

# Shannon Meat GAZETTE



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## RECOMMENDED FUTURE STRATEGY FOR IRISH CATTLE & BEEF INDUSTRY.

This article is extracted from the report entitled "Strategy for the Development of The Irish Cattle and Beef Industry." This report was compiled by a steering committee drawn from all sectors of the cattle and Beef Industry.

The recommended future strategy for the cattle and beef industry is aimed at overcoming the weaknesses in the current strategy and maximising the market opportunities.

The future strategy for the industry can be defined in terms of:

- a] Objectives which the industry want to attain;
- b] The products and markets which offer the greatest opportunity to the industry.
- c] The Resource developments required by the industry to maximise opportunities and returns to producers and processors; and
- d] The future competitive advantage of the industry in export markets.

### OBJECTIVES OF THE IRISH CATTLE & BEEF INDUSTRY.

There are a number of objectives which the industry want to attain. These objectives as follows:

- a] To realise the growing market potential for beef through fully exploiting the comparative advantage of Ireland as a source of beef.
- b] To move away from supplying the low technology, low end of the beef commodity market to supplying the high technology, value added, upper end of the market at retail and end user level through the maximum development of downstream processing of Irish beef.
- c] To maximise prices to producers by shortening the marketing chain and by improving the efficiency of production and the beefing

quality of Irish cattle.

- d] To provide price stability to cattle producers through developing a continuous trade in value added beef products direct to the retail and end user trades.
- e] To protect producers from being exploited by ensuring that control of the beef industry remains in Irish hands.

### THE PRODUCT/MARKET STRATEGY.

There are a number of components in the recommended producer/market strategy for the industry. The strategy is developed on the basis of identifying the markets offering most opportunity, the products which will result in most value being added in Ireland, the most appropriate customers, channels of distribution, price/quality relationship, branding and means of competing in the market.

#### a] Market Opportunities.

The analysis of markets indicate that there are opportunities for Irish beef exports in all the EEC countries with the exception of Denmark. The UK market is expected to be the major area of opportunity because of its proximity and large beef deficit. Opportunities in Germany and in Netherlands are increasing and the type of beef produced in Ireland is suited to those markets either as vacuum packed boneless beef for the retail trade or as boneless manufacturing beef. The Italian market is expected to show slow continuous growth in export opportunity while France and Belgium will provide even further opportunities once Ireland has an increased availability of suitable continental type beef cattle.

Greece, Spain and Portugal are all beef deficit countries and will offer major export opportunities for Irish beef to replace the present imports of beef from South American Countries.

## COUNTY CHAMPIONS



John Shaw, Chairman Limerick County Inter-Firm Board presents the County Title to James O'Grady, captain Shannon Meat & Town Traders, much to the delight of Ray Doherty, Denis Kenneally & son Brendan, Michael O'Neill & son John & Bill Chawke.

Other world markets offering opportunities for Irish beef exports include the United States, the North African and Middle Eastern Countries, Eastern European Countries and Japan.

#### b] Product Opportunities.

While exports of live animals and carcass beef will continue to provide opportunities it is very much in the interest of the industry to reduce its reliance on this form of export and to develop exports of fresh boneless beef, frozen boneless beef, uncooked portion control products, cooked meat products and prepared meals. The production of processed beef products is fundamental to the whole future strategy of the industry. The market place is increasingly demanding processed products, and it is through providing products which are further processed that the industry can add more value to beef products within Ireland and thereby significantly increase the employment potential of the industry. The potential of the industry to add value to beef products and to increase employment is shown in table 1.

Six distinct stages in processing are identified in Table 1; exports of live cattle, carcass beef, boneless beef, uncooked portion control products, cooked meats and prepared meals. The estimates of additional employment per 10,000 cattle covers only those operatives directly employed in each process.

It is evident from the figures in Table 1 which have been compiled from a wide cross section of the industry that both added value and employment increase significantly as the level of processing is increased.

In the case of portion control products the figures indicate that if the entire carcass is utilised for the production of consumer portions that value added is increased by IR£210 per animal and employment by 85 per 10,000 cattle over and above the export of live animals. If forequarters and plates and flanks are used to produce beef burgers while the remainder of the hindquarters are processed into consumer cuts then value added and employment would not be quite as high as in the case of all the beef being processed into consumer cuts. If the forequarters, plates and flanks are used to produce cooked meats and prepared meals while the remaining hindquarters are processed as consumer cuts then value added and employment is increased even further.

While not shown in the figures in Table 1, it is also possible to process the entire carcass to the cooked meat stage as far as prepared meals. This further degree of processing would increase the value added at the cooked meat stage to IR£345 (73 percent) and at the prepared meals stage to IR£424 (89 percent).

The figures in table 1 highlight the desirability of increasing the amount of downstream processed products produced in Ireland for export. If, in 1979 the 1.5 million cattle available for export had all been processed into boneless beef and value of exports would have been over IR£800 million instead of IR£500 million and employment would have been 7,000 instead of 5,000. If all the beef had been processed to the cooked meats stage then exports would have reached IR£1,200 million and employment would have been over 27,000.

TABLE 1.

Added Value and Employment Potential of Downstream Beef Processing.

Added Value & Employment Stage of Processing	Added Value per Animal		Employment per 10,000 cattle
	IRE	% Increase	
Live Animal	0	0	2
Carcass	30	7	22
Boneless Beef	80	18	47
Uncooked Portion Control			
Consumer Cuts*	210	46	87
Burgers**	148	32	77
Cooked Meats**	270	59	87
Prepared Meals**	350	77	187

\* Entire carcass processed into consumer cuts.

\*\* Forequarters, Plates and Flanks only used; hindquarters processed into consumer cuts.



# SHANNON MEAT REVISITED

Le: Anne Isabelle Labrousse  
Anne Vergnory Mion.



Anne-Isabelle Labrousse with her Irish friend.

Hello Everybody,

We first want to thank you all for your wonderful welcome. You have been very patient, speaking to us until we could understand you, you have been helpful too, answering to all our questions.

We suppose, as everything we said was spread in the Company, that you know we are Anne and Anne-Isabelle. And also, that Anne-Isabelle was engaged. She'll get married the 30th of October. Anne-Isabelle comes from Clermont-Ferrand and Anne comes from about thirty miles from Paris. We met during our studies in Nantes, two years ago.

We came on an eight week long training period, to Shannon Meat Limited. We were able to visit every part of this factory, which will be very useful for our studies. As all the French students who were here before, we are studying "food processing" in school in South of Britany.

## Where to go in France

But, most of all, we want to answer one of the questions which came often:- "If we go to France, where shall we go?"

As you surely imagine, France doesn't mean only Lourdes or other holy places. One of its biggest interests is that there are many landscapes. We will divide them into nine parts:-

1. Seaside - In south of France, you are sure to find burning sun, heat and crowd.
2. Britany:- It looks like Ireland for the climate (soft) and the landscapes. Mountains for



Anne Vergnory Mion from E.N.I.T.I.A.A. Food College of Nantes.

those who like walking or driving on narrow roads.

3. Alps and Pyrenees:- High with sometimes snow during summer.
4. Jara, Massif Central:- They are big Cateaux with very different landscapes from here in Ireland.
5. Alsace, Lorraine:- For those who like good wine, very beautiful towns (Strasbourg, Colimar) and fine landscapes.
6. Dordogne:- In this place are beautiful towns, historic places, little roads like in Ireland.
7. North:- The less touring place, with big beaches but cold temperatures with lots of first and second World War souvenirs.
8. Normandie:- Not very far from Paris, this country is the country of cows and big beaches and beautiful places (Mont St. Michel).
9. Loire:- The most historic place, with wonderful castles (Chambard, Azai le rideau, Blois).

## Enjoyed

Who ever wants to go somewhere in France can join us (We're sure Maureen Curtin won't keep our address for herself), we will surely be able to tell you more about our country. We just told you where to go in France, but actually we could not forget to tell all our French friends how we enjoyed our stay here except a bit for Anne-Isabelle missing fiancé(!), and we will try to persuade them, they cannot go on living without a visit to your country.

## Kinetic Principles

1. Adopt the PROPER STANCE . . . Place the feet a comfortable distance apart.
2. Keep the CHIN IN . . . This helps to keep the back straight but keep head up.
3. Keep the BACK STRAIGHT . . . This does not necessarily mean vertical.
4. Take the CORRECT GRIP . . . Make full use of palm underneath the object.
5. Keep the ARMS INTO BODY . . . Keep the elbows as close as possible to sides.
6. Adopt CORRECT FOOT POSITIONS . . . One foot slightly forward in line of movement.
7. Make PROPER USE OF BODY WEIGHT . . . Allow body weight to assist movement.

IMPORTANT: When picking up from the floor squat and make the legs do the work

ON NO ACCOUNT BEND THE BACK WHEN LIFTING

# EXAM SUCCESSES

Five members of the staff of Shannon Meat Limited were successful in examinations recently. The examination was Stage 1 (of two stages) - in Certificate in Supervisory Management - organised by the Irish Management Institute.

The successful candidates were: Anna Fitzgerald (Canteen Officer), Seamus Kennedy (Industrial Engineer), Mike Guiney (Maintenance Foreman), Batty Collins (Carpenter), and Paddy Coleman (Stores Assistant.)

They had to sit four subjects and pass in each to advance to Year II. The subjects were:-

## (i) Management Theory:-

- Including - History of Scientific Management.  
- Management Theory and Principles.  
- Concepts of Organisation Theory.  
- Management by Objectives.  
- The Place of the Supervisor in Management.  
- The Training Function.

## (ii) Management Techniques:-

- Economics.
- Work Study.
- Organisation and Methods.
- Value Analysis.
- Financial Accounting.
- Costing.

## (iii) Human Relations:-

- Motivation.
- Group Behaviour.
- Leadership.

## (iv) English and Communications.

### Organisational Objectives

This is a broadly base educational course designed to increase the student's understanding of how organisations function and of the approaches used by managers to achieve the objectives of their organisations.

The course provides an excellent introduction to management education.

Our five intellectuals will return to the rigors of the classroom, in the Vocational School, Newcastle West for two evenings per week, from early October until next May, when they will sit their final examinations.



Relaxing in the Locker Room following their days work are L to R: Lilly Copse, Eileen O'Connor, Theresa Cregan, Hannah Mulcahy, Anne Vergnory Mion, Elizabeth Burns (partly hidden), Mary Nash, Theresa Heffernan, Marie O'Dea, Noreen Murphy, Theresa Cregan and Karen Murphy.



Photographed in the Canteen were: Seamus Kennedy, Eddie O'Dwyer, Billy Nestor and Michael Liston.



# BROADFORD

1932 By John Stack

There have been many accounts of hurling in days past following the death recently of Limerick and Ireland's greatest hurler Mick Mackey, so as a tribute to those far off days when hurling was the only game in the land, I will relate to you a poem of the epic encounter between Broadford and Ballingarry in the West Hurling Final of 1932.

The poem was written by a neighbour of mine Ned O'Connell who died last year aged ninety years. He wrote many poems about these stirring battles on the field where life and limb were not always sacred, and the following is his best known.

In the poem you will see the name Beamish this refers to a certain Paddy Prendergast who liked the Cork brew. Glenduff refers to a townland that produced the five Curtin brothers who hurled with the team while in the same line the Deel refers to Jack Reidy who resided by this river.

So now lets begin - Broadford in red and white and Ballingarry in gold and blue.

Come all ye Gaels from far and near and listen to my song.  
My tale is not a murder foul or a deed to make you sorry,  
It's the story of the glorious day when Broadford met Ballingarry.

To Feenagh's groves we set our sails on a glorious Autumn day,  
Our team it was all pre-arranged and mastered for the fray.

Their eyes were bright their hearts were steel and those lads were bold and true.

And the red and white wore victors crown and down went the gold and blue.

Our boys they played a dashing game as they often did before,  
And when the halftime whistle went quite level was the score,  
They rested for some moments and then they joined the fray  
And when the ball was in motion put'twas then our boys did play.

Our backs they cleared in gallant style with Beamish to the fore  
From centrefield long balls were sent our forwards soon did score  
Far o'er Kilmeedy's green clad hills were loudly heard it's cheer  
Come on ye boy's of Ballingarry the end is growing near.

## RINGSIDE NEWS

Sean Finn Boxing Club (Rathkeale), held their Annual General Meeting on Tuesday, 7th September. The venue being their training headquarters - C.Y.M.S. Hall.

The following are the officials elected:-

**Chairman:-** Mattie Williams  
**Vice-Chairman:-** Noel Byrnes.  
**Secretary:-** Maurice Foster  
**Asst. Secretary:-** 'Waxie' Walsh  
**Treasurers:-** Pat Joe Jones and Mick Hogan  
**Committee:** Vincent Comny, John Comny, Gerry Mulcair and Shane O'Grady.

The Club trainer is the former boxing stalwart of the town Johnny Jones.

Mattie Williams informs us that he is very optimistic regarding the Club's potential. He concludes - "I'll be content if we can be as successful as last season".

# PROFILE - JACK DALY



When it is recalled in years forthwith, in taverns, at sports meetings, weddings and funerals, or any such places where sports minded people will congregate, how the footballers and hurlers of Shannon Meat took all that dared went before them in the year of '82, there is one guarantee that Jack Daly will be mentioned, surely, not once or twice but certainly a score or more.

Victory speeches are always sure to contain a sentence or two about the great assistance from the "back-room" boys and how it was they that made it all possible. In my view, unless the garland bearers are Kerry or Liverpool I am inclined to the opinion these carefully worded accolades, are only cosmetic.

### Life-Support

There is, however, a third name I would add to this very sacred list and it is our own very own

But all the efforts failed to prove the day they met defeat,  
They did their best but were not fit  
those Broadford boys to beat.  
He is a health to all the Gaels from Glenduff to the Deel  
And Broadford's groves and valley's fair with hearts as sound as steel.

Hold on the game of Ireland's fame  
Let each man do his best until our colours roar on high once more  
We're the Champions of the West.

## SYMPATHY

Condolences are offered to Michael Moran [Maintenance Department] on the recent death of his father, John, late of Kilcoole, Rathkeale, also to other members of the Moran family.

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

As we go to press we learn with regret of the death of our Director, Richard McCarthy of Limerick. Our condolences to his family. Appreciation will appear on our next edition of the "Gazette".

Shannon Meat Inter-Firm teams. In our little set-up it is well known that Jack Daly and Michael O'Neill are the life support of the gaelic code and God forbid the day somebody turns off this support.

Down through the years both Jack and Michael have devoted their time and energy unselfishly, unpolitically and unbureaucratically to the promotion of gaelic games at Inter-Firm level. In 1982, the year of the Championship double (prior to this a championship had never been won) it is fitting that Jack Daly should be Chairman and Michael O'Neill Secretary.

This could be stated another way, if Jack or Mike were not in these important positions the Club would likely be still awaiting their first county title. In fact, some other Club may have been able to purchase a fine set of jerseys and whatever few assets we possess.

### Father Figures

With these two father figures at the head the rest of the disciples can follow suit. On match days, Jack Daly is a sight to behold. Outside the dressing room his eyes strain to ensure that each player has arrived, if not, and Jack's prayers catch him, he's unlikely to get much further anyway. During the game he paces up and down the line, fervently, red faced, blood pressure so high that it's as well Mike O'Neill has knowledge of First-Aid. If somebody touched his face they would get a perpetual burn so hot and red are his cheeks.

He is nervousness personified, hitting hurleys to the ground and such like, but always having a word or ear for the "know-alls" or better known as spectators.

After the game, long after the game, the 'Boiler' has been cooled and he is again able to do simple things like tie his laces, talk, comb his hair etc. It is then to the pub and a few pints and an appraisal of the game.

### Family

Jack Daly was born on the 2nd July, 1955. He was the first born to Thomas and Mary Daly. He tells us the thinks he was born in Croom.

His father, Thomas, worked with Limerick County Council. His mother (nee Lynch) is a native of Ashford. Jack has one sister, Kathleen. He resides with his family in the townland of Ballyalinan, Rathkeale, a district that sends forth more than its share of talented sportsmen.

His early school days were spent in Duxtown. Consideration should be given to changing the name of this inaptly named townland. It is the source of numerous nick-names and jests on particularly the younger pouplation, examples being "ducks", "lame-ducks", "quacks" etc. After finishing with Primary School, Jack studied for a few years in the Vocational School, Rathkeale, where he proved he was none of the aforementioned misnomers.

Leaving the school books behind him Jack spent the next five years working with Veterinary Surgeon Sean Hutch. This he claims was a good experience and broadened his horizons.

### Dedicated

Jack Daly joined Shannon Meat Limited on 23rd. August, 1976. He has been with us ever since. In his time with the Company he has been a dedicated, hardworking and loyal employee. The majority of his service he has spent in the Boning Hall.

Gaelic games have been very much part and parcel of Jack's career to-date. At the age of twelve, he first wore the blue and white of Rathkeale. He played football and hurling for all the juvenile ranks right up the senior level.

It saddens Jack deeply that this once great Club seems to be in the autumn of its cycle with the prospect of glorious summers (like in former splendour times) getting more and more remote.

One could describe Jack as a punter, not in the J'P' McManus category yet, but he is catching up. Like many Irish racegoers he has made the trip to Cheltenham. He was disappointed with the meet itself, but the crack was mighty amongst all the familiar Irish faces.

### Assets

Greyhounds hold a special appeal to this twenty-seven year old. He is a partner in a number of these racing animals. His latest asset, he informs us in a cert for the future, so watch out for ..... (sounds like a song Brendan Shine would sing and maybe he will if she wins a Derby).

In his spare-time away from work, gaelic activities, racing horses and greyhounds, he likes a Ballad Session. He informs us he has no time for marriage but that doesn't stop him searching. Presently, I believe in the Tournafulla area.

### High Repute

This very likeable and most friendly of characters is held in high repute by everybody within and outside of Shannon Meat Limited. If everybody, put as much into some sport or other as Jack has done, it would make for better realisations in the world of sport and in all probability not just confined to sports, but the world.

## Quality Meat for your Home Freezer

- Home Freezer Special Prime Beef Packs
- Prime hind and forequarter helper beef
- Your own stock processed to your specification
- Top quality Lamb Packs and Lamb Carcasses
- Specialist advice on Home Freezer maintenance.

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 Department,  
Shannon Meat Ltd.

## DEPENDABILITY

The respect you command will be in proportion to the confidence those who know you have that you will not let them down in any situation.



# MEAT FROLICS

## A TALL TALE

By: Luke Johnson

The time was 8.11 a.m., a fitting time of day for unnatural events. A low fog hugged the ground. A typical morning. No one could have guessed the horrors that lay in store for them as they peacefully went about their business. Oh, everybody had heard of THEM, but nobody had actually seen THEM in real life. No one, in fact believed in THEIR existence.

### THEM

Work went on as usual on this fateful morning; John O'Connell made sure that cattle were killed, Larry Kelly made sure they were deboned and Sean Harnett watched and observed everything in sight. Nobody noticed THEM, as they crept through the front gate and into the canteen.

Anna Fitzgerald felt a slight shiver of excitement but she put that down to the fact that Richie was nearby. THEY by-passed the average person, they even by-passed Seamus Kennedy (he's above the average person), THEY had only one thing on their minds.....

### UNTIL.....

Gerry Fitzgerald raised his nose, sniffed the air and noticed something unusual. He just couldn't put his finger on it (partly 'cos they were in his pockets). He walked around in a slight daze, oblivious to the sounds of everyday life. Bill "fenian" Lynch pushing carcasses. "Whinnies" and "Neighs" from the cannery as Christina O'Brien talked to someone. He was thinking. What is it? THEY retreated when they saw him coming. Then THEY made a fatal mistake. THEY went into the Lab. In their efforts to elude those dark glasses and beard they failed to notice other eyes on them. John Stack stood and stared, and stared and stood, and stood and stood and stood, and his jaw dropped. THEY saw him. Nobody moved. Nothing happened, and for a few more moments nothing continued to happen. John just stood there mesmerised as they slunk past him and continued on THEIR quest. His heart pounded.... never before had he seen so many.... Thump!

(Jim O'Connor hit the floor in a severe state of unconsciousness..... never before had he seen so many) ".....What's going on here?" (Eddie O'Dwyer heard the thump

and came to investigate). THEY escaped by the window while Eddie tried to revive Jim and prop up John's jaw. THEY held a quick discussion.

"Right", says Sean, leader of the leprechauns, an aghaidh linn agus let us find what we want". "Wait", says Seamus "cad a dheanfaimid le John and Jim?"

"Well", says Sean "The way I see it is this; we can either bestow upon them them the 'shilinibhogue curse', or we can grant them a wish".

And that is how gentle Jim O'Connor got his cute smile and John Stack appeared on telly.

### WISH-GRANTER

"Whist", says Kevin, public relations official and apprentice wish-granter, "I've an idea". They gathered into a circle and held a discussion.

Meanwhile the top brass had been called to discern what was going on. "The problem" says Bill Chawke "is to get John's jaw moving - if we can do that we'll find out what's going on. Can you hear us, John? "Nnhhhhgaaah!" "he can hear us. One minute, John, and we'll have you straightened out! Eddie, get a crowbar". Nnhhhhgaaah! Kevin, the apprentice wish-granter, took pity on John's situation and decided to grant a wish. PLIGN. "Nnhhhhgaaah", came from John -

### POWER

Gerry Fitzgerald appeared on the scene. He was immune to the power of Leprechauns. In two minutes he had John's jaw in working order, but the only word they could get out of it was "Nnhhhhgaaah" "I suspect the power of Leprechauns", says Gerry and quickly set about his work - leprechaun eradication. He hunted high and low but could find no trace of them. For all intensive purposes they had disappeared. Their purpose had not been revealed and no real damage had been done (apart from a lump on Jim's head and John's rather limited vocabulary). Life went back to normal - or so everyone thought - for, out on the Nass dual carriageway Neddie Roche and Pa Guinane held a strange conversation, of only one word, "Nnhhhhgaaah!"

# DONOVAN'S AMERICA

On Tuesday, 13th July, Kevin Donovan, accompanied by his father, Tim and sisters Grainne and Maeve, 'jumbeoed' their way to the United States. It was the start of a fascinating three week holiday for the Donovan clan, in the state of Cincinnati.

Kevin enjoyed immensely the flight over, when he could tune into any of twelve stations in his ear-phones. However, what he really liked was the way the air hostess made him feel comfortable.

### House Exchange

Tim Donovan had arranged a house exchange, via correspondence with fellow holiday enthusiasts in the States. It was all based on trust. As Kevin puts it "If you robbed them, they robbed you back". As the Donovans flew to America, David and Ingrid MacAuley were heading towards our Emerald Isle and a holiday in Rathkeale. When you live in a place it's difficult to imagine anybody holidaying there, moreover, Rathkeale.

In the States, Kevin and his family stayed in a place called Newtown. There, they stayed in a very pleasant house across from a golf course. They had very friendly neighbours, the Stottle's who gave them the use of their swimming pool. Only for Kevin telling us about the golf course and the swimming pool it could have been Newtownsands he was holidaying in.

### Facilities

Kevin has high praise for the Yanks especially the provisions they supply for their blind colleagues. To his amazement Kevin had an offer for him - "Talking Books" whereby the story was spoken rather than printed. At his disposal also he had

37 V.H.F., channels to choose from which sounded all day and night. To get the maximum use out of his holiday, Kevin stayed up all day and night. He figured he could catch up on his sleep when he came back to work. Bernie O'Dea would do all the work.

Kevin tells us that there was one aspect of American life that upset his father, greatly. It was that petrol was so cheap. He could drive a Limousine, around for 'half-nothing'. In Ireland you'd drive a honda for half of your pay packet. You'd know he didn't have to purchase mediacs, at home either, otherwise.....

### Landmarks

During his holiday he got to visit some of the greatest landmarks in the world. He stood, dizzily, at the top of the Empire State Building and felt he and the amazing structure would topple side-ways.

Two people who Kevin didn't meet, while on holiday were President Ronald Regan and fellow holiday-maker Helen Magner, of the Accounts Department, Shannon Meat. They were busily engaged in other activities and couldn't be located.

Kevin tells us if he got the opportunity he would love to live in the States. "The food is great", he says. The Americans, he claims made a particular point of treating the Irish well and making them feel welcome.

He probably feels this way because America has Johnny Cash and Bob Hope. Ireland, in turn has no cash and no hope.

Next year, Kevin thinks he'll visit one of those places next to America - Dingle.



Photographed at the Top of the Empire State Building, New York are, Maeve, Tim, Kevin & Grainne Donovan with King Kong.



"On your marks, Get set....." a nervous looking 10 year old, Suzanne Lyons is at the ready for the start of U-16 Wheel-chair dash at the Community Games finals in Butlins.



Pauline Flaherty of the Canning Department, a native of Croagh, was recently married to ex-employee Gerard Enright from Kilfinny.



County Football Champions Shannon Meat & Town Traders photographed prior to the start of the County Final with Cement Ltd. Back Row (L to R): Tom Flaherty, Bill Chawke, Mike Gallagher, John Lynch, James O'Grady, Don Gallagher, Jack Lyons, Pat Potter, Denis O'Dea & Eddie O'Dwyer. Front Row (L to R): Mike Beecher, Denis Murphy, Maurice Windle, Richié Hayes, Ray Doherty, Brian Dillon, Johnny Jones, Danny Deady, Thosie Donovan & Jack Daly (selector).



# G.A.A. CLUB NEWS

By Michael O'Neill, Secretary.

On Monday, 16th August, 1982 at Adare, Shannon Meat defeated C.I.E., in the second semi-final of the Inter-Firm senior football championship, thus qualifying to meet Cement Limited in the decider at Askeaton on Thursday, 26th August. The success of the Rathkeale side ensured that we would have two teams in a position to achieve a double, as we won this year's junior hurling title, whilst Cement Limited won the senior hurling crown.

The Shannon Meat victory was a fairly easy one on the scoreline - 2-10 to 0-6. Yet, we did not produce the fluent football that was expected from a team unbeaten so far this year in all our games. In fact, against better opposition our defence could have been punished. Tom Flaherty at midfield, Denis O'Dea at centre back and Don Gallagher at wingback were our heroes in the first half and most of the second.

Shortly after the interval, C.I.E., were reduced to fourteen players when one of their side was injured and they had no reserve. This was an unfortunate occurrence, but even again the reduced strength of the opposition, Shannon were not really impressive. It was obvious we would have to improve a lot if we were to beat Cement Limited next day out. Hugh McNamara refereed in very satisfactory manner.

## Football Final

The senior football final, which took place at Askeaton on 26th August was much better and more exciting than the final score might indicate. Shannon Meat captured the title at the expense of Cement Limited with the final tally reading 2-12 to 1-6 in their favour. In fact, the Mungret lads might possibly have completed the double only for the mishap of being reduced to fourteen players for the last ten vital minutes of play.

The Cement lads opened in sparking style and in the first ten minutes played as if they really intended to wrap up the game as quickly as possible. Their football was a treat to watch but they only succeeded in registering two points before Shannon Meat settled to their task and during the second ten minutes they got themselves into a six points lead, with the highlight a goal scored by Mike Gallagher, resulting from a long clearance by the Rathkeale captain, James O'Grady. It was a brilliant effort.

Cement got the chance of retribution when they were awarded a penalty just before the interval, but it was driven wide.

On the resumption Cement came well back into the reckoning. Leonard Enright got a grip at midfield and with Jim McNamara doing very well at centre-half back they cut the arrears to two points and looked like winners when tragedy struck them.

The exchanges were getting very hard but not dirty, but when a free was awarded against one of the Cement players he registered dissent to the referee, whom he actually struck, leaving the latter no option but to send him off. Many feel that this cost the Mungret lads the game for the extra man helped Shannon run amok in the closing stages to run out winners as stated.

The winning line out was: - J. Lyons, M. Windle, J. Lynch, J. O'Grady, D. Gallagher, D. O'Dea,

D. Murphy, T. Flaherty, R. Hayes, P. Potter, R. Doherty, B. Dillon, M. Gallagher, B. Chawke, M. Beecher.

John Shaw, Chairman of the Inter-Firm Board, in presenting the trophies, thanked both teams for a hard sporting game and congratulated them on their contribution to Inter-Firm G.A.A. affairs. He also thanked the referee for his services and the Askeaton officials for the use of their field.

## Four Championships

Following years of heartbreak having been beaten in County Finals we had achieved the double. It would be very unfair to single out any one player for their performance in this football final, for special mention as it was a great team effort. Cement Limited were good, but our lads stuck at their job and played great football, and that in the end won the day.

Looking at our hurling panel and football panel, we have a great crowd of dedicated players, who this year have won the championship double, hurling league and the final of the 1981 football league. That is four competitions since last April, with hopefully more to come. These players deserve all the support they can get in the forthcoming Munster Championships.

## Draws for Munster:-

Munster Hurling Semi-Final - Shannon Meat Limited versus Waterford or Clare on Saturday, 9th October.

Football 1st Round - Shannon Meat Limited versus Tipperary on Saturday, 2nd October.

## Dance

I would like to take this opportunity to thank everyone for their generous support at our recent fund raising dance at the Croagh Tavern. A very special word of thanks to the people who sold tickets for us. We are holding a victory dance in Croagh on Saturday, 9th. October. We hope to see you all once again.

## Eddie Corbett

Our Club lost a great friend recently with the sudden death of Eddie Corbett, Askeaton, Chairman West Board. Eddie for years had a great interest in the affairs of all Inter-Firm teams especially teams from the West. On the night of the recent football final he congratulated our team on a very fine performance and said they were a credit to the Association. Eddie was a great gael and lover of our National Games. He was always very sincere in his dealings with our Club. To his brother, sister and relatives, I extend our deepest sympathy.

## Mick Mackey

It was with deep regret that we all learned of the death of this great sportsman following a long illness. He was certainly one of the greatest hurlers of all times. It is exactly two years ago this week, that I wrote an article about sports stars of the past for this magazine. One of my stars of the past was the great Mick. I cannot add to what I said on that occasion. On behalf of the Inter-Firm Club, I would like to extend our deepest sympathy to his wife and family and may God comfort them in their loss.

# SOCCER SCENE

Both, Shannon United and Deel United have kicked off the 1982-'83 soccer season in the second division of the Desmond League. To say the very least it is a very very sorrowful state that the largest town in the League cannot have a side in the top division. Moreover, when it is contested by many football experts, players, officials and supporters, alike, that the standard of play is only regarded as moderate.

When one considers also that throughout the '70's and early '80's to-date, Rathkeale has been, and is one of the greatest forces in under-age football in county football, it is most difficult then to appreciate the fact that the juniors of Rathkeale playing in the lower reaches of the League.

## Panels

Both sides have assembled, what looks like reasonably strong panels of players for the forthcoming tests.

## Shannon United:

Frank Lynch, Noel Harnett, Liam Fitzgerald, Mike Neville, Mike Shaughnessy, Denis Harnett, Denis O'Dea, Barry Dillon, P. Harnett, Davy Fitzgerald, John Coleman, Liam Kennedy, Seamus O'Connor, Martin Herswitch, Olly Harnett, Sean O'Shea, Donie Neville, Sean Neville, Eddie O'Dwyer, Pat Sheahan, Mike Hannon, Liam Woulfe & David O'Brien.

## Deel United:

Eamonn Daly, Tom Shaughnessy, Seamus Doherty, Edmund Dollery, Ray Doherty, Paul Dineen, Mikie Meade, Liam Casey, Niall Hogan, James O'Grady, Jude Meaney, Jack Lyons, Mike Sullivan, Jimmy Fitzgerald, Richie Hayes, Pat Potter, Danny Deady, John Heffernan, Tom McCann, Jim Nix.

## Results

Shannon United 1 Devon United 1  
Noel Harnett.

United made an unimpressive start to the season by drawing at home to the League's newest Club. In the early stages of the game United took the lead, but, the Templeglantine side cancelled this in the second half. Barry Dillon was the most impressive performer on view.

Broadford 1 Deel United 1  
Seamus Doherty

Deel made the journey to Broadford, a difficult place to get a good result, and were reasonably content with the point. Seamus Doherty put Deel in front. However, Deel were fortunate to

hold on, owing to a home side much fitter. Edmund Dollery in particular shone for United.

## FIVE-A-SIDE

For the first time in their short history, Deel United organised a five-a-side, soccer tournament. This tourney was not confined just to local sides, but to any sides wishing to play.

In the 'A' final Askeaton defeated Glin in a game that was worthy of being staged on any final centre-piece.

The 'B' final was won by Croagh, inspired by the Fitzgerald brothers from Ballingarry. They defeated Peter Mullins and Co., in a fine game played on a bad evening, even for ducks.

## Under 10's

An under ten league was run in conjunction with the main event. Five teams, named after World Cup sides, totalling sixty young footballers took part.

Brazil inspired by the exceptional Paul "Puddin" Lynch beat West Germany in the final by four goals to nil.

## Brazil:-

Seamus Dollery, Declan O'Rourke, Brian O'Connor, Paul Lynch, Alan Neville, Chester Woulfe (captain), Anthony O'Rourke, Michael ("Micky Thomas") Woulfe.

## West Germany:-

Patrick Kelliher, John Gilbourne, Declan O'Keefe, Stephen Kelliher, Jeremy Walsh (captain), Michael McNamara, Denis Guiney and Ray Gilbourne.

## COUNTY CHAMPIONS

Rathkeale won the Under 15 Limerick County Schoolboy's League on Sunday, 29th August. In the Final they defeated Mungret 2-1. This was the second meeting of these two fine sides.

In the earlier rounds, the local lads had comfortable wins over Croom 11-1 and Newcastle United 8-0.

The panel of players that served their side so well was:-

Pat Reidy (captain), William Daly, Larry Clancy, Edward Geaney, Aidrian Birch, Eamonn Kennedy, Noel Tierney, Noel O'Keefe, Tadgh Hogan, J.R. Madigan, Mark Meehan, Georgie Sullivan, Kevin O'Rourke, Michael O'Connor and Martin Fox.



County Champions; Rathkeale Under-15 Soccer Team: Back Row (L to R) Noel O'Keefe, Eamonn Kennedy, Larry Clancy, Aidrian Birch, Edward Geaney, Georgie Sullivan & Martin Fox. Front Row (L to R) Tadgh Hogan, Mark Meehan, Michael O'Connor, Michael Woulfe (Mascot), Pat Reidy, William Daly, Noel Tierney & Kevin O'Rourke.



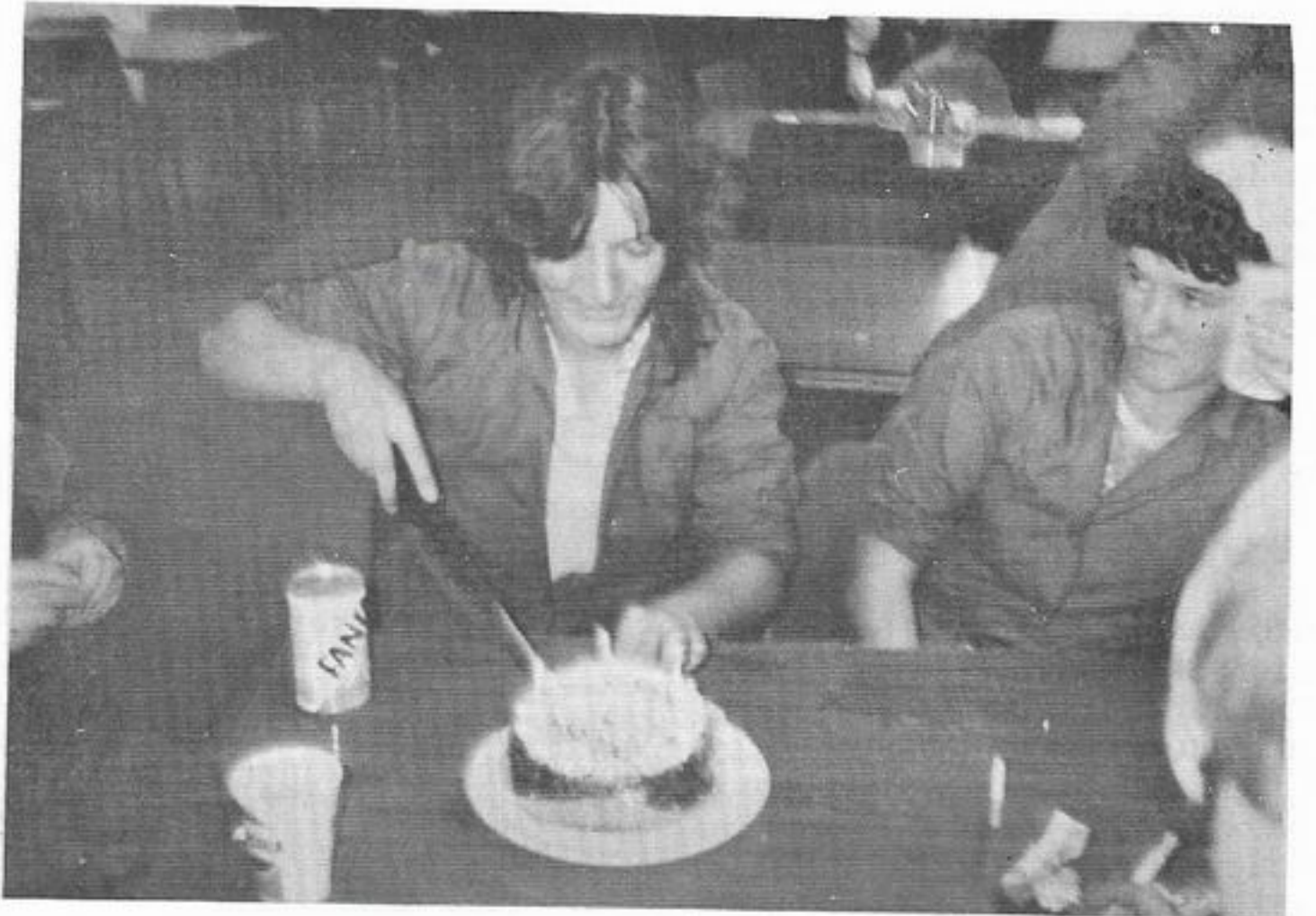
# SHANNON MEAT CHAT

By the Scribe.

- Neddie & Ann Roche are parents for the second occasion with the recent birth of a daughter Cliona-Maria (its a change from the father's).
- Pat Alfred and his friend (yes, he has one) alias Mr. and Mrs. John Smith had a most enjoyable holiday touring Ireland.
- John & Mary Lynch are proud parents of a baby girl christened Elaine.
- While on holidays in the States, Mario Zoncada was very disappointed with the overall standard of women, concluding they were too fat. So any fat woman interested in Mario now know what they have to do.
- Countrywide - Seanie Mulcahy reverses up a one way street in Athlone, thinking he is in the right. Neddie Roche goes as low as to collide with a low-loader.
- Congratulations to Mr. & Mrs. Dan Cregan on the not so recent birth of their first heir. One of the best kept secrets for a few hours.
- It is rumoured that Larry Kelly and Jim Power have joined forces as Potato Merchants. Instead of "Spud" they'll probably become known as "Kerr's Pink Kelly" and "Golden Wonder Power."
- Danny Brosnan is another man qualifying for a higher children's allowance with the birth of a son to he and his wife.
- Gerry Donovan set off for a disco one night, eager and all spruced up, only to finish up listening to Philomena Begley. It's like having a date with Bo Derek but instead Phylis Diller or Miss Piggy shows up.
- Tom Kenneally became a parent, also, during the summer. Congratulations are extended to him and his wife.
- At long last Tom White's got engaged to the apple of his eye Moncia Shaughnessy. Hope it won't be as long a wait for the next stage.
- The Scribe has been reliably informed that Seamus Kennedy has no need for L plates on his car, unless of course they are for driving.
- Thossie Donovan recommends that the Shannon Meat footballers and hurlers should eat Teresa Meehan's tarts. He claims they'd be on the run for all the game.
- Synchronisation personified! Donie Ahern and Jim O'Connor got married around the same time. On the very same day their wives Noleen and Nuala respectively, gave birth to two little girls - Rosemary and Mary-Ita. We'll be watching for future happenings.
- **NOTE :** It is Willie Crowley (Boning Hall) that sings "The Boys of Fairhill" in appreciation of marrying a Rathkeale girl from Boherbuoy. Its the peculiar voice that gives him away.
- If Denis Murphy has his way, Mercedes will no longer be used as State cars. Instead he would direct that '73 Escorts or older models to be used for chauffeuring. What is more he should know.
- A speedy recovery is extended to Breed Woulfe. The Scribe hopes she'll be back, soon, making the sandwiches. Rather than as at present she's been sandwiched between sheets and blankets recuperating from her recent illness.
- Coronation Street has one Hilda. Shannon Meat can boast three such Hildas, Anna, Catherine and Pauline in the Canteen. Although come to think of it Liam Hanley is a bit thin to be Stan, as is Richie.



Pretty Teresa White (Canning Dept) represented Askeaton in the 'Ten Knights of Desmond' Festival in Newcastle West during the summer. Teresa is photographed on the town Bridge with Miss Devine, representing 'The Shamrock Bar', Newcastle West. (Photo: The Limerick Weekly Echo).



Theresa Lynch cuts the cake for her 21st. birthday. The celebration, which took place in the company's canteen was courtesy of her canning colleagues.



Photographed in the accounts offices are Geraldine Nolan, Kathleen Burke, Mary McAuliffe and Breda Morrissey.



Canning Staff on their break from a hard days work are Anne Isabelle Labrousse (standing), with Theresa White, Patricia Linnane, Hannah Mulcahy, Cathleen O'Grady, Cathleen O'Brien, Mary Meehan, Nora Shiels, Mary Brouder, Christina O'Brien and Marcella Markham.

## WINDOW TO THE PAST



Preparing the site for the building of the new abbatoir - 1970.