large lawn looks extremely well."

The gardens adjoining the building's are most pleasant. The well tended lawns and roses give an extremely pleasant air to this enclosed courtyard. The newly planted ivy on the walls should be most satisfactory in time."

Congratulations to everyone involved in the success of our gardens. A special word of praise must go to Sean Guiry and Michael Costelloe whose dedicated work in developing the gardens over the years, is now being recognised. We look forward to next year when we must be favourites to win the National Award.



Sean Guiry



Anna Fitzgerald photographed at the presentation of the trophy following her success at the National Industrial Safety organisations Safety Quiz in the Limerick Inn.

## OBITUARY

Jimmy O'Keeffe has been associated with Shannon Meat Limited since 1960, firstly as an I.C.M.S.A. Collector and, over the past number of years, as Chairman of the Irish Creamery Milk Supplier's Association Investment Society Limited which looked after that organization's shareholding in the company. He has been a national figure for some time contributing outstanding leadership to several of the most important Agricultural Institutions in the country. His greatest asset was his flair for original thinking. Not for him the glib repetitive cliché or extracts from dull political or management writings. His thinking delved into the heart of matters and one wondered at the resultant pieces of wisdom and the clarity and simplicity in the way they were expounded. He was truly a great Irishman and a great Christian. He will be missed by many, but most of all by his wife and family to whom we extend our sincere sympathy.

Maurice F. Cowhey.



The late James O'Keeffe.

WE WISH ALL OUR READERS

A  
HAPPY, AND PEACEFUL  
CHRISTMAS  
AND A PROSPEROUS  
1982.

The Christmas Holiday arrangements for the Company are as follows :-

Slaughtering operations will cease on Tuesday, 22nd Dec. and will resume on Monday, January, 4th.

Livestock will be accepted up to and including Monday, 21st. All livestock must be advised.

Beannachtai na Nollag agus gach uile dhea-ghuidhe i gcoir na hAthbhlána.

### The Christmas Candle

When morning came,  
a soft mantle of snow  
covered all of the village  
and an air of hope and  
contentment filled the  
hearts of the villagers.



# LIVESTOCK TOPICS

## BEEF YIELDS DOWN

By Donie Donovan  
Livestock Procurement Manager

The general picture which has emerged from Beef Feeding this Autumn was the slightly lower kill out percentage return this year. Two factors have been put forward for this disappointment, one being the poor quality of feed over the previous winter and spring, the other being poor grass growth during the summer. The general feeling was that the normal thrive was six weeks late.

As we move into the late autumn percentages normally improve slightly. In better years one could expect to get 59 lbs., kill out per live cwt., and often as high as sixty. These calculations are based on fresh weight on arrival. Where an animal is not rested, at least three stone liveweight should be allowed against full weight. To look at this, when buying full stores its equivalent to £18.75p per beast or giving away 3p per lb., dead weight of the finished price.

Margins are so tight for the producer and the processor that their survival is on a knife edge.

The producer that is not familiar with the performance and kill out of his stock leaves a lot to be desired. It is ridiculous to suggest as John Sherley has that 35 lbs., of fat could be trimmed from one carcass thus reducing its killing out by 3.8 per cent equivalent to a kill out of 55.41 lbs., per cwt., live. We are not aware of any supplier that could wear this. We find more and more suppliers following their stock through the plant and availing of the use of our calculators to do their own sums.

### Child's Play

The E.E.C. Price increase granted to Live Exports in April this year increased the refunds to Third Country by 15%. This paid at the rate of £26.10 per cwt., live for gut fill, has the effect of making child's play of purchasing live animals for North Africa. No day passes that we haven't a beef finisher complaining that he cannot buy choice stores in competition with these high refunds. Is it any wonder that the beef producer finds himself in the state he is in. Unless the Intervention price is brought into line with live refunds, there is no future for the beef farmer.

If the live refunds were applied only to a finished animal as is the case with Intervention on a finished carcass, the beef producer would not be caught in the cross fire thus creating competition with factories only for the end product. Cattle would be brought to greater

weight, and in one six months we would see a healthier balance of payments provided Intervention was matched £ for £ with Live Refunds.

Cattle need to be the price they are to-day to keep the Beef producer in Business. Intervention should be seen as a prop to the end product but to introduce support at midstream in the form of live Refunds in cattle production has the effect of putting the Irish beef finisher out of production. The candle is on fire from both ends for the past two years. We are all aware of the problems it's causing. If the powers that be in Brussels could only study themselves to see the light, agriculture would not be in the state it's in.

What has happened in Irish farming in the past four years is very easy to understand. Agriculture was starving for finance from infancy. With our entry into the E.E.C., the prospects of guaranteed prices caused development to take on a new dimension. Even industries that were only remotely connected with Agriculture all jumped on the band wagon. Inflation set in and the agriculture could not take the strain.

## MILK SCHEME

Listening to To-day - To-Night on the 12-11-1981, one point which was not raised was - "what effect the non-marketing of milk scheme had on total breeding herds?"

How many hundred thousand cows that scheme took out of circulation in Ireland alone, while it was generally agreed that the producer had to sell to the highest bidder. Nobody had any proposal as to what the Beef Plants should do in the meantime.

If the Live trade blew itself out in twelve months one got the feeling that the meat trade should be standing by waiting to take up the cause. This would be history repeating itself as happened in 1973.

There also seems to be the notion that when cattle are scarce they should get very dear. One must ask how dear is dear? Land has halved its price in three years as money gets scarcer and dearer, while production costs on and off the farm keep rising with fewer cattle to share the extra burden. One must not lose sight of the fact that Intervention is only a 50% prop. The whole thing resembles a poker School when the stakes get high there is bound to be a drop off. The policy of support payments to agriculture from Brussels as one would expect was entered to create a better income for those on the land.

In recent year's millions of pounds of E.E.C. money has been spent in developing accommodation in the form of slatted sheds, silage yards etc. To-day these lie empty, a monument to short thinking and short term planning while the country is being denuded of immature cattle. The E.E.C., now heavily subsidise these store cattle exports while grant aided farm buildings lie idle.

Why after eight years is agriculture in such a state? The policy is not wrong, but the mechanism of it are!

# FARMING BY REMOTE CONTROL

Fifty years from now, the typical farmer will have seen a plough or a combine harvester only in a museum. He will cultivate his fields from the cab of a 60-foot wide gantry that will till the soil, sow seed, spray and irrigate growing crops, and harvest them when they are ready.

This picture of mechanised farming in the year 203 was outlined to the British Association for the Advancement of Science in York recently by John Mathews, of the National Institute of Agricultural Engineering at Silsoe, Bedfordshire. It is, he says, "based very much on today's technology and that which a research engineer can see to be not far away."

In many fields of growing cereals today, well - defined "tramlines" can be seen, along which tractors drive to spray and fertilise the crop. It is a natural development to make these tramlines permanent, instead of flattening them each year. But either way they take up a lot of useful land.

A gantry spanning a wide strip is an obvious improvement. A farmer near stratford-on-Avon is already experimenting with such a system for spraying and irrigating. For the year 2030, Mathews envisages a gantry spanning 60 feet or so guided automatically by cables laid under the trackways.

Its job will include:-

### Cultivation:-

Weed control will be chemical. The other main purpose of cultivation - maintaining soil structure - will be greatly simplified as it is made necessary chiefly by the repeated compression of the surface by vehicle wheels. With a gantry, tillage to a depth of only a couple of inches should be sufficient, instead of eight inches or so as at present. The power required might be as little as 10 per cent of today's levels.

### Planting:-

Cereal seeds will be planted automatically, singly, and at optimum spacing. With the

help of a soil moisture meter, they might also be planted automatically at the optimum depth. Planting might even take place before the previous crop had been harvested, when the soil structure is at its best.

### Spraying:-

Fertilisers and other sprays will be applied from the gantry at a height of only a few inches to minimise drift and wastage.

### Harvesting:-

The gantry will not thresh the grain as it cuts it, like a combine harvester. Instead, it will harvest the whole crop, chop it up, and deliver it to remote controlled carrying vehicles at the edge of the field. Threshing might be done ultrasonically, and grain drying by microwave.

Mathews foresees big changes in animal husbandry too. By 2030, he expects every dairy cow in the country to be identified by an implanted electronic device carrying its number, facilitating vast national research projects into milk yield, diet and breeding. When a cow arrives to be milked, computer-stored information about the configuration of its udder will enable the milking machine to be connected automatically. An appropriate ration of feed based on the computer records will be delivered to it, and tests for diseases such as mastitis will be carried out as milking progresses.

### Computer

If an animal is found to be in season, the computer will select an appropriate phial of semen, and this too will be inserted automatically with all detailed recorded automatically.

Mathews expects pig farmers to use intelligent robots for identifying and rounding up animals, ferrying and shaking out bales of straw and carrying TV cameras so that the farm manager will be able to monitor his charges from the office. The robots might even, says Mathews, show parties of school-children round the farm.

### SYMPATHY

Condolences are offered to William Nestor [Home Sales Manager] on the recent death of his Father John ['himself'] late of Kilquane. Also to other members of the Nestor Family.

Sympathy is expressed to Donal Johnson on the death of his Father, Dan, also, to the other members of the Johnson Family.

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



Married on the 1st. of October were Donie Ahern, Livestock Field Officer with Shannon Meat Ltd. and Noreen Killkelly from Co. Galway.

Long serving Laboratory Assistant Jim O'Connor married Nuala Enright on the 2nd October, in Coolcappa Church.



**PICTURE PARADE**

**PICTURE PARADE**



Gerard and Mary O'Connor enjoyed the music of the Maurice Mulcahy Orchestra on 14th November.



Mrs. Kitty Guinane, Mr. & Mrs. Frank Costelloe photographed at the Shannon Meat Annual dance which took place on November 14th.



Home Sales employee Maureen Cronin was wedded to Frank Curtin on 11th. Sept. in Ballingarry Church.



Bernie O'Dea and Pat O'Connor at the 13th. Annual Staff Social.



Relaxing at the Annual Social at the Devon Inn were Beverly Lowes and Patricia Walsh.



The Dunnes at the Dance Anne, Miko, Helen and Pa had a good time at the Devon Inn.



Taking a break from dancing to the Maurice Mulcahy Orchestra at the Staff Social were Christina O'Brien, Sean Condon, Joe Sheehy and Noreen Sheehy.



Enjoying the 13th Annual dinner dance organised by the Staff Social Committee were Mary Costelloe, Willie Keating, Noreen O'Connor, Matt Daly with Margaret and James Power.



Kathleen O'Brien and Gene Ryan of the Canning department seen at the Shannon Meat Annual Dinner Dance.



At the Annual Dinner dance were Mr. & Mrs. Michael Ahern, Mary Joy and Jim Ahern.



# EXCERPTS FROM A SECRET DIARY

By William Madden

The year was 1980, the country Germany and the city Munich. There we were, three Irish Students in the middle of a huge concrete jungle; where people of every race, creed, nationality and colour were streaming past in what seemed to be an endless rush to get nowhere. This was to be our first excursion outside of Ireland. Expectations were high and we had all the intentions of enjoying ourselves as much as possible. The following is a brief description of some of the encounters experienced.

Accommodation became the first priority. Nobody wanted to haul a heavy ruck-sack around for hours on end, not knowing where one would be spending the day or night. Asking at the Information Desk in the Railway Station; I muttered in my pidgin German, supported by English -

"Wo is the Jugend-her-berg-e?" which is supposed to mean where is the Youth Hostel? The lady behind the counter finally grasped my meaning on the third repetition of the question and gave us details of how to get there.

## Minor Detail

We were to catch the number 4 tram and get off at the second stop over-ground since half of the network was completely underground. There was, however, one minor detail which she forgot to mention or we didn't understand; that was that each tram travels in two directions. We jumped on the first number 4 we saw and proceeded happily, thinking how easily we had overcome the first hurdle.

After travelling for about five tram stops and not seeing the name of the one we wanted, panic set in. Again, following lengthy enquiries from other passengers, we found out that we were heading in the wrong direction.

At the risk of not making a second mistake we opted to get a taxi. This time the driver spoke English and so we said our problems were over. But, this was not so.

Nobody drives in Munich. They aim their cars in the general direction of their destination and go, go, go. It's not unusual to see a drove of cars doing sixty or seventy miles an hour down a main street and the same approach is adopted in the narrower streets. Motorists use horns instead of brakes and the angry screams of the mechanical animals fill the air throughout the day.

It was some twenty minutes and 40 Marks (£10.00) later that we arrived at the Hostel. That proved to be the first rip-off. The driver while appearing to be sincere, had given us a miniature tour of the city and charged us accordingly. Having secured beds for the night, we decided to "do" the City. Going into the first pub we met the language problem arising again. Philip (my mate) and I had both learned German in School, but, I guess the teacher never thought we would need to know how to order a few beers. Resorting to sign-language, the message was received and the beers arrived; and that was how our first night progressed; drinking beer as if it was going out of fashion.

Rising late the next morning with what seemed like the worst hang-over ever experienced, we decided to lay-off the beer and see the sights.

## Spectacles

One of the spectacles of the City is the Olympic Stadium and the surrounding "Olympic Village" as it is known. Tourists flock in their thousands to see this magnificent construction. The cover on the stands are supported completely from the outside of the Stadium, so that vision of the track and playing field isn't inhibited by supports or steel girders.

This place where once the greatest athletes of the world had gathered to prove their abilities, now seemed dull and lifeless. Sure, it was nice to run on the same track as Valarie Barzov the 100m champion of 1976, or to kick a football around the same pitch that staged the 1974 World Cup Finals. The highlight of the Village was the Olympic Pool. It was a manifestation that one had to see to believe. The height of the diving boards was terrifying and as we jump off of the highest it seemed as if the distance to the water was endless instead of the hundred or so feet which it was. We each thought of Mark Spitz and agreed that he was a name of the past, we would take over from now on.

The War Museums were next on the list to be visited. Inside these vast buildings were life-size replicas of some of the fighter planes and tanks used during the first and second World War.

Another major attraction of the City is its famous "Bier-Halle" or beer-house. Here over 300 different brews of beer are on sale. Being the gluttons we were, as many different brews as possible were sampled. After that escapade we were in no doubt as to why people come from all over the world to the renowned "Oktober-Fest".

The people of Munich are friendly but there are problems in meeting Germans. Now who ever thought that they would hear that - no German to be found in Germany. At times it seemed as if the whole population of Pakistan and India had moved to Munich. Turks, Yugoslavians and Italians also abounded. Many of them had come to Germany on holidays and "forgot" to go home or were afraid they might get lost on the return journey.

After several nights in the Youth Hostel, we moved to a place called the "jungerdherlage". This was a large Marquee erected for the Summer, in which any amount of people could sleep in for the nominal sum of 4 Dutch Marks or (£1). However, it proved to be a disaster as sleep was hard to come by, with people coming and going all night.

## Beer

Last day in the big, beautiful metropolis. Sitting in the sun outside a cafe, drinking yet more beer, we watch Munich and her inhabitants go by. Time to go, rucksacks on backs - now a little heavier with the beermugs, ashtrays and other souvenirs we had picked up along the way. Taking one last long look around and carefully draining our glasses of beer, we left.

# A BRIEF HISTORY OF THE MARATHON

Over the last number of years, Rathkeale born Seamus Cawley has made quite a name for himself as a Marathon runner. In this article he outlines the development of the Marathon from its initial stages as a working chore to a now unprecedented gala of highly commercialised activity (ironically for many it has nearly reverted to a working chore.)

Men have been running Marathons since 490 B.C. Being outnumbered by the invading Persians, the Athenians dispatched Pheidippides to Spartes. His mission was to summon help.

Pheidippides was by profession a hemerodrous (a sort of pony express without a horse). However, the Spartans were reluctant to join in the battle.

Pheidippides returned home the next day reportedly covering the entire 125 miles within twenty-four hours.

## First

The first ever official marathon was in the 1896 Olympics held in Marathon in Greece. The winner was a Greek, Spyrdon Louis in 2 hours 58 minutes 50 seconds.

Afterwards the Olympics King, George I asked Louis what he would like as a gift. The triumphant Louis asked for a horse and cart to carry water from his village Anaroussion to Athens.

Indeed probably being unaware of it, Louis was using the modern training method of two sessions daily, as he ran beside his mule the ten miles from Ameroussion to Athens and back. Louis never took part in any competitions after the Olympics.

The 26 miles 385 yards is the distance invented in the London Olympical of 1908. The 26 miles was precisely the trip from the lawns of Windsor Castle to the entrance of White City Stadium. The additional 385 yards was added so that the race would finish in front of the Royal Box. The race was won by Johnny Hayes (from Nenagh, Co. Tipperary). Competing for the U.S.A., Italian Dorants Pietri crossed the finishing line first, but was disqualified for twice receiving assistance.

## Upsurge

Over the last few years or so, there has been an upsurge in keeping fit. The solitary jogger who was a

figure of fun ten years ago is no longer either solitary or funny. This upsurge in interest led to the birth of the popular Marathon in cities like Boston, New York London and Dublin.

The 1980 Dublin City Marathon attracted 2,000 entrants and the 1981 exceeded even the inflation rate with 8,000 runners at the starting line. Limerick's own Neil Cusack was the victor - his first marathon success since Boston '74.

The Irish record is held by Louis Kenny with a time of 2 hours 12 minutes 21 seconds.

The marathon is here to stay with participants ranging from grandparents to their grandchildren, including several wheelchair and blind athletes, a very welcome sight, particularly in this the Year of the Disabled.

# SPONSORED RUN

On Saturday and Sunday, December, 19th. and 20th. Rathkeale Juvenile B.L.O.E. Athletic Club will promote their Third Annual Two-Day Sponsored Run. This years event will be in aid of **Guide Dogs for the Blind.**

For the record the other runs were for:-

1979 - Charleville and District Mentally Handicapped Association.

1980 - Rathkeale Old Folks.

The run will start at the R.T.E. Studios, Donnybrook on Saturday, December, 19th. at 10.00 a.m. The party will have an overnight stop in Nenagh. On Sunday, they will arrive in Rathkeale at 4.00 p.m.

The runners will include Kevin Donovan, who is a blind person and trains with the local athletic club. In all, there are thirteen runners. There are as many if not more collectors. A task which the collectors will testify as being unpleasant, arduous, and even to the extent of unrewarding in that their trojan efforts are rarely if ever appreciated or for that matter acknowledged.

The target for this year's Sponsored Run is £3,000.



Rathkeale Fair 4th. April, 1904



# SOCCER SCENE



## SHANNON UNITED

### Match Reports:- League

The '81 - '82 season started very depressingly for Shannon United. There was complete lack of organisation at official level and to say the least some of the team selections left a lot to be desired. The lateness of the G.A.A. season deprived the Club of some of its finer players.

However, it takes a good Club to steer a different course and this is exactly what Shannon United did. At the time of going to press, the Club are on the crest of a wave, with a very young team playing a refreshing brand of football.

**Kildimo 5 Shannon United 4**  
D. O'Dea, S. O'Shea  
R. Doherty 2

This was the first game of the season and so disorganised were the Rathkeale side on the sideline prior to the kick-off that it was untrue. In the field of play it was a different matter and a new look Rathkeale side acquitted themselves very well against one of the best teams in the Second Division.

**Shannon United 1 Adare 1**  
D. O'Keefe

This was a very poor game with both sides lacking in ideas.

**Shannon United 2 Athea 1**  
D. O'Dea, N. Harnett

Shannon for some reason or other did not field their best eleven, however, they were worth their win. On this performance Athea disappointed me because they are obviously not making full use of the potential available to them.

**Shannon United 0 Creeves 0**

A vast improvement in play from United in this game saw them unfortunately not to take full points.

**Shannon United 4 Broadford 1**  
P. Dineen 2  
S. O'Shea, Ml. Meade

This was a fine team performance and United had good performers in the Harnett brothers, Paul Dineen, Ray Doherty and Mikie Meade. Sean O'Shea scored what will probably be the goal of the season.

**St. Patrick's 1 Shannon United 0**

The best game of football I have seen in the Desmond League in three years. St. Patrick's are the best team in the League, never mind the Second Division. However, when it comes to playing football United are only a little behind. Shannon United at the very least deserved a draw. Best player on view was United's Paul Dineen and he was rivalled by colleague P. Harnett's second-half display. In all, a magnificent match.

### Munster Junior Cup:-

**Kilcoleman 3 Shannon United 2**  
D. Fitzgerald, D. Keefe

When it is considered that United took the field missing well over half their first string, this was a great performance.

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

**Athea 0 Shannon United 4**  
D. Fitzgerald, D. Keefe  
L. Kennedy 2

Again, this was a mighty result considering United were missing most of their regulars.

**Adare 1 Shannon United 3**  
R. Doherty 2, Ml. Meade

United were far too good for a very robust Adare side. The first prong of the Rathkeale attack was too strong for a slow Adare defence. As a result of this win Shannon United qualified for the last five of the F.A.I. Junior Cup (area).

### Minors:-

**Shannon United 4 Villa Rovers 0**  
P. Reidy 3  
R. Doherty 1

By virtue of this win United qualified for the Area Final of the Munster Youths.

### Watch it Grow:-

Ray Doherty (5); Davy Keefe and Pat Reidy, 3 each. Denis O'Dea, Sean O'Shea, Mikie Meade, Paul Dineen, Davy Fitzgerald, Liam Kennedy, 2 each, Noel Harnett, 1.



DEEL UNITED

At the time of going to press, Deel United have played six matches resulting in three wins and three defeats. This inconsistent form may be due in part to the number of games postponed, which has disrupted the tempo of the side. Amazingly, the spirit of the side is continuously wavering, sometimes high, sometimes non-existent. This has to be consistent.

If Deel United are to collect a trophy this season, then firstly the policy of the selectors must surely be to play each player to his strength. Secondly, a stronger pool of players is needed especially a dominant centre half and an intelligent mid-field player.

### Match Reports:-

#### League:-

**Breska 0 Deel United 2**  
J. Fitzgerald, S. O'Doherty

This was the best possible start for Deel, in their first year in the First Division of the Desmond League.

**Askeaton 8 Deel United 2**  
P.J. Wall, Charlie Power

To-day was "one of those days" when everything went wrong. So, hopefully all the slackness will have been washed right out of the systems. Tom White had a 'hand' in some of the Askeaton goals.

**Kilcoleman 1 Deel United 2**  
J. Lyons, J. Fitzgibbon

This was a marvellous result against the League Champions and Deel were fully deserving of two points. A great piece of individualism by Edmund Dollery resulted in the clinching goal being scored by Johnny Fitzgibbon.

**Pallaskenry 3 Deel United 2**  
P.J. Wall, T. White

Minus the services of goalkeeper Mike Gallagher and mid-field stalwart Johnny Jones Deel surrendered a two-goal lead to the home side. Completely lacking in spirit Deel may yet regret the loss of these points. Feature of this game was Tom White scoring from a kick out.

### Munster Junior Cup:-

**Deel United 5 Ballyguilteneane 1**  
S. O'Doherty 3  
T. White [pen.]  
Ed. Dollery [pen.]

It took Deel a long time to break-down a resilient Ballyguilteneane eleven. In fact, the Second Division side were first to score. Deel who persist in playing players out of position were flattered by this scoreline.

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

**Deel United 2 Kileaney 2**  
J. Lyons  
J. Nix

An understrength home team didn't realise until late in the game that this game was theirs for the taking. This game went to extra time and from that to penalties, where Kileaney provided masters.

### Season Scorers:-

Seamus O'Doherty 4, Tom White, P.J. Wall, Jack Lyons, 2 each. Jimmy Fitzgerald, Edmund Dollery, Charlie Power, Jim Nix, John Fitzgibbon 1 each.

## CLASSICAL GOAL



T. White

Sunday, 15th. November will long remain in the memory of Tom White and his fellow Deel United colleagues. On that day Tom scored a majestic goal in a Desmond League game against Pallaskenry. Tom White takes up the story -

"I'm playing in goals, I had just made a marvellous save diving to my top right-hand corner and then summersaulting in mid-air to hold the ball with one hand, spectacularly. It was one of Jack Lyon's back-passes.

Despite the presence of four forwards, around me, I rolled the ball to the edge of my box. Then, suddenly, out of the corner of my eye I spotted the Pallaskenry goalkeeper six inches of his line. I steadied myself, took aim and next it was a goal scored direct from my golden left boot. Brilliant if I say so myself"

Such a hero!

# INTER FIRM G.A.A.

By Michael O'Neill

As this is the final publication of the Company Gazette for 1981, I firstly would like to thank everyone who helped the Club during the past twelve months. We are very grateful to Management, supporters and last but by no means least, all the players who took part in the games played. It is with regret that once again I must report our failure to win a county title. Our football team reached the Semi-Final. They were beaten by Alcan as reported in an earlier edition. The hurling team reached the Semi-Final of the Hurling League.

This game was played in Adare on October, 19th. Our opponents were Cement Limited, Mungret. The Mungret boys had just a few week's previous won the County Championship Final. Cement Limited were due to play the Munster Semi-Final the following Saturday against the Tipperary Champions. This game was important to both teams. Unfortunately we were forced to field a very understrength team. Cement Limited were only short two of their regular panel. The players of Shannon Meat can be very proud of their performance on this our last game of the season. We were eventually beaten by five points. One of the stars of this game was James Cavanagh. Jim played in goal and made some very good saves. Bill Chawke, P. Harnett, Bill Lynch and Frank Dalton were other players to catch the eye.

Cement Limited went on to defeat St. Joseph's Hospital in the League Final played at Murroe.

### Munster Junior Hurling Final

Cement Limited as Limerick Champions took part in the Munster Junior Championship. I am very glad to report that they won the Final on Saturday the 14th. of November, at Castletown Roche. They beat Verolme Dock Yard, Cobh - 3 - 11 to 2 - 6 and now go on to the All-Ireland series.

This achievement should encourage us and indeed all the teams in the County to make an all out effort next year to try and emulate Cement Limited. On behalf of the Shannon Meat Inter-Firm Club I would like to congratulate the new Provincial Champions and wish them all the best in their remaining games.

### Annual General Meeting

It is hoped to hold the A.G.M. very early in 1982. I would appeal once again to everyone who is interested in our Club and games to help us make an all out effort to achieve more success next year. We are at a crossroads as regards Inter-Firm. It must be decided once and for all, is it worth the effort that some individuals put into trying to run the teams when players who allow their names to be registered, do not turn up for games.

I will conclude for 1981 by wishing everyone a very happy and Holy Christmas and a Prosperous New Year.



James Kavanagh,

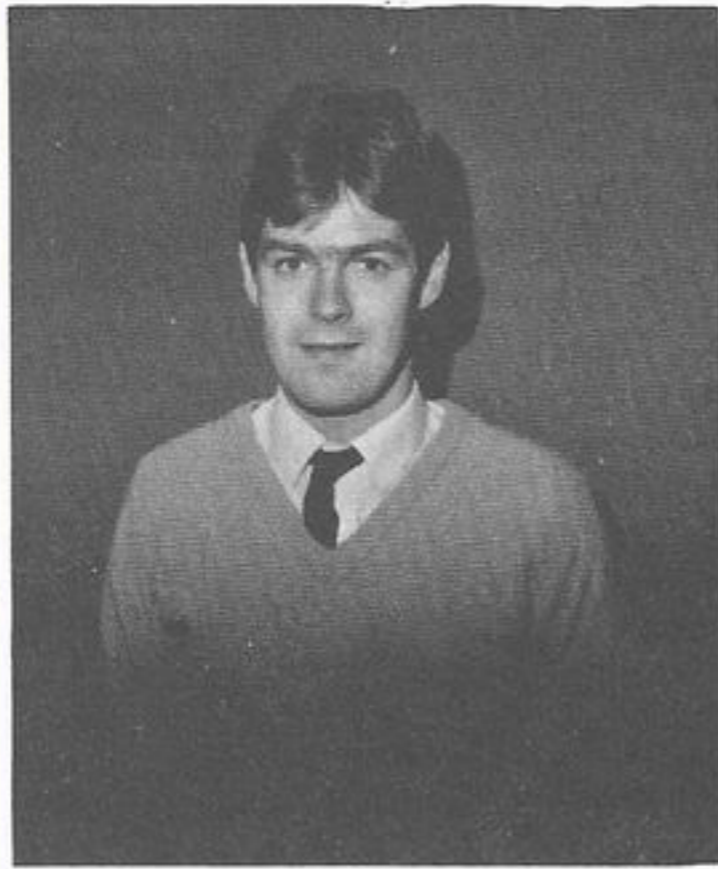


# SHANNON MEAT CHAT

By the Scribe

- \* A speedy recovery is extended to Liam Ahern and Mick Moroney, both of whom are after heavy operations.
- \* Mary Murphy (Boning Hall) and Willie Nash (son of Paddy) were married in Abbeyfeale on 20th November.
- \* Food for thought! I notice Mary spent some time working in the Canteen prior to the big day. Learning one little aspect of a wife's chore.
- \* When the Lord said "Go forth and multiply" he didn't necessarily refer to Sean Lynch. So, Joe Lynch says. Do I detect jealousy here.
- \* After many year's of trying, Carrickerry (St. Kieran's) have won the County Senior Football Title. A member of the team was Maurice Windle.
- \* The Scribe has observed that 'Union Chair' - Liam Hanley has a specially 'reserved' seat at Mass. I thought those days were gone.
- \* Michael P. Collins wanted to see recently if he had a piece of metal in his finger, so he wished to insert his finger in a 'Metal Detector' only to find that in order to do this the finger had to be removed. P.S. He decided not to bother.
- \* Congratulations to Mr. and Mrs. Tom O'Shaughnessy on the recent birth of their second daughter.
- \* Pat Alfred discovered in Portlaoise, lately, that Shannon Meat have an old, grey haired Van Driver by the name of Pa.....!
- \* Marie O'Dea enjoys her Oatmeal Porridge (Flavins) not for breakfast, but late at night. Teresa Cregan or if you prefer Abbott and Costelloe enjoy their chips at this late hour.
- \* The Company haven't hired a zookeeper, although, by jove, we have some rare specimens here. It's Mario's Fiat Panda, that is misleading.
- \* Uptown News! Nancy Markham and Liam Hanley recently visited some relations in those famous Gardens in Phoenix Park (Zoo). They weren't kept but they got plenty of buns and cakes.
- \* They say a cat has nine lives. However, if Joe Morrissey gets his way, they'll sleep hrough at least eight of those.
- \* Tom White has informed his Mother (Veron) that he won't be remaining a bachelor much longer.
- \* Hannah Mulcahy was dressed like a "Jeanie" at a recent wedding. Pity, the Quality Control boys didn't see her.
- \* Congratulations to Mossie Sheahan, who after a prolonged period of effort has eventually managed to grow some hair on his upper lip.
- \* All were in "chirping form" (moreover for the birdie dance) at the Annual Dinner Dance, especially, the usually silent Seamus Kennedy and the over nursed Willie Madden - birds of a feather for the night.
- \* Anna Fitzgerald had her hair nicely knit for the dance. Her 'pedal-pushers' allowed her to display some rare foot.

# NEW APPOINTMENT



John Healy

John Healy (above) has recently joined Shannon Meat Limited as an executive in the Marketing Department. He comes to us from neighbouring Parish, Ballingarry.

The Healys are one of Ballingarry's most popular and prominent families. John is the second of three sons to Paddy and Frances Healy.

John attended St. Munchin's College where he waltzed through the Intermediate Certificate in 1974 and similarly the Leaving Certificate two year's later.

In June, 1980, John graduated from the National Institute of Higher Education with a Bachelor of Business Studies Degree. He specialised in Marketing.

## M.M.I.I.

Earlier, this year, May, to be precise, he passed the Marketing Institute of Ireland Graduateship Exams with credit. This entitles John to be a Member Marketing Institute of Ireland, qualification: (M.M.I.I.).

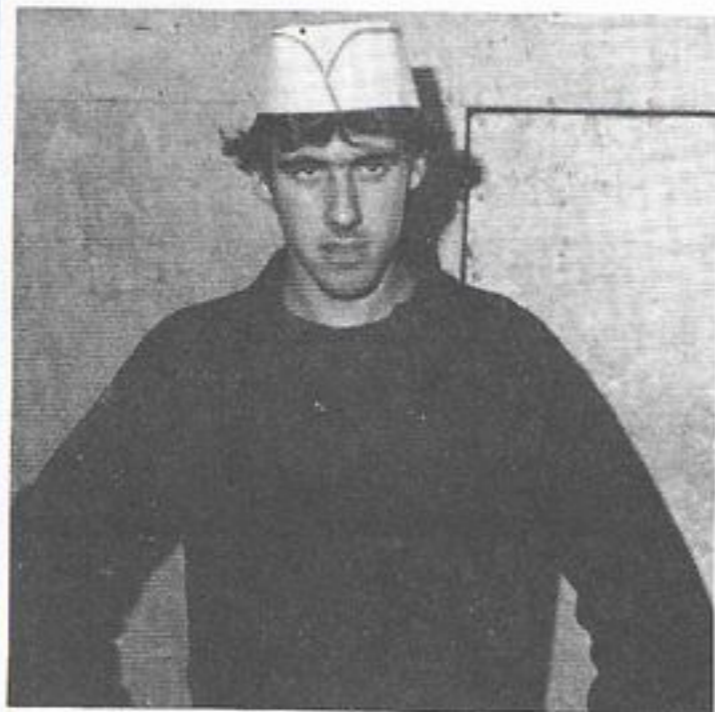
After graduating from N.I.H.E., John joined Labtech Limited as a Marketing Executive. The Shannon based Company manufacture sophisticated medical laboratory equipment for the home market and for export to Europe.

Outside of work John is interested in all sports. He plays Rugby and Squash competitively. Until recently, he hurled with his home Parish. In the green and gold jersey, he was often a thorn in the side of many a Rathkeale team.

As a Student in N.I.H.E. he helped organise a tour of the United States for the college's G.A.A. Club.

We would like to extend to John a happy and successful career with Shannon Meat Limited.

# NEW APPRENTICE



Peter Morrissey is the newly appointed Fitter Apprentice with the Company. Peter commenced his four year training programme on 14th. September, 1981, when he joined Shannon Meat Limited. In this Company, he joins up with his father, brother and aunt. Mick, Joseph and Breed respectively. They are held in very high esteem by their colleagues.

Peter was born on 13th. June, 1964. He has two brothers and two sisters, of which he is the second eldest, Joe being the eldest. His Mother, Mary, is a very prominent member of St. Mary's Parish Church Choir (Rathkeale).

As a garsún he attended both the Convent National School and St. Joseph's National School ("The Big Boy's") After this, he went to the Vocational School, Rathkeale, where he acquired a successful Leaving Certificate. Such is the calibre of this young giant (somewhere around 6ft.) that in his Group Certificate he attained five honours and in the Intermediate Certificate he acquired six honours.

As a student, his main ambition was to serve time as a fitter. His wish was realised when he successfully applied for the position with Shannon Meat, right down on his front door step, literally.

Peter's favourite hobby is cycling. He doesn't tell us that he is interested in attempting the Ras Tailtean or other such events, but we are inclined to the view that it's just for leisure. Along with Francis Meade and Ollie Harnett, Peter forms a formidable team especially in their various conquests in the Olympic Ballroom and other such places.

Every possible success is extended to Peter, in his chosen career.



\* The Scribe extends a very Happy Xmas to all his friends, enemies and readers. I encourage all to enjoy the festivities and thus create gossip for my column.

# THE ORIGIN OF REGIONAL COLLEGES

By Maurice O'Connell  
Accounts Department.

In the second half of this century, Ireland entered, finally, the Industrial Revolution, proper. The Government decided to make Industry and not Agriculture the main employer and money-maker of the future. To show they really meant business they formed the Industrial Development Authority (I.D.A.) and Shannon Free Airport Development Company (S.F.A.D.C.O.). Others were to follow. However, one problem was not immediately realised - that of skilled personnel in short supply.

## Scarcity

The University system produced many graduates of an excellent standard, but, a scarcity still existed. To attract new industry to Ireland and back up its arrival a remedy to the problem was sought. Industrialists and Universities together with the Department of Education agreed to provide new and separate training programmes for these specialist technical groups.

The result was the establishment of the Regional Colleges and National Institute of Higher Education, Limerick (N.I.H.E.). Their objective was to provide an assortment of technicians and specialists to meet the varying needs demanded by this revolution. The new institutions realised that work experience was an important cog in the education process and hence they provided for this in their programmes.

The Regional Colleges provide courses in Civil, Mechanical and Electrical Engineering, Physics, Biology etc., etc. Initially the courses were designed towards Certificate and Diploma Level. However, much to do with the ambitions of the students, Degree Courses were put on, often conducted in the facilities of the Universities, thus maintaining the independence and reputation of the latter.

Nowadays, another problem exists. As more and more people pursue a Third Level Education, greater demands are made on the facilities available. In a time of depression, finance is not so readily available to provide the necessary amenities.

So far, to-date this approach to servicing industry has been very successful. With the proper and adequate Government investment this should continue to be the case.



Maurice O'Connell



# Shannon Meat

# GAZETTE



SHANNON MEAT LTD.

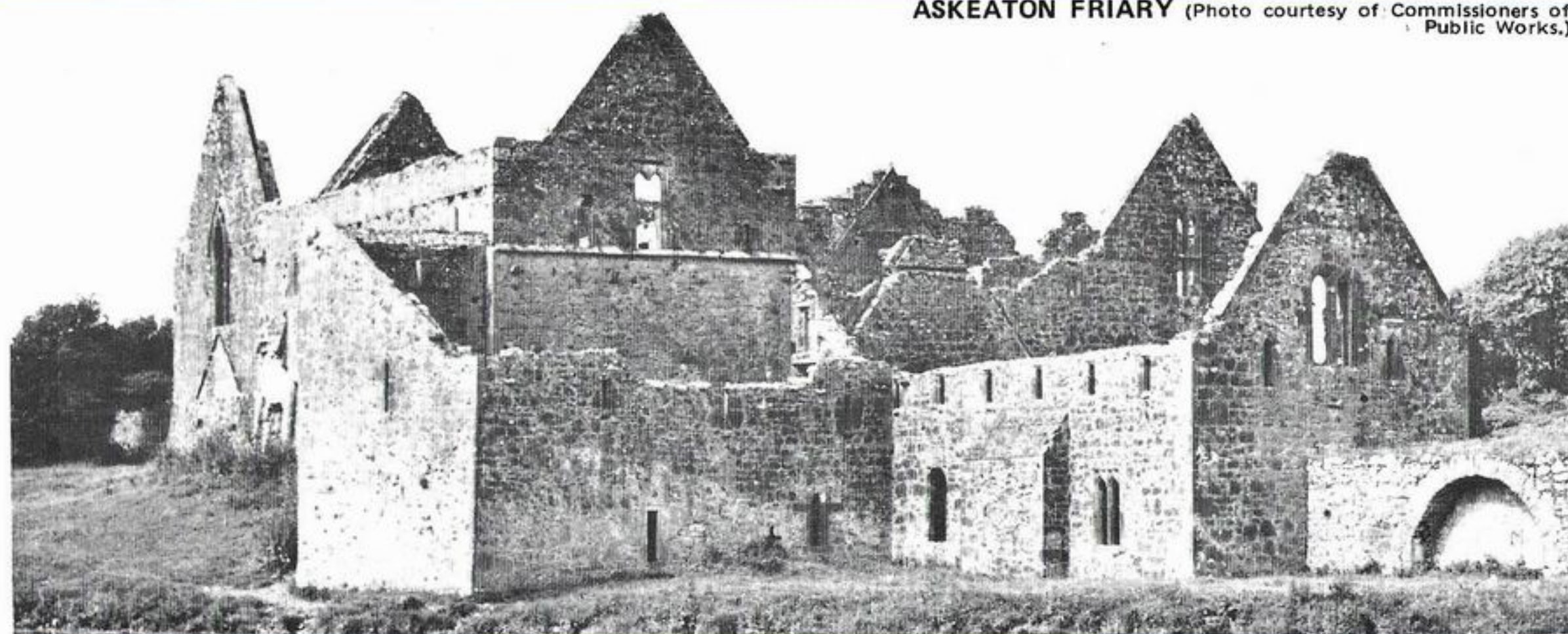
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ASKEATON FRIARY (Photo courtesy of Commissioners of Public Works.)



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Processors of :—

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a Speciality.

## CALENDAR

### 1982

### JANUARY

SUN	MON	TUES	WED	THUR	FRI	SAT	
+	<small>First Quarter 3rd Full Moon 9th Last Quarter 16th New Moon 25th Bank Holidays: 1st Great Britain &amp; Ireland 2nd Scotland Epiphany 6th</small>					1	2
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24 31	25	26	27	28	29	30	

### FEBRUARY

SUN	MON	TUES	WED	THUR	FRI	SAT
+	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	<small>First Quarter 1st Full Moon 8th Last Quarter 15th New Moon 23rd Ash Wednesday 24th</small>					

### MARCH

SUN	MON	TUES	WED	THUR	FRI	SAT
*	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	<small>First Qr. 2nd Full 9th Last Qr. 17th New 25th Bank Holiday: 17th Ireland</small>		

### APRIL

### MAY

### JUNE



SUN	MON	TUES	WED	THUR	FRI	SAT	
+	First Quarter 3rd Full Moon 9th Last Quarter 16th New Moon 25th Bank Holidays: 1st Great Britain & Ireland 2nd Scotland Epiphany 6th					1	2
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24 31	25	26	27	28	29	30	

## APRIL

SUN	MON	TUES	WED	THUR	FRI	SAT
+	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	First Quarter 1st Full Moon 8th Last Quarter 15th New Moon 23rd Ash Wednesday 24th					

## MAY

SUN	MON	TUES	WED	THUR	FRI	SAT
*	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	First Qr. 2nd Full 9th Last Qr. 17th New 25th Bank Holiday: 17th Ireland		

## JUNE

SUN	MON	TUES	WED	THUR	FRI	SAT
First Qr. 1st/30th Full 8th Last Qr. 16th New 23rd Bank Holidays: 9th Great Britain 12th England, Wales & Ireland				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	+

## JULY

SUN	MON	TUES	WED	THUR	FRI	SAT
+	+	Full Moon 8th Last Quarter 16th New Moon 23rd First Quarter 29th Bank Holidays: 3rd & 31st Great Britain			+	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24 31	25	26	27	28	29

## AUGUST

SUN	MON	TUES	WED	THUR	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	Full 6th Last Qr. 16th New 21st First Qr. 28th Bank Holiday: 7th Ireland		

## SEPTEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
Full Moon 6th Last Quarter 14th New Moon 20th First Quarter 27th				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## OCTOBER

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	Full Moon 4th Last Quarter 12th New Moon 19th First Quarter 26th Bank Holidays: 2nd Scotland & Ireland 30th England & Wales			

## NOVEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
Full 3rd Last Qr. 10th New 17th First Qr. 25th			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		+

## DECEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
*	Full Moon 3rd Last Quarter 9th New Moon 17th First Quarter 25th Bank Holiday: 25th Ireland				1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

SUN	MON	TUES	WED	THUR	FRI	SAT
*	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	Full Moon 1st Last Quarter 8th New Moon 15th First Quarter 23rd			

SUN	MON	TUES	WED	THUR	FRI	SAT
Full 1st/30th Last Qr. 7th New 15th First Qr. 23rd Bank Holidays: 25th & 27th Great Britain & Ireland			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	+